

O'Dwyer's Profiles of Top Independent PR Firms



Members of APCO Worldwide's International Advisory Council and executive management team meet in Washington, D.C.



Affect Strategies team members pictured left to right: Courtney Chauvin and Yasmin Ben-Dror (seated); CJ Moore, Walter Ochner, Sandra Fathi, Katie Safrey and Leslie Campisi (standing).

APCO

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Founded in 1984, APCO Worldwide is an independent, majority employee- and women-owned global communication consultancy with offices in major cities throughout the Americas, Europe, the Middle East, Africa and Asia. APCO employs innovative, customized strategies for clients to tackle issues or capitalize on business opportunities through integrated communication solutions. Clients include corporations, governments, industry associations and nonprofit organizations. Headquartered in Washington, D.C., APCO includes among its clients seven of the top 10 companies on *Fortune's Global 500*. Core services include antitrust and competition; business diplomacy; coalition building; corporate, financial, internal, investor, litigation and online communication; corporate responsibility; creative services; crisis management; issue management; global trade; government relations; market entry; media relations; opinion research; and positioning.

AFFECT STRATEGIES

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Sandra Fathi, *President*

Affect Strategies is a compact public relations and marketing firm specializing in strategic communications programs for technology clients. Established in 2002, the firm focuses on combining strategy, creativity and intelligent program development, impeccable execution and exemplary customer service to create tailor-made public relations and marketing campaigns to enable customers to achieve specific business goals.

Client services for public relations include strategic planning,

brand building and message development, media and analyst relations, media training, thought leadership, platform development and byline article writing. Combined with marketing services, Affect Strategies offers integrated marketing communications programs for collateral development, lead-generation campaigns, sales tools, interactive marketing and tradeshow and event management. Affect leverages new media technologies, such as webcasts, podcasts, videoconferencing, social media (blogs, wikis, and social networks), to help its clients increase awareness and drive demand for their products and services.

Clients engage Affect Strategies for the intimacy of working with a boutique agency with 'large agency' expertise. In addition, the firm's nimble and flexible programming, unparalleled technical comprehension and cross-discipline expertise engender results-driven programs for measurable ROI. Affect Strategies also applies its marketing prowess to consumer goods and professional services. The agency's communications team mixes a potent blend of industry experience, insight, proprietary methodologies, creativity and hard work to provide effective services to their clients. As year-round public relations counsel, or a single project resource, Affect leverages its business acumen and service excellence to achieve the precise results that its clients seek.

AIRFOIL

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Lisa Vallee-Smith, *CEO*

One of America's top ten tech PR firms, Airfoil Public Relations represents some three dozen powerhouse companies in the arenas of business-to-business technology, business-

to-consumer products and services, automotive and manufacturing technology, and health-care.

Airfoil is helping build brands for Microsoft, Best Buy for Business and eBay, along with a host of start ups and emerging companies that include CareTech Solutions, Wireless Toyz and Next Energy. In addition, Airfoil has earned acclaim for applying its Higher Thinking and its understanding of "fast companies" to such wide-ranging national brands as Starbucks, QVC and Trinity Health.

ASHTON PARTNERS

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Elizabeth Saunders, Co-founding Partner
Chris Hodges, Co-founding Partner
Bryan Armstrong, Partner

Ashton Partners is a strategic advisory firm specializing in investor relations and corporate communications. We work in partnership with corporate executives to manage and position the information that impacts a company's credibility, reputation and ultimately, its valuation.

We deliver a full range of investor and public relations services- strategic and tactical- to give you a decisive advantage at that critical crossroads where finance and communications meet.

Our integrated approach to messaging, positioning and targeting combined with our deep relationships in the investment community enables us to leverage a client's messages with their key constituents: investors, media, industry and financial analysts, employees, customers and suppliers.

Clients include: Anixter International, Inc., Belden CDT, Constellation Energy, Chiquita Brands International, Inc., eHealth, Equity Office Properties Trust, Federal Signal Corp., FTD, Inc., Gevity HR, Hercules Technology, Johnson Outdoors, Juniper Networks, OptionsXpress, Owens Illinois, Inc., SPSS Inc., Symantec, Thermo Electron, Tellabs, UAP Holdings.

THE BATEMAN GROUP

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Fred Bateman, Pres. & Founder

Founded in 2004 and based in San Francisco, The Bateman Group is a highly specialized, full-service public relations firm focused exclusively on the technology industry. Differentiated by proven technical expertise, exceptional writing and an all senior-level staff, The Bateman Group's objective is to make a bigger market impact for a smaller, more select group of companies.

The Bateman Group focuses on the following four technology domains: 1) Software, for enterprise and industries including business applications, infrastructure and tools; 2) Systems, spanning telecommunications, storage, security and consumer electronics; 3) Services, typically on the Internet, for businesses and consumers; and 4) Components, based on silicon, nanotechnology or optics.

Sample clients include: Aspect Software, ATC-Onlane, Baynote, ClearApp, CITTIO, Enkata, InQuira, Motorola, The Open Group and TIBCO Software.

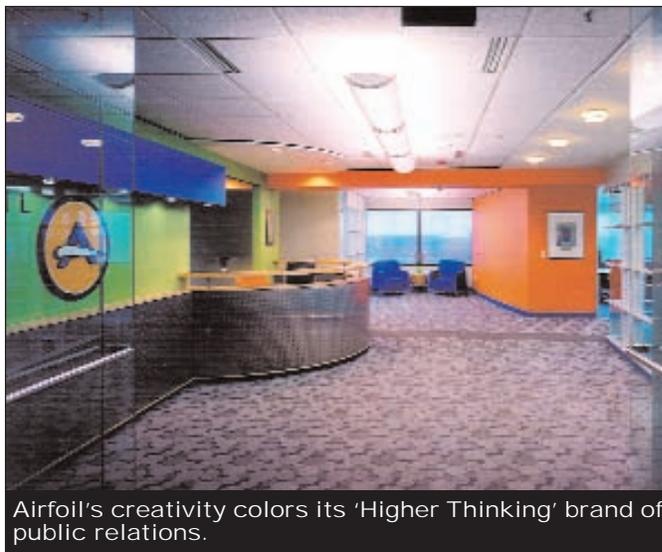
BLISS, GOUVERNEUR & ASSOCIATES

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Bliss, Gouverneur & Associates is a specialist firm known for its focus. We provide strategic media relations and marketing communications for knowledge-based businesses — specifically in the financial, professional and healthcare sectors.

