

O'Dwyer's Guide to: Environmental PR & Public Affairs

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A. John Adams, *President*

For more than 30 years, John Adams Associates has specialized in health-related, environmental and energy issues for *Fortune* 100 companies, leading trade associations and nonprofits. We are known for our technical expertise in analyzing and communicating complex issues to legislators and regulators as well as U.S. and international media. Our work has earned numerous awards for excellence in public education, for clients including the American Chemistry Council, the Business Council for Sustainable Development, the Environmental Health Research Foundation and the White House Council on Environmental Quality. John Adams Associates is a co-founder of the WORLDCOM Public Relations Group, and in 2008, extended our resources into Brussels and Beijing through our merger with the Kellen Company.

BOOZ ALLEN HAMILTON

Center of Excellence for Risk and Crisis Communications
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Dr. Tim Tinker, *Director, Center of Excellence for Risk and Crisis Communications*

High-stress situations dramatically change the rules of

communication. When people are stressed and upset during a crisis or emergency, they can become less trusting, have difficulty processing information, and often become prone to negative thinking. All organizations — private, public and government — must be prepared to respond effectively in an environment where communication rules constantly change. Anything less than full anticipation, preparation and practice can jeopardize trust and credibility with employees, the media and the general public and cause irreparable damage to reputations.

Booz Allen Hamilton's Center of Excellence for Risk and Crisis Communications offers its clients proven tools and techniques, firmly grounded in behavioral and cognitive sciences. For example, based on extensive research and analysis, and the insights of leading experts in the field of risk and crisis communication, the Center's new publication "The Ultimate User's Guide to Sources for Best Practices" identifies critical resources for information about best practices in crisis and risk communication. The Guide offers an inventory of high-quality sources from several countries for topic-specific communications such as terrorists' acts, natural disasters, disease outbreaks and food or water safety incidents, and also identifies the best resources for general proven principles of effective risk and crisis communication that apply in any crisis or emergency situation. In addition, the Guide points to quality resources that can be used to update communication strategies for specific populations including leaders, first responders, military personnel and their families, and culturally diverse populations. To obtain a free copy of the Guide, contact Dr. Tim Tinker, Director, Center of Excellence for Risk and Crisis Communications at tinker_timothy@bah.com.

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Thomas P. Butler, *President*
Stuart E. Miller, *Senior VP*

Since 1996, Butler Associates has represented a prestigious roster of clients in the environmental, energy and public affairs sectors. In 2008, *O'Dwyer's* named Butler Associates the 2nd fastest growing independent PR agency and the firm's Environmental and Public Affairs practice the 28th largest in the U.S.

The firm manages public awareness and media campaigns from Capitol Hill to statehouses throughout the nation producing business building results for clients.

With a senior management team possessing over 50 years industry experience, Butler Associates manages and directs regional and national media, editorial page, and educational campaigns and successful coalition and stakeholder development efforts.

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Aric Caplan, *President*

Caplan Communications is a full-service Washington-DC area PR agency that champions the environment, social justice causes and energy conservation and advances sustainable business practices.

O'Dwyer's honored Caplan with

its "Award for Public Communications Excellence" in the Environment and Public Affairs category.

Caplan designs targeted and rapid-response broadcast coverage. We help clients to win key legislative battles for nonprofit organizations and others.

Clients: Advanced Deforestation Partners, Alaska Wilderness League, American Rivers, Campaign for America's Wilderness, Congressional Black Caucus Foundation, Defenders of Wildlife, Earthjustice, Environment America, Environmental Defense, Friends of the Earth, GreenpeaceUSA, League of Conservation Voters, National Parks Conservation Association, National Wildlife Federation, Natural Resources Defense Council, Pew Charitable Trusts, Physicians for Social Responsibility, Union of Concerned Scientists.

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Matthew Gallagher, *Vice President*

With one of the largest environmental affairs practices in the United States, Cerrell Associates specializes in public affairs, stakeholder outreach, media relations and political engagement on a wide array of environmental issues.

Our client portfolio includes large government agencies, corporations, non-profits and green minded entrepreneurs.

