

Q. You established a.s.a.p.r. public relations & marketing in 1996. What advice can you give to someone who wants to work in the industry?

Be fearless — or at least look like you are! Try everything and never say no to a work assignment just because you don't yet know how to accomplish it — it's the learning that is important. Yes, everyone makes mistakes, especially early on. It is what we learn and how we apply it that allows us to grow. What a.s.a.p.r. does, at the heart of the job, is tell stories about companies, products and services, and we have to manage a lot of rejection from reporters, producers and even clients. Having a thick skin and a good sense of humor are lifesavers.

Q. I noticed you usually say “businessperson” not “businesswoman.” Why the more generic term?

I never really made any distinction about whether I was a business “woman.” My gender has had little or nothing to do with my successes and failures. I encourage people starting their careers to compete on a level playing field in their own minds, work hard and deliver a good product or service with integrity and creativity. Everything else will fall into place.

Q. As a longtime member and past chairperson of the PR & Marketing Committee at the Salisbury Area Chamber of Commerce, how do you think interpersonal skills come into play with the revitalization of downtown?

The Downtown Plaza has the most potential of nearly anything in Salisbury, but it will take real teamwork to make something happen. Interpersonal communication may actually be hampering redevelopment — no one seems willing to take responsibility and make something happen. It will take vision and a focal point, such as a great restaur-



rant, anchor store or brew pub smack in the middle of The Plaza — so that boutiques and galleries can fan out from there. There is a growing creative community of artists, web designers, photographers, videographers and marketing people taking space here — and young people moving into lofts. Something has to happen soon because there's a market growing here — there is so much opportunity just under the surface.

Q. You also serve on the Board of Beth Israel Congregation, have supported projects for Horizons and Kids of Honor among others, and are planning to walk your fourth 60-Mile 3-Day Walk to benefit the Komen Foundation. Why?

I love something I recently heard the late actor Tony Curtis say in an interview replayed on NPR after his death: “Service to others is the rent we pay for our time on this earth.” I am a huge believer in Karma — I have been given so much in this life; it's my way of acknowledging it.

Q. You have a lot of experience in your job creating trends and hot topics. What are some of the more memorable assignments you have worked on?

What I love most about this job is that it is very hard to be bored — the focus shifts constantly. For instance, my firm was responsible for the national marketing launch of the first licensed image caskets and urns (think Major League Baseball, STAR TREK and Precious Moments), which was a lot of fun. We handled all the public relations work for the opening of Comcast Center, the nation's tallest sustainable (green) building, for our long-time client Liberty Property Trust. We were recently selected to create and manage the branding, marketing and PR for McCready Hospital's new assisted living facility, Chesapeake Cove. And earlier in my career I had the honor of being on the launch teams of Infiniti Division of Nissan and K'Nex Construction Toys.

Q. What is the Shore's best kept secret?

The Blood Bank of Delmarva. Where else can you donate something that you won't miss, regenerates in just a few weeks and can save up to three people's lives? We're lucky to have it. They keep blood on the hospital shelves so it's there when someone needs it. The annual Ocean City Blood Drive is February 8 and 9 at the OC Convention Center. It's a party-like event for a great cause and you get free food, a great T-shirt and bragging rights. Spread the word! 🗣️

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