

## MEET THE MEMBER



## NEW MEMBERS

## MARK KAEFER

Media Logic

## JOANNE RAZZANO

NYS Higher Education Services Corp.

## STUDENTS

Laura Boccio

Christopher Cole

Kaylan Corr

Catherine Lam

Scott Malden

John McGuinness

Panayiota Mouopoulos

Danielle Palermo

Michael Rapisarda

Kristin Shaw

Joshua Silverbush

Cristina Svoboda

Lilian Uluocha

## Aimee Falk

Territory Manager, Coram Healthcare

In the spring of 2006, Aimee Falk returned as a NYCRAMA member after a brief hiatus from the chapter. "I decided to re-join the AMA for networking opportunities in hopes of changing career directions into the marketing industry," says Falk. She has already attended several roundtables and luncheons, and has joined the chapter's marketing committee.



One impetus for Falk's change of mind can be traced back to 2002 when she completed her MBA at the State University of New York at Albany. "Although I was very interested in pursuing a career in marketing when I joined the AMA in 2002, I took a position in sales."

In fact, Falk is still employed by Coram Healthcare, a national home infusion company. Falk has worked for Coram Healthcare for six years. For the last three years, in her position as a territory manager, Falk says she sees how sales and marketing go hand-in-hand, and should have strong working relationships.

As a registered dietitian with 13 years of experience in the healthcare field, Falk recently started a nutrition consulting business, INC (Individualized Nutrition Consults). She is planning to take advantage of all the NYCRAMA has to offer in getting her business up and running.

When not working, Falk's hobbies include photography, traveling and reading.

NYCRAMA welcomes her back!

Contact: Aimee Falk, phone (518) 312-2281, email [afalk@nycap.rr.com](mailto:afalk@nycap.rr.com).

If you are interested in being featured in the "Meet the Member" section, please contact Lela R. Katzman, Full Spectrum Communications, (518) 785-4416, [fsclela@nycap.rr.com](mailto:fsclela@nycap.rr.com).

## MEMBER NEWS

## Full Spectrum Communications Sponsors Junior Achievement Winter Treasures Company at Shaker High School



Lela R. Katzman, owner and president of Full Spectrum Communications, is the business sponsor for Shaker High School's Junior Achievement company, Winter Treasures.

Twelve Shaker High School students comprise the business. They created etched glass items such as candleholders and drinking mugs with holiday designs which were sold to the general public in December at Crossgates Mall. Winter Treasures also crafted fresh pine swags with holiday ribbons and decorations that were sold at Shaker High School.

"It's an excellent and innovative way to teach these young adults the ins and outs of a real business," said Katzman. "It has been such a fulfilling experience to participate in a variety of business initiatives, including running a brainstorming session that helped create the Winter Treasures company name."

Katzman's 15-year-old son Zachary Koppel, a 10th grader at Shaker High School, was elected the President of Winter Treasures. "I feel fortunate to work side-by-side with Zach and his peers to make this business as successful as possible."

Full Spectrum Communications offers creative public relations and marketing communications solutions to a variety of clients in the U.S., including Brookfield Power, GE and the Wild Center/Natural History Museum of the Adirondacks. For more information, call (518) 785-4416 or e-mail [fsclela@verizon.net](mailto:fsclela@verizon.net).

## Smith & Jones Receives MarCom Gold Award For Silhouette Optical Marketing Campaign

The Association of Marketing and Communication Professionals has announced that Smith & Jones is the recipient of a Gold MarCom Creative Award for the marketing campaign surrounding the Silhouette Stories Contest II. The contest was created for Silhouette

Optical to showcase the company's Titan Minimal Art (TMA) selection of eyewear. Components developed for the campaign included point-of-sale materials, website content and a coffee table-style book entitled *Silhouette Stories, An Intimate Look At Life, In Silhouette*. The book is a compilation of testimonials and portraits from consumers who believe that the TMA line of eyewear changed their outlook on wearing glasses.