At Cerrell Associates, we understand the unique sensitivities involved with environment and energy communications. Our relationships with the news media, community leaders and elected officials throughout the Southland make us uniquely qualified to assist clients in their strategic efforts.

Cerrell Associates — Strategy, Communications, Results.

CHARLESTON I ORWIG

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Lyle Orwig, Mark Gale, Beth Andersen, Managing Partners

Charleston|Orwig is a national communications consultant on reputation management, especially as it relates to sustainability, corporate social responsibility and public issues. The agency manages public, media, stakeholder and government perceptions to support the objectives of a broad base of businesses and organizations. Recent examples include developing a high-profile national program to provide food to the needy, establishing a culture of sustainability within an international corporation, and creating platforms for missions and core values related to responsibility programs. Our strategically focused team draws on a wealth of experience to implement tactics in effective, measurable ways.

While we work diligently to help clients avoid crisis situations, our team includes seasoned professionals well-versed in handling the often chaotic demands of crisis response.

To learn more, please visit www.charlestonorwig.blogspot.com and www.co-reputation.com.

CONSENSUS INC.

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Josh Gertler, President

Consensus Inc. is recognized for its expertise in community outreach strategies for complex and controversial issues. The firm has extensive experience in environmental communications including community relations for soil and groundwater remediation projects, building community support for wind farms, renewable energy projects, land use entitlements, and landfill expansions, and public involvement programs as mandated by NEPA/CEQA. Consensus Inc. uses innovative tools to interact with stakeholders on environ-

mental issues and to make their voices heard to decision makers. Its outreach programs are proactive, transparent, savvy, and authentic.

In the new paradigm of peer-to-peer communications, Consensus Inc. has demonstrated success in applying social media strategies to influence community opinions, including an industry award-winning blog campaign last year. By combining social media and traditional outreach strategies, Consensus Inc. offers a unique opportunity for clients to diversify their approach to public affairs and environmental communications.

DAVIES

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Mark Saunders, Senior Strategist
Jolene Griffith, Controller
Pia Dorer, Marketing Manager
Caitlin Steele, Office Manager

Winning approval today is tied directly to your ability to rapidly reach out, engage others, and do so while everyone watches. Davies creates messages that motivate individuals to stand up, speak out, and take action, influencing the approval process at all levels. From redeveloping controversial natural resource extraction and mining projects, to permitting energy facilities in sensitive environments, Davies uses authentic grassroots to generate real results. Our unique approach to research, message development and targeted outreach, using all communication channels, has resulted in a 96% success rate for our clients.

We've turned more than 450 controversial public affairs issues into wins for our clients. There's no time for a learning curve when controversial issues threaten the success of your project. To ensure you have the right messages, strategy and tactics to win, we're standing by at DaviesPublicAffairs.com.

Since 1983, Davies has consistently ranked among the top strate-

gic communications firms, placing in the top 25 nationally and receiving hundreds of industry awards. Davies offers public affairs expertise across multiple industries, with five specialized practice areas in Energy, Mining, Pharma/Biotech, Real Estate & Crisis Management. Clients include Fortune 100 companies and top names in 46 states.

THE DILENSCHNEIDER GROUP

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Robert L. Dilenschneider, President and CEO

The Dilenschneider Group, headquartered in New York and Chicago, provides personal service to a limited and select number of clients. The Group has proven links in all major world capitals and in all major U.S. cities.

The firm brings to clients a level of communications counsel and creativity and an exposure to contacts, networks and relationships that are not available elsewhere.

The Dilenschneider Group provides access for clients to the finest communications professionals in the world, with experience in fields ranging from crisis communications to mergers and acquisitions and marketing, government affairs and international media.

Since its founding, the firm has provided timely and thoughtful research on the important issues of the day. Send for a copy of our biannual *Trend Report*.

ENVIROCOMM

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Envirocomm is a unique firm of veteran counselors assembled exclusively to help corporate executives deal with greening issues, and to obtain competitive advantages.

