



## Welcome to the Show!

It is an honor and a privilege to be the new President of AMP-RI! Since officially taking over in July for the Immediate Past President, Betty Galligan, I am working to bring more awareness to the group. It is hardly easy to follow a legend such as Betty, who did so much to bring AMP-RI forward. Still, it is my hope to build on the foundation that Betty and the other Board Members started.

There has been a lot of talk about the benefits members receive. They need to be tangible and resonate with membership so they continue supporting the group.

This newsletter is one of my ideas to help bring information to members and future members. Besides the opening message, there will be stories about the members: what they did, what they are doing and what the group will be doing. I hope that you will find this to be informative and helpful.

I also welcome story ideas from membership. This endeavor is by us and for us. If you have news to share, then let the group know. Maybe you reached an impressive milestone, started a new endeavor or have a job opening to post. This can be a way to share your news with everyone.

Don't be shy about sending your stories and news to me. The newsletter will happen quarterly unless there is enough material to warrant a monthly report. That would be a nice problem to have.

The Board is working on events for the Fall and pinning down a venue for the Second Annual Spring Conference in Downtown Providence. Be sure to watch for updates and lend your support whenever possible.

If you would like to reach me with your questions, comments or newsletter ideas, then please send them along to me at [markb@bergseyprri.com](mailto:markb@bergseyprri.com).

I look forward to working with you soon and seeing you around...

All the Best,

*Mark Berger*

Mark Berger, President  
AMP-RI



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- Betty Galligan says Goodbye to the Stage
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# Meet the Board

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## THE AMP-RI Board of Directors



**Mark Berger** is the Principal of Berg's Eye Communications in Cumberland. His company focuses on public relations and media relations strategies for clients. Mark is also a Contributing Writer for Shop In RI Magazine. He joined AMP-RI at the urging of Betty Galligan after doing a story about the group.

In addition to AMP-RI, Mark also serves as Chair for the Northern Rhode Island Chamber of Commerce's Executive Success Club, as a Board member for Dare to Dream Ranch and numerous other charities across Rhode Island. He is a Master Networker who also belongs to Trust Networking in Cumberland.



**Joyce Pucino** was one of the founding members of AMP-RI in 2007. She was also a member and past president of the former Women's Advertising Club of Rhode Island. WACRI's mission was to support members in their chosen field of advertising and communications by providing programs to help members achieve further study in their own fields, increase awareness in other areas of communications and discuss and explore current trends and activities.

As a board member and former president of AMP she has worn many hats to promote and carry forward these ideals. As president of Pucino Print Consultants she is an independent print consultant/broker and her knowledge of the printing industry enables her to select the best process for each of her clients' print projects.



**Betty Galligan**, APR, is the immediate past president of AMP-RI. She joined one year prior to accepting the position (at the invitation of Joyce Pucino and Nicole Eller) which she has held for three years. She led us through and beyond the COVID lockdown, and realized the successful launch of her 'dream' of organizing the first annual AMP-RI Marketing Conference this past spring. Betty is president of Newberry Public Relations and Marketing, Inc. in Pawtucket, a full-service agency that she founded in 1997.



**Louise R. Cote** is the owner/design director of Katmandu Studio in North Attleborough, MA. She has done a wide variety of design work for some of the largest companies in the world, including packaging, brochures, web design and once talked a product manager off a ledge. Louise has been a member of three successive creative clubs in RI, and treasures the friends she has made through them.

## Meet the Board (continued)

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**Kristen Regine**, DBA: A licensed Realtor® in Rhode Island with RI Real Estate Services, a dedicated Marketing Professor at Johnson & Wales University, who regularly contributes to the local news outlets as a consumer/retail expert serves as the Social Media Director for AMP-RI. Leveraging expertise in real estate and academia, Kristen brings dynamic insights to both fields while fostering community engagement and advancing marketing practices through AMP-RI.