Clients award us very high marks for our commitment to quality service and the results we achieve for strategic programs. The proof? The number of long term relationships we've held, many for decades. Not to mention 23% growth in 2006.

We believe that client satisfaction is a direct result of our commitment to our people. We have earned awards as a "best place to work" for multiple years.



Airfoil's creativity colors its 'Higher Thinking' brand of public relations.

BRIDGE GLOBAL STRATEGIES

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Lucy B. Siegel, Pres. & CEO

Bridge Global Strategies LLC is a boutique New York firm known for quality service and experienced professionals. Our services include: PR to help launch and re-position companies and products; programs to build and manage corporate reputations; development of strategies and programs to build brand visibility; and an arsenal of communications tools, from media relations to events to marketing materials, to carry out these strategies and programs. We have a special flair for bridges across borders and cultures, and offer cross-cultural communications and public relations services for foreign multinational companies in the American market. Our clients include JETRO, Mabel's Labels, New York Pharma Forum, Nikko Hotels International and Strategic Investment Management.

BOARDROOM COMMUNICATIONS

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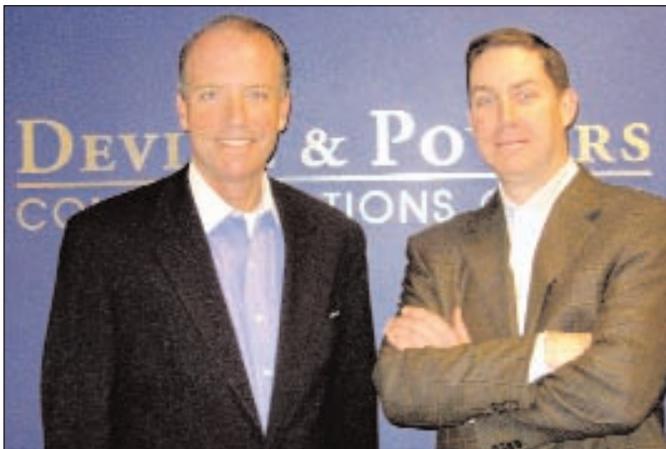
Boardroom Communications is one of Florida's fastest growing public relations agencies. With a specialty in national media coverage and a dedication to client services that is unsurpassed, companies are delighted with Boardroom's representation and top-level executives are eager to work here. A staff of fifteen including five former journalists provides the finest public relations counsel in the area. Our agency's motto is "Boardroom Delivers the Media," and we do.

CAPSTRAT

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Capstrat was founded on strong public relations and public affairs backgrounds, and has added branding, marketing communications, advertising, media planning and buying, interactive communications and dynamic media.

Prospective clients approach Capstrat for three reasons. They face a serious problem that they believe communications will help solve; they have an opportunity to make advancements by communicating a powerful story; and they come to us because they need an agency that knows North Carolina inside-out. In all three cases, Capstrat must meet the challenge through our core competencies, experience, knowledge of our region and our passion for the success of our clients.



Devine & Powers Communications Group LLC Co-founders Jay Devine and Vince Powers created a firm that offers a senior executive as the direct contact for each client. Headquartered in Philadelphia, D&P has 9 employees and represents a prestigious group of clients.

CERRELL & ASSOCS.

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With 43 percent growth during the last two years and a dynamic, expanded leadership team in place, Cerrell Associates assists clients throughout California and nationwide with all their public affairs needs. Founded 40 years ago, Cerrell Associates Inc. remains dedicated to three core principles: Strategy, Communication and Results. Our firm's five practice areas: Local Government; Campaigns and Issues Management; Land Use and Planning; Environment and Energy Public Affairs; and Public Relations allow us to help clients ranging from government agencies to large trade associations, from *Fortune 500* companies to candidates for elected office. For more information, visit www.cerrell.com.

CLIFFORD PUBLIC RELATIONS

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Mike Clifford, CEO & President

Founded in 1997, Clifford Public Relations is an innovative, full-service public relations firm. Since its inception, the agency has handled

every aspect of the launching, growing and sustaining of numerous businesses and organizations that represent a wide gamut of interests. With offices in New York and Los Angeles, a diverse team of 20+ skilled professionals and a demonstrated ability to generate exceptional results for our clients, Clifford PR has won the respect of such distinguished clients as Jaguar, Ligne Roset, Visit London, Nike, and *Metropolitan Home Magazine*, among many others. Whether it's because of our track record of creating media relations programs that get results, our ability to provide knowledgeable counsel, or our unwavering dedication to the success and profitability of every campaign, our clients find us to be proactive, thoughtful, and highly effective partners. Beyond that, we have created a culture of creativity, meritocracy, and respect that inspires employees and clients alike.

COONEY/WATERS

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Lenore Cooney, Principal
Tim Bird, Executive VP
Fred Lake, Executive VP
Sherri Michelstein, Executive VP
Lisa Weiss, Executive VP

Cooney/Waters Group provides a full range of public relations and public affairs services to healthcare, pharmaceutical and biotechnology enterprises. As we enter our 15th year in business, we remain committed to pursuing communication initiatives that advance our clients' goals and creativity based upon strategic value of the ideas we put

forth. We stay ahead of the curve for our clients by identifying potential opportunities and issues, along with speedy and cogent analysis and practical recommendations in an environment prone to rapid change and myriad challenges.

The agency specializes in solving complex problems ranging from product marketing support to sensitive issues.

We service clients of all sizes, geographies and therapeutic categories from our New York headquarters and a network of overseas affiliates.

Clients include The Abbott Fund, American Lung Association, Cephalon Inc., National Foundation for Infectious Diseases, NUVO Research, sanofi pasteur, 3M/Nexcare, and beverage health assignments for Anheuser-Busch and The Coca-Cola Company.

COOPERKATZ & CO.

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CooperKatz & Company is a strategic, creative, results-driven firm that specializes in marketing public relations and public affairs. The firm designs/executes campaigns that generate credible, message-driven earned media placements in direct support of a wide array of marketing objectives. Capabilities include brand positioning, media relations, editorial services, new product introductions, meeting/conference planning and execution, special events, exhibits, advertising, video production and collateral materials design.

