



Neptune News

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Neptune Marketing LLC

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www.NeptuneMarketing.com

Neptune Marketing LLC Extends Thanks to the Nassau BOCES Rosemary Kennedy School

The Winter and Spring 2006 editions of Neptune News were brought to you through the efforts of the students of the Nassau BOCES Rosemary Kennedy School.

Sincere thanks to Mindy Davidson, Vocational Rehabilitation Counselor, and her excellent group of students, on a job well done. Here's a bit of information on their fine program.

The Nassau BOCES Rosemary Kennedy School serves students ages 8 through 21 with developmental disabilities. The school has a special vocational program in which its students perform collating, stapling, labeling and envelope stuffing. The students and work assignments are supervised by certified teachers and teacher aides. By performing these tasks, the students learn skills and appropriate behaviors that might increase the likelihood of their working in the community upon graduation.

I am delighted to recommend this no-cost special vocational program to you and your organization or business. You can reach Mindy Davidson at 516.396.2616.

Thanks, also, to Lorraine Sullivan of Farrell Fritz for making this connection for Neptune Marketing LLC.

Remember When Ethics Meant Something?

The foundation of ethical behavior goes well beyond corporate culture and the policies of any given company. A fundamental principle applies to all business ethics: what *ought* to be done or what *ought not* to be done. What do business ethics mean to you?

- ♦ Honesty in your business practices?
- ♦ Following through on your commitments?
- ♦ Adhering to verbal and written agreements?
- ♦ Providing a model for others to emulate?
- ♦ The ethical implications of your company's activities?
- ♦ Social responsibility?

So what has happened to the world in which we live? Resumes with false college credentials – brazen thievery by government officials – embezzlement by school officials – accounting irregularities intended to artificially support stock prices – pension funds wiped out by greed and mismanagement. Need we say more?

Business ethics are the concern of entrepreneurs and corporate moguls alike. It's not just about Adelphia, Enron, Tyco, WorldCom, and Martha Stewart. I recently read an article that stated, "Until the 1990s, people had the idea that unethical business practices were caused by 'a few bad apples.' But gradually it became clear that corporations came under systematic pressures that could lead good people to act unethically."



We are truly living in a "film noir" world, in which certain disagreeable realities do, in truth, exist. In analyzing film noir, Lee Horsley wrote, "The dispersal of guilt, the instability of roles, and the difficulties of grasping the events taking place all mean that there can be no 'simple solution.' Even if there is a gesture in the direction of a happy ending, the group reformed is damaged and cannot return to prior innocence." Aren't we then all damaged by the lack of ethical

behavior permeating business today?

The American Bar Association and the Legal Marketing Association recently held a "webinar" entitled "What Are The Rules and What Do They Cover," a program devoted to communications concerning a lawyer's services. Among the key points on what is not allowed – material misrepresentation, omission, unjustified expectations, and unsubstantiated comparisons. It's time for all businesses, and all professions, to not only adopt codes of ethics, but to actually live by them, from the top down.


"Don't live down to expectations. Go out there and do something remarkable." ~ Wendy Wasserstein

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It's the little things that stick in my craw! This issue's craw stickers – driving, of course


 Be advised – these are rhetorical questions! 


 What is a craw anyway? And why do things stick in them?

 Why do red lights now mean “three cars zoom through” instead of STOP?


 Why do yellow lights mean nothing?

 And why do yield signs mean “continue on at full speed”?


 Why do drivers speed up in parking lots when you're trying to back out of a space but can't see because you're squeezed between a Hummer and a Range Rover?

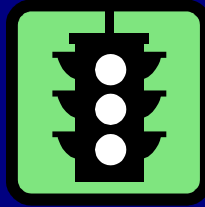
 Why do families need vehicles the size of a tank? What was wrong with station wagons, anyway?

 Why is it easier to hear a traffic report for New Jersey than for Long Island when listening to the radio?

 Why is gasoline 30¢ a gallon more on Jericho Turnpike in Woodbury than on Merrick Road in Wantagh/Seaford? And why does the price go up 10¢ a gallon between morning and night?

 Who started the roadside memorial trend and when will it end? When people stop dying in traffic accidents?

 And why are they called accidents when caused by drunk drivers? Aren't they homicides?



ExecuLeaders Holds Inaugural ExecuLeadership Awards to Sell-Out Crowd

As a co-chair of the first ExecuLeadership Awards, held at Carlyle On the Green on March 2, 2006, I am delighted to report the conferring of awards in eleven



categories, a crowd of almost 300 in attendance, and a keynote address delivered by New York State Inspector General, Dineen Ann Riviezzo.

Now planning for 2007, the ExecuLeadership Awards afford all members of the business community with the unique opportunity to nominate a client, colleague, or other praiseworthy candidate for recognition. Leadership awards are conferred in categories which include Community Service, Not-For-Profit, Business, Sales, Marketing, Networking and Junior Leadership. One of the significant aspects of the ExecuLeadership Awards is the chance for those who often don't receive public acknowledgment to be recognized for their exemplary qualities.

ExecuLeaders is an association dedicated to educating the business community in methods and techniques of sales, marketing and networking. For more information on membership and attending an upcoming ExecuLeaders breakfast meeting, go to www.execuleaders.org.

Neptune Marketing continues to send out thanks to mentors, friends and colleagues for their support, sound advice and inspiration.

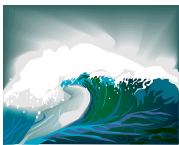


Laurie Bloom, Diane Cohen, Kathy Gavin, Linda McCabe, Fran Monahan, Tina Panos, Eileen Tanne, Debra Scala, Saskia Thomson and Beth Widowsky.

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