Environmental affairs, energy and climate change, and corporate sustainability are the firm's focus. Corporate clients get a senior professional, experienced, capable and ready to provide a comprehensive,



Pat Esposito, ETC Principal, President, and CEO.

confidential analysis of a current situation, or develop strategies for near and long term objectives — and to guide through the execution process as much as needed to produce a desired result. Our counselors are Tom Hellman, Ken Nasshan, Howard Glassroth, Colburn Aker, Shelley Spector, Jim Sloan, Tom Davis, and Brian Thomas in the U.S., and Gijs Dröge in Europe.

Issues on which we have worked range from environmental, health and safety, product-related compliance, clean energy and green management matters to public affairs, climate change programs, sustainability reports and strategic stakeholder communications on carbon economics.

You can look at our team's credentials and sample some of our insights on the Envirocomm.com website.

E. Bruce Harrison leads the firm and facilitates effective match-up between client and counselor. Call Bruce at the Washington number for a conversation about what you're interested in and how to best utilize our green leadership team.

ETC, INC.

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Pat Esposito, Principal, President, & CEO
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Environmental Technologies and Communications, Inc. is a

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ETC, INC.

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Midwest PR firm that deals exclusively with environmental, health and safety issues.

The firm was founded in 1994 and currently maintains a staff of 25. Clients are primarily public utilities and major manufacturers who turn to ETC for support when they have an emerging EHS issue, or one that has already attracted public attention and concern.

ETC works with industrial clients facing state/federal consent orders for environmental pollution. ETC also provides communication assistance to clients with construction, demolition, and remediation projects that will directly affect neighboring properties. Sometimes, clients seek assistance when government action shines a new light on some aspect of their operations.

Communication plans and strategies are custom-designed to fit the situation, and may include media relations, community outreach, public meetings and involvement, opinion surveys, ad campaigns, and other forms of employee/stakeholder communications. Topics range from buried wastes, contaminated buildings, impacted soils, polluted streams, and contaminated groundwater, safe drinking water, and sewage collection/treatment, to plant odors, toxic emissions, and indoor air.

ETC has been repeatedly recognized for its outstanding work by PRSA, IABC, the International Academy of Communications Arts and Sciences/MarComm, the International Academy of the Visual Arts, and others in national and international PR award competitions since 1996.

FLEISHMAN - HILLARD

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John Graham, Chairman
Dave Senay, President & CEO
Bill Black, Co-Chair, PA Practice
Ken Fields, Co-Chair, PA Practice

Fleishman-Hillard's worldwide team conducts public affairs communications and government relations programs for many of the world's leading corporations, NGOs and associations. The firm

provides policy analysis, lobbying, media relations, message development, coalition-building, and grassroots advocacy. The company's firmwide commitment to the complete integration of new and traditional outreach is reflected in its approach to public affairs advocacy. In addition to offering clients deep political and policy experience across the globe, the firm boasts expertise in the full range of Web 2.0 techniques, including social media, search engine optimization and marketing, blogger outreach and other new media tactics.

Specialties include: healthcare, international trade and investment, homeland security, financial services, technology, cyber security, telecommunications, energy, natural resources, agribusiness, food safety, biotechnology, transportation, and business-to-government marketing. FH maintains a global sustainability communications practice to help clients align environmental objectives with their business goals. Its worldwide network of sustainability practice counselors has relevant, specific experience in everything from carbon policy, climate change initiatives and capital markets, to sustainable farming, renewable energy, sustainable communities and green building; from carbon markets to green products, supply chain management and service marketing.

We work with clients in a wide range of industries to restore or enhance their environmental reputation, successfully manage environmental issues and crises, site new facilities, and implement environmental community relations programs. FH professionals are experienced with air quality, energy conservation, renewable energy, groundwater pollution, sustainable development issues, and corporate climate response. Among our current public affairs, sustainability and environmental clients are: AT&T, Boy Scouts of America, Election Systems & Software, Enterprise Rent-A-Car, Exelon, Fix Housing First Coalition, Holcim (U.S.), Huawei Technologies, Kinder Morgan, Olin Corporation, Peabody Energy, Tata Consultancy Services, Embassy of Turkey and World Wildlife Fund.