Through its Cogence(SM) (consumer-generated intelligence) practice, the firm has particular expertise in the emerging area of citizen journalism, helping corporations both monitor and capitalize on the vast opportunities presented by blogs, wikis, podcasts, and other social media channels.

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Thomas F. Coyne, President & CEO
Rich Lukis, Executive VP

Lisa Farynyk, John Gogarty, Kevin Lamb & Tim Schramm, VPs

Coyne Public Relations is one of the nation's leading independent public relations agencies, representing category leaders in healthcare, travel, sports & entertainment, food & beverage, fashion & beauty, pet products, technology, Internet & new media, automotive, and financial products & services. Coyne PR provides clients with an honest assessment of their objectives and is cited by many as a breath of fresh air – one of the agency's greatest points of differentiation – allowing Coyne to compete for blue-chip clients with the world's most respected multi-national agencies.

Coyne PR is also recognized as one of the premier employers in the industry and was recognized in 2005 as the Best Small Agency in America to Work For in *The Holmes Report*.

DAVIES

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

For clients who are driven to win, DAVIES is the agency of choice. Our clients are faced with defining, high stakes controversial issues - and they count on us to win and protect hard earned reputations.

We're experts in highly targeted, motivational outreach to get third parties to play an active role in tough, complex issues. Nothing is too complicated, too political, too controversial, or too difficult. We use real grassroots programs to deliver real results.

Expertise across multiple industries, and three dedicated industry practice areas - Real Estate, Healthcare, and Energy & Natural Resources.

DEVINE & POWERS COMM. GROUP

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Devine & Powers Communications Group, LLC is one of the Mid-Atlantic's fastest growing PR firms, a result of its philosophy to provide a senior executive with a minimum of 15

years experience as the direct contact for every client assignment. D&P specializes in corporate, business-to-business, association/not-for-profit, consumer product and issues management communications. The firm also has a specialized Investor / Financial group and Travel, Hospitality & Events division. Clients include: Philadelphia Media Holdings (owners of *The Inquirer*, *Daily News* and *Philly.com*), Firsttrust Bank, Maaco, Penn State, Kimmel Center, Sunoco Chemicals, and The Westin Hotel. With vast industry experience combined with senior counselors invested in each account, D&P assures expertise, every time.

DKC

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Dan Klores, *Chairman/CEO*
Sean Cassidy, *President*
John Marino, *Managing Partner*

Dan Klores Communications prides itself on being a smart, aggressive and inventive team with a wide range of PR and marketing talent and experience serving a diverse array of clients.

The agency offers a range of strategic communications capabilities in the areas of media properties, not-for-profit, government, labor, corporate, education, healthcare, hospitality, lifestyle, entertainment/music/fashion, consumer products, sports and film.

Founded in 1991, the agency has grown to nearly 120+ employees with U.S. headquarters in New York City.

Clients include: Sprint/Nextel, Delta Air Lines, Grand Central Terminal, FAO Schwarz, Sirius Satellite Radio, GM, Hard Rock Hotel & Casinos, Foxwoods Resort Casino, Dylan's Candy Bar, Reuters, *US Weekly*, *Esquire* magazine, *Wall Street Journal*, Continuum Health Partners, Children's Hospital at Montefiore, New Balance Athletic Shoe, Inc., ESPN Zone, USTA/US Open, Showtime, 4 Kids Entertainment, Donny Deutsch, Jessica Simpson, Ashlee Simpson, Alicia Keys, Jay Leno, Sean "Diddy" Combs and Howard Stern.

DYE, VAN MOL & LAWRENCE

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**John Van Mol, Tom Lawrence,
Jerry Southwood, Ronald
Roberts, Nelson Eddy, Jimmy
Chaffin**, *Partners*

Dye, Van Mol & Lawrence is one of the largest full-service public relations and advertising agencies in the Southeast. Founded in 1980, the firm counts among its clients nationally known brands such as Jack Daniels, Bridgestone/Firestone, Johnston & Murphy, Caterpillar Insurance, Nestle Waters, Tractor Supply Co. and Martha White foods. DVL has proven expertise in all areas of communications, including corporate communications, news media relations, internal communications, crisis and issues management, special events, advertising, marketing, broadcast production, interactive services and strategic planning.

EDGE COMMUNICATIONS

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Kenneth Greenberg, *Pres.*
Sara Flint, *VP*

Founded in 1996, Edge Communications is an innovative all-star team of communications professionals, unified by a no-nonsense approach that gets results. Through "better thinking and relentless execution," we express our work ethic and our core values of quality and premium, personal service.

We're a hybrid organization — virtual for professional services, traditional for administrative support. We think, we write, we pitch — and we use the news media strategically to help our clients grow.

Ranked by O'Dwyer's among the top 50 technology PR firms nationally, Edge consists of 20+ VP-level strategists, writers and media relations experts, each of whom brings a minimum of 10 years' experience and industry spe-

cialized expertise across a range of communications disciplines. Our team is also peppered with senior editorial professionals, alumni of notable business and trade publications.

Agency experience encompasses B2C, B2B and corporate work. Our clients have ranged from pre-IPO startups to members of the *Fortune 500* - in technology, new media, consumer products, e-business, healthcare/life sciences, and professional services; Kaiser Permanente, United Online, Intermec Technologies, CarsDirect.com, Pacific Bell, *The Los Angeles Times*, PrimeGen Biotech, Casio, Imation, Ebates.com, Userplane/AOL and many more.

EDELMAN

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Daniel J. Edelman, *Founder/Chairman*
Richard Edelman, *President & CEO*
Pam Talbot, *U.S. President & CEO*

Edelman is the world's largest independent public relations firm, with 2,700 employees in 48 offices worldwide. The firm was named *PRWeek's* Large Agency of the Year for 2006. *Advertising Age* named Edelman as one of ten marketing firms to watch in 2007 in its "Best Agencies" issue. Edelman was also named 2006 Large Agency of the Year and 2005 International Agency of the Year by The Holmes Group.

