

# O'Dwyer's Profiles of Top Independent PR Firms



Founded in 1996, Butler Associates was one of the fastest growing agencies according to the 2007 O'Dwyer's Ranking.

## AIRFOIL PUBLIC RELATIONS

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Established in 2000 as a technology PR firm, Airfoil, with offices in Detroit and Mountain View, Calif., is a leading independent firm that specializes in marketing communications and public relations for both emerging and established brands.

Originally catering to business-to-business accounts, Airfoil has expanded its reach through Industry Leadership Groups serving the Consumer, Enterprise, Health Care, Industrial/Green and Microsoft technology segments. The agency's Client Solutions Group informs and accelerates clients' Marketing Communications, Digital and Social Media, Public Affairs and Brand Strategy programs.

The company has grown quickly but strategically on the basis of its Higher Thinking<sup>SM</sup> brand promise and process orientation.

## ALLISON & PARTNERS

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**Scott Allison**, *President and CEO*  
**Lauren Selikoff**, *Chief Mktg Officer*

Looking to boost brand awareness? Ignite Web traffic? Spark sales? Allison & Partners works closely with you to understand how you gauge success and to craft smart, strategic communications programs that deliver results. As one of the nation's fastest growing independent communications firms, we pair the reach of a global leader with the responsiveness and expertise of a boutique agency. Our creative, entrepreneurial culture continually generates fresh ideas for clients that include YouTube, Progressive Insurance, Best Western, KPMG Corporate Finance, philosophy and more. Practice areas include consumer marketing, corporate communications and professional services, healthcare, public affairs, social impact (a mix of cause marketing, corporate social responsibility, corporate and private foundations, government, nonprofit, environmental/sustainability and social marketing) and technology. Allison & Partners is headquartered in San Francisco, with offices in Los Angeles, New York, Washington, D.C., Atlanta, Phoenix, San Diego and South Carolina.

## APCO WORLDWIDE

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**Margery Kraus**, *President and Global CEO*

APCO Worldwide, a global communication consultancy with 29 offices around the world, helps clients anticipate and smartly manage reputational, communication and business opportunities and challenges that affect their organizations. Clients value our ability to help them navigate the complex and often converging worlds of business and finance; media, public opinion and society; and government and public policy. Our diverse and hands-on global team of experts comes from the environments clients need to reach. We address clients' objectives by combining a global perspective with local expertise to understand the issues, events and trends that impact organizations and businesses around the world.

## BOARDROOM COMMUNICATIONS

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**Don Silver**, *Chief Operating Officer*

Boardroom Communications is a full-service statewide public relations and marketing firm. Now in our 21st year, we deliver results for many of Florida's most successful professionals, corporations and nonprofit organizations. Our recipe for success has come from our experienced staff's opportunistic approach, energy and uncanny ability to convert a client's vision into a dynamic plan that gets them where they want to go.

At Boardroom Communications, we: Leverage our connections with industry and community leaders throughout Florida to raise the visibility and reputation of our clients; Boost client revenues by attracting new clients, customers and deal flow; Develop winning marketing, sales and public relations campaigns; Protect and enhance the reputations of entrepreneurs, executives and organizations.

We craft customized public relations campaigns that bridge new and traditional media to generate newspaper, magazine, trade journal, radio

and television coverage and online media designed to accomplish client objectives. Our inside knowledge and media contacts enable us to reach the decision-makers at local, state and national media outlets. We also tap the growing power of blogs and social media such as Facebook, LinkedIn and Twitter.

## BUCHANAN PUBLIC RELATIONS

700 Pont Reading Rd., Suite 200  
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**Anne A. Buchanan**, *APR, President*  
**Nancy J. Page**, *Dir. of Client Services*  
**Shannon Bernauer**, *Account Sup.*

Buchanan Public Relations LLC is a full-service public relations and marketing firm that works primarily with B2B clients in a broad range of industries. The firm is ranked by the *Philadelphia Business Journal* as one of the region's fastest-growing PR firms. The paper has named it one of the "Best Places to Work."

The firm offers high-level, results-driven public relations and marketing services from a seasoned corps of professionals. We seek out clients who are interested in building a collaborative partnership, and we are relentless in our quest to deliver strategic marketing communications services that help clients move their businesses forward. All of our public relations and marketing campaigns are grounded in strategy to ensure that the results we are delivering are tied to clients' overall business objectives.

Clients include: Anthony & Sylvan, CAP Index, Inc., Consumer Credit Counseling Service of Delaware Valley, Hirtle Callaghan & Co., Pepper Hamilton LLP, Radian Guaranty, Inc., Salvesson Stetson Group, SDI, Third Federal Bank and Woodmere Art Museum.

## BUTLER ASSOCIATES, LLC

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**Thomas P. Butler, President**

Since 1996 Butler Associates has represented clients in the business, labor, finance, real estate, public affairs and government and non-profit sectors. Our strategic campaigns range from managing victorious *Fortune* 50 shareowner proxy battles, work for prestigious Wall Street firms, to the creation of strategic grassroots and grasstop coalitions to those for major labor organizations. In the wake of the 9-11 attacks Butler Association managed communications for New York's Firefighters, representing the Uniformed Firefighters Association. The firm, which maintains offices in New York City and in White Plains, New York, has been ranked the second fastest growing agency during 2007 by *O'Dwyer's PR Report*.

Clients include: Association of BellTel Retirees Inc., Baldor Specialty Foods, BTIG LLC./Bass Trading, Council for Unity, Edison (NJ) Firefighters, G.A.L. Manufacturing IDT Energy, Mastermind Development Group, McSam Hotel Group, National Hispanic Business Group, New York Junior Tennis League, ProtectSeniors.Org, Salsa To Go/Goya Foods, Stamford (CT) Police Association, TSC Design Associates Inc., Uniformed Firefighters Association of Greater New York and Windham Mountain Resort.

**CAPSTRAT**

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**Ken Eudy, CEO  
Karen Albritton, President**

Capstrat partners with clients to simplify complexity, outflank change and make things happen. We use our diverse capabilities to help them tell their stories with power and persuasion no matter what the medium. The intense collaboration of specialists under our roof generates smart, effective results.

Clients include: American Institute of CPAs, Blue Cross and Blue Shield of North Carolina, Deloitte, GlaxoSmithKline, Google, Kane Realty, Lenovo, Quintiles, Sensus, Siemens, Tobacco. Reality. Unfiltered. (teen tobacco use prevention), UNC-Chapel Hill, UNC Health Care.

**CATALYST**

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Charlotte, NC 28262  
704/548-8556

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323/782-9333

Catalyst, founded in October 2005, is at the forefront of strategic media relations. The agency uses a proprietary, six-step process grounded in understanding each brand's target audience to reach key consumers through a strategic mix of traditional and emerging media outlets.

Catalyst has the knowledge, experience and insight to navigate today's splintered media landscape. Despite the multiplicity and complexity of information channels, the agency knows what consumers are reading, watching and to whom they are listening. Through the agency's strategic media relations process, Catalyst ensures that brand messages connect with the right audience, at the right time, and in the right place to positively impact consumer behavior and attitudes.

Catalyst specializes in consumer public relations within three key areas: sports, entertainment and active lifestyle. The agency partners with leading brands such as Under Armour, Timex, NASCAR, SUBWAY Restaurants and vitaminwater to activate sponsorships and special events, launch new products, build emerging brands and revitalize mature ones.

**COMMUNICATIONS STRATEGIES, INC.**

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**Donna Pepe, CEO, Pres., Founder  
Sue Patton, SVP**

In 2009, CSI celebrates its 16th year of providing strategic counsel and developing dynamic programs that drive market share and demand for our clients' products. Our specialty is in the Marketing and Public Relations disciplines for consumer and Rx



Coyne PR enjoying just one of the many company-wide events planned each and every year, cruising around Manhattan for the 2008 Employee Appreciation Day.

healthcare. Our focus includes marketing to women, product branding, corporate branding, advocacy development and special events planning.

We are known for our innovative programs that spark marketing shifts, fresh ideas and energy that breathe new life into mature products, and senior-level professionals who become true strategic partners.

Our award-winning programs for the PR launch of several novel oral contraceptives, and unprecedented outreach campaigns, speak to our strengths and experience in women's health marketing.

CSI ... Because experience matters.

**COONEYWATERS GROUP**

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**Lenore Cooney, Chairman**

Cooney/Waters Group, ranked among the top independent health care agencies in the U.S., is a mid-sized firm that provides the full range of public relations and public affairs services to healthcare, pharmaceutical and biotechnology enterprises in the non-profit, government, academic and industrial sectors throughout the world. Headquartered in New York, Cooney/Waters is focused exclusively in health and science across many therapeutic areas and health industries, and provides all clients, regardless of size, direct involvement of a long-tenured senior team. Alembic Health Communications (www.alembichealth.com), a wholly owned subsidiary of Cooney/Waters, specializes in communications programs for clients in the area of health advocacy.

**COOPERKATZ & CO., INC.**

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

CooperKatz is an independent marketing/public relations firm with strong strategic and creative credentials. Headquartered in Manhattan, CooperKatz provides the professionalism, strategic thinking and experience of a large global agency, but operates with the nimbleness, hands-on client focus and results orientation of a midsize firm.

