

BLISSPR

500 Fifth Avenue, Suite #1010
New York, NY 10110
212/840-1661
Fax: 212/840-1663
www.blisspr.com

BlissPR is a New York-based business-to-business strategic media relations and marketing communications firm specializing in the professional services, financial services, and healthcare fields. Founded in 1975, we were one of the first PR firms in the country to focus on PR for professional services firms. In the past thirty years, we have been privileged to work with some of the world's most prestigious strategy consulting, accounting, actuarial, banking, HR and law firms. At BlissPR, we believe knowledge-based businesses differentiate themselves through the quality of their ideas and their speed to market. That's why we specialize in creating and promoting thought leadership. We help clients develop points-of-view, predictions, trend commentary, and insights, positioning them as experts in the media and category leaders in their markets. A good message is tough to create. We believe when we have one it should be delivered through all the relevant "traditional" and "new" media channels for maximum effect. For more information, thought leadership, case studies, bios and the findings of our new study, The Social Media Landscape for Consulting Firms, please visit our website: www.blisspr.com.

THE CASTLE GROUP, INC.

38 Third Avenue
Boston, MA 02129
617/337-9500
info@thecastlegrp.com
www.thecastlegrp.com

Sandy Lish, Principal
Mark O'Toole, Senior VP
Jason Newberg, Vice President

Navigating the ever-changing media landscape to reach customers requires a strategic mindset, creativity and a laser-like

focus on results.

This is the approach The Castle Group brings to its professional services communications programs for law, financial, architectural, accounting and engineering firms. We develop proactive strategies and build programs — through traditional, online and social media outlets — that position clients as leaders, as well as reach target audiences through our digital platforms and content distribution programs.

Castle connects clients directly to target customers through networking and visibility strategies, event management and speaking opportunities.

Client experience includes KPMG, Deloitte, Braver, Ropes & Gray, Atlas Venture, Prince Lobel, Eastern Investment Advisors, Bowditch & Dewey and The Massachusetts Bar Association.

The Castle Group comprises full-service public relations and events divisions. An independent, women-owned business, the agency's service areas include strategic communications, media relations, events management and sales incentives. The Castle Group is a member of the exclusive Public Relations Global Network.

COOPERKATZ & CO., INC.

205 Lexington Avenue, 5th Floor
New York, NY 10016
917/595-3030
www.cooperkatz.com

Andy Cooper, Principal
Ralph Katz, Principal
Anne Green, President, COO

CooperKatz has extensive experience in meeting the needs of professional services organizations, including management consultants, industry analysts, research organizations and trade associations. The firm offers a unique integration of marketing, public affairs and creative resources and provides clients with these specialized capabilities: Developing thought leadership program; Directing/distilling research for publicity purposes; Organizing an 'experts bureau';

Providing content-oriented media training; Monitoring news and 'connecting' practice leaders and subject matter experts with timely marketplace issues; Authoring / placing op-eds and bylines; Identifying / placing speaking opportunities; Conceiving / designing / executing business presentations, meetings, events, videos and collateral materials.

CooperKatz' professional services experience has included engagements for these clients: the American Society of Composers, Authors and Publishers (ASCAP), the Association of National Advertisers (ANA), Capgemini Financial Services, Capgemini Health, Guardian Life Insurance Company, Jackson Hewitt Tax Service, Millward Brown, the National Association of Insurance Commissioners (NAIC), Nielsen Media Research, Noblis Health Innovation, TowerGroup, TowersPerrin and VNU.

GIBBS & SOELL PR

60 East 42nd Street, 44th Floor
New York, NY 10165
212/697-2600
Fax: 212/697-2646
www.gibbs-soell.com

Cos Mallozzi, Chairman & CEO
Luke Lambert, President
Roger Ardan, Vice President/Group Head

The Professional Services practice of Gibbs & Soell Public Relations provides high-impact strategic communications and tactical public relations programs to financial and professional service organizations seeking growth, recognition and leadership for their services, products or firms. The practice provides a broad range of services, including strategic planning, communication consulting, product launch and support, events, media relations, media training, marketing communications and crisis communications programs.

