



THE GREATER NEW HYDE PARK CHAMBER of COMMERCE

Covering New Hyde Park, Garden City Park, Herricks
and the Lake Success Business Parks

Member of the Month

Chamber Recognizes Jeanette Frisina of Market Place Publications

An interview by John Gebbie



Jeanette Frisina has been the Publisher of Market Place Publications for the last 18 years, and is the current Third Vice President of the Greater New Hyde Park Chamber of Commerce. In addition, Jeanette is the Marketing Committee Co-Chairperson and is instrumental in major marketing decisions for our chamber.

With an extensive background in marketing and advertising design she was able to grow from just a New Hyde Park edition to serving 15 other surrounding communities with a total circulation of 77,500.

When asked about the benefits of newspaper advertising Jeanette stated, "we offer one of the few fixed expenses that will make money for our customers." Jeanette went on to explain the fact that her clients benefit from the Market Place team in the actual design and development of their ad. They are making it clear to the reader what benefits the client's products or services provide over their competition. "This included service allows us to competitively price our advertising so that our clients return on investment is maximized. Businesses that need ideas on how to market themselves would normally have to hire an advertising agency and spend thousands of dollars. With Market Place

you just have to pay for your ad space. Our advice, artwork and ideas are free. I enjoy working with local businesses and helping them grow. It's very rewarding when they are getting positive results from advertising in our newspaper." Jeanette added, "It is an honor to be part of a community where thousands of people look forward to receiving our paper every week. Bringing buyers and sellers together is what we do best while providing welcomed info on local events and interesting columnists." She concluded.

Since becoming a member of the Greater New Hyde Park Chamber of Commerce, Jeanette has created and designed the chambers' membership directory book, stepped up their advertising and marketing efforts, helped to increase the membership as well as assisting other chamber committees and volunteering her graphic and newspaper services. "I'm very proud to be part of an organization where so many businesses see the value of working together to prosper and support the neighborhood and that our members receive a real value and increased exposure," Jeanette said. The Greater New Hyde Park Chamber of Commerce would like to thank Jeanette for her hard work and dedication.

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