



Harry Zlokower, Zlokower Co. Public Relations

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What was your greatest professional accomplishment in 2012? : As 2012 president, I led the New York Chapter of the Public Relations Society of America to one of its strongest years with respect to finances, membership, programs and our annual awards recognition event. MY firm, Zlokower Company, represented some of New York's finest real estate firms in ownership, development, brokerage and legal services. I personally served as moderator of the keynote "Return of the New York Real Estate Titans" panel at the New York Real Estate Expo and served as public relations columnist for New York Real Estate Journal.

What are your resolutions for 2013? : To enable the New York real estate industry to clearly communicate its accomplishments and goals. To help our loyal clients grow and flourish throughout the year. To find new opportunities for real estate to expand communication through social media and other alternative approaches in PR.

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