

# The Speech Doctor Is "In"

by Jaci Clement

Eve Epstein has not been in the communications business very long, but she has quickly carved a niche for herself as the speech doctor to the rich and famous.

Epstein formed her own company in 1993, which was a natural progression from her career as a communications professor at Queens College, she said. So it is from her expansive home on the North Shore where Epstein and Associates trains individuals and corporate groups for sales and media presentations through intensive seminars.

"I like to say that every change brings about new opportunity. I probably would not have had the drive to start something so entrepreneurial were it not for my becoming a single parent," said Epstein, who earned her Ph.D. in communications at the age of 24.

Preferring the term communications "professional" to that of "consultant," Epstein has clients that range from the Viacom corporation to the Israeli Consulate. Despite such diversity, she finds a common thread in the hundreds of people she has trained.

"Most Americans will say their number one fear is public speaking, but that lack of confidence can be overcome with proper training," Epstein said.

Even those in the limelight could benefit from the speech doctor's expertise. For instance, in Epstein's opinion, President Bill Clinton "must learn to emote better. He comes across far more credible in person than he does through the television medium, where he tends to be seen as halting and stiff"

she said.

Such custom designing may be what ultimately led Epstein to develop "techno-mercials," which are an alternative to expensive commercials, and "technovisuals," or computer-generated visual aids for sales presentations.

When she's not critiquing what people say and how they say it, Epstein enjoys living in Great Neck with her sons, Josh, 15 and Kenny, 13. The daughter of Holocaust survivors, Epstein grew up on Manhattan's Upper West Side and Queens, but today finds Great Neck "combines the best of both worlds. It has beautiful landscaping and is near the water."

Today, both figuratively and literally—from her hilltop home—Epstein is sitting pretty. Which isn't bad for a woman who just a few years ago, decided to "chuck it all and go for it."

