



# Neptune News

A quarterly publication of  
Neptune Marketing LLC

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Winter 2008

## NEWS FLASH...

### Neptune Marketing CELEBRATES 3<sup>RD</sup> ANNIVERSARY

January 2008 marks the third anniversary of the founding of Neptune Marketing LLC. Now it's time for me to extend a huge thank you to my clients, friends, family, colleagues, collaborators and supporters. You have all made a tremendous difference in my life and have enabled me to bring this faint dream of starting my own business to fruition.

This past year, Neptune Marketing served as the marketing consultant to **Family and Children's Association**, strategized and wrote for **Variety Child Learning Center**, and provided public relations services to the **Child Care Council of Nassau**, expanding Neptune's reach further into the not-for-profit community. I wrote extensively for **St. John's University School of Law** and was published again by **Hofstra University School of Law**. These writing assignments allowed me to interview such luminaries as the **Honorable Maryanne Trump Barry**, Judge of the United States Court of Appeals for the Third Circuit; **U.S. Chief of Protocol, Ray Martinez**; and **LIRR President Helena Williams**. My first clients, **Realtime Reporting** and **Michael Pfeifer, Esq.**, returned for additional services. Other clients included a representative of the **U.S. Small Business Administration**, the **Society of Financial Service Professionals**, **The Long Island Way**...and I still managed to squeeze in some pro bono work.

In 2008, I welcome a new client, **The 80<sup>th</sup> Street Residence**, and look forward to another year of merging business and philanthropy, networking and solitary time at the keyboard, and the pleasures and perils of being a small business owner.

## NEVER UNDERESTIMATE THE VALUE OF A THANK YOU

by Mindy Ferrentino Wolfle, President, Neptune Marketing LLC

*"Gratitude is something of which none of us can give too much. For on the smiles, the thanks we give, our little gestures of appreciation, our neighbors build their philosophy of life." ~ A. J. Cronin*

With Christmas and Chanukah behind us (or perhaps ahead of us in 2008), the subject of thank yous has been looming heavily on my mind. The act of a thank you is such a simple one, yet too often, and to a great extent, overlooked.

There are certain thank yous that are said in cash and a note of appreciation: to the super, full-time handyman and the part-time handyman in my building; to the two newspaper deliverymen; and to Lucy at the nail salon. My hairdresser, who is also a close friend, received an assortment of fun gifts.

But these gestures are the exception to the thank you rules that were set forth for me as a child – rules that have stuck with me forever, because they are important in terms of human relations and communications.

*If there's one thing that sets people apart, it is graciousness.*

This subject of thank yous has prompted me to conduct something of an ad hoc survey. An overwhelming number of people report a lack of thank yous from recipients of gifts, especially from young family members. Don't be mistaken – adults are just as culpable – and that's probably why youngsters fall down in the thank you department. Today, with email at everyone's fingertips, how difficult is it to send off a thank you? Quite easy, yet still hard to come by.

Let's move off family matters (yes, let's) and address how this relates to business. Did you send or receive gifts to or from vendors, clients, colleagues and others this past holiday season? Did you send the appropriate thank yous and in turn, did you receive ones for your generosity? I suggest that anyone doing business invest in personalized note cards. Speak to your printer – they're not terribly expensive, serve a host of purposes and add a touch of class to your correspondence. And don't put off writing those notes. Take 5 minutes to write the note after opening the package. Now how simple was that? Do I sound like my mother now? Yikes.

Speaking of note cards and their multiple purposes – a note of thanks for an introduction or referral, congratulations on an accomplishment, an expression of sympathy on a loss, or simply a follow up to a meeting – the purposes are many and the results are the same. You are remembered for your thoughtfulness; you are someone who took the time to communicate. What a concept – communication! In this world of instant messaging, text messaging, and emailing, a written note sent through the mail never goes out of style, even for me, an email junkie.

## IT'S WINTER – THE TIME FOR COMFORT FOOD

### YUMMY, SOOTHING BAKED MACARONI & CHEESE



- 2 T. Butter
- ½ T. Ground Pepper
- 2 T. Flour
- 2 C. Uncooked Elbow Macaroni
- 2 C. Milk
- 2 C. Shredded Cheddar Cheese
- ¾ T. Salt
- ½ T. Dry Mustard
- ¼ C. Seasoned Bread Crumbs
- Optional: 3 cups small broccoli florets

- Preheat oven to 400°. Spray 9" Square Pyrex pan. (Do not substitute with metal pan).
- In large pot, add macaroni to rapidly boiling salted water. Cook for five minutes, then drain.
- Meanwhile, in heavy saucepan over medium heat, melt butter and add flour, stirring constantly for one minute. Stir in milk and seasonings, and stir constantly until mixture boils and thickens. Add cheese.
- Combine macaroni and cheese sauce and pour into Pyrex pan. Sprinkle the top with seasoned bread crumbs.
- Bake for 30 to 45 minutes, until top is browned and bottom of pan looks crispy.
- Optional: Stir in broccoli florets before pouring mixture into pan.

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## SOMETIMES IT'S THE SIMPLEST PUBLIC RELATIONS EFFORTS THAT BRING THE MAXIMUM RESULTS

The Law Office of Michael L. Pfeifer, P.C. recently added retired NYC police officer turned paralegal, Yolanda Cotto, to the firm's staff.



In November, Neptune Marketing submitted a "People in the News" press release and photo to *Newsday* and *Long Island Business News*, as well to local and legal publications. The outcome of the *Newsday* posting was a call from a gentleman interested in having his trust and estate work handled by a paralegal, because in the prospective client's words, her fee would be lower than that of an attorney. What resulted was a new, satisfied client whose business was handled by an associate in the firm.

Just like never underestimating the value of a thank you, never underestimate the value of a press release. This routine release brought quantifiable results – a new client and now a new referral source.

## Neptune Marketing LLC

Integrated marketing, communications, and public relations meeting the needs of entrepreneurs, professional services, businesses, organizations, and the not-for-profit community

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## THANKS TO THE Neptune Marketing HOLIDAY ELVES

I even surprised myself when I announced that 2007 marked Neptune Marketing's Third Annual Hi-Hello Child Care, Inc. Holiday Appeal. Thanks to the generosity of my friends, we raised \$765, topping my goal of \$750! We also beat the first two years' records by over \$200 each. This outpouring of generosity made possible the purchase of toys and other gifts for the darling children served by Hi-Hello in Freeport, many of whom would have received no Christmas gifts without the contributions of individuals and corporations, including the Elves of Neptune Marketing. And they are:



Barry Shapiro  
Beth Meixner  
Ellen Birch & Harriet Brenner  
Ellen Labita  
Fran Monahan  
Hillary Rutter  
Iris Seligman

Jan Ashley  
Kathy Gavin  
Laura Davis  
Laurie Bloom  
Lhea Scotto-Laub  
Lyn Dobrin  
Marcy Neumann

Maria Frantzis  
Mary Howard-Longmuir  
Nancy Stursberg  
Ruth A. Sattig Betz  
Stephanie Albert  
Susan Deutsch  
Tina Sanacore



Sending special thanks from Fran Karliner, Hi-Hello's Director of Development.