Capabilities are organized under three resource areas. Public Relations: Creating corporate, marketing and public affairs campaigns. Cogence®: Leveraging consumer-generated and social media channels. CooperKatz Productions: Producing meetings, events and multi-media creative elements.

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**Thomas F. Coyne, CEO  
Rich Lukis, President  
John Gogarty, Tim Schramm,  
Dave Carter, SVPs  
Chris Brienza, Lisa Farynyk,  
Kevin Lamb, Deborah Sierchio,  
Joe Garguilo, VPs**

Coyne Public Relations is a leading independent public rela-

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Development Counsellors International is the largest assembly of place marketing professionals in the world. With nearly 50 years of experience, DCI has conducted breakthrough public relations campaigns for over 350 cities, states, regions and countries.

**Coyne PR**

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tions agency, representing some of the world's most well-known brands in categories including Automotive, Beauty & Fashion, Food & Beverage, Health Care, Pet Products, Retail & Restaurant, Sports, Technology, Toys & Juvenile Products and Travel. From developing the big ideas that change our clients' business to leading them into social media, Coyne PR consistently delivers impactful results for our clients. Named *PRWeek's* 2009 Midsize Agency of the Year, Coyne boasts an employee retention rate of 97 percent, an internal digital design studio to support our clients' needs, and always provides a best team approach to every account.

**CRT/TANAKA**

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**Mark Raper**, *Chairman and CEO*  
**Patrice Tanaka**, *Co-Chair, CCO*,  
*whatcanbe Ambassador*  
**Mike Mulvihill**, *President*

CRT/tanaka is an award-winning public relations and marketing firm known for its whatcanbe<sup>SM</sup> work-place culture and approach to business. Headquartered in Richmond, Va., and New York, with offices in Los Angeles, Washington, D.C. and Norfolk, Va., CRT/tanaka features

four integrated specialties — Consumer, Health, Corporate and Interactive/Social. The agency also wholly owns New York-based Lewis & Neale, the leading marketing communications agency devoted exclusively to food and nutrition.

The agency has been recognized with nearly 300 national and regional awards for its strategic counsel, creativity, workplace culture and community service, including twice being named the "Best Agency to Work For in America" by *The Holmes Report*.

Clients include Air New Zealand, BISSELL Homecare, Inc., Charles Schwab & Co., Council for Responsible Nutrition, Council of Better Business Bureaus, GlaxoSmithKline, Girl Scouts of the USA, Next Wave Pharmaceuticals, Performance Food Group, Sprint, The Federation of Quebec Maple Syrup Producers, Wines from Rioja (Spain), and VHA Inc.

**CUBITT JACOBS & PROSEK**

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**Jennifer Prosek**, *Partner*

Cubitt Jacobs & Prosek Communications (CJP) is among the 35 largest public relations firms in the U.S. and one of the few mid-sized firms that offers its clients a gateway to Europe through its London office. CJP has 70 professionals working in its New York,

London and Connecticut offices. We specialize in Public Relations, Financial Communications, Investor Relations, Corporate Communications, Consumer Campaigns, Digital & Social Media, Crisis Communications & Issues Management, Editorial Services & Publishing, Graphic & Website Design and Events.

Clients include blue chips, startups and industry leaders. At CJP, we generate the big ideas, create the strategy, perfect the details, execute with precision and deliver targeted, powerful results.

**DAVIES**

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**John Davies**, *Chairman & CEO*  
**Brandon Edwards**, *President & COO*

Davies has consistently ranked among the fastest growing strategic communications firms in the country since 2002. In those six years Davies has grown more than 230%, expanding from 17 to 50 professionals and from \$3.5 million in revenue to almost \$14 million in 2008.

Davies offers public affairs expertise across multiple industries, and the firm has three specialized industry practice areas — Real Estate, Healthcare, and Energy & Natural Resources. The firm just expanded its focus in Healthcare with a Pharma/Biotech Practice and additional Crisis Management specialty that services all industries.

Clients include: Real estate developers, hospitals and health systems, physician groups, pharma and biotech companies, colleges and universities, energy producers and exploration companies, nuclear power plants and wind farms, natural resource companies, political organizations, and organizations facing crises.

**DAWSON + MURRAY + TEAGUE COMMUNICATIONS**

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**Roslyn Dawson Thompson**,  
*President and CEO*  
**Anna Marie Johnson Teague**,

*Partner and Account Director*  
**Norris Murray**, *Partner and Creative Director*

DAWSON + MURRAY + TEAGUE Communications, Inc. (DMT) is a full-service independent communications agency known for delivering uncommon marketing communications strategies and programs that solve problems and seize opportunities. For more than 20 years, we've been partners in our clients' success.

We offer extensive experience in image and brand management, media relations, employee relations, investor relations, corporate philanthropy/responsibility and integrated marketing communications. Our hallmarks are strategic thinking, personalized service and proven results.

Our clients include Baylor Health Care System Foundation, Corporate Alliance to End Partner Violence, Emeco Equipment USA, Furmanite Corporation, National Center for Family Literacy, Verizon Communications, Inc. and the Verizon Foundation.

**DEVELOPMENT COUNSELLORS INTERNATIONAL**

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**Andy Levine**, *President*  
**Ted Levine**, *Chairman*  
**Julie Curtin**, *Vice President/Partner*

Development Counsellors International (DCI) is the leader in marketing places. Since 1960, we have worked with more than 350 cities, regions, states and countries helping them to attract both investors and visitors. Our expertise in economic development marketing and travel public relations will help put your community on the map.

Headquartered in New York City, DCI employs over 35 staff members — the largest assembly of place marketing professionals in the world. We are deeply committed to partnering with our clients to help them create both growth and prosperity in their communities.

Current Client List includes: Acoma, New Mexico;

Adventures in Travel Expo; Alabama; Alaska House, New York; Brownsville, Texas; Carrollton, Texas; Charleston, South Carolina; Chattanooga, Tennessee; California; Columbus, Ohio; Denver, Colorado; Dubai; El Paso, Texas; Finger Lakes Wine Country, New York; Houston, Texas; Hudson Valley, New York; Huntsville, Alabama; Indianapolis, Indiana; Irvine, California; Louisiana; Miami, Florida; Mobile, Alabama; Montgomery, Alabama; Newark, New Jersey; New Orleans, Louisiana; New Zealand; North Dakota; Northwest Ohio; Park City, Utah; Pennsylvania; Peru; Port of Long Beach, California; Portland, Oregon; Research Triangle, North Carolina; Rochester, New York; Sacramento, California; San Diego, California; Saskatchewan; Southwest Michigan; Tasmania; Wales; Williamsburg.

**DEVINE + POWERS**

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Headquartered in Philadelphia, Devine + Powers represents leading companies and brands based in the Mid-Atlantic region including *The Philadelphia Inquirer*, *Daily News* and *Philly.com*; Sunoco Logistics; Foamex International Inc.; Advanced Sensor Technology; and AMC Institute.

Unlike the traditional agency



Richard Dukas, President and CEO of Dukas Public Relations.

approach, Devine + Powers guarantees a senior strategist with a minimum of 15 years experience as the direct contact for every client.

Devine + Powers includes an Investor Relations + Financial Communications practice as well as a Travel + Tourism group. Introduced in 2009, D+P's ProjectsPLUS team is an agency within an agency handling targeted projects such as press conferences, writing assignments, and trade shows.

**DKC**

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**Sean Cassidy, President**

Since its founding in 1991, DKC has grown into one of the most respected and sought-after public relations firms in the country. With 120 employees, DKC combines the feel of a smaller boutique firm with the creative depth and media reach of a larger, national company.

DKC provides clients with a wide range of strategic communications capabilities in the areas of corporate, media properties, digital, hospitality, sports, public affairs, health-care, creative properties, entertainment/music/fashion and consumer products.

DKC is a recognized leader in creating partnerships for clients that provide added value within the crowded media landscape. DKC is also sought after by clients looking to integrate new and traditional media campaigns to provide the greatest reach.

Clients include: Delta Air Lines, Sprint, Kraft Foods, PBS, Topps, Michael Eisner's Tornante Company, Ken Burns, Sheraton Hotels, Hard Rock Hotels, Resorts & Casinos, USA Network, *Reader's Digest*, *Esquire*, *Us Weekly*, Skidmore, Owings & Merrill, The Children's Health Fund, Continuum Health Partners, New Balance Athletic Shoe, Inc., Marvel Enterprises, GNC, THQ, Warner Home Video, Showtime, AOL, Veoh.com, Ashlee Simpson, Jay Leno and Sean "Diddy" Combs.



Devine + Powers handled the national launch of UgMO™, a new wireless soil sensor technology. As part of the campaign, D+P produced a viral launch video featuring Grand Slam Champion and water conservation ambassador, Gary Player (YouTube key word search "Meet UgMO"). Pictured is Gary Player with the company's namesake mascot, UgMO.

**DODGE COMMUNICATIONS**

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**Brad Dodge, President/CEO**

Dodge Communications provides integrated marketing and public relations programs to the healthcare industry, helping companies establish credibility, boost awareness and drive sales. Dodge helps clients identify and leverage their most compelling strengths and differentiators, which are then articulated through customized services designed to reach and persuade decision makers. Our services include strategic planning and identity programs; media and analyst relations; PR writing; social media strategy and execution; collateral development; advertisement and direct marketing; Web design and development; and speaker's bureau and awards program management.

