

Ex-Press Aide Now Speaking Privately

Business

AFTER YEARS OF SERVING as a mouthpiece for others, John Zaher now speaks for himself.

The attorney and former press secretary, who most recently was a spokesman for ex-Nassau County Executive Thomas Gulotta, has started the Public Relations and Marketing Group Llc, a firm that will serve Long Island's business, legal, nonprofit, government and political communities, Zaher said.

"It's actually something I've been working toward for quite some time," he said. "Rather than serve in the capacity of a single entity or elected official or company, it gives me the opportunity to assist more organizations."

Zaher, 32, currently is working out of his West Islip home, but is seeking office space. He has one person working on start-up financing aspects of the business, but may eventually bring in a partner once things get going.

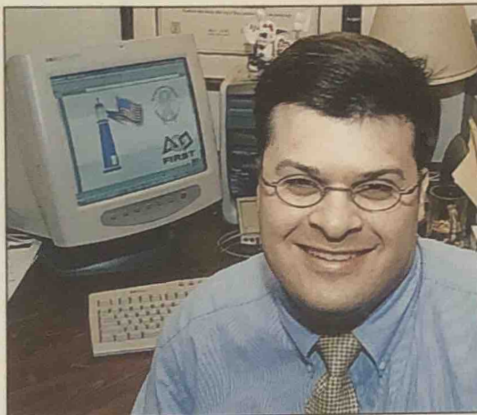
Although his top priority is to use his law background to serve the Island's legal community, he does have clients in other areas, such as Breast Cancer Help Inc. and the School Business Partnerships of Long Island.

Lorraine Pace, co-president of the West Islip-based Breast Cancer Help, said Zaher used to volunteer at the organization before starting his business. He now puts together the newsletter and arranges news conferences for the organization, Pace said.

"He's a smart guy and he knows his stuff," she said.



Monty Phan



Newsday Photo / Jim Pepler

John Zaher operates the Public Relations and Marketing Group Llc from his home in West Islip.

Certilman Balin Launches Promotion Blitz

A new year means a new look for the East Meadow-based law firm Certilman Balin Adler & Hyman Llp. After its September merger with Hauppauge-based Mars Sloane and Conlon, which gave Certilman Balin offices in both Nassau and Suffolk counties, the firm decided to launch a marketing campaign to reflect that change.

"Service businesses are a little bit different, and law firms are a little bit trickier," said Edward Brennan, president of Erin / Edwards Communications in Glen Head, the agency that helped design the cam-

aign. "A lot of them are taking on common branding strategies."

That started with a new logo and slogan: "Proven Advisors. Powerful Advocates." Both are included in literature the firm sends out, in mailings, in client communication and on its Web site, helping create the brand and corporate identification.

The Web site, www.certilmanbalin.com, also was revamped to include a searchable database with information on the firm and its partners.

"We wanted it to be a resource," said Debra Scala, the firm's marketing director. "We didn't want it to be a boring legal site."

Pizza-Box Toppings Catch Advertisers

Pizza toppings haven't changed much recently, but pizza box toppings have.

Mangia Media, the Water Mill-based firm that has offered ads on pizza box tops since late 2000, has distributed its one-millionth such ad, in Manhattan, said Eric Cohen, a partner.

The ad is part of a campaign by the WB network for its new show, "The Jamie Kennedy Experiment," which premiered Jan. 13. Since Mangia Media began placing the ads, its clients also have included online movie merchant bigstar.com and the History Channel. The firm will begin a campaign for Sony Pictures' upcoming release, "Slackers."

The boxes are distributed in New York, Boston, Philadelphia and Washington, D.C., to about 2,500 restaurants.

"It was a little bit of a slow start," Cohen said, but at the end of 2001, customers were "really getting it. Now that there's some more clients on board, we're starting to get more interest."

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