Clients managed by the New York, Chicago, Raleigh and Zurich (Switzerland) offices include accounting firms, banks, bankruptcy/financial restructuring institutions, business consulting firms, investment banks/managers, insurance, industry associ-

ations, law firms, private equity, venture capital and other services institutions.

Clients: Berkery, Noyes & Co., Carter Ledyard & Milburn, Farmer Mac, Fitzpatrick, Cella, Harper & Scinto, GE Rail Services, Labe Bank, Million Dollar Roundtable, Oberweis Asset Management, Network for Teaching Entrepreneurship, Seneca Financial Group, Seward & Kissel, Trade Commission of Spain and Trustmark Insurance.

LEVICK STRATEGIC COMMUNICATIONS

1900 M Street, NW, Suite 400
Washington, D.C., 20036
www.levick.com

Richard S. Levick, Esq.,
President & CEO
Larry Smith, Senior VP
Gene Grabowski, Senior VP

Levick Strategic Comms. a leader in high-stakes communications also pioneered many of today's best practices for professional services marketing and communications. Over the last decade, Levick has represented half the AmLaw 100, over a third of the Global 100 law firms, and a rich diversity of smaller boutiques. With a broad portfolio in the legal, litigation consulting, financial, and consulting industries, Levick builds strong and resolute brands by putting in place an array of traditional and digital media solutions. Through forward looking thought leadership programs, ongoing interaction with the media, and positioning with key stakeholders, the Levick team helps professional services firms dominate their markets. Levick's digital media savvy ensures that clients get found when their potential clients, reporters, future employees, and others call, making negative web-based commentary irrelevant. Levick also drives successful marketing and communications programs that underscore a firm's diversity commitment, effectively handle client or partner defections, ameliorate malpractice allegations that surface in the media, or manage external and internal communications during high profile litigation. Among many industry accolades, Levick

Profiles of Professional Services PR Firms

was named "2007 Crisis Manager of the Year" and "2007 Litigation Communications Firm of the Year" by *PRNews*.

LINDER ALSCHULER & KAPLAN

1251 Avenue of the Americas
New York, NY 10020
212/575-4545
Fax: 212/575-0519
llinden@lakpr.com
salschuler@lakpr.com
lkaplan@lakpr.com
www.lakpr.com

Lisa Linden, CEO
Steven Alschuler, President
Lloyd Kaplan, Chairman

Linden Alschuler & Kaplan, Inc. has built an outstanding reputation for fresh ideas and effective strategies that help clients project their messages, fulfill their goals and achieve their bottom line objectives. Combining a strategic approach to communications with outstanding strength in media relations, the firm has developed highly successful public relations campaigns that have produced national and international exposure for scores of clients in the professional services industry, including Big Four and other international professional services and advisory firms, major national and international law firms, real estate-related services firms, financial services companies, business and management consultants, professional recruiters, accounting firms, as well as research and analysis companies, among others. The firm has also developed and executed crisis communications programs for major companies and has worked on special situations including litigations, bankruptcies and mergers and acquisitions, and has particular expertise working with clients at the intersection of government and the private sector.

MCNEELY PIGOTT & FOX PUBLIC RELATIONS

611 Commerce St., Ste. 2800
Nashville, TN 37203
615/259-4000
Fax: 615/259-4040
www.mpf.com

McNeely Pigott & Fox Public Relations is a full-service public

relations and marketing firm, headquartered in Nashville, Tenn., with a satellite office in Washington, D.C. We provide total communications and marketing services for a diversified client mix at the local, regional and national levels.

Founded in 1987, we are the largest public relations firm in Tennessee, and among the largest privately held public relations firms in the Southeast.

MP&F is nationally recognized for our high-quality work, and we are a four-time winner of the PRSA Silver Anvil Award.

While our strategies are rooted in traditional practices, we bring to the table new and innovative solutions to meet the needs of our clients, many of whom have been engaged with us for more than a decade.

We bring our expertise in traditional public relations, strategic counsel, reputation management, crisis communications and new media to bear on behalf of clients in the financial, health care, legal, real estate and transportation industries.

MIDDLEBERG COMMUNICATIONS, LLC.