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Cos Mallozzi, CEO
Luke Lambert, President

Gibbs & Soell, an independent public relations firm since 1971, has been a trusted advisor to top-tier clients seeking effective reputation management and leadership positioning on sustainability, renewable energy and corporate social responsibility issues.

With headquarters in New York, offices in Chicago, Raleigh and Zurich (Switzerland), and affiliates in 30+ countries, G&S speaks the language necessary to educate and prompt action among key stakeholders.

We collaborate to develop strategies and mobilize as a rapid response team of senior counselors with relevant industry experience to help organizations communicate their responsibility to the environment.

Our bottom line is to serve as the outside, independent voice you can trust.

Our services include: issues management/counseling, corporate communications, marketing communications, event marketing, employee communications, leadership positioning, social networking/digital media outreach, communications research and evaluation, and communications training including I Power™, a proven, dynamic process for creating and delivering insightful, influential and high impact communications.

**GOLDMAN
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Sherry Goldman, President

Goldman Communications Group provides strategic counsel and public relations, crisis and issues communications, and public affairs programs to corporations, non-profit associations, and labor unions. The agency won a 2009 Silver Anvil award for crisis communications on behalf of the Writers Guild of America, East during the television and film writers strike. Writers Guild East is a long-term agency client for a comprehensive program involving industry issues, national and local legislative outreach, and

media relations.

Founded in 1996, our work spans many client sectors. We are trusted advisors to activist organization The Workmen's Circle, corporate healthcare's Olsten Health Services, and a roster of leading business services and consumer marketing companies.

Prior to founding Goldman Communications Group, Sherry Goldman led environmental and issues programming for First Brands Corporation, Canon USA, 100% Recycled Paperboard Association, Keep America Beautiful, and Green Seal, spearheading programs addressing issues including waste management, degradability, and green marketing.

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**David C. Van Voorhis, Director
Business Development & Client
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Hope-Beckham Inc. is a public relations agency with additional strengths in experiential marketing and business consulting. The agency provides a variety of services to its clients on a local, regional and national level. In 2007, 2008 and 2009, Hope-Beckham was awarded *O'Dwyer's* Top Independent PR Firms in Environmental/Public Affairs.

From methane gas to solar energy initiatives, sustainable business practices to new energy solutions, environmental initiatives are very important to Hope-Beckham, not only from a business perspective, but from a personal one.

Whether communicating with a client's various constituencies or creating programs and events that effectively position an organization within the communities it serves, Hope-Beckham is known for its creativity and cost effectiveness in the arena of public affairs.

Why choose Hope-Beckham? We pride ourselves on our strong public relations and experiential marketing execution, not just meeting client expectations, but exceeding them, on time and on budget.



She votes with her thumbs,
and her social network follows her lead.
Where does she stand on your issues?

We can get you there.

be there.

www.fleishman.com

FLEISHMAN
INTERNATIONAL COMMUNICATIONS
HILLARD



MAYO Communications, Los Angeles produced the media launch for a new recycling business at the ConocoPhillips Inc. Refinery for a new student run and managed business. ConocoPhillips donated \$10,000 to the startup. (L-R) Tony Cordero, PA Mgr., ConocoPhillips, Inc.; Kristin Wisdom, Environmental Services Supervisor; Banning High School Junior Javier Bustamonte; CEO & Founder Carol Rowen, International Trade Education Programs (ITEP); Ruby Beuno, Banning High School Junior and Head Counselor George Kolarov, Banning High School.

Photo by George S. McQuade III.

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Marx Layne & Company is one of Michigan's leading independent public relations and public affairs agencies.

Our public affairs professionals customize high-impact strategies to deliver clients' messages and influence opinion on legislation, regulation and appropriations at the state and local levels.

We're routinely engaged by lobbyists to reinforce their efforts by generating constituent messages, news coverage and talk show appearances, editorial commentaries, expert testimony and research studies.

Our clients include publicly traded multinational corporations, mid-sized companies and small private practices.