Edelman's PR-centric approach brings together expertise from a wide range of business practices and industries. The Edelman network also includes five specialty firms — Blue (advertising), First&42nd (management consulting), MATTER (full-service branded entertainment, content development and entertainment marketing) StrategyOne (research) and BioScience Communications (medical education and publishing) — to provide clients with a comprehensive offering of communications services. Edelman is among the PR industry's leaders in developing client programs that integrate new media platforms and user-generated content such as blogs, podcasts and social networking sites. Key clients include AstraZeneca, Burger King, Charles Schwab, Johnson & Johnson, Kraft, Microsoft, Nissan, Pfizer, Samsung, Unilever, Schering-Plough, UPS, Wal-Mart and Wyeth.

THE EDISON GROUP

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The Edison Group is a national consulting firm dedicated to providing communications strategies for corporations, organizations, nonprofits, educational institutions and trade groups. We provide issues-based public affairs and public relations services, and we are a recognized leader in campaign management, grassroots advocacy, crisis communications, e-communications and media relations. The Edison Group's relentless team of media gurus, campaign organizers, creative and design geniuses, compulsive researchers and storytellers prides itself on having one thing on their to-do list: making their clients shine. The Edison Group, founded in 1996, has offices in Atlanta, Los Angeles, Chicago, Concord, Oklahoma City, Minneapolis, San Francisco and Washington D.C.

5W PUBLIC RELATIONS

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Headquartered in New York, with an office in Los Angeles, the agency boasts a diversified client portfolio second to none, including: Evian Natural Spring Water, Anheuser Busch, NICE Systems, VeriSign, Patina Restaurant Group, The Ice Rink at Rockefeller Center, United Retail Group/Avenue Stores, Seagram's Coolers, Benny Hinn Ministries, Zone Chefs, The Pritikin Longevity Center & Spa, celebrities including Pamela Anderson, Snoop Dogg, Ice Cube, and a plethora of publicly traded technology companies, and a variety of other global interests, national corporations, high-profile individuals, regional businesses, government agencies and academic institutions.

Profiles of Top Independent PR Firms



The Gibbs & Soell flood company team arranged for editors from *Family Circle*, *Country Living*, *Domino*, and *Better Homes and Gardens* Special Interest Publications (SIPs) among others to attend the client's "Wood School" in Myrtle Beach, South Carolina. This hands-on activity gave the editors an opportunity to engage with Flood product, learn about exterior wood care and maintenance and redo a deck.

FRENCH / WEST / VAUGHAN

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Rick French, *President/CEO*
Lauren Taylor, *Executive VP, Partner*
David Gwyn, *Executive VP, Partner*
Jack Glasure, *Chief Marketing Officer*

French/West/Vaughan is the Southeast's largest independent public relations, public affairs and brand communications agency, and is the nation's 19th largest independently-owned PR firm. Headquartered in Raleigh, N.C., the agency also has offices in both New York City and Tampa. Founded in 1997, FWV celebrates its 10th anniversary this year.

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 public relations, public affairs, research, advertising, and both e-emerging and word-of-mouth media.

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 (Nestea, Gold Peak, Minute Maid), Ford Motor Company, Wrangler, the Justin Boot Company, *Canada Post*, Speedo, Diageo (Bulleit Bourbon), Pfizer, United States Playing Cards, Gemstar-TV Guide, ASTROTURF and bioMérieux. Regional public relations clients include North Carolina State University and Tweetsie Railroad, among many others.

GIBBS & SOELL

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Cos Mallozzi, *Pres. & CEO*
Luke Lambert, *Sr. VP & Managing Director, New York*
Jeff Altheide, *Sr. VP & Managing Director, Chicago*

Founded in 1971, Gibbs & Soell Public Relations (G&S) is a mid-sized, full-service, global independent public relations firm with operations in New York, Chicago, Raleigh, San Francisco, Zurich, Beijing, Tokyo and Latin America. The company's philosophy is pretty simple: "Provide the best possible service, deliver outstanding results and stay true to our clients," says Cos Mallozzi, president/CEO of G&S. "With this philosophy as our guide, we have been blazing our own trail for more than 35 years. It is the secret of our success and why so many *Fortune 500*, emerging leaders and Blue Chip companies value Gibbs & Soell as a dedicated partner in helping grow their brands and business. And, it is why many of them have stayed with us for 10 ... 15 ... 20-plus years."

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 its experience, knowledge and leadership. Those markets include agriculture and food, building products, consumer lifestyle, financial services, industrial, healthcare, and technology. "We understand the issues and challenges clients face in conducting business in these industries, as well as the critical importance of customer relationships and the rapidly changing dynamics of the marketplace," says Mallozzi.

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

Clients include Active International, Alstom, American Woodmark, Amtico, Cargill, Carrier Corporation, Delta Faucet Company, Craftmaster Manufacturing, Draka Marine Oil & Gas, Firestone Building Products, GE Rail, GE Nuclear, Georgia-Pacific, Honeywell, Million Dollar Round Table, NatureWorks, Purotics, RSC Equipment Rental, Sage Software, Schindler Elevator, Stryker, Syngenta, The Dow Chemical Company, The Flood Co., The Hot Tub Council, RTI International, and Molex.

GYMR

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GYMR is a Washington, D.C. based public relations agency that provides health/healthcare clients with strategic communications that capitalize on the dynamics unique to Washington. GYMR's unique strength is the background of its team - government, advocacy, associations, foundations, corporations and nonprofit organizations - who execute strategies that include image and alliance building, public education campaigns or media relations to harness the formidable forces of Washington and produce successful results for clients. The agency has counseled a wide range of clients, including trade associations, health voluntary organizations, coalitions, foundations, corporations, federal and state agencies and nonprofit groups.



The GYMR team (L to R): Sharon Reis, Patrick McCabe, and Pattie Yu.

HAGER SHARP

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Susan Hager, *Chair & CEO*

Founded in 1973 and based in Washington, D.C., Hager Sharp is an award-winning, independent, woman-owned firm, with a broad range of experience in education, health, safety, economic development and small business 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.

THE HOFFMAN AGENCY

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Lou Hoffman, *CEO*

The Hoffman Agency is an independent PR firm that specializes in working with technology, telecom, and consumer electronic companies.

With a client roster that includes Sony, Plantronics, Novellus, SonicWALL, and Google, the agency takes pride in implementing PR campaigns designed to generate measurable results.

For companies seeking communications across the globe, the firm offers a collaborative approach to implementing PR in multiple countries. This is designed to reduce the coordination time on the part of the client while leveraging both content and "thinking" across geographies.