Mark Shipley, chief thinker for Smith & Jones, said, "The feedback that we have and continue to receive from Silhouette's sales force, telling us how our work has enabled them to turn their accounts into brand advocates, tells us that we have done our job."

For more information, contact Smith & Jones at [www.smithandjones.co](http://www.smithandjones.co) or e-mail [iwanttobeheard@smithandjones.com](mailto:iwanttobeheard@smithandjones.com).

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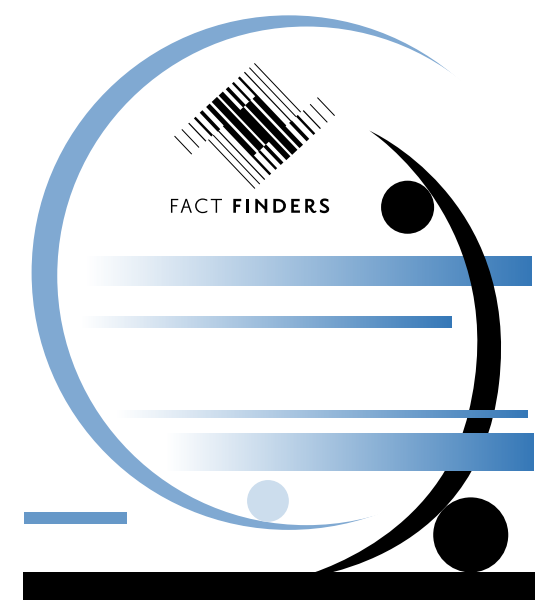


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## AMA Membership Information

Please join us! Contact:  
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[join@nymarketing.org](mailto:join@nymarketing.org)



# North Colonie CENTRAL SCHOOLS



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## ■ Junior Achievement Program provides students with business know-how and a link to the community

“How would you like to run your own real corporation, create a product, market and sell your product at Crossgates Mall – and even earn real money?”

This is the question that business teacher Mary Jo Eldredge asks her Introduction to Business I class as she introduces the Junior Achievement (JA) Company Program project.

The JA program provides Shaker High School students the opportunity to be a part of creating a corporation from the ground-up in their business classes.

Town of Colonie business people – and in some cases, district parents – have the opportunity to help students organize and operate an actual business enterprise. Students not only learn how businesses function, they also learn how to appreciate and better understand the role of business in society.

Julie MacArevey and James Breig from Key Bank have been advisors to the JA program for many years. They are dedicated supporters of the initiative and have helped to keep the program running.

High school business teacher, Michelle Frisone, describes their enthusiasm and professionalism as inspirational to students.

Lela R. Katzman, owner and president of Full Spectrum Communications, was the business sponsor to a group of students who started a company called Winter Treasures this past semester. Katzman is also a mother of tenth-grade Shaker High School student, Zachary Koppel.

“Junior Achievement is an excellent and innovative way to teach these young adults to understand the ins and outs of a real business,” said Katzman. “It has been such a fulfilling experience to participate in a variety of business initiatives, including running a brainstorming session that helped create the Winter Treasures company name.”

The 37 students who participated in JA corporations worked busily to create a variety of products, which were then sold at the Junior Achievement Trade Fair at Crossgates Mall in December.

Area business people visited the fair and judged each corporation based on best booth design, knowledge of JA, professionalism, best product, and knowledge of the workings of their corporation.

“I liked meeting new people and working with them on a product we designed,” said George Vogt, ninth-grade student and vice president of marketing.

After students sell their product, they liquidate and compile their annual reports, which include stockholders reports, financial spreadsheets, attendance records, payroll reports, production reports, etc. Each stockholder then receives a letter explaining whether the corporation experienced a profit or loss, including a liquidating dividend check.

“I learned more by running our own business than I would have from a regular class,” concluded ninth-grade student Christian McNulty.