We're knowledgeable in many industries including environmental services, energy,

financial services, health-care, higher education, hospitality, legal, manufacturing, nonprofit, real estate, retail and telecommunications.

MAYO COMMUNICATIONS

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Aida Mayo, President
George S. Mc Quade III, V.P.

Mayo Communications & MAYO PR, based in Los Angeles, with offices in New York, San Diego and Bern, Switzerland has been servicing environmental, business, governmental and entertainment industry clients since 1995. In 2009, MAYO created a media blitz for International Trade Education Training Programs (ITEP) that resulted in major grants, including ConocoPhillips, an international, integrated energy company to launch a recycling company. MAYO has a history of national, international, award-winning environmental campaigns from Dubai, Dublin, Ireland, Switzerland to Argentina. MAYO niche: media placement,

social media and media training. MAYO offers community outreach and award-winning education campaigns for green technologies, entertainment publicity, nonprofits and *Fortune* 500 companies. For more check out www.lacountygreen.com.

MWW GROUP

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Michael Kempner, President & CEO
William P. Murray, Executive Vice President Public Affairs
Laura Catalano, Senior Vice President

As one of the nation's top ten public relations agencies, MWW Group is best known for its results-driven approach. MWW Group's team of public policy and public affairs experts are well-recognized on the federal, state, and municipal level for our ability to manage media issues and our network of relationships with a wide range of national organizations and critical coalitions. We propel our clients' messages to the forefront of the public policy debate and shape the concepts that resonate and reach the audiences that have an impact.

Following suit, MWW's Sustainability practice has enormous breadth and depth across the entire green landscape. We represent non-profit environmental organizations and for-profit corporations all in the interest of advancing our world's sustainability. As one of the first PR firms to attain ISO 14001 certification, MWW's Sustainability practice follows from our firm's fundamental commitment to our planet's health. We work hand-in-hand with our clients to imagine, design and implement powerful and effective environmentally-themed campaigns.

OGILVY PUBLIC RELATIONS WORLDWIDE

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Michael Law, Managing Director

For more than twenty years,

Ogilvy PR has helped clients develop and communicate meaningful sustainability and environmental initiatives. Ogilvy Earth, our global sustainability offering ensures a consistent yet locally relevant approach to sustainability from market to market. Our experts bring unique insights about the shifting environmental communications landscape and combine in-depth knowledge of sustainability with expertise helping corporations reach stakeholders – employees, consumers, governments, local communities, media, customers, suppliers and investors.

The agency helps our clients navigate this complex and changing environment through a variety of services including strategic planning and development, partnership identification and outreach, and internal and external communications.

We take a 360-degree approach to communications; offering our clients public affairs, public relations, government relations, digital communications and advertising solutions. Ogilvy PR's roster of clients includes *Fortune* 100 companies, global multinationals, government organizations, non-profit organizations and leading industry trade associations.

PEPPERCOM

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Steven Cody and Edward Moed, Managing Partners

Peppercom is a mid-sized communications agency that specializes in developing strategic and creative PR programs for clean tech companies as well as working with *Fortune* 1000 corporations that are transforming into "green" companies and need environmental PR support. Peppercom's GreenPepper offering focuses exclusively on "green" initiatives such as helping diversified manufacturers identify ways to leverage their current efforts to position themselves as part of the green economy. Additionally, GreenPepper provides guidance to clean tech start-ups in developing their communications platform. In addition to

GreenPepper, Peppercom's services include a positioning program designed to differentiate a client from its competitive set, a crisis management program called CrisisRx, digital programs through PepperDigital and Pain-Based Selling, a program that identifies the gap between perception and reality of what clients are thinking.

Peppercom is ranked among the top 20 largest independent PR firms in the U.S. Clients past and present include Solazyme, Honeywell UOP, GE Energy, Ricoh Americas Corporation, Steelcase, Green Alpha Advisors, and the American Institute of Architects (focusing on "green" buildings).

