



# Neptune News

A quarterly publication of  
Neptune Marketing LLC

Winter 2006

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

Dear Readers,

Well, Neptune Marketing has just celebrated birthday number one. I have a number of people to thank for mentoring me, challenging me, humoring me, guiding me, putting up with me, and in general, believing in me. I want to use a bit of news space to name a few of them: my husband Paul, my mother Judy, my friends, Barry Shapiro, Brad Weinbrand, Ellen Cleary, Fran Karliner, Gail Polivy, Hilary Hartung, Iris Seligman, Lee Peretz, Libby Gallis, Linda McCormack, Lyn Dobrin, Lynn Brown, Michele Pincus, Rakesh Bhargava, Rich Kruse, and Ruth Sattig Betz, just to name a few. I know that Ellen Birch and Harriet Brenner of Realtime Reporting always get a thrill when I say that they were my first clients. It's true; we met on January 10, 2005 to plan their brochure.

In the first issue of *Neptune News*, I wrote, "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." These past twelve months have provided me with opportunities to meet new people and network in new venues. Each referral has been the result of relationship building and the trust that has developed in these relationships.

I thank my clients for entrusting me with their marketing needs. You've allowed me to apply my creative juices in a most rewarding way. I look forward to building on the foundation we've created together.

Here's to another year of progress in this wonderful entity known as Neptune Marketing. I'm having the time of my life!

*Mindy Ferrentino Wolffe*

## Let's Proclaim 2006 "The Year of the Entrepreneur"



Chinese people worldwide will celebrate 2006 as the Year of the Dog. The Jewish calendar hails this as 5766; the Aztec year begins in early February; and the Mayan Tzolkin calendar consists of 260 days. No matter how you look at the year ahead, let's proclaim 2006 as "The Year of the Entrepreneur."

Even those who are not self-employed have the potential to embrace the essence of the entrepreneur. When you set out to accomplish your goals, you are directed and focused. You understand the needs of your external and internal customers, and the inherent value of trust, strategic planning, community involvement and relationship building. You are go-getters and givers. Indeed, there's an entrepreneur breathing inside all of us.

As entrepreneurs, we must become masters of any combination, or *all*, of the following: writing and implementing business and marketing plans; networking; websites and e-commerce; sales; raising capital; advertising; public relations; technology; financial management; human resources; legal concerns; office space; continuing education; and volunteerism. With all that on our plates, we most certainly deserve a year in our honor!

Naturally, I'm focused on marketing your business. Under the marketing umbrella alone, you have such considerations as establishing a marketing plan; branding; public relations; advertising; creating collateral materials; website content and design; promotional items; printing; market research; special events and trade shows; annual reports and other internal and external communications – the entire entity known as integrated marketing. The Year of the Entrepreneur should provide you with a mandate to grow your business through the best method I know – marketing!



So whether you choose to ease into marketing on a short-term or project basis, or with a fixed, retainer-based arrangement, celebrate The Year of the Entrepreneur – 2006 – with all the gusto you've got and with a hearty pat on your back for all you are and all your business is and will become this year.

Contact Neptune Marketing at  
516.431.7572 or  
[Mindy@NeptuneMarketing.com](mailto:Mindy@NeptuneMarketing.com)

**"If you want that certain type of client, you first have to be that certain type of advisor."** Barry Shapiro, CLU, ChFC, REBC, RHU, Coordinated Planning Group

This space is dedicated to all those who participated in Neptune Marketing's first annual Hi-Hello Child Care, Inc. holiday appeal. Thanks to your generosity, I raised \$550, which was used to buy toys and other gifts for the delightful children served by Hi-Hello in Freeport. Some of you created your own toy drives with Hi-Hello as the beneficiary, and donated books, your own special toys, and of course, money.



Allison & Lauren Labita  
Artie Loeffler  
Harriet Brenner  
Hilary Rutter  
Laura Hauser  
Maureen Leslie  
Michele Devine  
Teri Schwarz-Polivy  
Ellen Cleary

Kathy Gavin  
Virginia Medici Wyly  
Ellen Birch  
Iris Seligman  
Robin Bernstein  
Matthew Cohen  
Nancy Stursberg  
Theresa Barber  
Adina Genn

Fran Monahan  
Bill Entwistle  
Lyn Dobrin  
Katherine Rupp  
Linda Nicholas  
Andy Suntup  
Ruth Sattig Betz  
Lorraine Sullivan

Thanks to a huge blunder on my part, **A.J. Carter** did a terrific write-up in the December 19, 2005 business section of **Newsday**. Read on...

### There's nothing like gift of accuracy

This story has a happy ending, even if getting there produced some frantic moments for **Mindy Ferrentino Wolfle**.

Wolfle, owner of Long Beach-based Neptune Marketing, spent November e-mailing friends and associates, lining up donations she turned into toys and gifts for children, many of them needy, who attend the Hi-Hello Child Care Center in Freeport run by a friend, **Fran Karliner**. Ordering online to save time and to use a discount coupon, she ordered \$550 worth of gifts, which were to be delivered between Dec. 2 and 7. Only, in arranging for the delivery, she gave the center's address as 212 North Ocean Ave. instead of the proper 212 South.

When Wolfle called Karliner Dec. 2 and learned no packages had been delivered, she checked the United Parcel Service Web site and learned of her mistake. Karliner went to 212 North Ocean and found the first package, unopened, sitting on the porch.

Wolfle got UPS to reroute the other three packages, but through a glitch, the correct address was obliterated. The delivery driver, unaware of the error and thinking he was doing a good deed, dropped them off at 212 North. "I thought I would lose my mind," Wolfle said.

With the help of UPS' routing department in Arizona, the driver was contacted, and on his own time, he retrieved the packages and delivered them to Hi-Hello.

The moral, according to an e-mail Wolfle sent us: "Watch what you type, it can come back to haunt you. And shopping online is not always a time saver." Especially if you make a simple mistake.

## This issue's guest is Gail R. Polivy...

**Branch Partner of Indoff, Inc., a national dealer with four divisions that include office furniture and office supplies.**

**Q: How did you get into this line of business and what is the most satisfying aspect of your work?**

**A:** I was originally involved in office supply sales and have a background in art and mechanical drafting. It was a good fit when the opportunity presented itself in 1989 to sell office furniture. So for the past 17 years, I've built a career based on the office interior needs of my clients. Seeing a client's new office efficiently and attractively completed gives me great satisfaction.

**Q: For businesses considering a move or expansion, what time frame should be followed with regard to office furniture?**

**A:** In order to get a finished look that coordinates the furniture's fabric, finishes and materials to the carpet, flooring and paint in your new office, it is best to allow at least eight weeks. Ample time also allows for cost efficiency, however, I'm happy to accommodate whatever time frame you may require.

**Q: How do you develop business and meet prospective clients?**

**A:** Keeping my eyes and ears open for businesses planning a move or expansion. And most importantly, professional networking on LI - through real relationship development we can identify opportunities for one another. It's a beautiful thing.

Neptune News is a quarterly publication of  
Neptune Marketing LLC.

Any use of its content, including reproduction, modification, distribution or republication, without the prior written consent of Neptune Marketing LLC, is strictly prohibited.

Mindy Ferrentino Wolfle, President  
Neptune Marketing LLC  
600 Shore Road, Suite 201  
Long Beach, NY 11561