387 Park Ave. South, 4th Floor
New York, NY 10016
212/812-5665 ext.109
Fax: 212/391-6920
middlebergcommunications.com

From Wall Street to Main Street, our communications specialists have positioned, built, and created recognition for companies running the gamut from large and established to hot and emerging. How?

Because we think like business people first. Our first goal is to fully understand our clients' business, the competition, and their marketplace. We're intellectually curious. We ask a lot of questions, challenge conventional thinking, and then use our public relations skills and experience to deliver strategic initiatives that make the ordinary obsolete.

Our proprietary BrandSense[®] positioning analysis helps us and our clients understand how their brands are viewed by key influencers. We use the latest in social media techniques to build awareness and credibility, and we leverage research as a criti-

cal news-generating tool.

In summary, using our knowledge of public relations and business, we strip away the most commoditized characteristics of marketing communications to isolate those attributes which provide the broadest, most sustainable competitive advantages for our clients.

NICOLAZZO & ASSOCIATES

101 Federal Street, Suite 710
Boston, MA 02110
617/951-0000
Fax: 617/439-9980
rnicolazzo@nicolazzo.com
www.nicolazzo.com

Richard E. Nicolazzo, Managing Partner
Joe M. Grillo, Partner
Linda Harvey, Client Services Dir.
Maria Basescu, Robert Hughes, Maxene Lieberman, J. Peter Rizzo, Deborah West, Sr. Consultants

Nicolazzo & Associates is a nationally-known, award-winning strategic communications management firm that provides high-level professional counsel and services to a diverse, national client base. The Company, a boutique organization founded more than three decades ago by Richard E. Nicolazzo, practices a proprietary counseling model designed to leverage an organization's core strengths and build brand and enterprise value.

The company, which specializes in strategic communications, crisis management and public relations, has decades of experience providing counsel to law firms, CPA firms, management consulting firms, and other organizations that encompass the professional services marketplace. Representative major clients served include Ropes & Gray, Foley Hoag, Williams & Connolly, Palmer & Dodge, Edwards & Angell, Weil Gotshal & Manges, Bain Capital, Arthur Young & Company, Coopers & Lybrand, Deloitte, Ernst & Young, Peat Marwick Mitchell & Co., Caturano and Company, Nortek, Children's Hospital-Boston, Tufts Medical Center, and MetLife Healthcare.

Current clients include Caturano and Company, Donoghue Barrett & Singal, Nortek, Inc., LibbyHoopes, Old Mutual Asset Management, Premier Technology, Saints Medical Center, VRF Holdings, Weil, Gotshal & Manges.

PEPPERCOM

470 Park Avenue South
New York, NY 10016
212/931-6100
Fax: 212/931-6159
www.peppercom.com

Steven Cody & Edward Moed, Managing Partners
Ted Birkhahn, Partner & COO
Ann Barlow, Partner & President/West Coast
Deborah Brown, Partner & Managing Director of Strategic Development
Maggie O'Neill & Jackie Kolek, Senior Directors

Peppercom is a mid-sized communications agency that specializes in developing strategic and creative PR programs for professional services companies.

In addition to PR campaigns, services include a positioning program to differentiate a client from its competitive set, a crisis management program called CrisisRX, Pain-Based Selling, to identify the gap between what client sales forces think customers are thinking and what they actually are, and ways to leverage existing partnerships or develop new ones. PepperDigital and GreenPepper concentrate on digital and green initiatives, respectively, while Peppercommunications focuses on events and leverages sponsorships.

Peppercom is ranked among the top 20 largest independent PR firms in the U.S. by *O'Dwyer's*. Current and past clients include Ernst & Young, Jump Associates, Duff & Phelps, JH Cohn, and TPI.

PERRY COMMUNICATIONS GROUP

925 L Street, Suite 1200
Sacramento, CA 95814
916/658-0144
Fax: 916/658-0155
www.perrycom.com

Kassy Perry, President/CEO

Perry Communications Group, Defining Tomorrow's Issues TodaySM, is ranked among the top firms specializing in healthcare PR by *O'Dwyer's*. Perry Communications Group is an independent, full-service public relations and public affairs firm special-

▲ *Continued on page 28*