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# Business Woman of the Month: Ann Costanza Noder

By Anthony J. Sperduti

The Business Woman of the Month is a woman that caters to celebrities and the media moguls throughout the country. She is a woman that is passionate about her career and only wants the best for her clientele. That is why Ann Costanza Noder is in the position she is in today, President and Director of Public Relations for Orca Communications.

To speak with Ann was a pleasure, because she is a woman that truly understands the importance of professionalism, and she knows exactly what it takes to run a business. In fact, she is so good at her job, it was impossible to meet with her in person. I emailed these questions to her. Now let's get to know this dynamic woman.

**1) Tell me about your career.**

After graduating from Arizona State University with a degree in Broadcast Journalism, I spent 10 years in TV news. I began my career in Oregon and then moved on to Arizona as a reporter and anchor for the morning and midday news. In 2002, I decided to make the leap from news to public relations. It was a natural transition as PR involves working with the media. Now, as president of Orca Communications Unlimited, LLC, I oversee a staff of 20 Publicists, PR Coordinators and administration personnel. We represent hundreds of clients on a national level and get companies featured in print and broadcast media.

**2) How did you choose this career field?**

I chose PR because I wanted to put my news skills to good use. I enjoy helping companies grow their businesses by getting them in the media spotlight.

**3) What makes you so successful in this career?**

Having worked in the media for so long, I have a full understanding of what it takes to get clients press coverage. I know how to make any company, person or product 'news-worthy' and how to pitch them to the media in a way that will get their story told. I also love what I do and have a full commitment to achieving the goals of the companies we represent. The staff at Orca Communications Unlimited, LLC shares this hard work ethic and commitment. Our Publicists also have extensive news experience (former producers, assignment editors, reporters, etc.)

**4) What kind of competition is there between you and others, especially with males?**

There are hundreds of PR agencies, although many of them follow 'old school' methods. We have a stand-out agency with results oriented PR and we have unique programs that are tailored just for small start-ups. That helps us break free from the crowd. Communications industries, like media and public relations, tend to be more female-dominated. In both areas, I've found success is more about hard work and skill set than it is about gender.

**5) Tell me about your Italian ancestry.**

My lineage is 100% Italian on both sides. My maternal great grandparents were from Bari and Naples, Italy. My fraternal great grandparents were from Sicily. They immigrated to America, but kept the Italian traditions in place. My maternal grandmother was an excellent cook. Her homemade 'gravy' was the best, and she also cooked a lot of fish, which is a staple of Bari, Italy.

**6) What kinds of things (values, principles, etc) did you learn from your family and the Italian culture?**

My family and Italian culture taught me to always put family first and to be proud of your heritage. Sundays were spent socializing with the family, eating pasta. They also instilled in me the desire to do my best with the understanding that if



you worked hard, you could be successful. My grandmother would always tell me about her parents and how hard they worked to be successful in America. Her father was an excellent tailor. That work ethic absolutely stayed with me.

**7) What do you want people to know about you?**

I have two sons, Christopher and Joseph, ages 5 and 3 respectively. I am a dedicated Publicist who works passionately on behalf of her clients, and yet I make time for my family as well. 'Go confidently in the direction of your dreams; live the life you've imagined' is one of my favorite quotes, and I believe I live it!

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