**DUKAS PUBLIC RELATIONS**

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**Richard Dukas, Pres. & CEO**  
**Todd Barrish, Exec. VP/Gen. Mgr.**  
**Gail Dukas, COO**  
**Seth Linden, VP**

DPR is a fast-growing, award-winning PR firm that specializes in high impact communications programs and media relations campaigns for asset management, financial and professional services, and technology companies.

Our clients include a variety of emerging technology and energy companies (both public and private), hedge funds, asset managers, investment banks, accounting and law firms and a number of high-profile not-for-profit associations and philanthropic organizations.

Founded in 2002, DPR is regarded for its ability to generate consistent high-end coverage for its clients in top-tier media, including *The Wall Street Journal*, *New York Times*, *Barron's*, *Financial Times*, *CNBC*, *Bloomberg* and all of the top trade media, websites and blogs.

DPR also is among the fastest growing PR firms in the industry. In 2008, the firm was ranked by *Inc.* magazine as one of the 1000 fastest growing privately-held companies in the U.S.

Clients find that DPR approaches everything very strategically. We believe in staying smart, understanding our clients' industry and target markets, watching all of their competitive news, speaking with all appropriate parties to spread their messages, and working to create a brand to fulfill their sales and business objectives.

Clients: BlueMountain Capital, Conifer Securities,

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Gibbs & Soell brought together world and thought leaders, including Vice President Al Gore, for the Spain-U.S. Business Sustainability Conference in New York, which helped the Trade Commission of Spain heighten awareness of Spain's leadership in energy and infrastructure.

**Dukas Public Relations**

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Credit Union National Assn. Eisner LLP, Global Capacity, Madison Realty Capital, Radvision, RGE Monitor, Signal Hill Capital, Telanetix, The Steinhardt Foundation, Towerstream, Westwood Capital Zeta Interactive.

**EDGE**

**COMMUNICATIONS**

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Founded in 1996, Edge Communications, Inc. is an innovative all-star team of communications professionals, unified by a no-nonsense approach that builds brands, companies and reputations. Through "better thinking and relentless execution," we express our work ethic and our core values of quality and premium, personal service. Edge consists of 20 + senior PR strategists, media relations experts and writers, each of whom brings a minimum of 15 years' experience and industry segment expertise across a range of communications disciplines.

We think, we write, we pitch — and we use the news media strategically to help our clients grow.

**FRENCH/WEST/  
VAUGHAN**

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**Rick French**, Chairman & CEO  
**David Gwyn**, President / Principal  
**Lauren Taylor**, Executive Vice President / Principal  
**Jack Glasure**, Executive Vice President / Principal

French/West/Vaughan (FWV) is the Southeast's largest independent public relations, public affairs and brand communications agency, and is the nation's 17th largest independently-owned PR firm. Founded in 1997, the agency is headquartered in Raleigh, N.C. and also has offices in both New York City and Tampa.

FWV is repeatedly recognized as a leader on industry lists, and was named a 2006 finalist for *PR Week* magazine's "Midsize PR Agency of the Year" award, as well as the *Holmes Report's* 2004 National Consumer Agency of the Year.

Focused practice areas include consumer product marketing, fashion, food and beverage, home products and accessories, travel and tourism, healthcare, urban lifestyle marketing, technology and apparel. The agency's creative arm, FWV Distilled, was established in 2007 and provides award-winning advertising, graphic design and eMERGING

media services for a wide range of clients.

FWV boasts a diversified client roster, working with many of the world's leading companies and brands. National and international clients include the Global Water Foundation, the Coca-Cola Company, Wrangler, the Justin Boot Company, Professional Rodeo Cowboys Association, Canada Post, GeneralSports Venue (exclusive U.S. licensee of AstroTurf), Nehst Studios, OTB Records, the International Gemological Institute, Nfinity Shoes — the official shoe of cheerleading, the Gatlinburg Department of Tourism and Divi Resorts. Regional public relations clients include North Carolina State University, the Central Intercollegiate Athletic Association and Tweetsie Railroad, among many others.

**GIBBS & SOELL**

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**Cos Mallozzi**, Chairman & CEO  
**Luke Lambert**, President

Founded in 1971, Gibbs & Soell Public Relations (G&S) is a mid-sized, full-service, global independent public relations organization with headquarters in New York, offices in Chicago, Raleigh and Zurich, and operations in more than 30 countries via network affiliates. "Solving our clients' business challenges drives everything we do," says Cos Mallozzi, chairman & CEO of G&S. "So many clients have stayed with us for decades because of our philosophy: provide the best possible service, deliver outstanding results and stay true to our clients."

While the company has broad experience in a number of industries, it focuses its expertise in core markets to deliver effective, value-driven communications programs that build on our experience, knowledge and leadership. Those markets include advanced manufacturing and energy; agribusiness and food; consumer lifestyle and building solutions; professional services; and technology and general science. "We understand the issues and challenges clients face in conducting business, as well as the critical importance of customer relationships and the rapidly chang-

ing dynamics of the marketplace," says Mallozzi.

G&S' service portfolio includes corporate communications; marketing communications; event marketing / management; employee communications; leadership positioning; digital communications, and communications training.

Client experience includes American Society of Home Inspectors, American Woodmark Corporation, Association of Pool and Spa Professionals, Carter Ledyard & Milburn LLP, Cosentino USA, CraftMaster Manufacturing, Delta Faucet Company, Dow Building Solutions, The Dow Chemical Company, ERA Real Estate, Firestone Building Products, Firestone Europe, Fitzpatrick Cella, GE Rail Services, Georgia-Pacific, Honeywell, Hot Tub Council, Kaldewei, Kitchen Cabinet Manufacturers Association, Million Dollar Round Table, Molex, Inc., National Foundation for Teaching Entrepreneurship (NFTE), National Elevator Industry, Inc., Novartis Animal Health, Oberweis Securities, Ply Gem Industries, PNY Technologies, Schindler Elevator, Seward & Kissel LLP, Stryker, Syngenta, Trade Commission of Spain, Tridion Inc., Trustmark Insurance and Willamette Management Associates.

**GREGORY FCA**

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**Greg Matusky**, President

Gregory FCA's clients made over 600 national TV appearances last year. That was in addition to hundreds of appearances in newspapers, magazines, Web sites, blogs, and talk radio shows.

Gregory FCA is a national public relations firm that represents clients across America focusing on consumer, technology, real estate, financial services, B2B and B2C, life sciences, healthcare, professional services and social/new media campaigns.

The firm specializes in generating high-impact media exposure for clients who want to launch a product or service, enter new markets, build credibility, maintain reputations, win customers, contain a crisis, or find partners and investors.



On behalf of client Hasbro, Hunter PR led a 12-month international PR campaign to create and launch the new Monopoly Here and Now World Edition. The centerpiece of the campaign was a world-wide vote to determine which cities would appear on the first-ever world-edition game board. The agency arranged for Mr. Monopoly to join with the hosts of the CBS Early Show to unveil the final board and announce that Montreal won the top spot.

**HAGER SHARP**

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**Garry Curtis, President and CEO**

Founded in 1973 and based in Washington, D.C., Hager Sharp is an award-winning, independent, employee-owned firm, with a broad range of experience in education, health, and public safety issues. The firm's strengths include: national public awareness campaigns and social marketing programs that make a difference in people's lives, partnerships that leverage our clients' audience reach and engagement, media relations — from crisis management to targeting messages to just the right

audiences through media placements and multicultural outreach, including partnership development and media relations.

Clients include National Institutes of Health, U.S. Department of Education, U.S. Department of Homeland Security, U.S. Department of Health and Human Services and the Annie E. Casey Foundation.

**HAWKINS INTERNATIONAL PUBLIC RELATIONS**

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Innovative, experienced and teeming with talent, Hawkins International is a boutique, results-oriented public relations firm spe-

cializing in global luxury travel, real estate, wellness and lifestyle clients. Located in the heart of Manhattan, with a satellite office in Los Angeles, we specialize in executing creative and strategic national media relations campaigns for our clients. As the agency of record for several renowned upscale resorts, hotels and spas, we are dedicated to approaching public relations in a spirited and pro-active manner. Our team's collective passion for travel, sound business practices, and attention to detail make for an inspired approach to achieving positive results.

**HORN GROUP, INC.**

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**Sabrina Horn, President & CEO**  
**Shannon Latta, Partner & EVP**  
**Dee Anna McPherson, Partner**

Horn Group is an award-winning digital communications firm specializing in PR, social media and interactive services. The agency represents companies at every stage of growth in enterprise software and services, digital media and consumer technology markets. Services include brand and message development, creative and interactive design, social media strategy, public relations, video production and web development. Horn Group was ranked a best-mid-sized agency three years in a row in PRSourceCode's annual survey of reporters and the firm continues to be noted as a Best Agency to Work For in the *Holmes Report*. The company was founded in 1991 and is based in San Francisco and New York.

**HUNTER PUBLIC RELATIONS**

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**Grace Leong, Managing Partner**

Combine unmatched creativity and enthusiasm with strate-

gic counsel and outstanding media contacts and you have Hunter Public Relations, one of the most recognized mid-sized firms specializing in marketing communications.