Headquartered in Silicon Valley, the agency has an office in Denver and international offices in Asia (Beijing, Hong Kong, Singapore, Shanghai, Seoul, Taipei, and Tokyo) and Europe (London, Munich and Paris).

HOPE-BECKHAM

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Hope-Beckham Inc. is a public relations firm with additional strength in event marketing and business consulting. Hope-Beckham creates proprietary plans and programs with imagination and follow-through. Hope-Beckham's experienced staff has the capability of providing strategy behind complex marketing and public relations projects while maintaining the ability to professionally execute virtually any complex logistical program. The firm creates proprietary plans and programs with imagination, creativity, sound experience and solid execution. If you can dream it, Hope-Beckham can get it done.

Clients include; Arcapita; Atlanta Spirit LLC; Bugaboo Creek Steakhouse; Caribou Coffee; Central Atlanta Progress; Comcast Communications; Flagstar Bank; Gray Capital Partners; Greenberg, Traurig LLC; General Motors; Help A Child Smile; JCB Construction Equipment; Southern Company; *The Sporting News*; United Community Bank; and others

HUNTER PR

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Grace Leong, *President*

Combine unmatched creativity and enthusiasm with strategic 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 and services. Revitalizing mature brands, creating buzz around new products and building awareness among key influencers groups are among the firm's specific areas of award-winning expertise. Among the firm's clients are some of the most respected brand names in America, including Kraft Foods,

Wrigley, Kellogg's, Campbell's, Hasbro, E&J Gallo Winery, Diageo and 3M.

IMRE COMMUNICATIONS

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It's all about the Aha! That moment of inspiration and creativity that turns mere ideas into break-through strategy.

While we believe strongly in the power of PR, Imre Communications is focused on a integrated communications approach that turns Aha's into results for clients in Home & Building (Home Depot, Milwaukee electric tools, John Deere), Insurance (Travelers, MetLife) and Associations (American Institute of Architects, CoreNet Global and the National Alliance on Mental Illness).

We're all about the Aha! moment and the people who have them. See what makes us go Aha! at www.imrecommunications.com/aha

INTEGRATED CORP. RELATIONS

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Integrated Corporate Relations, Inc. is a leading financial communications firm specializing in investor relations and corporate communications. ICR has set a new standard for financial communications with a business model driven by deep capital-markets expertise provided by a team of former Wall Street and corporate professionals, including senior sell-side analysts, portfolio managers, chief financial officers and investment bankers. Their perspective is combined with that of senior PR, media and corporate communications professionals to provide an integrated service offering rooted in industry knowledge and first-hand capital markets experience. The firm services all major market sectors from offices across the U.S. and in China.

JASCULA/TERMAN & ASSOCIATES

730 N. Franklin Street, Suite 510
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Rick Jasculca, *Chairman & CEO*
Jim Terman, *President & CFO*

Jasculca / Terman and Associates (JT) is an independent public affairs and strategic communications firm serving clients in markets across the United States and abroad. We offer you the strategic synergy, convenience and efficiency of comprehensive services under one roof: public affairs and issues management, event management, visual communications and online strategies.

Clients include AMA, America's Second Harvest, AT&T, BP, the Carter Center, Chicago 2016, DeVry University, Illinois Department of Commerce and Economic Opportunity, Midwest Generation and Wellcare

J2^s COMMUNICATIONS

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Jeff Smith, *CEO*
Jill Sandin, *President*
Chris Bess, *GM LA/VP*
Alissa Pinck, *GM NYC/VP*

JS² Communications is a bi-coastal public relations agency dedicated to providing clients with strategic solutions, candid counsel and tangible results. Comprised of a dynamic group of seasoned professionals, the JS² team is passionate about its relationships with niche-defining brands and its partnerships with the teams that build them. Based in Los Angeles since 2001, the agency's New York office opened in early 2005.

JS² Communications' entertainment practice includes Buena Vista Worldwide Home Entertainment, Outfest 2007, Pacific Theatres and ArcLight Cinemas Hollywood. The agency is AOR for non-profits including UNICEF and The Wonder of Reading. Corporate clients

Profiles of Top Independent PR Firms

include Segway, Papyrus, Kraiko Diamonds, MBT Shoes and Ingenuity.

JS's F&B clients include: La Brea Bakery, Leblon Cachaça; Bradley Ogden, Guy Savoy, and Rao's restaurants at Caesars Palace in Las Vegas; in Los Angeles, Neal Fraser and his Grace and bld restaurants, Ben Ford and Ford's Filling Station, and Salvatore Marino's Il Grano; also SunMilk and Hadaka Sushi.

KAPLOW

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Tina Haskins Chadha,
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Bonnie Rothman Morris, Creative Dir./SVP
Jill Christian, SVP
Leah Schmerl, SVP

Kaplow is an award-winning, full service public relations agency with extensive expertise in consumer marketing.

What distinguishes Kaplow? Our unparalleled access to media. Our unsurpassed connections to opinion formers and influencers. And our deftness in cross-pollinating people, ideas, and strategies across industries and across borders. We help world-class marketers turn business benchmarks into industry-defining news. By connecting the right business to the right media, we create partnerships that produce measurable results.

Our client service model brings a significant amount of senior-level attention to our clients' programs. Each team member is fully immersed in our clients' business, industry and media environment. As a result, the agency sustains long-term relationships with its best-in-class clients.

As fluent in the language of the boardroom as we are in the lingo of the blogosphere, our public relations experts offer new ways to reach key consumers across the rapidly shifting media landscape. By intimately connecting clients to the people, industries, and opinion influencers who count, we're not just sparking conversations, we're changing them.

Headquartered in NYC, Kaplow also has an office in Toronto.

Clients include: American Express, Avon/mark, Blue Planet

Run Foundation, Cosmetic Executive Women Beauty Awards, CVS, eBay, LeapFrog, Lawyers.com, Nexxus, Robert Mondavi Lifestyle Brands, Shiseido Cosmetics America, Skype, St. Ives, Target and Timex.

KCSA WORLDWIDE

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Herbert Corbin, Chairman
Jeffrey Corbin, CEO
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Todd Fromer, Managing Partner

KCSA Worldwide is one of the nation's leading independent corporate communications firms specializing in the integration of IR, PR and marketing services. The firm's customized programs and strategic counsel create communications solutions for public and private companies, allowing them to reach their desired audiences and achieve their business marketing goals.

