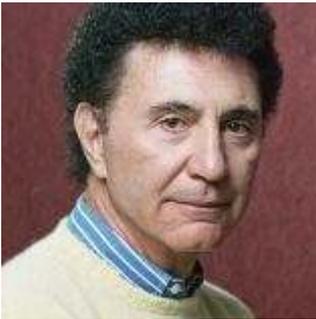


Italian American Heritage Club Of Hunterdon County

KEEPING OUR *Pride*, CELEBRATING OUR *Culture*, REMEMBERING OUR *Past*

Program Notes for APRIL: Sam Faiello

The Rocky Road to a Novel



After dinner on April 21, Sam Faiello will relate his experiences writing and promoting his critically-praised novel, *Shadow of Guilt*, including a trip to Hollywood as Fiction Runner-up in a Hollywood Book Festival – competing with Pamela

Anderson for attention in a nearby booth. “Surprise”, says Sam. “I lost.” Among his novel’s reviews: National Book Critics Circle founding member Alan Caruba called it “a powerful reading experience”; a *Writer’s Digest* reviewer compared him to John Grisham, saying Sam is “a masterful story-teller;” and USA Today bestselling author David Hagberg cited the novel’s “intriguing premise, tight plotting, and well-defined characters who the reader cares about.”

Sam and his wife Joan, live in Delaware Township. He is a public relations professional who has successfully handled major public issue campaigns (providing part of the novel’s background). For example, his firm was hired by the Research & Development Council of New Jersey to advance science education by bringing about a major facility of operable science exhibits. But the project drew skepticism, the *Star-Ledger* quoting two industry executives as calling it “a pipe dream”. However, Sam and his firm conducted market studies, the site

search, developed private and public support, and raised \$68 million to build Liberty Science Center, a 200,000 sq. ft. facility near the Statue of Liberty. It has a million visitors a year as the fourth largest of its kind in the country.

He has twice won the Golden Scroll Award, highest honor of the Public Relations Society of America, New Jersey chapter. For his role in creating Liberty Science Center, he received the Outstanding Innovation Award of the R&D Council. He is also president of a family-owned water utility company.

In his former community, Sam chaired a citizens committee whose efforts completely changed the makeup of local government and brought about the preservation of thousands of acres of open space and farmland, with wife Joan chairing the planning board. His is a trustee of the Hunterdon Land Trust Alliance, and as a volunteer, handled the advertising and direct mail campaign which won 3-1 voter approval of the \$7.5 million county open space referendum last November.

In *Shadow of Guilt*, the success-driven hero puts business first on a night he should have been home, which leaves his family at the mercy of a vengeful arsonist. Stricken with guilt by the outcome and blamed by his children for the resulting tragedy, he drops out of life; then he slowly begins a monumental struggle to reclaim it, trying to rescue a woman who also is drowning in guilt, and reconnect with his family. You can order directly from the publisher via toll-free 1-877-BUYBOOK.