PERITUS

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Peritus is widely recognized for its ability to create and implement strategic winning solutions for clients through disciplined and ethical advocacy. We provide layered expertise in public affairs, public relations, marketing and creative services. Established in the 1990s, the firm quickly distinguished itself as a leader in alliance development, crisis communication, grassroots & grassroots campaigns, litigation support and strategic counseling. At Peritus, we pride ourselves on the ability to engineer the right solutions and our relentless effort to keep clients on the fast track to success. With offices across the Midwest, clients across the nation and more than a century of combined experience, we've developed an impressive staff with a fighting spirit and vast, influential networks. We find the right mix of public affairs, media relations and grassroots strategies to succeed. Peritus has executed successful campaigns for notable clients such as Arysta LifeScience, Pfizer, PhRMA and Ford.

PORTER NOVELLI

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Gary Stockman, CEO
Catherine "Kiki" McLean,

Partner, Global Head of Public Affairs, Managing Director

Porter Novelli Public Affairs combines political, policy and media expertise into a national network of experienced professionals with a track record of winning tough battles for a wide range of clients. Our collective wisdom, expertise and network of contacts in public policy and media circles give us an intimate understanding of today's public affairs challenges and the opportunities that lie ahead. At any moment, we can assemble an ideal combination of skills, experience and resources to meet our clients' specific needs and help their stakeholders change their attitudes, beliefs and behaviors.

We bring to the table a winning track record in managing tough, multi-faceted campaigns where our clients' messages were not readily apparent or where conventional wisdom assumed victory for the other side before the campaign had even begun.

Whether it is a high profile issue in the U.S. Congress, a campaign to educate policymakers and the public about the value and contributions of a particular industry, or a state referendum or ballot initiative, our expertise is evidenced by our passion for winning and our record of success.

Our Washington, D.C. office is home to seasoned professionals working within our public affairs, consumer marketing, food and nutrition, environmental, health care and social marketing practices. Our global corporate social responsibility and environmental communications team, which includes colleagues based across the network, offers deep expertise and insights across the broad spectrum of sustainable business practices for clients, from those who are just beginning to organize around those issues to those who have been "doing the right thing" but have not yet successfully leveraged this with their most important audiences. Our strategic planning and research unit works across practice areas and serves as the national headquarters for our proprietary Porter Novelli Styles research offerings. Our annual Consumer Styles survey has become a must-have barometer for dozens of our clients in determining the attitudes and awareness of over 10,000 consumers across a broad spectrum of issues and topics.



Peritus: We're where our clients need us ... behind the scene or on the front line.

POWELL TATE

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Pam Jenkins, President

Powell Tate, based in Washington, D.C., is one of the most respected names in public affairs. Established in 1991 as a bipartisan firm, Powell Tate continues to recruit top communications and policy experts from both parties on Capitol Hill, the White House, federal agencies, trade associations, advocacy organizations and the media. No matter which party controls Congress, Powell Tate professionals help craft and deliver powerful messages and activate advocates to achieve results.

While Powell Tate can help clients reach top opinion leaders in Washington, the agency also specializes in state and local public affairs campaigns and grassroots outreach, especially through interactive media and advocacy. Major areas of expertise include energy and environment, health-care, non-profit advocacy, financial services, education, international communications and defense. The firm also specializes in crisis and litigation communications, and partners with numerous law and lobbying firms to help clients communicate and build support among policymakers,

advocates and the general public.

A unit of Weber Shandwick, Powell Tate's team includes 400 public affairs professionals globally.

RASKY BAERLEIN STRATEGIC COMMUNICATIONS

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Joe Baerlein, President
George Cronin, Principal, Senior Vice President, Public Affairs
Jim Cabot, Senior Vice President, Energy and Environment

Rasky Baerlein Strategic Communications is a nationally recognized public and government relations firm with more than a decade of experience providing exceptional client service to organizations that operate at the intersection of business, politics and media. With offices in Boston and Washington, D.C., the firm offers a comprehensive range of services, including ballot initiative management, corporate communications, community relations, crisis and reputation management, grassroots organizing, investor relations, litigation support, lobbying, and public sec-

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Rogers & Cowan hosts the Green Business Roundtable at Hangar 25/Burbank Airport, the world's first LEED Platinum certified aviation hangar.

