



Neptune News

A quarterly publication of
Neptune Marketing LLC

Spring 2005

www.NeptuneMarketing.com

A Message from the Editor

This marks the inaugural issue of Neptune News. Since founding Neptune Marketing in January 2005, I've "harnessed the power to grow my own business," through determination, passion, the belief that I could succeed, and most importantly, through the support and encouragement of my family, friends, and business colleagues.

I can now confidently affirm what I've always known about networking - my business has developed through the word of mouth endorsements of those with whom I have networked for over ten years. As I've often stated, networking doesn't create overnight opportunities. Effective networking creates trusting, long-term relationships. Networking is about giving, not receiving. It's no surprise that giving does have its rewards.

On a quarterly basis, Neptune News will report on a variety of topics of interest to entrepreneurs, professionals, organizations, not-for-profits, and just about anyone who does business on Long Island.

I welcome your comments and suggestions for newsworthy items to include in future issues.

Mindy Ferrentino Wolfe



Strengthening Our Community Through Volunteerism

Neptune Marketing LLC proudly supports a number of civic, philanthropic, charitable, and not-for-profit organizations. By giving back to our Long Island community, we ensure a better life for our neighbors and ourselves. Support need not come in the form of dollars and cents. Your time, energy, creativity, and connections to others are all highly valued by the many groups begging for both leaders and worker-bees.



So what can you do to make a difference? Volunteer! Most of these organizations run on a shoestring budget and rely heavily on the participation of their volunteers.

Board members and committee members often do the bulk of the work needed to make events successful, to recruit other volunteers, to bring in new supporters, to raise development dollars, and to keep the proverbial ship afloat. That person selling raffles, working the registration table, creating the invitation, arranging the program, filling the goody bags, attracting sponsors, hand-holding honorees, walking to raise awareness, handing out water, taking photos, speaking to students, making calls, writing letters, and on and on and on - that person is most often a volunteer.



Volunteerism, while altruistic, has many other benefits. Although it might be obvious, volunteerism is a superb way to network. Not only do you provide tremendous benefits for the groups you support, but you meet like-minded people from all walks of life - people whose paths yours might not otherwise have crossed. Volunteerism is good for your head, for your heart, and for your business. You won't be disappointed, and neither will those who you'll be helping to realize a dream, cure a disease, make a difference in a young person's life, build a strong organization, and provide the means for a better life for everyone on Long Island.



People rarely succeed unless they have fun in what they are doing. ~ Andrew Carnegie



**Just A Few Upcoming Events...
So Much to Do...So Little Time!**



6/2/05: **Public Relations Professionals of Long Island (PRPLI)** Annual Meeting at Stonebridge Country Club - www.prpli.org

6/8/05: **National Association of Women Business Owners (NAWBOLI)** Officer Installation Ceremony & Networking Meeting at Hilton Long Island in Melville - www.nawboli.org or 516.466.3470

6/9/05: **Women Economic Developers of Long Island (WEDLI)** Dinner Meeting at the Milleridge Inn - www.wedli.org or call Kennetha Pettus at 516.507.1505

6/13/05: **Long Island Center for Business & Professional Women** Dinner Meeting at Crest Hollow Country Club - www.licenter.org or 631.673.0209

6/14/05: **Junior Achievement** 3rd Annual Long Island Golf Outing at Hamlet Wind Watch - 516.625.9056 or agoldstein@jany.org *GOODY BAG DONATIONS BEING ACCEPTED NOW*

6/15/05: **International Association of Business Communicators (IABC-LI)** "Achievement in Communications" Awards Luncheon at Fox Hollow Inn - www.iabc-li.org or call Tina Panos at 631.348.0097

6/21/05: **Soroptimist International of Nassau County** Annual Awards Gala, including "Making a Difference for Women" Awards, at Coral House in Baldwin - Call Fran Karliner at 516.694.9834

6/22/05: **ExecuLeaders** "ExecuBreakfast" at Carlyle on the Green at Bethpage State Park - www.execuleaders.org

6/22/05: **National Multiple Sclerosis Society**, Long Island Chapter, "Class of 2005" Awards at Crest Hollow Country Club - www.nmssli.org

7/21/05: **Long Island Center for Business & Professional Women** Annual Miniature and 9-Hole Par 3 Golf Outing at Heartland Golf Park - www.licenter.org or 631.673.0209

11/9/05: *Mark Your Calendar Now* - **Long Island Fund for Women & Girls** 11th Annual "Women Achievers Against the Odds" Breakfast and Presentation of the Recipients of This Year's Grants - Crest Hollow Country Club - www.lifwg.org

Congratulations to...

Andrea Kantor (Bond Street Coaching), **Michael Pfeifer** (Law Office of Michael L. Pfeifer), and **Barry Shapiro** (Coordinated Planning Group), on being named to the National MS Society's Class of 2005.

Anne Shybunko-Moore (GSE Dynamics), **Judy McEvoy** (Stony Brook University), **Donnalynn Darling** (Meyer, Suozzi, English & Klein, P.C.), **Theresa Regnante** (EAC), **Eileen Eichler** (Farmingdale University) and 45 other great women for being honored by *Long Island Business News* as LI's Top 50 Women for 2005.



Bob Sherman on his retirement as Nassau County's Commissioner of Social Services, after 33 years of government service. Bob and I started together at DSS on September 5, 1972 for the whopping annual salary of \$7,255. Bob was feted by over 250 friends, family and colleagues at a gala attended by the two Toms - Suozzi and Gulotta - seated at the same table!

Iris Seligman (Checkmate Resources) and **Dr. Bernard (Bud) Polatsch** on their May 15, 2005 Nuptials.

Lee Peretz ("Intern for Life") on receiving his Bachelor's Degree from SUNY Albany in May 2005.

Lhea Scotto (Quantum Career Services) on the opening of her new office at 366 North Broadway in Jericho.

Lisa Becker (Cold Spring Harbor Laboratory) on being selected for PRPLI's 2005 Rising Star Award.

Robin Bernstein (Write Time Communications) on achieving finalist status in the 2005 IABC Gold Quill Awards Competition.

Saskia Thomson (Marcum & Kliegman LLP) on achieving finalist status for the second time in three years in the BOLI Awards.

Mindy Ferrentino Wolfe, President
Neptune Marketing LLC
600 Shore Road, Suite 201
Long Beach, NY 11561
www.NeptuneMarketing.com