

Cabinet Roundtable - College Relations October 26, 2011

Action items: None | Discussion items: None

Information:

ANOTHER 'SS@B' COMMERCIAL IN PRODUCTION

Beautiful weather made filming the next commercial in our Success Starts at Brookdale (SS@B) campaign a breeze! The crew gathered at a home in Lincroft on Sunday, October 23, the second day of a two-day solar panel installation. After only a couple of takes, the tag "I got my start through Brookdale's non-credit, short-term training program" rolled easily off the tongue of Glen Koedding, president of Green Sun Energy. He was very passionate about the practical knowledge he gained by taking the *NABCEP-Registered, Entry-Level Photovoltaic Systems* program.

The video will also feature the success story of a participant in the Veterinary Technician program, which will be filmed in early November. The commercial will be added to the award winning series that is scheduled to run on a variety of Comcast and Cablevision networks beginning in March 2012.



Cameraman Rick Cook was pretty comfortable on the rooftop (with cable tightly fixed) getting up close b/roll of the installers at work.

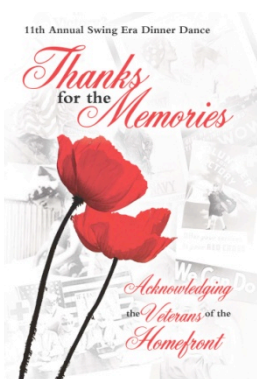


JASPER AWARDS

Brookdale took home five JASPER's on Friday, October 14, from the Jersey Shore Public Relations and Advertising Association's annual awards dinner.

A Gold Award went to **Anthony LaGaipa** for his design of the Athletic Van Wrap.

Silver Awards went to **Barbara Peterson** for the 2010 Foundation Annual Report, **Kevin Cosme** for the 'I Got My Start at Brookdale' Newspaper Advertisement series, **Jennifer Yannibelli** for the Brookdale Design Department Promotional Video and **Lauren Concar** for Monmouth In Focus, Special Programming. **Shauna Channer**, a JASPER scholarship winner, was also recognized at the dinner. Although Barbara, Anthony and Kevin were unable to make it that night, Brookdale was well represented and there were lots of "woohos!" on their behalf.



The 11th Annual WWII DINNER DANCE will be held at the PNC Bank Arts Center on Thursday, November 10. If you haven't already received your invitation, it should be arriving any day now.

Mark your calendar!