Client service and accountability is paramount to the 38-year-old firm, which specializes in business to business programs for its clients that run the gamut from start-ups and privately held firms to small cap, mid cap and *Fortune 1000* firms.

Areas of specialization include financial services, technology, advertising, marketing, media services and market research. Clients include the American Stock Exchange's IR Alliance; Deloitte Financial Advisory Services; LaBranche & Company; Needham & Company; AdSpace Networks; IEEE Spectrum; JumpTV; Arbitron; Japan Tobacco; Compass Diversified Trust and the Pennsylvania Real Estate Trust.

KCSA is headquartered in New York and has an office in Tel Aviv.

KOHNSTAMM COMMUNICATIONS

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Kohnstamm Communications builds brands and generates sales through PR with great consistency and a sense of urgency. Just ask any of its clients: *The Holmes Report* did for its "PR Report Card" and gave the agency its "Client Seal of Approval" rating, rare among



Kohnstamm successfully approached Smithsonian curators for Bundt cake-pan client Nordic Ware, resulting in a feature exhibit that focused on the company as an iconic brand of kitchenware Americana.

small firms. Two vets of Hill and Knowlton and Weber Shandwick have come together to form a gem of a PR machine that, since 1991, has used PR to help create iconic national brands — from Honest Tea, Naked Juice and Nordic Ware to the U of MN's Carlson School of Management and LeaderSource: A Korn/Ferry.

LAMBERT EDWARDS & ASSOCS.

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Jeffrey T. Lambert, Mng. Partner

Lambert, Edwards & Associates is one of the fastest-growing communications firms in the Midwest. Based in Grand Rapids, Michigan - a stone's throw from the Chicago and Detroit metropolitan markets - LE&A has assembled a team of national agency, in-house and Wall Street veterans whose expertise is delivering winning results for more than 80 companies in 19 states nationwide. Our specialized practice areas include: consumer products; investor relations and strategic analytics; business and financial services; healthcare; technology; faith-based products and services; entertainment and media; and manufacturing.

Clients Include: Beaner's Coffee, Denali Flavors, La Salle Bank, Mattress Firm, National Heritage Academies, Old Orchard Brands, Outback

Steakhouse/Fleming's, Spartan Motors, Spectrum Health, Strongtower Financial, Tech Lighting, United American Healthcare, Wolverine World Wide, and Zondervan

LANDIS COMMUNICATIONS

1388 Sutter St., #901
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David Landis, President/CEO

Landis Communications, Inc. (LCI) is a mid-sized, award-winning communications agency based in San Francisco. Known as "the Bay Area's consumer PR experts," the independent agency formed in 1990. LCI is a member of Public Relations Global Network (www.prgn.org), an international network with nearly 40 affiliate agencies worldwide.

LCI's experienced staff services national and regional clients in the consumer, non-profit, arts/entertainment and consumer technology categories. Clients include Whole Foods Market, Old Navy, NBC Universal, Hilton Hotels, Stanford, Tiffany & Co., Sony, Cold Stone Creamery, California State Parks Foundation, SF Ballet, Xerox, Match.com and more. LCI offers its clients a broad range of services, including public, community and media relations, public affairs, crisis communications, messaging, media training, special events and more.

L.C. WILLIAMS & ASSOCIATES

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Allison Kurtz, Senior VP
Mary Moster, Senior VP

L.C. Williams & Associates (LCWA) is a full-service public relations and research counseling firm headquartered in downtown Chicago with a service office in New York City. Louis C. Williams started the company in 1985 with the vision of creating an agency that provides the strategic thinking and capabilities of a large firm with the dedication and service of a small specialty shop.

Today, LCWA is a mid-size, independent agency employing 30 professionals whose specialties include marketing communications, media relations, corporate relations, employee/labor communications, public affairs, crisis communications, special events, community relations, media training and more. In addition, the firm offers an in-house, full-service research capability. LCWA serves clients representing a wide range of industries and also is ranked as one of the foremost experts in the home products and furnishings category.

Among current clients: ATC Panels, Electrolux Home Care Products, Fabricators & Manufacturers Association, Glidden, Graber, Grohe, Illinois Institute of Technology, ITW Red Head, Kincaid Furniture, La-Z-Boy, Medline Industries, Munters, National Concrete Masonry Association, Pergo, National PTA, ShopLocal.com, Tiffany & Co., UnitedHealthcare of Illinois and U.S. Cellular.

LEE & ASSOCIATES

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Howard Pearlstein, Principal

Lee & Associates offers strategic planning, program evaluation, media relations, product launch-

es, consumer education, special events, crisis management and corporate PR services to its clients.

In addition to promoting packaged consumer products and healthcare/pharmaceuticals, the award-winning agency has been consistently recognized as one of the leading independent food & beverage promotion agencies in the country.

Founded in 1950, its Western Research Kitchens division, features home economists, nutritionists, dietitians, chefs and medical doctors.

The full-service firm has affiliate offices in key cities throughout the U.S. and is often given projects by east coast and mid-west companies to help with promotion in the western states.

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Lippert / Heilshorn & Associates, Inc. (LHA), founded in 1984, is a leading independent investor relations firm. LHA specializes in designing and implementing strategic business communications programs for a select portfolio of emerging growth companies, with a special focus on healthcare and technology companies.

Headquartered in New York, with offices in Los Angeles and San Francisco, LHA offers an integrated business communications platform fusing four disciplines: investor relations, public relations, corporate communications, and interactive communications. These practice areas are often combined to deliver consistent messages about clients that result in heightened awareness among targeted constituencies.

For over 20 years, the LHA team has embraced its responsibility to be informed, educated, appropriate, and responsive in all interrelationships with clients, Wall Street and the media. As one of the pioneers in the practice of financial communications, we continue to lead the way in this evolving discipline, providing our clients with broad-reaching perspective and multiple strategies for goal achievement.

LOU HAMMOND & ASSOCIATES

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For 22 years, Lou Hammond & Associates has dedicated its resources, energies and talents to serving travel and lifestyle entities worldwide with strategic programs for clients who set the standard in their industries. The agency has earned the respect of clients and media alike, establishing a reputation for service, integrity, unmatched style – and results that impact the bottom line.

Founded by industry icon, Lou Hammond, the company is headquartered in Manhattan with offices in Miami and Charleston and a staff of 40.

