

Bridge authority hires new public relations and marketing firm

By Dotti Farrington

The Rhode Island Turnpike and Bridge Authority (RITBA) has approved a contract for public relations and marketing services with the RDW Group of Providence, with offices also in Boston and Worcester, at \$175 an hour for access to all services and staff, subject to negotiations for a total budget and other details.

RDW Group was one of five firms that submitted proposals to handle the authority's media services. The others were Michele Aucoin Paciorek and Susan Carroll of MAD Creative of Providence, for \$65 to \$90 an hour, plus photo fees from \$299 to \$850; David Preston, Dyanna Koelsch and Jane D'Arcy, for New Harbor Group of Providence, at \$150 an hour plus commissions; David and Sandra Cordeiro for Greenwich Advertising of East Greenwich, at \$75 an hour plus costs, or a retainer of \$4,500 a month; and Charles Newton, Nan-

cy Merrill, Denise Mei and David Michaelson for Public Strategy of East Greenwich, at \$125 an hour plus costs.

RDW was established in 1986 and is rated as the largest independent communications agency in New England, with capitalized billings of more than \$125 million and a staff of 120 specialists. The team to be assigned to RITBA will be Michael Doyle, founder and chairman; James Malachowski, senior vice president; Kristen Pflomm, account executive; Peter Marino, director of research and public affairs; Jeff Patch, executive creative director; and Maria Pinto, media buyer.

The firm offers services for design, implementation, analysis, advertising strategy, development, execution, public relations and public affairs, media planning, negotiations and buying, graphic design, direct marketing, web site design and newsletter publication.

In its proposal, RDW said RITBA "needs to position itself as a crucial component of the state's essential infrastructure and reliable steward of the state's critical bridges (Newport Pell and Mount Hope)...responsibly operated, sensitive to the needs of the people, and deserving of continued or expanded support." RDW said RITBA needs to embed itself in the communities it connects (Jamestown, Newport, Bristol and Barrington) with maximum communication, public relations and flow of information."

The proposal said its own philosophy is "Think. Work. Win." Its list of clients includes Massachusetts Institute of Technology, Blue Cross/Blue Shield, Cox, GTech, Twin Rivers, Ford Foundation, RI Airport Corporation, University of Rhode Island, Roger Williams Park Zoo, Dunkin Donuts, RI Public Transit Authority (RIPTA), NBC, and National Grid.

The bridge authority is on the verge of converting its toll system for the Newport Pell Bridge to an electronic one, such as EZPass, including elimination of tokens. It also expects to review the possibility of reestablishing tolls for the Mount Hope Bridge, depending on its experience with the electronic one due to start by the end of 2008 on the Pell Bridge.

RWD has created award-winning communications programs for a number of public and private sector clients. Its staff members also have also won awards, including from The Ad Club of Southeastern New England and the Publicity Club of New England Bell Ringer.

EMT classes now forming

A training class for Emergency Medical Technicians will be held in Jamestown beginning Nov. 5.

JEMS training officer Chris Reilly announced that Deputy Chief Robert W. Church of the Portsmouth Fire Department will teach the course.

The class size will be between 20 to 25 students and will meet the requirements for the EMT-B certification for the state of Rhode Island.

The classes will be held at the Jamestown Fire Department on Mondays and Wednesdays from 6:30 p.m. to 10 p.m. The class will run from Nov. 5 to April 9 with the following dates off: Monday, Nov. 12, Veteran's Day, Monday, Dec. 24, and Wednesday, Dec. 26, Christmas break, Monday, Dec. 31, and Wednesday, Jan. 2, New Year's break; Monday, Jan. 21, Martin Luther King Day, Monday, Feb. 18, President's Day; Monday, March 17, St. Patrick's Day.

The course is free of up front costs to Jamestown residents who commit to join the Jamestown Emergency Medical Services. The cost is \$800 for non-Jamestown

residents. If the candidate cannot afford the fee, the board may consider appeals on a case-by-case basis. People who agree to join the JEMS will be given first preference for the class. Others will be admitted as space allows.

The commitment to JEMS involves one year of service as an active member EMT (Driver/Crew service is not an acceptable substitute). Non-residents who join JEMS will have their \$800 refunded if they complete this period of commitment.

Call JEMS headquarters at 423-7276 for more information.

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Chamber Chatter

By Vicki de Angeli

I am pleased to begin the Jamestown Chamber of Commerce monthly news column, Chamber Chatter. The Chamber consists of members of the Jamestown business community. Its intent is to preserve and improve the quality of life in Jamestown and to create an atmosphere of goodwill between the business community and the residents of Jamestown. Specifically, the Chamber works to achieve this goal by: 1) Providing business and community programs for its members and, at times, the general public. 2) Creating an opportunity for members of the Chamber to meet, network, and exchange ideas at meetings designed specifically for that purpose. 3) Promoting an attractive downtown village area. 4) Encouraging members to embrace accepted standards of professional and business conduct.

The Jamestown Chamber has just kicked off its annual renewal drive. There are currently 135 members, with another 200 possible business members in Jamestown that have yet to join. Now is the time for businesses to renew or enroll for the first time by going to the Chamber website, www.jamestownrichamber.com, and printing out and submitting the application. All applications received prior to Oct. 15 will be enrolled in a drawing for \$100 in Chamber Checks, certificates that are accepted at most downtown Chamber member businesses.

The Chamber has several great events coming up for members only. Today, Thursday Oct. 11, there will be an after-hours networking social at Grapes & Gourmet on East Ferry Wharf, between 5:30 and 7 p.m. On Thursday, Oct. 25, the Chamber is hosting "Meet Your Local Candidates" at the Narragansett Café, from 6 to 8 p.m. Snack foods and a cash bar will be provided. On Nov. 1, from 5 to 7 p.m. will be the Chamber's annual Business Expo and Taste of Jamestown "Chowda" tasting. The location this year is the community center, and businesses must sign up for either a full or half table display by Oct. 22. Three great reasons to fill out your applications and get them to the Chamber ASAP!

For further information, go to the Chamber's website, or contact Donna Olney-Kohler, executive director, 423-3650, or info@jamestownrichamber.com.



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A GREAT CATCH

by Clayton Caswell



Love, Mom

CONANICUT GRANGE PUMPKIN DAYS

SUNDAY, OCT. 14TH • 1 - 3 P.M.

**Jamestown Community Farm
Eldred Avenue**

Horse Drawn Hay Ride, Children Help Pick
Some Pumpkins, Take Home a Jack-o-Lantern.
Donation to Conanicut Grange \$5 per person.

MONDAY, OCT. 15TH • 7 - 9 P.M.

**Conanicut Grange
West Street**

Pumpkin Cooking Demo — Jamestown Chefs
will provide a cooking demonstration using
the pumpkins picked at Community Farm on
Sunday. Participants will be provided demo,
recipes and two pumpkins each to take home.
Limit to 35 participants. Donation to Conanicut
Grange & Jamestown Community Farm \$20.