The independently-owned firm handles all facets of strategic marketing public relations for national consumer brands. Revitalizing mature brands, creating buzz around new products and building awareness among key influencer groups are among the firm's specific areas of award-winning expertise. The firm's clients include some of the most respected companies in America including Hasbro, Diageo, Kellogg's, Kraft Foods, Campbell's Soup Company, E&J Gallo Winery and 3M.

**ICR**

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**Thomas M. Ryan, Co-CEO**

Founded in 1998, ICR (formerly Integrated Corporate Relations) has been redefining traditionally financial communications practices, and in the process, has consistently been among the fastest growing communications firms in the country. ICR's model, a hybrid IR-PR approach, is driven by deep, capital-markets counsel provided exclusively by a team of former Wall Street professionals — senior sell-side analysts, portfolio managers and investment bankers. These professionals integrate with ICR's corporate communications group to provide clients with an effective program that reaches many business audiences. ICR brings this same approach to Digital Media where it provides a broad suite of production and consulting services. Ultimately, ICR's mission is to preserve and enhance the long-term equity value and corporate reputation of clients by enabling them to build a better and broader understanding of their business among investors and other key stakeholders. The firm services all market sectors from offices across the U.S., Beijing and Shanghai.



The JB Cumberland PR team gathers after hosting the (How) Can We Go Back to Tap? Drinking Water Symposium & Press Conference, featuring a distinguished panel of drinking water specialists and experts. The event was attended by many of the region's most influential 'green' reporters.

**JARRARD  
PHILLIPS CATE &  
HANCOCK, INC.**

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Jarrard Phillips Cate & Hancock is a national healthcare public affairs firm that helps leaders of hospitals and healthcare organizations navigate communications and political challenges during times of significant change or extraordinary opportunity. Reputation and issue management, union and regulatory entanglements, mergers and acquisitions and more. For more than a decade our professionals have delivered the intensity, smarts and discipline of winning political campaigns to the healthcare arena.

**JASCULCA /  
TERMAN AND  
ASSOCIATES**

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**Rick Jasculca, Chairman & CEO**  
**Jim Terman, President & CFO**

Jasculca / Terman and Associates (JT) is an independent public affairs and strategic communication and event management firm. Founded in 1981,

JT serves corporate, not-for-profit and government clients in the US and abroad. We have the skills and capacity to handle large, complex assignments, yet we're nimble enough to take on more narrowly targeted projects. Clients rely on JT for the variety of services needed to mount multi-faceted communications campaigns. Explore our Web site at [www.jtpr.com](http://www.jtpr.com) and learn more about our firm and how we can help you achieve your business and policy goals.

Clients include AFL-CIO, AT&T, BP, The Carter Center, Cool Globes, Exelon, Illinois Department of Commerce and Economic Opportunity, Illinois Holocaust Museum and Education Center, Joyce Foundation, Metropolitan Pier and Exposition Authority, Midwest Generation and World Wildlife Fund.

**JB CUMBERLAND  
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**Joanna Cumberland, President**  
**Marie Cacciato, Vice President**  
**Lori Jung, Media Specialist**  
**David Montalvo, Head Exec,**  
*JBCPR Green*

For JB Cumberland Public Relations, it's all about helping our clients sell products and build brand.

In the world of PR companies, it's not about who has the finest toys, the biggest clients or an abundance of office locations, it's about who has the



The partners at Jarrard Phillips Cate & Hancock, Inc. (from L to R): David Jarrard, President and CEO; Molly Cate, Partner; Kevin Phillips, Partner; and Anne Hancock, Partner.

most creative, hardest working, most adaptive public relations team and the influential media contacts to cut through the clutter.

With more than 25 years of marketing experience, an established appreciation for well-designed, high-quality products and a clear understanding of the media landscape, JBCPR promises successful campaigns for its clients.

Each JBCPR client deserves to have a campaign customized to fit their objectives. The unique perspective of the agency is rooted in its awareness of and established relationships with the national and regional print, broadcast and Web media.

In 2008, in response to media demand for reliable and trustworthy information on green products and eco-living trends JBCPR officially launched JBCPR Green, a specialty division dedicated to supporting client companies who are either founded on a sustainable vision or are established brands moving in a greener direction.

**JMPR**

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www.jmprpublicrelations.com

**Joseph Molina, President**

JMPR presents more than 30 years of media relations, mar-

keting communications branding agency that specializes in the transportation and lifestyle industries. Our expertise lies in our ability to garner the most influential coverage for our clients that directly affects their image, business and customer base. Based in Los Angeles, our client range is varied including those who are based abroad (Bentley Motors, Bugatti Automobiles and Ducati Motorcycles) to state-side companies (Airstream, Meguiars, Inc. and SPEED Network). JMPR utilizes a proactive approach, along with brand positioning to drive our clients' business goals forward.

**KAPLOW**

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**Liz Kaplow, President and CEO**  
**Evan Jacobs, CFO**  
**David Herrick, General Manager**

Kaplow is an award-winning public relations firm, dedicated first and foremost to cultivating brand identities and reputations that nurture happy, loyal consumers. Kaplow exists for a singular reason: To emotionally connect our client's brand story with the consumers who matter. We create programs that put consumers first: We identify the media, events and people that influence them, and we ensure

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www.kwitco.com

**Aaron Kwitken, CEO**  
**Jason Schlossberg, President**

Kwitken & Company is an elite, full-service public relations and marketing agency that provides clients with results extending far beyond traditional PR. The agency is a multi-specialty boutique, working within myriad disciplines and industries. This boundary-less approach makes us "The Intelligent Communications Agency."

We support many leading brands, such as Stryker, Towers Perrin, *US News*, The Sharper Image and Liquidnet. Our practice area expertise includes: corporate reputation management; consumer lifestyle & luxury marketing; executive communications coaching; investor relations; and editorial services. Our industry expertise includes: consumer products, education, fashion, financial services, green energy, healthcare, licensing, media, nonprofit, publishing and technology.

**LAMBERT,  
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"The PR Firm That Can Read an Income Statement.™" Based in Grand Rapids, Michigan — a stone's throw from the Chicago and Detroit markets — LE&A has assembled a team of national agency, corporate and Wall Street veterans with proven expertise in delivering tangible, winning results. Our specialties and client roster span consumer products, specialty retail and national chains, food & beverage, health care, business services, manufacturing, technology, and faith-based products and services. With three Silver Anvils in the last three years, Lambert, Edwards & Associates has earned its spot among the Midwest's leading agencies. A top-100 PR firm and top-25 in financial communications and investor relations nationally, LE&A has posted nine straight years of growth and boasts a roster of 80 clients in 19 states and five countries.

**LANDIS  
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**David Landis, President/CEO**

Called "the Bay Area's consumer PR experts," LCI is a mid-sized, award-winning communications agency based in San Francisco. LCI is a member of Public Relations Global Network, with 40 affiliate agencies worldwide. LCI services national and regional clients in the consumer, nonprofit, financial services, green tech and consumer technology categories. Clients include Emirates Airline, Port of San Francisco, MetLife, Whole Foods Market, DeVry University, California Academy of Sciences, Old Navy, NBC Universal, Hilton Hotels, Stanford, Tiffany & Co., Sony, Cold Stone Creamery, SF Ballet, Xerox and Match.com. LCI offers numerous services, including public, community and media relations, messaging, media training and more.

**LANE PR**

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**Wendy Lane, President**  
**Eve Callahan, Vice President**  
**Amy Paterson, Vice President**  
**Kristen Siefkin, Vice President**  
**Vicki Ruse, Controller**

LANE PR, a premier public relations company, employs smart and entrepreneurial minds focused on growing and adding value to clients' business. LANE PR prides itself as a team of media relations specialists serving clients in the consumer, financial services, technology, real estate and non-profit industries for more than 18 years. The agency has been recognized by *PR Week* as "Boutique Agency of the Year."

LANE PR is all about business success. Our clients', that is. We understand what's compelling

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The Landis Communications Inc. team.

Fax: 860/676-2267  
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**Elizabeth Cowles, President**  
**Barbara Carpenter, Paula Fischer, Senior Associates**

The Kotchen Group is a full-service PR firm with a focus in retail, lifestyle, home, crafts, nonprofit and publishing and expertise achieving national and regional broadcast and print placements in consumer media.

Our goal is to be a genuine partner for each client and to accurately represent who they are to their target demographic in order to achieve their PR goals. We maintain a network of established contacts across lifestyle companies and media outlets that enables our clients to benefit from creative partnership opportunities and strong media placements. We provide proven results and have extensive experience in consumer and trade publicity, special events, product launches and retail promotions.

The team is made up of communications professionals dedicated to meeting the timely needs of clients and media. Representing a variety of lifestyle experts, TV hosts, authors and celebrity spokespersons, The Kotchen Group also has a unique niche in national media tour campaigns.

Clients: School Nutrition Association, Hartford Marathon Foundation, Preventive Medicine Center, Deval Products' Simply Spray, "Mr. Gadget" Steve Kruschen, Craig Karges, MommySavers.com and HCI Books.

**KWITTKEN &  
COMPANY**

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**Kaplow**

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the brand is front and center in those places.

