



# Neptune News

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Neptune Marketing LLC

Spring 2007

[www.NeptuneMarketing.com](http://www.NeptuneMarketing.com)

Dear Readers,

I'm delighted to report that Neptune Marketing celebrated its second anniversary in January. I've learned a lot during these two + years. Let me count the ways:

- ☑ Competition is healthy and omnipresent.
- ☑ Friends tell you the truth.
- ☑ Economists believe that the entire purpose of business is to make money.
- ☑ Humanists believe that without giving back, what's the purpose of life (or business).
- ☑ Laugh now; there will be plenty of time to cry.
- ☑ Ethical behavior, while expected, is not always exhibited.
- ☑ Network, network, network.
- ☑ Inspire others and they will inspire you.
- ☑ It helps to be organized.
- ☑ Record keeping is an art.
- ☑ Sudoku, Boggle, Scrabble Cubes and crossword puzzles are educational tools.
- ☑ Yes, it's true; it costs money to make money.

So from me and Neptune Marketing, may 2007 bring you good health, good vibes, good times, and goodness. Thank you for your continued support.

Sincerely,

*Mindy Ferrentino Wolffe*

President, Neptune Marketing LLC

## Public Speaking: It's All About Marketing YOU!

I recently had the opportunity to present a workshop on public speaking to members of the Association of Legal Administrators, an organization that promotes and enhances the competence and professionalism of members of the legal management team. Take it from one who knows, legal administrators are the nucleus of law firms.



It's said that public speaking is the number one fear in the minds of many people. Imagine the legal administrator presenting to an audience of attorneys on a daily basis. Yet, you might be surprised that attorneys aren't immune from "stage fright" either. The high-profile litigator, embodied in the character of Jack McCoy on Law & Order, hardly represents the countless attorneys who perform transactional work, rather than perform in the courtroom.

So how to dispel the mystique of public speaking, considered by more than a few as a fate worse than root canal? It's all about knowing...

- ...your audience and matching your content to their needs.
- ...your material thoroughly.
- ...what your strong and weak points are.

I recommend "getting in touch with your inner actor." Just a few pointers:

- ◆ **Speak** to your audience, **listen** to their questions, **respond** to their reactions, **adjust** and **adapt**.
- ◆ Present your materials in a logical progression – introduction, body, and conclusion.
- ◆ Use your voice and your body language with conviction and charisma.
- ◆ Add humor whenever appropriate and possible.
- ◆ Remain calm, despite what's going on in your stomach.
- ◆ Work the room with your eyes and expressions.
- ◆ Properly use audio-visual aids and handouts.



Of course there's plenty more to becoming a skilled public speaker, but it's certainly within the reach of everyone who takes the stage, the podium, the head of a conference table, or the microphone at a special event.

**Remember, public speaking is all about marketing you!**

**It's Spring...the calendar is bursting with events.  
Now's the time to mark *your* calendar and make *your* reservations!**

**April 28<sup>th</sup> & 29<sup>th</sup>: The 2nd Annual Coffee & Tea Festival: NYC** at the Metropolitan Pavillion, presented by Starfish Junction Productions, benefiting the Freeplay Foundation. [www.coffeeandteafestival.com](http://www.coffeeandteafestival.com)

**May 1<sup>st</sup>: "Taking Your Networking to the Next Level: From Conversation to Collaboration,"** a workshop for entrepreneurs. Presenters: Mindy Ferrentino Wolfle; Lisa Renee Pomerantz, Esq.; Donna Anselmo and Stephanie Leibowitz; Sophia Serlis-McPhillips and Elizabeth Malafi. [631.585.9393 x252](tel:631.585.9393)

**May 2<sup>nd</sup>: Child Care Council of Nassau, Inc. Third Annual Symposium and Community Champions for Child Care Luncheon,** featuring Kathy Hirsh-Pasek, Ph.D. and Roberta Michnick Golinkoff, Ph.D., authors of *Einstein Never Used Flashcards*. Honorees: The Honorable Michael Balboni, Marie Rothschild and the Health and Welfare Council of Long Island. [www.childcarenassau.org](http://www.childcarenassau.org)

**May 10<sup>th</sup>: Long Island Center for Business & Professional Women 28<sup>th</sup> Annual Achievers' Awards Dinner Gala.** Honorees: Kathleen M. Stanley, AAP, CTP; Margaret Krumholz; Laurie Carey; Ilene S. Cooper, Esq.; Mindy Ferrentino Wolfle; and Diane Kramer, Ph.D. [www.licenter.org](http://www.licenter.org)

**May 12<sup>th</sup>: Farmingdale State 3rd Annual Conference on Entrepreneurship:** "Starting and Growing Your Business." Presented by the Small Business Development Center. [www.farmingdaleconference.com](http://www.farmingdaleconference.com)

**May 18<sup>th</sup>: Long Island Women's Business Council breakfast meeting** with speaker Michael Starr, President and CEO of STEP UP! Self Defense, Inc. [www.liwbc.org](http://www.liwbc.org)

**May 19<sup>th</sup>: Spring Craft Beer Festival** at the Nassau Coliseum, presented by Starfish Junction Productions, benefiting Long Island Cares, Inc., the Harry Chapin Food Bank. [www.springcraftbeerfestival.com](http://www.springcraftbeerfestival.com)

**May 22<sup>nd</sup>: Public Relations Professionals of Long Island Awards Dinner.** Honorees: Edward Grilli, Michael Watt, Carol Silva, Laurie Bloom and Lee Peretz. [www.prpli.org](http://www.prpli.org)

**May 24<sup>th</sup>: Family and Children's Association Golf and Tennis Tournament** at the Creek in Locust Valley to benefit the people and communities served by FCA. [Marisa Paladino at 516.746.0350 x 364](tel:516.746.0350)

**June 19<sup>th</sup>: Soroptimist International of Nassau County Annual Awards Dinner Gala.** Honorees: Carole Kennavane, Zane Williams, Linda McCabe Oristano, Jacqueline Harounian, and Beth Sachs. Community Service Award Recipients: Family and Children's Association, Long Island Crisis Center, and Literacy Nassau. [Mindy@NeptuneMarketing.com](mailto:Mindy@NeptuneMarketing.com)

This space is dedicated to all those who participated in Neptune Marketing's second annual Hi-Hello Child Care, Inc. Holiday Appeal.

Thanks to your generosity, we raised \$560, topping last year's total of \$550. Your generosity made possible the purchase of toys and other gifts for the delightful children served by Hi-Hello in Freeport.

To learn more about Hi-Hello, please visit [www.hihellochildcare.org](http://www.hihellochildcare.org).



Janice Ashley  
Ellen Birch  
Harriet Brenner  
Melissa Connolly  
Laura D. Davis  
Susan Deutsch

Michele Devine  
Lyn Dobrin  
Flo Federman Landolfi  
Sandra Frank  
Kathy Gavin  
Ellen Labita  
Joseph Mazza

Fran Monahan  
Hillary Rutter  
Kathleen Stanley  
Nancy Stursberg  
Gail Trugman-Nikol  
Anita Vogel

Neptune Marketing provides many unique services to enhance the marketability of your business or organization.

These include public speaking coaching; networking, marketing, and entrepreneurship seminars and workshops; copy writing; websites; brochures and other collateral materials; professional profiles and resumes; special events; marketing plans; and branding.

Contact Neptune Marketing at  
516.431.7572 or  
[Mindy@NeptuneMarketing.com](mailto:Mindy@NeptuneMarketing.com)  
P.O. Box 1166, Long Beach, NY 11561

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