RASKY BAERLEIN

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tor business development.

Rasky Baerlein's Public Affairs practice has extensive experience representing multinational clients' interests before local, state and federal governments, and can help you take advantage of the strong relationships we have built with elected and appointed government officials in both New England and on Capitol Hill.

The Energy and Environment practice excels in helping clients achieve their business objectives through integrated communications strategies, working with companies ranging from large utilities to clean tech start-ups and a burgeoning roster of renewable energy companies.

The firm has served and is serving a broad range of clients including: American Council on Renewable Energy, Boston-Power, Covanta Energy, Eli Lilly & Company, Fidelity Financial National, First Wind, GDF SUEZ Energy North America, MediCom, Toyota and Viridity.

RF | BINDER PARTNERS

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David Kalson, Exec. Managing Director

The environment has become one of the defining issues of our era, and RF|Binder continues to be at the forefront of this historic

trend. We have decades of experience helping companies to define and project their environmental and related energy positions while working with them to manage environmental crises and issues.

Beginning from a firm scientific orientation, RF|Binder helps our clients communicate on energy and environmental topics credibly and strategically, while avoiding or blunting the many challenges posed by an increasingly skeptical media, sometimes hostile activist groups, NIMBYism, warring scientific opinions and an often confused public and policy makers.

RF|Binder's current and recent environmental clients include: Bank of America, Dunkin' Brands, Staples, Entergy, NRG, Bosch, Cotton Incorporated and the Newspaper Association of America.

ROGERS & COWAN

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Tom Tardio, CEO

Rogers & Cowan is the leading entertainment marketing and PR agency with U.S. offices in Los Angeles and New York. We offer clients a proven approach to building awareness and support for their environmental and public affairs initiatives by leveraging the powerful influences of the entertainment industry coupled with a strong corporate and trade PR strategy.

Our team manages and executes environmental PR and PA cam-

paigns for clients in the technology, entertainment, food and beverage, automotive, aviation and non-profit industries, including Fortune 500 companies, philanthropies and organizations, trade associations, filmmakers and distributors and international celebrities and recording artists.

Whether we are supporting the launch of Hangar 25, the world's first solar-powered aircraft facility at the Burbank airport; raising awareness for the Green Business Roundtable, a public/private green event featuring former President Bill Clinton and Los Angeles public officials; building excitement for the eco-documentary "The Age of Stupid"; or securing media coverage for Fisker Automotive, as the first green, luxury American car company, we provide our clients with the PR and marketing strategies, access and relationships to secure the right print, broadcast and social media coverage with the right messaging to help clients' promote their various initiatives.

Some clients/projects have included Cabo Sao Roque Resort, Natural Resources Defense Council, Shangri-La Construction: Hangar 25, Green Business Roundtable, Fisker Karma, eco-

doc "The Age of Stupid," Children's Health Environmental Coalition featuring Olivia Newton-John and Kelly Preston, Rolling Stones Benefit Concert for NRDC, Bloomberg News White House Correspondent's Dinner After Party, and Texas Instruments LED TV.

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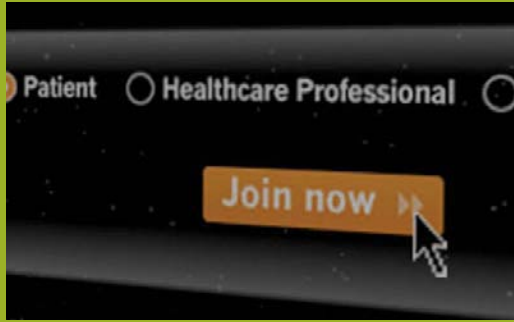
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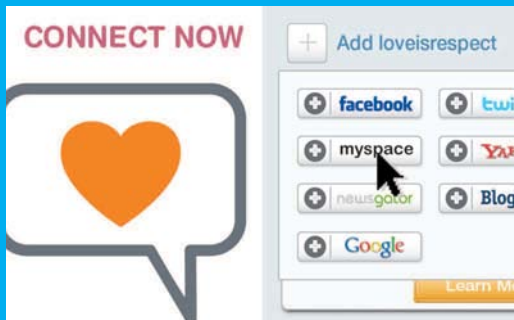
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"Schneider Associates' Phil Pennellatore, EVP/partner (left), and Joan Schneider, APR, president and creative director (right), engage with clients and colleagues at a public relations event in Boston."