Our hallmark is creativity. We aren't worried about adhering to traditional boundaries between communications disciplines. Consumers don't spend time thinking about whether something they read or see qualifies as a "promotion," "media relations" or "advertising" and neither do we. If we have a great communications idea, we'll share it with our client.

At Kaplow it all begins with a conversation and ends with results that drive the bottom line. That's been our passion for two decades.

Kaplow's creative digital strategy division, K:drive, continues to play an integral role in program development and execution. K:drive pushes PR beyond the edges of traditional media to build word of mouth about brands, fueling conversations where they occur. K:drive expertise includes viral and social media campaigns, brand audits, blogging and blogger relations, as well as digital media training and measurement services.

Clients include: Target Stores, CVS/pharmacy & CVS Beauty 360, LeapFrog, SKYPE, eBay, Alberto Culver (Nexus and St. Ives brands), Shiseido Cosmetics, Avon Timex Watches & Timex Group, Weight Watchers, Netflix, CafePress, MyPublisher, Rowenta and *More Magazine*.

**THE KOTCHEN  
GROUP**

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Peppercom Co-founders and Managing Directors Ed Moed and Steve Cody help their client, the Teenage Mutant Ninja Turtles (Mirage Studios), kick off the brand's 25th Anniversary "Shell-ebration" from Peppercom's New York City office. The iconic heroes visited New York City landmarks where they interacted with fans before making an appearance at the New York Comic Con.

**MAKOVSKY + COMPANY**

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**Ken Makovsky, President & CEO**

Makovsky + Company, founded 30 years ago, has become one of the nation's leading independent global public relations and investor relations consultancies by adhering to its original vision: specialization in key areas is the best way to build reputation, sales and fair valuation for the client. Our competitive edge is reflected in our brand energy line: "The Power of Specialized Thinking."

Makovsky's specialties include financial and professional services, health, technology and business services, investor relations, branding and interactive, and sustainability. Headquartered in New York, Makovsky has agency partners in more than 25 countries and in 34 U.S. cities through IPREX, the third largest worldwide corporation of independent agencies, of which it is a founder.

**MATTER COMMUNICATIONS**

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**Scott Signore, Principal & CEO**  
**Gene Hunt, Principal & CMO**

**Patty Barry, Principal**

Matter Communications is a full service public relations agency, specializing in consumer and high-technology markets. We work with clients across the U.S. and Europe to deliver creative and effective public relations programs that generate business. Matter's results focused PR services include company/product launches, product reviews, analyst and media relations, crisis communications and thought leadership campaigns. Matter is headquartered north of Boston in Newburyport, MA, and operates growing offices in Providence, RI and San Francisco, CA. Clients include: ATG, APC, CVS/pharmacy, Lexar and Verizon Wireless. For more information, please visit [www.matternow.com](http://www.matternow.com).

**M BOOTH & ASSOCIATES**

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**Margaret Booth, President**

M Booth & Associates is the communications agency of choice that champions power brands. Clients rely on us for our brand insight, for our highly creative brand-building programs that match business strategy, for our senior counsel and experience across practice areas, and for our global reach via affiliate agencies in markets worldwide.

We offer strategic services in public relations planning and program-

ming, marketing communications, influencer outreach, online media and social media, media relations, special events and promotions, industry relations, corporate and crisis communications, and WOM marketing - all designed and structured to strengthen brands and build core customer trust.

This year, the agency launched three new practices: First Word Digital, a portfolio of customized services to leverage emerging online media and spur meaningful brand dialogue with consumers and influencers; Better For You, brand insight, expertise and bundled services to help brands tap accelerating consumer demand for products that enhance health and well-being; and Wine & Spirits, a practice that promotes luxury brands and links them with lifestyle experiences.

Clients include: Aerosoles, American Express, Association of Junior Leagues International, Branding Greenland, CSC, Donna Karan Intimates, Frommer's, ISI, JCPenney, Kijiji (eBay), Maidenform, MGM Mirage, Myrtle Beach Area Chamber of Commerce, National Pasta Assn., New World Pasta (Ronzoni), Proximo, Red Door Spas, Remy Cointreau, USA Inc., The Wharton School of the University of Pennsylvania, Travelzoo, U.S. Virgin Islands Department of Tourism, Unilever.

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**Tim Briggs, CFO**

Rated highly by our clients for the level of service we provide, Padilla Speer Beardsley is known for experienced, strategic counsel built on a research-based planning methodology, Communicating for Action<sup>SM</sup>. We have 115 employee-owners with expertise in investor/corporate rela-

tions, marketing communications, crisis/critical issues management, social media, graphic and interactive design, communications research and brand-building. Founding member, Worldcom Public Relations Group. Member, Lumin Collaborative.

Clients include: Arctic Cat, BASF, Beam Global Spirits & Wine, Coppertone, Cub Foods, Elsevier, Ernst & Young, General Mills, Genesys Telecommunications, Gfk, H.B. Fuller, JLG, Mayo Clinics, Metropolitan Airports Commission, Oshkosh Corp., Rockwell Automation, Tennant, Toro, Transamerica Retirement Management, UnitedHealthcare, Valspar, Vital Images.

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**Sandra W. Harbrecht, CEO**  
**Karen Twinem, Executive VP**

Founded in 1963, Paul Werth Associates is an award-winning integrated communications firm with core strengths in public relations, advertising, public affairs, market research and digital communications. Our creative, results-focused communications build brands, enhance reputations, shape policy and drive sales for leading regional and national businesses, not-for-profit organizations and public agencies. Werth's exceptional senior consultants combine proven research, media relations, advertising and marketing strategies with cutting-edge digital and social media programs to help clients engage target audiences and achieve business goals. We offer deep experience in consumer, business-to-business and public-sector communications in education, health care, food and beverage, financial and professional services, energy, environment, economic development, technology and numerous other industries.

**PEPPERCOM**

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**Steven Cody, Edward Moed,**

Managing Partners

Peppercom, founded in 1995, has 81 employees in New York, San Francisco and London. Peppercom is a mid-sized communications agency that specializes in developing strategic and creative PR programs for a variety of *Fortune* 500, mid-sized and small 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 innovative ways to leverage existing partnerships or develop new ones. Peppercom's PepperDigital program effectively integrates traditional public relations activities with emerging digital initiatives. Peppercommotions, the firm's special events and sponsorships division, helps major corporations maximize their sponsorships. And, Peppercom's GreenPepper division helps traditional and renewable energy companies engage with the environmental community and develop key communication strategies. Peppercom has also introduced a licensing division, Brand2 Squared, to help generate new revenue streams for clients. Clients include Whirlpool brand, Maytag, Amana, Yahoo!, Ricoh Americas Corporation, Steelcase, and Valspar among many others.

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**Timothy Mulloy, CEO**  
**Robert Gunnell, Sr. Partner**  
**Mark Mulloy, Sr. Partner**  
**Gary Gerdemann, VP of Account Services, Partner**

Peritus is a national, full-service firm specializing in public affairs, public relations, equine marketing and creative services. Founded in 1998, Peritus serves clients in 31

states and has offices in five cities. The firm operates with high-intensity, a fighting spirit and a focus on winning — an approach that has great appeal to clients. Peritus employs a talented group of professionals, including lawyers, reporters, political consultants, lobbyists and veteran public relations pros.

Notable clients include: Almost Family, Arysta Lifescience North America, Ford Motor Company, Pfizer, Pharmaceutical Research and Manufacturers' Association, Tennessee Propane Gas Association and the University of Louisville.

PERRY COMMUNICATIONS GROUP, INC.

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**Kassy Perry, President, CEO**  
**Cynthia Moore, Exec. VP**

Perry Communications Group, "Defining Tomorrow's Issues Today<sup>SM</sup>," is ranked among the top firms specializing in health care PR by *O'Dwyer's*.

Perry Communications Group is an independent, full-service public relations and public affairs firm specializing in issues management, media relations and coalition building.

Kassy Perry and her award winning team have had a profound impact on society and their clients' bottom line ... with nationally recognized campaigns tackling pressing issues facing society including Medicare, land use, public health, housing, the environment, access to prescription medicines, cancer and mental health.

Call us today. See what we can do for you.

Clients include Amylin Pharmaceuticals, Inc., California State Parks Foundation, Colon Cancer Alliance, Lilly USA, LLC, Governor's Council on Physical Fitness and Sports, HearingMed Inc., Pharmaceutical Research & Manufacturers of America and REACH Air Medical Services.

PIERSON GRANT PUBLIC RELATIONS

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**Maria Pierson, CEO**  
**Jane Grant, President**

Pierson Grant is a full-service firm specializing in publicity and media relations, social media and SEO, marketing communications, public affairs and community relations. All services also are provided in Spanish. Delivering highly personalized service, one company principal takes the lead on each account in this 15-person agency. The firm represents clients nationwide and regionally in the restaurant, hospitality, real estate, arts, education, consumer product, financial and healthcare industries.

Clients include International Dairy Queen, Benihana, Morton's, Children of America, Sunbeam Properties, Broward Center for the Performing Arts and WMF Americas.

PUBLIC COMMUNICATIONS INC.

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Public Communications Inc. (PCI) is widely recognized for providing measurable, results-oriented services, consistently ranking among the largest independent public relations organizations in the United States.

