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## Member of The Month

### Robin Bernstein



IABC - LI Member of the Month March 2010

Write Time Communications

**1. What advice would you give a corporate communications professional just starting out?**  
Get out there and network, both face-to-face and online. Stay active in professional groups like IABC. There is a lot of wisdom to the old saying, "It's not what you know; it's who you know."

### 2. What was your "big break?"

Back in 1982, I was looking for my first PR agency job in NYC after having worked in employee communications for an insurance company. As part of my search, I regularly read Phil Dougherty's advertising column in The New York Times. One time he wrote about a NYC PR exec who had been promoted to president of her growing agency. I wrote her a letter congratulating her on her promotion and her firm's growth, and suggested there might be room for an entry-level person. She was impressed with my letter and passed it along to someone on her staff, who hired me.

### 3. What's your favorite thing about being a corporate communications professional?

Being able to do what I love, which is write for a living, and get paid well for it. Plus, I get to write about a variety of interesting topics in a range of formats (e.g., speeches, feature stories, brochures). And my clients are fellow communications professionals, so they "get" what I do.

### 4. What's your recipe for success?

Plant a lot of seeds. A few will take root and grow.

### 5. What's your biggest accomplishment?

Winning nine awards for my writing over the years, including two IABC Silver Quills, two IABC Gold Quill finalist awards, a NY/IABC ACE and an IABC/Atlanta Golden Flame, all thanks to terrific and supportive clients who assign challenging projects. I'm also proud of running a successful freelance business since 1991, first out of my apartment in Manhattan and then re-establishing myself on Long Island. And of course, I'm most proud of my two wonderful bright children, who are now teenagers racking up big accomplishments of their own.

### 6. What is your favorite place on Long Island?

Without a doubt, Fire Island. I've been going there for years, first in a summer share (way back when!) and more recently renting a house for a week every August. The best part is that there are no cars there; you either walk, bike or

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take a water taxi. To get there you hop on a ferry and 30 minutes later, voila, you're in another world. It's heaven on earth.

**7. What's your guilty pleasure?**

Reading The Sunday New York Times "Weddings" section. Makes me cry every time.

**8. What are your hobbies/interests outside of work?**

I love to draw nudes and try to take an occasional life drawing class at the Huntington School of Fine Arts. Last summer, after using only charcoal for decades, I finally learned how to use pastels. Now I really enjoy drawing with color!

My other hobby is that I play drums and recently joined a rock band called The M Project. Last time I played with a band was back in the '80s. I'm really looking forward to gigs with my new band and hope to see my IABC friends there. I'm also plugging away on a book manuscript about my experiences as a "girl drummer." I hope to finish it someday before they cart me off to the old-age home.

**9. What are some of your "life rules?"**

Follow your heart and trust your gut. It will always lead you in the right direction.

**10. What's your secret talent?**

I once fell asleep standing up on the subway. Trust me, that takes talent.

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