**Giovanna Mercurio** is the Project Manager for HR / Marketing, Special Projects, and Events for Brown Medicine and Brown Physicians, Incorporated (BPI). BPI is a community-based not-for-profit multi-specialty practice group, which Brown Medicine is part of, founded and led by faculty affiliated with The Warren Alpert Medical School of Brown University. She is AMP-RI's Social Media Expert and joined AMP-RI in May 2022 at the urging of Betty Galligan following working on many projects together due to Brown Medicine's partnership with her company, Newberry PR & Marketing.



**Jennifer Fournier** is a Creative Operations Manager with an enthusiasm for technology and building teams. Her career goal is to improve the creative development process and leave a lasting legacy through training others to do the same. She also has a diversified background in all things graphics and specializes in project management of the creative development process.



**Kim Valetski** is an established marketing, creative, training, and event professional who recently relocated to Providence from Nebraska and Oregon where she had her own business for over 22 years. Her clients varied from initial start-ups with branding and website development to established businesses where she provided all digital, print, and trade show communications and fulfillment. Industries included education, non-profit, sports memorabilia, liquor/spirits, health food, biotech, medical, retail, wealth management, cannabis, and senior living centers among others. She enjoys working with businesses and educators helping to promote careers in visual communications and other trades suffering from a lack of skilled trade workers.

Special thanks to Bill Parmentier of W. Parmentier Photography and Josh Reyes of KSA Marketing for their many contributions to the AMP-RI Board of Directors.



# A Member Says “Goodbye” to the Stage

Since 1986, Betty Galligan has helped bring her PR and marketing clients into the spotlight. Through her experience and guidance, her clients enjoyed many successes. It meant a lot to her to bring their stories to the forefront.

When Betty wasn't working evenings in her Newberry Public Relations and Marketing, Inc. business, she fronted a rock-and-roll cover band, Full Circle. Each weekend, she would unleash her inner rock star as lead singer and keyboardist. One night this past summer, Betty took her final curtain call with the band before a packed crowd at the Harmony Café in Lincoln.

For Betty, music is in her blood, having been playing the piano since she was six years old. Even so, she saw this as a chance to focus on other endeavors. “I've been doing this for 36 years straight with a few bands, so it's time to take a break for a bit,” said Galligan, shortly after her final gig with her Full Circle bandmates. “I can't call it 'retirement' as that's too 'forever'—so, it's farewell for now....until the next musical project. In the meantime, I'll do a few acoustic

duo gigs from time to time and may even fill in for Full Circle when I can.”

The night at the Harmony was well-attended by friends and family and was full of emotion, both happy and sad.

“It was bittersweet. On the last song ('Landslide' by Fleetwood Mac—after a double encore) people in the audience were crying, including the staff. The night was amazing from start to finish and I counted about 100 people who were there for me.

“I made it through the night OK without getting too choked up until I saw my husband's chin quivering on the last song, as he told me afterward that, 'a chapter is coming to an end in his life, too' because he met me when I was in this band some 26 years ago. He didn't want me to quit!” Betty said.

One thing's for sure: Betty got to live out most people's musical fantasy of performing as a literal rock chick on stage to a bunch of adoring fans.

We wish her the very best in her future projects.



# Q&A with an AMP-RI O.G.: Ruth Winograd



We recently spoke with one of the architects of this organization, Ruth Winograd. She discusses her life, the changes in the industry and what she does now to pass the time.

Ruth was a founding member of the Association of Marketing Professionals of Rhode Island, AMP-RI, in 2009. She was instrumental in gathering many of the WACRI, the Women's Advertising Club of RI, and encouraging former members to start this new organization.

She is a member of the AMP-RI Board of Directors and recently participated in its first Annual Marketing Conference held last April. It was a resounding success that brought together marketing professionals, business owners and students to participate in panel discussions and individual presentations.

AMP-RI has a history of many types of presentations from marketing trends to blogging, branding and social media, public speaking and podcasts to organizing your workspace.

