



# GPSEG ConnEX

A BIWEEKLY NEWSLETTER FOR GPSEG MEMBERS



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**August 30, 2016**

**Dear Linda,**

*All the news from GPSEG in less than 3 minutes!*

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Yesterday I sent an update regarding the progress with our Branding Initiative and 2017-2019 Strategic Plan. If you missed that email and would like to be informed on the status of these key efforts, please [click on this link](#). (accessible to logged-in members only)

Thank you to our  
sponsors!



I'd also like to take a minute to encourage you to register for our upcoming golf outing on Monday, September 12<sup>th</sup> - even if you're not a golfer. It's always a fun event that gives you an opportunity to meet more GPSEG members.

Members can enjoy a great round of golf at Talamore Country Club. Having played that course this past weekend, I can confirm that it's a beautiful and challenging course and it's in great shape.

If you're not a golfer or can't get away from the office that day, I hope you'll join us for the evening activities, the ball drop (for a chance to win \$1,000) and some great networking during dinner. I have heard from quite a few members - including Lynn Hoban, Secretary of the GPSEG Board of Directors, and her husband - who attended only the evening activities at the golf outing last year and they had a terrific time.

Register now so you can enjoy this event and network with more



of your fellow GPSEG members. Better yet, call some colleagues and invite them to join you - then introduce them to this incredible organization. The proceeds support the Chris Pavlides Temple Scholarship Fund as well as our other GPSEG outreach programs to business students and budding entrepreneurs. You will have a great time while giving back - what better combination!

*Maria Baseggio*  
GPSEG Chair

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## **Tony DeFazio: PR Ace ....and he can dance!**

*By Linda Penrod*

**Anthony (Tony) DeFazio** joined GPSEG in October of 2012 and is a member of the Marketing and PR Committee. He is a Public Relations Consultant who specializes in strategic communications. I sat down with Tony recently to learn more about him, as he is already a mover and a shaker on the Committee.

You would call Tony if you want to ensure that your communications program is effective and to do so these questions are answered with Tony's help:



- Does your brand message align with your short and long-term business goals; and is it having a direct impact on those objectives?
- Do you have a story to tell? Is your PR, marketing and communications telling it in a way that attracts and engages your market?
- How can your brand messaging have significant impact on your business? Do you have measurable outcomes?

He says he "creates a roadmap to achieve his Client's goals. " Tony's wish is that every client benefits from the quality of his service par excellence.

### **What is an example of your success?**

I led the branding for a real estate investment company with <20 people and it grew to 300 employees from managing \$100M in Assets to managing \$40B in <5 years. (American Realty Capital)

### **What differentiates you from other PR Consultants?**

I am a consummate storyteller. I generate exposure and engagement for my Clients by crafting and telling their 'story' to people who influence their market. "I can stay cool under pressure, but can spin hot stories".

I help companies be heard, better understood and more valued

by proactively engaging industry stakeholders, media and the community about the benefits of my clients' products and services. I know them and they know me. This has helped me "get the big story placed in big media for a Client". Tony has placed stories in The Wall St. Journal, The New York Times, ABC's World News Tonight, and Bloomberg TV to name a few well-known media.

I develop long-term reciprocally-valued relationships.

#### **If a 360 was done of Tony DeFazio, what words would be used to describe him?**

- Tenacious. "I never give up".
- Engaging
- Passionate
- Creative

#### **What background led you to this professional path?**

I attended Radnor High School and then Ithaca College where I majored in Politics and was involved in several campaigns. I learned quickly how important communication and branding were throughout these campaigns. And isn't everyone's business a campaign of sorts?

#### **Who influenced you throughout the years?**

My Grandfather who was determined and confident. He guided me to "separate yourself (myself) from the pack".

Sidney Friedman who was a legendary Life Insurance Salesman. "I placed a story about Sid in The Philadelphia Inquirer in which the headline read: "Confidence Worth Millions" describing a man who embodied optimism, self-confidence and a magnetism that powered him to become a self-made millionaire. He always encouraged me and offered support which had a great impact on me."

#### **Why did you join GPSEG?**

- To have introductions made to other professionals.
- To meet C-Suite Professionals and be able to advise executives in small and large companies/organizations.

#### **How do you give back to your Community?**

In my free time, my wife and I are involved in the "Friends of the Wissahickon". This organization is a steward for Wissahickon Park which extends from the northwest fringe of Philadelphia to Chestnut Hill to the Schuylkill River in East Falls. I am a Trail Ambassador and give tours and lectures about the history and the ecology of the Park.

I also contribute advice and thought leadership to industry trade groups including Public Relations Society of America (PRSA) and International Association of Business Communicators (IABC) where I have served as an officer and chapter President.

#### **Last but not least, what is one not well-known fact about**

## Tony DeFazio?

"I can dance like James Brown".

*Linda Penrod is a contributing writer for ConnEx; when she is not sharing her creative talents with GPSEG, Linda is a commercial real estate professional with Zommick McMahon Commercial Real Estate, Inc. in Blue Bell.*

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## Did You Know?

You may be missing emails that come through our Causeway system if bounce backs to your address have occurred. The system will reset your subscription to "no email" when that happens. If you wonder why you haven't seen any emails lately, log in to [Causeway](#) and double check your subscriptions and settings. Perhaps you are missing out on key updates from lists you wish to be part of. Not sure which list to use? Refresh your knowledge by clicking on the [Policies](#).

As you may have seen from last week's message from Todd Cohen, we have added some new fields in your member profile for you to reflect subject matter expertise. This will be a new way that members can find you when seeking specific competencies. You may not be coming up in member searches when your colleagues are looking for contacts because of how you set your profile. For example, if you are a consultant in marketing, make sure your profile indicates that your profession is marketing. To review your profile information, log into [www.gpseg.org](http://www.gpseg.org) and click on "manage profile" on the upper orange bar at the top of the page.

Need to renew? We've added a new link under the Membership Tab "[Your GPSEG Renewal](#)." Click on it and you'll go directly to your renewal status and the link to renew.

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## Members in the News

**Ford R. Myers**, President of Career Potential, LLC, was featured prominently on the radio during July and August, 2016. He was interviewed on WNTN 1550 in Boston, MA and on WMLB 1690 in Atlanta, GA.

**Glenn Trommer** was recently profiled on [NJ.com](#) for the opening of his Experimac franchise. Click [here](#) for the article.

*Have news to share? Please send it to [maureen.waddington@gpseg.org](mailto:maureen.waddington@gpseg.org) for inclusion in the next newsletter.*

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*Thank you to our trailblazer sponsor:*

# COMCAST BUSINESS

Would you like more information on any of the articles above?  
Please contact GPSEG Headquarters.

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GPSEG is an association of senior-level executives throughout Greater Philadelphia and the states of New Jersey and Delaware, providing professional and leadership education and business networking. GPSEG is committed to the exchange of business contacts and ideas to foster business.

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