With just under 50 communications professionals, PCI is large enough to provide all the services a large national client might require, yet small enough that an owner or vice president stays directly involved in each program.

PCI serves an eclectic and loyal client base, (10 and 20-

year relationships are common) with a concentration of business in healthcare, conservation, education, culture/entertainment and "all things Chicago". PCI principals and senior staff provide strategic counsel and issues/crisis management for corporate and non-profit clients.

A certified Women's Business Enterprise, PCI is a founding partner of the Worldcom Public Relations Group, the world's largest network of independently owned firms.

QORVIS COMMUNICATIONS

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**Michael Petruzzello, Doug Poretz, Esther Smith, Karen Vahoun, Don Goldberg, Kelley McCormick, Maura Corbett, Rich Masters, Stan Collender, Michael Quint, Partners**

There are now countless ways to get your message across — blogs, podcasts, advertising, video, traditional media, branded content and more. This gives you options and flexibility, but also creates clutter. In this media environment, Qorvis will ensure your message is heard. Qorvis offers every available communications tool and the experience to choose and use the right ones — whether you require a traditional approach, a new media campaign or a mixture of new and old. Our fully-integrated capabilities, combined with hand-on senior leadership, allow us to provide the best of big and small — the reach and resources of a large agency and the quality customer attention of a boutique firm.

Clients: AAMCO, Adobe, Afilias, Allied Capital, American Cable Association, The American Institute of Certified Public Accountants, Amazon.com, Beam Global Spirits & Wine, Inc., Chamber of Commerce Americans for Transportation Mobility, Consumer Electronics Association, Cisco Systems, CURRENT Group, Digital Media Association, DynCorp, Earth Conservation Corps, Eaton Vance, Federal Home Loan Bank of San Francisco, Feeva, Feld Entertainment, Financial

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RLF Communications Vice President Mary Leigh Wallace, with President Monty Hagle.

## Qorvis Communications

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Services Roundtable, Horatio Alger Association, Keep America Beautiful, Kennedy Krieger Institute, Managed Funds Association, NelNet, National Italian American Foundation, OBJECTVIDEO, The Pharmaceutical Research and Manufacturers of America (PhRMA), Pratt & Whitney, The Royal Embassy of Saudi Arabia, Smithsonian Latino Center, Society for Human Resource Management, The Sugar Association, Virginia Lottery.

## QUINN & CO.

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**Florence Quinn**, *President*  
**Carla Caccavale Reynolds**,  
*Partner, Travel*  
**Suzanne Billet**, *Partner, Real Estate*  
**John Frazier**, *Executive Vice President, Travel*  
**Danielle Pagano**, *Vice President, Food, Wine + Spirits*

Quinn & Co. is an award-winning PR firm that has made its mark in travel, real estate and food, wine + spirits. We produce results-oriented work that is both strategic and creative; and, we seamlessly integrate all communications channels: print, broadcast, digital and direct-to-consumer social networking.

Quinn & Co.'s innovative initiatives are recognized globally. Our unique approach has resulted in a

number of industry "firsts" and earned us hundreds of awards; including two HSMIAI Adrian Best of Show awards for best travel PR campaign of the year, worldwide.

We have many compelling success stories: We invented Martini on the Rock, the \$10,000 martini at The Algonquin Hotel that was covered by over 400 broadcast segments, including Letterman, Regis & Kelly and Good Morning America. We also created an entirely new niche product, The Procreation Vacation, for Starwood Caribbean. Most recently, Quinn & Co. handled the communications roll-out of Tourism Queensland's worldwide viral rave, the "Best Job in the World" campaign.

## RBB PUBLIC RELATIONS

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**Christine Barney**, *CEO & Managing Partner*  
**Lisa Ross**, *President*  
**Tina Elmowitz**, *Executive VP*

With offices in New York and Miami, rbb Public Relations is a full-service firm specializing in media relations, corporate communications, product introductions/marketing PR, interactive/digital media and crisis management. With expertise in sports/entertainment, professional services, food/beverage, healthcare, fashion/lifestyle, travel/leisure and energy, rbb gives

Quinn & Co. launched Tourism Queensland's viral success, the Best Job in the World campaign.

both its *Fortune* 500 clients and entrepreneurial ventures counsel and results on par with the largest national firms, but with the individual attention available only through a boutique agency.

In 2008, rbb was proud to be named *PRWeek* magazine's "Agency of the Year," after repeating as winner in the "Small Agency of the Year" category. Additional recognition of the firm's outstanding achievements in the past year include three Silver Anvils from the Public Relations Society of America, an Iron Sabre from the *Holmes Report* for its "Employee Driven Workplace," and being named as one of 30 national finalists in the *Wall Street Journal's* Winning Workplaces competition for the second year in a row. These accolades sit proudly beside the firm's other major industry awards — Platinum PR, Gold SABRE, Bronze Anvil, and more.

rbb's current client roster includes Homewood Suites by Hilton, AMResorts, the Florida Marlins, Florida Power and Light Company, Ringling Bros. and Barnum & Bailey Circus and others. Explore how rbb's employee-driven workplace results in extraordinary client satisfaction and results at [www.rbbpr.com](http://www.rbbpr.com).

## RF | BINDER

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**Amy Binder**, *CEO*  
**Frank Walton**, *President*  
**George Drucker**, *CMO*

RF|Binder provides counsel and services in corporate communications, brand building, capital mar-

kets communications, and issues management. We apply a research-based approach, creativity, and sustained, personal relationships with networks of influencers. Our team has strengths in financial services, food and beverage, energy and the environment, education, issues management, and investor relations. Our management team brings diverse perspectives from business, media, and academia to addressing client issues. The senior staff stays actively involved with the day-to-day service of every client relationship. We form our teams around our clients' needs, bringing in professionals with the right expertise to meet the communications challenges.

Our clients include Ameriprise, Bank of America, Cargill, Cotton Inc., Dunkin' Brands, Fiserv, McGraw-Hill, New York University, Repsol, Robert Bosch, and Staples.

## RLF COMMUNICATIONS

301 N. Elm Street, Suite 102  
Greensboro, NC 27401  
336/553-1800  
www.rlfcommunications.com

**Monty Hagler**, *APR, President*  
**Mary Leigh Wallace**, *Vice President*  
**Ron Irons**, *Creative Director*

From *Fortune* 500 companies to cutting-edge start ups, RLF Communications works with clients that are leaders in their industries, or seeking to become leaders. We draw on a wide range of disciplines, including advertising, public relations, social media and online marketing, to create national

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**Chris Rosica, CEO,** Rosica Strategic PR and author of "The Authentic Brand: How Today's Top Entrepreneurs Connect with Customers."

**RLF Communications**  
Continued from page 50

campaigns that engage key audiences and achieve business objectives. We are proactive and persistent, but not pushy, in providing counsel, ideas, strategy and tactical execution. Our experience spans a wide range of industry sectors, with particular depth in financial services, health care, real estate, technology and home furnishings.

**ROGERS & COWAN**

Pacific Design Center  
8687 Melrose Ave., 7th Flr.  
Los Angeles, CA 90069  
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Fax: 310/854-8106  
inquiries@rogersandcowan.com  
www.rogersandcowan.com

**Tom Tardio, CEO**

Rogers & Cowan designs and implements marketing/PR campaigns that build connections between brands and consumers through entertainment, sports and lifestyle influences. As the world-wide leader in entertainment marketing, the firm creates integrated marketing campaigns that blend media relations, influential seeding, branded entertainment and product placement strategies to enhance or revitalize brand image, increase brand awareness and raise consumer recognition levels.

The agency specializes in offering companies in the consumer goods, technology, video game, fashion, beauty, travel, automotive and publishing industries a unique

approach to connecting its products with high-profile sports and entertainment brands and events that resonate with a specific target audience.

Strategies may include outreach to the influential Hollywood community by seeding product at high-profile entertainment events, placing products in high-visibility films and television programs, developing branded entertainment integrations with entertainment properties or leveraging a celebrity association into a marketing campaign.

Experts in "managing the inter-sections" of entertainment, technology and consumer marketing, the agency assists technology and digital media companies in building strategic alliances with the entertainment community and positioning clients as vital partners.

Clients include: Activision, American Red Cross, BMW, Bombay Sapphire, Children's Miracle Network, Chow.com, Coca-Cola, Diageo, Discovery Channel, Gibson Musical Instruments, GO3, GlaxoSmithKline, GRAMMY Awards, Helio, Honda Civic Tour, id Software, IMAX, Islands of the Bahamas, Microsoft, NASCAR, NHL, Pastry, Ray-Bay/Luxottica Group, Thomas Nelson Publishers, Zune.

**ROSICA STRATEGIC PUBLIC RELATIONS**

95 Rt. 17 South  
Paramus, NJ  
201/843-5600  
Fax: 201/843-5681  
www.rosica.com  
www.theauthenticbrand.com

**Chris Rosica, CEO**

Established in 1980, Rosica Strategic Public Relations is a national consumer and business-to-business public relations and marketing firm. With its proprietary Sales Smart PR<sup>SM</sup> methodology and strategic planning, the agency takes campaigns beyond the ordinary and into iconic branding. Rosica's services include media relations, Internet marketing (i.e. social media, blogging, search engine optimization and online reputation management), creative media events, cause-related marketing, media training and new product introductions. Clients include, Boys & Girls Clubs of NJ, Circa Healthcare, DV Creations, Newark Public Safety, Pfizer, Professional Disposables Int'l (PDI), Radial Bat, Spencer Hall, Songbird Hearing

Inc., Telebrands, Tristar Products, Uncle Wally's Muffin Company.

