BE THANKFUL: The holiday's true meaning of giving thanks and counting your blessings is good for your health. D5



Sunday
Staten Island Advance

STATEN ISLAND'S LEADING BUSINESS VOICES

A familiar face in business circles reveals the gamble that started it all

Editor's note: Today the Staten Island Advance launches a new series, "Staten Island's Leading Business Voices," exploring the experiences, risks and lessons that have shaped the borough's business professionals.

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Tottenville resident Anthony Rapacciuolo is a familiar face in many Staten Island business circles, helping clients build their brands and bringing some of the borough's biggest community events to life.

But the founder and CEO of PRcision LLC in Annadale originally envisioned a career in medicine. A conversation with a restaurant chef helped steer him toward public relations, setting him on a path from a Manhattan agency to launching his own firm in 2007.

Since then, his work has included producing the Italian Festival at Mount Loretto for Catholic Charities of Staten Island and helping launch the Carl V. Bini Memorial Fund's Hurricane Sandy relief effort.

In the following Q&A, Rapacciuolo discusses the risk of opening his own agency, the lessons he carries from his father and the restaurant experience that still shapes how he does business.

Tell us about the moment, experience or opportunity that led you to this work. What made you believe this was the path you should pursue?

"After graduating from NYU, I had the privilege of working with a top-tier public relations firm in Manhattan called The Dilenschneider Group. Bob Dilenschneider is among the most intelligent people I've ever met.

"I spent three years there learning from some of the brightest people in the industry. I worked with clients such as Maria Bartiromo, Ernie Anastos, General Electric and other Fortune 500 companies."

What does your business do, and what need does it fill for Staten Island or the people it serves?

"We're a public relations, marketing and events firm offering clients a one-stop shop for all of their communications and marketing needs. We are their quarterback — we manage and oversee everything from strategy to execution.

"Over the years, I've seen many other companies in the space try to put the spotlight on themselves rather than the client, and to us that's never made sense.

"It's not important that anyone knows who my team is or who my company is. What's important is that the strategies we put in place enhance our client's sphere of influence and bottom line."

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Staten Islander Anthony Rapacciuolo is the founder and CEO of PRcision LLC, Annadale. *Courtesy, Anthony Rapacciuolo*

IT'S GOOD NEWS



Members of Girl Scout Troop 5605 are organizing a pet food pantry in Mariners Harbor to help residents struggling to afford food for their animals. *Photos courtesy of Jennie Datre*

Girl Scouts plan to launch pet food pantry next month

The troop is extending an existing community fridge to help residents experiencing food insecurity feed their pets.

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A Staten Island Girl Scout troop is working to make sure no pet in its neighborhood goes hungry.

Members of Troop 5605 are preparing to open a pet food pantry in Mariners Harbor, giving residents a place to donate or pick up food for their dogs and cats at any hour of the day.

The pantry will be an extension of the existing Forest Ave. Fridge, located at the corner of Amity Place and Forest Avenue. Once open, it is expected to operate 24 hours a day, seven days a week, offering another resource for neighbors facing food insecurity — this time, for the animals that are part of their families.

"I hope the pet pantry helps people who need support feeding their pets," said Girl Scout Winter Williams.

Maeve O'Connell said the project could make a meaningful difference for people who are struggling to afford pet food.

"It helps a lot of people who don't have the money to care for their pets, and it means they can love and care for them," she said. "Me, I love having my cats because I care for them and they care for me."

TURNING A FOOD DRIVE INTO A LASTING RESOURCE

The troop was already familiar with organizing food drives, but the girls wanted to take that idea a step further by focusing on pets. Instead of holding a

SEE PET FOOD PANTRY, A2

The pantry is expected to open Dec. 5 at the Forest Ave. Fridge, located at the corner of Amity Place and Forest Avenue in Mariners Harbor.

NOTES FROM THE EDITOR

10 pounds of buses, 5-pound boulevard

Victory Boulevard was never built for bus lanes, and six missing inches could make all the difference for safety.



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Hi Neighbor,

Excuse the comparison, please. But let's call it what it is: Trying to stuff 10 pounds of potatoes into a five-pound sack.

In today's saga, the 10 pounds of potatoes are played by NYC buses. The five-pound sack is Victory Boulevard.

We're talking, of course, about the new bus lanes on Victory.

If you haven't heard about them, or don't regularly drive Victory between Clove Road and Bay Street, the city Department of Transportation decided to install curbside bus-only lanes during the morning and evening rush hours.

Staten Islanders who do know Victory, including Borough President Vito Fossella, haven't exactly embraced the idea.

Their argument is pretty straightforward: Victory is too narrow in places. The bus lanes themselves are too narrow considering the width of the buses using them. And prohibiting parking during rush hours creates a hardship for older residents and parents with young children who may no longer be able to park anywhere near their homes.

The brouhaha eventually wound up in court, where a Staten Island judge familiar with the realities of traffic and driving in this borough ruled against the city.

But the mighty Department of Transportation, convinced of its one-size-fits-all approach and that it knows Staten Island better than Staten Islanders do, sought a stay of the judge's ruling.

It was granted.

So now the case heads to an appellate

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