LUCKIE STRATEGIC PR

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Brian Pia, SVP & Director

Luckie Strategic Public Relations is a nationally ranked PR operation that delivers over-the-top results on national consumer campaigns.

Luckie PR team members have experience working on consumer brands such as Bayer Advanced, CedarSafe cedar closets, Fuji Film, Little Debbie Snacks, LouAna Peanut Oil, Lowe's Home Improvement, Microsoft, Nike and Sunbelt Snacks, among others.

We've launched dozens of new consumer products each year. We've generated national coverage for Bayer Advanced in the Rose Parade. We launched the Little Debbie Ford Nextel Cup car. We've also spearheaded the training of 20,000 Home Depot associates about the benefits of CedarSafe cedar closets.

We generate coverage for our clients' brands in *USA Today*, *Better Homes & Gardens*, *Newsweek*, *Time*, NBC's Today show, CBS Early Show, CNN, FOX, and in local media all across the country.

If you're looking for ways to increase awareness among your key audiences and totally raise the bar,

then you need Luckie PR on your consumer brand team.

MALONEY & FOX

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Maloney & Fox, a Waggener Edstrom company, develops campaigns that go beyond PR, using a mix of marketing techniques to help clients build their brands. The agency is obsessed with client satisfaction; believes that a fun, dynamic workplace leads to superior creative thinking and results; and offers a dynamic mixture of seasoned practitioners and enthusiastic young pros to generate fresh, strategic thinking.

M&F has developed a formidable track record of programs that increase awareness, influence audience opinions and behavior, get consumers to take action, and have a positive impact on sales. How? By combining unexpected creative ideas with a solid strategic foundation tied to marketing goals and by translating media and pop culture trends into programs that create broad media exposure and resonate with the target.

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Michael Layne, Frederick Marx, Matt Friedman, Mike Szudarek, Partners

Founded in 1987, Farmington Hills, Michigan-based Marx Layne & Company is among the Midwest's leading independently owned public relations firms. The 40 person agency provides results-focused integrated marketing and public relations services on a local, regional, national and global basis to clients in the automotive, manufacturing, retail, restaurant and beverage, environmental, real estate development, financial, hospitality, healthcare, pharmaceutical and professional service sectors, as well as nonprofit organizations and municipalities. Media relations, Public Affairs, Crisis

△ *Continued on page 38*

Marx Layne

Continued from page 36

Management, Special Events and Branding are some of the agency's areas of expertise. Some sample clients include, Abitibi Consolidated, Building Industry Association of Southeastern Michigan, Comcast, McDonald's Restaurants of Southeast Michigan, Philip Morris, Verizon Wireless, Wal-Mart.

M. BOOTH & ASSOCIATES

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Margaret Booth, President
Bradford D Rodney, Managing Partner

M Booth & Associates is a mid-sized public relations firm that lives and breathes brand. We help leading corporations and institutions build brands with fresh, innovative programs that create competitive advantage, leverage third party recognition, and support marketing and sales efforts. We partner with clients to deliver their brand's promise and message to consumer, business and trade audiences through a variety of channels including media relations, special events, industry relations, sponsorships, third-party spokespersons and online. Our work is focused in six practice areas: consumer products, travel/lifestyle, corporate, healthcare, fashion/retail, and not for profit. With a staff of 60, M Booth & Associates has affiliate agencies worldwide.

MCGRATH/POWER PUBLIC RELATIONS

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McGrath / Power Public Relations has been building communications programs for a diverse group of companies nationally and locally for nearly 30 years. Headquartered in Silicon Valley, our full-service

public relations firm boasts a broad array of services tailored to the business objectives of its clients, including: positioning and message development, media training, crisis management and investor relations. We have worked in partnership with some of the nation's best-known brands, building leaders such as TiVo, Reebok, RSA Security and EarthLink. In addition, we are the Silicon Valley partner of the Worldcom Public Relations Group, the world's largest consortium of independent public relations firms.

MOORE CONSULTING GROUP

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One word describes Moore Consulting Group: RESULTS. This integrated communications firm is comprised of a creative and talented staff experienced in all facets of public relations, marketing, crisis communications, creative, research and advertising that has excelled at delivering results for more than 15 years. With a reputation for award-winning, high-impact execution, their success is driven by a relentless commitment to implement the fundamentals, while staying on the cutting edge. The firm has steadily built a reputation for success and a portfolio of award-winning work, having been recognized with more than 250 state and national communications awards.

THE MORRIS + KING COMPANY

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Andy Morris, Co-Principal
Judith R. King, Co-Principal

The Morris + King Company (MKC) is a New York-based public relations and marketing agency with a national reputation for results-driven campaigns and inventive messaging strategies. Founded in 2001 by co-principals Andy Morris and Judith R. King, MKC generates attention-getting, buzz-building campaigns for

more than 25 clients, including: Abyssinian Development Corp; Beliefnet; Actus Lend Lease; Stardoll; Marquis Jet; Ritz-Carlton Club; AOL; CNBC; Pilot Pen; Classic Media; Stardoll; Music Choice; Heavy.com; Special Ops Media; Chocolat Michel Cluizel; Natrona Furniture; AdBrite; Titan Worldwide and Pfizer.

PADILLA SPEER BEARDSLEY

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Lynn Casey, Chair & CEO

Rated highly by our clients for the level of service we provide and by our staff as a best place to work, Padilla Speer Beardsley is known for experienced, strategic counsel built on a research-based planning methodology, Communicating for ActionSM. More than 100 employee-owners bring expertise in corporate/investor relations, marketing, crisis and critical issues management, and online/offline strategies to our clients in: food and home products, health care/medical devices, high technology, manufacturing, and professional and financial services. Global reach through Worldcom Public Relations Group.

Clients include: Arctic Cat, BASF, Entegris, Ernst & Young, General Mills, Genesys, Gfk, Global Ethanol, H.B. Fuller, Macy's North, Metropolitan Airports Commission, Oshkosh Truck Corp., Rockwell Automation, Tennant, Toro, Transamerica Retirement Management, Valspar, Vital Images.

PEPPERCOM

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Steven Cody, Edward Moed, Managing Partners

Peppercom, founded in 1995,

has 52 employees in New York, San Francisco, Chicago 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 (blogs, podcasts, etc.). Peppercommotions, the firm's special events and sponsorships division, helps major corporations maximize their sponsorships. Clients include Panasonic, ITT, Honeywell, Ricoh, Fireman's Fund, Unisys, KPMG, Valspar, Whirlpool brand, and Steelcase among many others.