**R/P MARKETING PUBLIC RELATIONS**

1500 Timberwolf Drive  
Holland, OH 43528  
419/241-2221  
www.r-p.com

**Martha Vetter, President**  
**Laila Waggoner, Partner/Chief Strategy Officer**  
**Stan Massey, Partner/Exec VP Strategic Planning**

For 16 years, R/P Marketing Public Relations has been assisting clients that specialize in healthcare, building products and The Arts. Our all-encompassing "marketing public relations" philosophy (Starting Conversations<sup>®</sup>) seamlessly melds all aspects of public relations to create a single, consistent, coordinated voice for our clients. Our team includes a rare combination of professionals experienced in both public relations and advertising, and our client experience runs the gamut from highly effective advertising to public relations campaigns recognized with the Public Relations Society of America's highest honors.

Our work has been recognized regionally and nationally and clients include the Vinyl Siding Institute, Mercy Health Partners, Borders Books, The Smithsonian and the Exploratorium.

**RUDER FINN, INC.**

301 East 57th Street  
New York, NY 10022  
212/593-6400  
www.ruderfinn.com

**David Finn, Chairman**  
**Kathy Bloomgarden & Peter Finn, Co-CEOs**

Ruder Finn is an independent PR agency employing over 516 professionals. Practice areas under the core business categories of Health & Wellness, Corporate & Public Trust Global Connectivity and Life + Style, include: healthcare, technology, corporate strategy and branding, consumer marketing, public affairs as well as cultural and social issues.

Clients include: Audi, Citibank, Alliance Data Systems, Sony, NEC, Jamaica Tourism Board, Air France, Embassy Suites, Target, The North Face, Perdue Chicken, Johnson & Johnson, Novartis, Pfizer, Schering Plough, IEEE and The Museum of

Modern Art.

Offices are located in New York, Chicago, Los Angeles, San Francisco, Washington, DC, London, Paris, Jerusalem, Beijing, Hong Kong, Guangzhou, Shanghai, and Singapore. Ruder Finn has affiliate agencies in major cities in the US, Europe, Latin America and Asia-Pacific.

**SCHWARTZ COMMUNICATIONS**

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**Steve Schwartz, CEO & Co-Founder**  
**Paula Mae Schwartz, Chief People Officer & Co-Founder**  
**Bryan Scanlon, President**  
**Ari Milstein, CFO & COO**

Founded in 1990 by the husband-and-wife team of Steve and Paula Mae Schwartz, Schwartz Communications today is the second-largest independent public relations agency specializing in technology and healthcare. The Agency services more than 200 clients from its Boston, London, San Francisco and Stockholm offices. In 2008, Schwartz was named one of the top agencies for reliability and overall recognition of editorial needs in a survey of 800 journalists.

Schwartz provides clients a full spectrum of services, including PR planning and strategy, media relations, analyst relations, government relations, search marketing and social media and blogger relations. Schwartz helps companies in a wide array of technology and healthcare markets, including cleantech, software, security, Web 2.0, medical devices and healthcare IT, achieve their business goals through creative, measurable and aggressive PR campaigns.

**SHIFT COMMUNICATIONS**

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617/779-1800  
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jim@shiftcomm.com  
www.shiftcomm.com

SHIFT Communications is an award-winning, privately-held national public relations firm that has represented some of the best-known enterprise and con-

## Profiles of Top Independent PR Firms

sumer technology brands, including Akamai, Canadian Club, Quantum, RealNetworks, Yelp, Johnson & Johnson and H&R Block. SHIFT pioneered the world's first Social Media News Release and Social Media Newsroom, changing PR forever. SHIFT Communications' 100+ employees are located in the Boston, San Francisco and New York metros. For more information on SHIFT's high-tech public relations, consumer public relations and content marketing programs, visit [www.shiftcomm.com](http://www.shiftcomm.com).

### SPARKPR

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[www.sparkpr.com](http://www.sparkpr.com)

Sparkpr is celebrating 10 years as a top independent PR agency with clients ranging from stealth startups to global public companies. Our services are designed to help clients achieve their business goals through strategic communications, media relations and social media campaigns. We are known for groundbreaking programs with Twitter, blogs, and video. Our industry expertise spans consumer goods, social networking, gaming, mobile, GreenTech, VC and enterprise software. Clients include divisions of Barclays, Hutchison Whampoa, Microsoft, IAC, EA, Sony Entertainment of America, Virgin and Fox Interactive. Sparkpr is headquartered in San Francisco with offices in London, NY and Cape Town.

### SPECTRUM

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[www.spectrumsience.com](http://www.spectrumsience.com)

44 W. 28th St  
New York, NY 10001  
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**Kara McCollum, Senior VP**

Spectrum is a full-service communications agency that specializes in science and health. Founded in 1996, Spectrum brings over a decade of outstanding results in media and public relations, public affairs, advocacy and regulatory affairs, branding, research, and dig-

ital communications. Our team of science, health and communications experts works in collaboration to help ensure our clients' success.

Spectrum conducts programs on a regional, national and international scale and is the US partner and chair of GLOBALHealthPR, the world's largest organization of independent health care public relations firms.

Clients include: Procter & Gamble, Covidien, Eisai, King Pharmaceuticals and the Kennedy Krieger Institute.

### TEXT 100

352 Park Avenue South, 7th Flr.  
New York, NY 10010  
212/529-4600  
[www.text100.com](http://www.text100.com)

**Aedhmar Hynes, CEO**

Text 100 is a global public relations consultancy especially tuned to support companies that use technology for competitive advantage. Built organically from the ground up, Text 100 is a "global boutique" that uniquely offers the dedication of local agencies and the reach of a global firm. With award-winning practices covering all public relations disciplines, Text 100 represents leading brands in 31 offices around the world.

Clients include blue chip companies such as Cisco, Fujifilm, IBM, MTV, Lenovo and Xerox, and smaller or emerging leaders such as General Devices & Technologies, Mathworks and MindJet. Text 100 is at the leading edge of applying emerging media technologies and public relations techniques, including pioneering the use of social media to reach stakeholders through programs that are authentic, support business goals and are fully integrated with traditional media.

### TRANSMEDIA GROUP

240 W. Palmetto Park Rd., Ste. 300  
Boca Raton, FL 33432  
561/750-9800 x211  
Fax: 561/750-4660  
[www.transmediagroup.com](http://www.transmediagroup.com)

**Thomas J. Madden, Chairman & CEO**

TransMedia Group is an award-winning, bi-lingual PR firm serving clients worldwide from its headquarters in Boca Raton, Florida. Established in 1981, the firm's talented, highly-experienced staff



The Vandiver Group's Executive Lead Team, (L to R), Donna Vandiver, President and CEO, Kelly Ferrara, EVP and Amy Crump, CFO.

keep a broad-range of clients positively in the news, providing them with international publicity, crisis management, media training, product introductions, branding, financial PR.

TransMedia made several products of Rexall Sundown the #1 selling nutritional supplements, primarily through publicity. TransMedia Group has received numerous awards, including a Bronze Anvil from PRSA for a Public Service Campaign for The City of New York.

TransMedia's founder, Thomas J. Madden, is a former #2-ranked executive at NBC, PR Director at ABC, reporter for *The Philadelphia Inquirer*, author of "Spin Man" and other books and articles on PR. Firm's President Glen Calder was a producer on Gerardo Rivera Show, *American Journal* and Inside Edition.

### TREVELINO / KELLER COMMS. GROUP

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[www.trevelinokeller.com](http://www.trevelinokeller.com)  
[www.pr-speak.com](http://www.pr-speak.com) (Agency Blog)  
[www.prstarbase.com](http://www.prstarbase.com) (Agency Ning Recruitment Network).

**Dean Trevelino, Genna Keller, Principals**

Trevelino/Keller is an Atlanta-based national boutique public relations firm with a presence in South Carolina, focused on public relations, social media and brand com-

munications. It's a founding member of the Atlas Alliance, a consortium of like-minded boutique firms bringing cultural, geographic and specialized services to its client base, domestically and internationally. Trevelino/Keller founded the Start-Up Council in 2006 as a partnership of professional service firms serving early stage technology and internet-based companies. In 2007, it launched Social Status, its proprietary platform for managing social media programs utilizing Web 2.0 technologies. The firm's food and beverage concentration includes eight regional and national concepts. Some of the firm's clients include Planet Smoothie, Shane's Rib Shack, [invite.com](http://invite.com), Marketing Mine and Delta Community Credit Union.

### THE VANDIVER GROUP

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"Building brands, reputations and relationships" The Vandiver Group, Inc. is a full-service, award winning strategic communications firm helping clients strategize, visualize, articulate and navigate communications issues by providing, reputation and image management, services that support and further sustainability, social media and word of mouth marketing, creative and web design, branding, market research, and executive/employee training.

