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**CHRISTY BURKE OF BURKE & COMPANY QUOTED AS  
NETWORKING INNOVATOR IN LEGAL NETWORKING BOOK**

**PR AND NETWORKING EXPERT CITED IN  
THE OPPORTUNITY MAKER BY ATTORNEY ARI L. KAPLAN**

**July 15, 2008 – New York, NY** – Christy Burke, a noted legal marketing expert and networking columnist for Incisive Media’s Marketing the Law, is quoted in Ari L. Kaplan’s new book, The Opportunity Maker – Strategies for Inspiring Your Legal Career Through Creative Networking and Business Development (Thomson-West 2008).

Kaplan cites the innovative networking programs that Ms. Burke has created on behalf of her alma mater, Connecticut College.

**Excerpt from The Opportunity Maker, by Ari L. Kaplan:**

Create a professional reunion function the next time you are in your hometown. Talk to the administration of your high school and ask if you can collaborate on an invitation-only alumni event to which select current high school students could also attend. By engaging the school, you incorporate an instant level of credibility and provide yourself with a platform from which to springboard. You get to be the person who coordinates the event and speaks with each alumnus. It is the ideal opportunity to connect. The people you are contacting see you as genuinely interested in celebrating their achievements, and the school views you as a supporter.

**Christy Burke** has mastered this idea. The 1993 graduate of Connecticut College and founder of Burke & Company, a New York City public relations and marketing firm, is the chairperson of the college’s programming committee. To encourage alumni fundraising, she started the Distinguished Alumni Program. Her first honoree was the president of Forbes and she convinced the company to hold the event at the Forbes corporate headquarters in Manhattan. Twenty people attended. Her later programs have featured: Amy Gross, Editor-in-Chief of O Magazine; Judy Licht Della Femina, network news correspondent and Full Frontal Fashion producer; Sally Susman, Executive VP for Global Communications for Estée Lauder; and Ted Chapin, President and Executive

Director of the Rogers and Hammerstein Organization. “It has been incredibly rewarding from the standpoint of how engaging it is to hear alumni success stories,” Burke says. “Even if someone is not in the exact same field, there are universally applicable principles,” she adds.

This regular interaction can lead to new ideas and opportunities. At the Forbes event, Burke conceived of a Connecticut College Entrepreneurs Forum to support the efforts of fellow alumni launching businesses. Her first event was a panel of alumni entrepreneurs moderated by a branding expert, whom she asked to be a co-founder of the series.

All of Burke’s events take place on a quarterly basis over lunch for 1 ½ hours. There is a 45-minute question and answer session with the distinguished alumnus of the school, who Burke has the privilege of interviewing in front of her peers. “For people right out of school, it is great because they are looking to make their first contact,” she says.

Since the model is low wear and tear on the alumni office, the events are relatively easy to set up, notes Burke. And, there can be multiple events taking place in multiple cities. From a momentum standpoint, it builds on itself. In addition to recommendations from the alumni office, which suggests potential guests, trustees of the college will also share ideas with her.

Once each program is finalized, the college distributes an e-mail to its entire list of alumni and Burke’s name appears on every single one. Today, people she has not met will call her to let her know that they cannot attend the event but will ask her about her services. “The bottom line is that you don’t have to piggy back on existing events; you can create your own,” she notes.

Burke’s efforts demonstrate that you can create programs that build relationships on a shoestring budget where you are essentially the producer, creator and co-star. “Everybody wins,” she says.

You could even tailor this type of activity to alumni with experience in the law and law-related industries, or to business leaders in a specific industry, such as technology or aerospace. The possibilities are virtually unlimited and simply require imagination.”

*(End of Excerpt)*

### **About Burke & Company LLC**

Burke & Company is a NYC-based communications firm offering public relations, marketing and organizational dynamics consulting. Founded in 2004 by Christy Burke, the firm provides tailored solutions to an international client base in the legal and technology industries. Call 917-338-7034 or visit [www.burke-company.com](http://www.burke-company.com).

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