RUDER FINN

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knowledge and the relationships to position clients in these evolving areas. Whether it is creating the alliances needed for legislative or regulatory change, profile building and leadership positioning on dynamic and emerging issues, communicating effective-



Catherine Imus, Managing Director, Public Affairs for Stanton Communications

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Ruder Finn is currently working with Silver Spring net-

works, a leader in the smart grid industry; MiaSole, a maker of thin-film solar panel products; and OwnEnergy, a company that partners with landowners to develop renewable energy wind projects.

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Ben Finzel, Senior Vice President, Public Affairs

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Zeppos & Associates is an independent firm with demonstrated success in environmental PR and public affairs. The Wisconsin-based firm has represented industry, environmental groups and associations on various natural resource issues. Wisconsin's lakes, forests and wilderness areas present significant communications challenges in a strict regulatory climate. Zeppos & Associates has worked on issues relating to PCBs, timber, agriculture, alternative fuels, development, landfills, utilities, mining, wetland mitigation, infrastructure and more. The professional team at Zeppos & Associates has a background in government and the media and provides services that include community outreach, crisis communications, media relations, social media, grassroots organization, government relations and more. ●

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Firm		2008 Net Fees	Firm		2008 Net Fees
1. Edelman	New York	\$64,028,750	23. Paul Werth Assocs.	Columbus, OH	869,100
2. APCO Worldwide	Wash., D.C.	16,860,000	24. Charleston Orwig	Hartland, WI	860,381
3. Ruder Finn	New York	12,500,000	25. rbb Public Relations	Miami	690,722
4. Davies	Santa Barbara, CA	6,650,000	26. Qorvis Comms.	Wash., D.C.	588,010
5. Cerrell Assocs.	Los Angeles	6,045,965	27. Cashman & Katz	Glastonbury, CT	560,000
6. Widmeyer Comms.	Wash., D.C.	4,175,000	28. Lambert, Edwards	Grand Rapids	537,629
7. Rasky Baerlein	Boston	3,898,069	29. Moore Consulting	Tallahassee	535,847
8. PainePR	Los Angeles	2,405,342	30. Zeppos & Assocs.	Milwaukee	520,205
9. Adfero Group	Wash., D.C.	2,348,211	31. Vandiver Group	St. Louis	356,000
10. Ron Sachs Comms.	Tallahassee	2,269,969	32. Middleberg Comms.	New York	300,000
11. DKC	New York	2,240,000	33. Seigenthaler PR	Nashville	288,829
12. Peppercom	New York	2,238,031	34. Travers, Collins & Co.	Buffalo	277,350
13. KCSA Strategic Comms.	New York	1,737,558	35. CooperKatz & Co.	New York	270,867
14. Xenophon Strategies	Wash., D.C.	1,505,852	36. Zeno Group	New York	249,593
15. Vollmer PR	Houston	1,230,887	37. Kwittken & Co.	New York	227,226
16. Solem & Assocs.	San Francisco	1,228,346	38. Padilla Speer Beardsley	Minneapolis	206,500
17. Pierpont Comms.	Houston	1,014,355	39. French West Vaughan	Raleigh	175,000
18. Gregory FCA Comms.	Ardmore, P.A.	1,000,000	40. Hope-Beckham	Atlanta	150,477
19. McNeely Pigott & Fox	Nashville	937,082	41. Landis Comms.	San Francisco	146,500
20. Kaplow Comms.	New York	912,500	42. JohnstonWells PR	Denver	124,000
21. RF Binder Partners	New York	895,669	43. Rogers Group	Los Angeles	111,598
22. Levick Strategic Comms.	Wash., D.C.	888,894	44. Calypso Comms.	Portsmouth, NH	74,211