**What was the first group of AMP-RI like? How many members, why did you form the group, and what were some of the programs and activities?**

Ruth: I was one of the founding members along with other women all formerly members of WACRI. We contacted all those we could reach to tell them we were meeting because we thought it was time to form a new Ad Club. In the beginning, there were about 20 of us. We met at a physical therapy room at the Butler Hospital Complex.

(She spent many years as a member of WACRI, the Women's Advertising Agency of Rhode Island. WACRI was the oldest advertising organization in the United

States, founded in 1920. When asked what she did at WACRI, she replied, "everything".)

Her main responsibility was making the House arrangements for the programs. The annual WACRI SuperShow event was a juried competition with a call for entries for ad agencies, graphic designers, publisher, freelancers, etc.

There were also radio/television entries and campaigns along with print entries, packaging and mailing. Well-known professionals with a reputation for outstanding creative work did the pre judging and the winners were announced at the event which showcased their entries. It was quite an event attended by hundreds.

All the rules that are fit to print ... see inside!

## SuperShow News

# CALL FOR ENTRIES DEADLINE NEARS!



**"Back to Basics" this year's theme**

**Elvis Seen Entering SuperShow XII!**

The areas hottest superstars, rising stars and seasoned talent alike are gearing up to see and be seen at SuperShow XII on June 4, 1992. In the spirit of the times, SuperShow XII is celebrating "Getting Back to Basics" during Expo '92, the annual business event co-sponsored by the Greater Providence Chamber of Commerce, the Providence Journal Bulletin and Providence College.

**Crowds Gather in Amazement**

Every entry will be on display for viewing by the ad community and by all Expo '92 attendees - clients and prospects alike! Public viewing will occur at Peterson Recreation Center, Providence College, on June 4 from noon until 4 p.m., when SuperShow XII officially begins.

**Industry Cheers More Visibility at Less Cost!**

During SuperShow XII, "Getting Back to Basics" delivers more for less: greater exposure through Business Expo '92, streamlined entry fees and rules that make entering easier and more economical than ever!

SuperShow hopefuls gather - is that Elvis on the right?



# AMP-RI Second Annual Spring Conference



AMP-RI will hold its Second-Annual Spring Marketing Conference on Friday, April 26, 2024, at Plant City, located on 334 S. Water Street in Providence.

This half-day event features opportunities to learn marketing and communication trends and innovations, which they will be able to apply in their profession. Speakers will present a 50-minute detailed general session as well as breakout sessions focusing on hot and trendy marketing and communication topics.

Last year's inaugural event drew close to 50 professionals region-wide. Attendees learned more about social media, time management, other marketing perspectives as well as other current topics.

AMP-RI President Mark Berger said the event provides a great opportunity to connect with other professionals.

"We had speakers give their insights on multiple issues facing our industry," he said. "Our first event went very well.

Several people not only wanted to attend the next one, but they also wanted to present as well. That made it worthwhile that the topics presented resonated with the audience."

The organization remains a resource for those seeking learning opportunities while remaining proactive in the quest of effective marketing and communication by bringing together local professional and industry experts.

Along with the breakout sessions, there will be a panel session, giveaways and other amenities. Breakfast and lunch will be provided, giving attendees an opportunity to network.

AMP-RI actively seeks sponsors for this event. They will receive additional benefits such as event presence, social media mentions and more.

Attendance for this event is limited, so be sure to stay tuned for details to follow, as this event will sell out! We look forward to seeing you there!



## AMP-RI Outing at Dame Farm & Orchards

AMP-RI recently spent a sunny fall afternoon at Dame Farm and Orchards in Johnston for a Pumpkin Patch Networking event.

The event featured remarks from Darlene Dame, one of the family members who spent four generations on the farm. Attendees were treated to a hayride that overlooked the property. People could see many fruits and mums along the way.

Attendees were treated to apples, pumpkins, apple cider donuts and apple cider.

We thank the Dame Family for their time and hospitality! We look forward to holding future events there.