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Walek & Associates (from L to R): Thomas Walek, President; Mary Beth Kissane, Principal; and Armel Leslie, Principal.

### The Vandiver Group

Continued from page 53

Our global clients are from a variety of industries including *Fortune* 500 corporations, not-for-profits and government agencies. Founded in 1993, TVG is one of the largest independently owned public relations firms in the State. We have four TVG satellite offices and 60 Pinnacle Worldwide offices.

### WAGGENER EDSTROM WORLDWIDE

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newbiz@waggeneredstrom.com  
www.WaggenerEdstrom.com

Waggener Edstrom Worldwide (WE) is a global, integrated communications agency. For more than 25 years, the independently owned firm has developed strategic communications programs for innovative and world-changing clients, working to influence markets, inspire

*The June issue of O'Dwyer's PR Report will showcase international PR, as well as diversity.*  
For more info about this issue, please contact Editor Jon Gingerich at 646/843-2080 or jon.gingerich@odwyerpr.com

people and improve lives. WE's charge is to help our clients drive influence and conversation through digital and creative engagement for all campaign elements.

Headquartered in Seattle, WE has more than 800 employees in 16 offices around the world, and its Global Alliance program expands its reach to 13 additional international markets. WE offers six global practices: Consumer Marketing, Corporate Communications, Environment, Healthcare, Public Affairs and Technology.

### WALEK & ASSOCIATES

317 Madison Avenue, Suite 2300  
New York, NY 10017  
212/889-4113  
Fax: 212/889-7174  
www.walek.com

Walek & Associates is one of largest and fastest-growing independent financial and corporate public relations firms. With offices in New York and Hong Kong, Walek specializes in public relations and investor relations in capital markets, traditional and alternative asset management, professional and financial services, information and financial technology, and public companies in all sectors. From building visibility and brands to financial transactions, product and service launches, and managing crises, Walek delivers award-winning results that help clients build business.

### WEISSCOMM PARTNERS

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San Francisco, CA 94133  
415/362-5018  
www.wcpglobal.com

**Jim Weiss, Chairman & CEO**  
**Diane Weiser, President & COO**  
**Tony Esposito, CFO**  
**Jennifer Gottlieb, Managing Dir., NY**  
**Angela Gillespie, Managing Dir., SF**  
**Nigel Breakwell, Managing Dir., London**  
**Paul Laland, Managing Dir., Corporate Communications & Investor Relations**

WeissComm Partners, Inc. is the largest independent communications agency focused exclusively on the healthcare industry serving the corporate, investor and product communications needs of leading biotechnology, pharmaceutical, device and diagnostic, and health services companies.

At WeissComm Partners, our vision is to be the best independent, integrated, global communications company working with healthcare organizations where we can make a difference with and for people we believe in.

WeissComm offers a full spectrum of communications services geared to accomplish one thing: build visibility and value for a company, product or franchise. We corral the entire sphere of influence impacting client reputation. We follow the industry and respond to its evolution. Our senior teams take a practical, targeted, and fully-integrated approach to maximize results across all key audiences. We develop consistent messages and compelling materials, act on market intelligence to give clients an edge and win over top-tier media and investors with strategic communications.

No firm knows healthcare PR like we do. We know messaging and positioning, clinical trials, communications strategy, corporate communications, investor relations, product communications, media relations, issues and crisis management, professional and advocacy relations, and regulatory communications.

Recently named Healthcare Agency of the Year by the *Holmes Report*, WeissComm is ranked among the top independent PR firms in the U.S., serving clients globally with offices in San Francisco, New York, Chicago, Washington, D.C. and London.



zcomm founder and CEO Risë Birnbaum.

### XENOPHON STRATEGIES

1625 Eye St. NW, 6th Floor  
Washington, DC 20006  
202/289-4001  
www.xenophonstrategies.com

**Jim Krol, Vice President**

Xenophon Strategies specializes in public relations, government and public affairs, and crisis communication, with offices in Washington D.C. and California. We represent a diverse portfolio of clients, including *Fortune* 500 companies, national trade organizations, non-profit organizations, and the federal government, supporting projects and managing issues that have been among the most prominent within our client industries in recent years. Xenophon employs a staff with diverse backgrounds, including former journalists, government and congressional staff, and marketing professionals, with senior management who remain readily accessible to clients throughout our working relationships.

### ZCOMM

7830 Old Georgetown Rd., Ste. 125  
Bethesda, MD 20814  
240/395-0225 ext. 103  
www.zpr.com

**Risë Birnbaum, Founder & CEO**

zcomm is a top-ranked, nationally-certified Women's Business Enterprise (WBE) marketing communications firm. This aim-to-please agency, with a bi-lingual



The Zeppos & Associates team.

staff and fat rolodex, provides the widest range of broadcast PR and new media tactics anywhere.

With a killer staff of 15 veteran journalists, marketers, PR pros and designers, on site studio and bull pen, zcomm time and again generates mind-blowing metrics.

"We are thrilled that our out-of-the-box thinking and results are helping to fuel our growth," says zcomm CEO Risë Birnbaum. "Everyone here is both passionate about PR and a news junkie and that makes the difference."

Top agencies and organizations tap zcomm for everything from radio/online news releases and radio & video PSAs to 150-market promotions and Spanish language campaigns.

## ZENO GROUP

Wholly-owned by DJE, Inc.  
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**Sarah Rosanova, Account Supervisor**

Food for Thought: Why ZENO GROUP?

Steeped in food and nutrition expertise, ZENO GROUP's communications strategists have been tapped by some of the world's leading food, beverage and nutrition companies to differentiate products and build businesses.

You're in good company: ZENO has represented suppliers, purveyors, manufacturers, food service companies, retailers and commodities groups.

The right team for the right job. Our right teams approach

puts our top business-to-business, consumer marketing and policy communications experts to work for you.

Brand positioning, Product launches; Integrated campaigns, B2B communications, Influencer marketing, Issues management, Crisis communications (including recalls), Corporate social responsibility.

Zeno Group. Moving Minds. Moving Markets.

## ZEPPOS & ASSOCIATES, INC.

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www.zeppos.com

**Evan N. Zeppos, President**  
**Kris Naidl, Executive Vice President**

Zeppos & Associates, Inc. is a full-service public relations and government affairs firm providing strategic counsel and practical results. The 13-person, Milwaukee-based firm serves clients throughout Wisconsin as well as in the Midwest and nationwide. Its professional team includes former journalists and experienced public relations practitioners who specialize in strategic communications, publicity, crisis communications, government affairs, issues management, special event planning and media relations. Clients include MillerCoors, the Wisconsin State Cranberry Growers Association, Quarles & Brady, Kennecott Minerals Company, Cousins Submarines, the Bradley Center Sports & Entertainment Corp., Veolia and other local, national and international organizations. ■

**2006 WORLDWIDE FEES OF INDEPENDENT FIRMS WITH MAJOR U.S. OPERATIONS**

Firm	2006 Net Fees	Empl.	% Fee Change From 2005
1. Edelman [bio]	\$324,488,483	2,259	+8.2
2. Ruder Fin Group [bio]	99,303,000	593	+8.2
3. Waggener Edstrom [bio]	92,303,000	629	+11.2
4. APCO Worldwide [bio]	81,844,117	470	+11.0
5. Tent 100 [bio]	53,365,704	514	+2.0
6. Schwartz Comms. [bio]	26,601,999	172	+22.6
7. Qorvis Comms. [bio]	23,900,000	85	+31.0
8. Dan Kores Comms. [bio]	20,500,000	127	+5.1
9. Alan Taylor Comms. [bio]	18,006,000	84	+25.6
10. Gibbs & Soell [bio]	17,908,800	105	+3.8

**SHOP FOR PUBLIC RELATIONS SERVICES & PRODUCTS IN 54 CATEGORIES:**

- Associations/Clubs
- Broadcast Monitoring
- Career Search/Recruiting
- Chapters
- Crisis Services
- Crisis Management
- Editorial Distribution
- Executive Search
- Executive Speeches
- Info. Distribution
- Mainline Services
- Measurement & Eval.
- Media Lists
- Media Training
- Newsletters
- Online Info./Databases
- Public-Service Distribution
- Public-Svc. Announcements
- Radio
- Research
- Specialty Media Tours
- Speakers Service
- TV Production
- Video
- And more...

**Big Independents Chart 20%+ Growth**

Independent PR firms reporting figures for the O'Dwyer ranking had a banner year in 2006 with 20 of the 50 largest showing jumps of more than 20%.

**Award Winners:**

- Broadcast PR - Apr.
- Food & Beverage PR - Mar.
- Environmental PR/PSAs - Feb.
- 2006 Entertainment/Sports - Dec.
- Technology - Nov.
- Healthcare/Medical - Oct.
- Beauty/Fashion - Sept.
- Travel - Aug.

Five of the top 15 had gains of 20%+ topped by the 52% gain of Integrated Corporate Relations of Westport, Conn., financial specialist, to \$17.5 million.

Qorvis Communications, D.C., was up 31% to \$23.9M; Taylor in New York was up 35% to \$18M (biggest growth in the O'Dwyer's PR Report May '07)

PR news happens more than once a day.

That's why we created odwyerpr.com

The #1 Website for PR news, according to Google.