



Neptune News

A quarterly publication of
Neptune Marketing LLC

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www.NeptuneMarketing.com

Make your reservations now for the
L.I. Fund for Women & Girls
"Thanks A Million"
Women Achievers Against the Odds
Awards Breakfast, commemorating
the milestone of conferring
One Million Dollars
in Grants to the L.I. community.

Date: Wednesday, November 9th
Time: 7:45 – 10:00 AM
Place: Crest Hollow Country Club
Tickets: \$60

For Reservations & Information:
Contact the Fund at
516.622.3863
www.lifwg.org

**Congratulations to the
2005 Honorees**

IN MEMORIAM

The Honorable Bernard S. Meyer passed away in September at the age of 89, after a remarkable lifetime dedicated to the law.

Newsday called Judge Meyer "a compassionate champion for the people who most needed help from the law" with a "guiding belief in the need for certainty and consistency in the legal system."

Sincere condolences are extended to his colleagues at Meyer, Suozzi, English & Klein, P.C.



Who's Marketing YOU?

By Mindy Ferrentino Wolfe, President, Neptune Marketing LLC



Stop a moment and think about your most important product. According to www.wikipedia.com, in marketing, a product is anything that can be offered to a market that might satisfy a want or need. However, it is much more than just a physical object. It is the complete bundle of benefits or satisfactions that buyers perceive they will obtain if they purchase the product. It is the sum of all physical, psychological, symbolic, and service attributes. **What then is your most important product? It's YOU, of course.**

What are YOU doing to market YOU? Whether you're a job hunter, an entrepreneur, an employee, a professional, a manager, or somewhere in between, YOU are your product and YOU need to market yourself. The basic tool of self-marketing is the resume or curriculum vitae. Does your resume highlight your accomplishments and present you as a whole person, or is it a rather boring recitation of your duties in any number of jobs? Is your resume even up to date? Even a great resume is not always enough. Do you have a professional biography? While a resume tends to include the nuts and bolts of your experience, a professional biography serves to profile you in greater depth. Both your resume and profile should be written with the professionalism of any other business or marketing document.



Self-marketing includes internal networking – making yourself known within your business or organization by bringing yourself and your skills to the attention of decision-makers. No one ever advanced by being the proverbial shrinking violet, which is not to say that self-promotion is about saying "Look at me." A cup of coffee with the "right" person, seeking out the mentoring of an admired leader, becoming part of a significant project – these are some of the keys to internal networking. The same principles hold true in your volunteer work, which should occupy a fundamental place in your overall personal marketing plan.



Take the necessary time and make the necessary investment in marketing YOU, and YOU just might be surprised with what a terrific product YOU really are.



Congratulations!

TO: My brother, **Don Meltzer**, on his appointment as President and CEO of American Pad & Paper LLC (Ampad).....**Linda McCabe Oristano**, who announced that the official launch of the L.I. Women's Business Council will be held on October 18th from 6 to 8 PM at the Atrium, 105 Maxess Road, Melville. All are welcome.....**Gail Polivy**, on being appointed Long Island Branch Partner of Indoff, Inc., the office furniture and design firm.....**Harriet Brenner** and **Ellen Birch**, owners of Realtime Reporting, Inc., on their appointment to the Community Leaders Board of the Nassau County Bar Association's WE CARE Fund.....**Susan Hirschstein**, who joined the staff at the Nassau County Coalition Against Domestic Violence as the Director of Client Services.....**Maureen Leslie**, Assistant Director for Off-Campus Programs for Adelphi University, on being named to Marquis Who's Who in American Education.....**Elaine De Luca Byrnes**, announcing that Lucé Creative is Moving on up—to the East Side—to a deluxe office in Hauppauge.....**Andrea Kantor**, President of Bond Street Coaching, on delivering the keynote "Building Effective Relationships for Personal & Professional Success" to the Capital Markets Credit Analysts Society in NYC.....**Mindy Alpert**, Chair of the National MS Society, Long Island Chapter, and **Andrea Kantor** who each pedaled the 20 mile route at the MS Bike Tour in September.....**Lisa Becker**, Assistant Director of Public Affairs at Cold Spring Harbor Laboratory on her engagement to Greg Giangulio.....**Denise Wind**, CSW, who married Dr. Peter J. Koubsky on August 16th and is now living on Cloud 9.....And to my friends **Laurie Bloom**, **Barbara Cerrone**, **Flo Federman**, **Kimberly Jennings**, **Melissa Kane Connolly**, **Saskia Monteiro Thomson**, **Luis Portiansky**, and **Debra Scala**, who were named 2005 Marketing Achievers by Long Island Business News. **CONGRATULATIONS ONE & ALL.....AND FINALLY**, to **Robin Bernstein**, owner of Write Time Communications, who managed to wake up at 6:30 AM, got her two kids off to school, walked the dog, folded the laundry, unloaded/loaded the dishwasher, talked to the repairman who showed up at 7:30, made the bed, picked up assorted family detritus off the floor, glanced at the paper & stumbled into her home office by 9:30 AM, where she proceeded to doze off while reading her email.

Make 2006 the kick-off year for your company's newsletter. Neptune Marketing writes and designs newsletters to reflect the nature of your business, your target audience and the broadcasting of timely information to your readership. Let's plan your first edition now!



This issue's guest is Iris Seligman...

...President of Checkmate Resources Corp., and an expert on branding recognition. Iris knows exactly the right customized item to make your clients and potential clients remember and recognize your business.

Q: With the holiday season fast approaching, what's your immediate advice?

A: Have your calendars and holiday cards ordered to show your clients that you remember and appreciate them. I especially recommend customized calendars because they last throughout the year.

Q: The cost of gifts and promotional items is always a consideration. How do you handle the budgetary needs of your clients?

A: It's my job to choose the right items based on who the gifts are for, what the reason is behind a particular gift, and what the client's budget is. With this information in hand, I can free up the client to get on with his or her business while I arrive at the right gift, at the right price, conveying the right message.

Q: What's the most unusual item Checkmate Resources created this year for a client?

A: We had a group of physicians going to China to meet with Chinese doctors. We decided on a lovely acrylic award to express our doctors' appreciation of their Chinese counterparts. I found out that when you write in Chinese, depending on the position of the words, a sentence takes on a different meaning than intended. I contacted a Chinese friend who rewrote everything, because the way we wrote it wasn't actually polite. Going this extra step saved the client untold embarrassment (and maybe even an international incident)!

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