PERRY COMMS. GROUP

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

Since 1996, 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, public health, housing, the environment, access to prescription medicines, cancer and mental health.

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

Profiles of Top Independent PR Firms



From left: Benihana Master Chef Tomonari "Tomo" Mitsunobu; William "The Refrigerator" Perry; Joel Schwartz, President & CEO, Benihana; Stacy Keibler, and Benihana Master Chef Katsutoshi Aono. Pierson Grant facilitated a Super Bowl promotion for Benihana that featured the former Chicago Bears defensive lineman.

Photo by Joshua Prezant

PIERSON GRANT

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Maria Pierson, CEO
Jane Grant, President

Pierson Grant is a full-service firm specializing in publicity, media relations, community relations, creative promotions and marketing communications. All services also are offered in Spanish.

Providing highly personalized service, one company principal takes the lead on each account and both Pierson and Grant stay fully involved in all client matters.

The firm represents clients nationwide in the restaurant, hospitality, real estate, arts, financial and healthcare industries.

Clients include: Dairy Queen, Benihana, Woolbright Development Corp., Starwood Hotels, GL Homes, The Altman Companies, Sunbeam Properties, Colonial Bank, American Intercontinental University, Broward Center for the Performing Arts.

The June issue of O'Dwyer's PR Report will showcase international PR firms.

For more info about this issue, please contact Associate Editor Jon Gingerich at 646/843-2080 or jon.gingerich@odwyerpr.com

PUBLIC COMMS. 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. PCI is large enough to provide all the communications services a national or local client might require yet small enough that the firm's officers are directly involved in each program. PCI serves an eclectic and loyal client base, with a concentration of business in healthcare, conservation, education, and culture/entertainment/sports. PCI principals 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, Curtis Robinson, Kelley McCormick, Maura Corbett, Don Goldberg, Rich Masters, Susan Murphy, Partners

Qorvis Communications is one of the nation's largest independent communications firms. Formed in 2000, Qorvis has offices in Washington, DC, and McLean, VA. Clients facing difficult communications challenges rely on the proven judgment and experience of Qorvis Communications. We focus relentlessly on helping our clients solve their critical communications needs. We pride ourselves on providing legendary client service led by senior communications professionals in a collegial atmosphere that fosters breakthrough work and gets results.

Clients include: Adobe, The American Institute of Certified Public Accountants (AICPA), Albritton, Amazon.com, AOL, Beam Global Spirits & Wine, Inc., Brabeion, Computer Electronics Association, DynCorp, Earth Conservation Corps, Feld, Entertainment, Halifax Corporation, Halliburton, Horatio Alger Association, Luna Technologies, NelNet, National Italian American Foundation (NIAF), North American Insulation Manufacturers Association (NAIMA), Northern Virginia Technology Council, The Pharmaceutical Research and Manufacturers of America (PhRMA), Pratt & Whitney, Pulte Homes, Pulver.com, SafeNet, Techbooks, Trafigura, The Sugar Association, The Kingdom of Saudi Arabia, United Technologies Corporation (UTC), Virginia's Center for Innovative Technology, Virginia Lottery, VidiTalk, and YouthAIDS.

RASKY BAERLEIN STRATEGIC COMMS.

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Joseph Baerlein, President
Ann Carter, CEO
Larry Rasky, Chairman

With offices in Boston and Washington, D.C., Rasky Baerlein Strategic Communications specializes in developing and executing integrated communications programs that yield desired results for clients - whether enhancing brand identity, defeating a referendum, quelling an emerging crisis in the media or stopping harmful legislation.

Rasky Baerlein's specialty areas include: Energy & Environment; Real Estate; Financial Services; Non-Profit; Healthcare, Technology, Sports, Entertainment & Media; Crisis Communications & Reputation Management; Lobbying, Grassroots Organizing, Issues Management, and Initiative & Referendum ballot campaigns.

RF | BINDER

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

RF|Binder provides clients with communications strategies and services well grounded in research. Our emphasis on knowledge-based decision-making ensures we understand the contexts affecting clients' needs, create effective messages, and choose the right, contemporary communications channels and tactics. We serve clients in corporate communications, brand building, and issues management. Our management team brings diverse perspectives from business, media, and academia to addressing client issues. Our 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.

Profiles of Top Independent PR Firms



The Schneider Team (L to R): Schneider Associates' VP of Consumer Group Julie Hall, President Joan Schneider and the VP of Corporate and Public Affairs Phil Pennellatore.

RHEA & KAISER MARKETING COMMS.

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Stephen L. Rhea, Pres./CEO
Deron Johnson, Dir., PR

The 15-person Rhea & Kaiser public relations group delivers superlative results and outstanding strategic thinking to clients, whether the PR campaign is part of a fully integrated program or a stand-alone offering. We also offer a unique approach to PR results measurement, including a proprietary tool for assessing the quality of media coverage. As part of our comprehensive service offering, the Rhea & Kaiser public relations team has significant experience in issues and crisis management.

RON SACHS COMMUNICATIONS

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Ron Sachs, President

Ron Sachs Communications is an integrated public relations firm providing public relations, video and multi-media produc-

tion, public affairs, advertising, media buying and design, public education initiatives and cause marketing. Founded in 1996, this 12-year-old Tallahassee-based firm with offices in Orlando, Jacksonville and South Florida has sustained growth every year and is nationally recognized as a leader in the development of innovative marketing campaigns, graphic and production design and has established its reputation for building brand awareness for its clients.

ROSICA STRATEGIC PR

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Now in its 27th year, Rosica Strategic Public Relations is a national consumer and business-to-business public relations and marketing firm. The agency's strategic services include: media relations, cause-related marketing, media events, corporate PR, crisis management, new product introductions and public affairs.

Rosica develops goal-oriented public relations programs for consumer and business-to-business products and measures their results, making PR more tangible. With our proprietary Sales Smart PR methodology, which tracks and values program results, Rosica Strategic

Public Relations maximizes any campaign. We are always accountable to sales and consistently work to improve visibility and brand equity. Our strategic process includes: defining goals and target audiences; creating a strategic plan; developing a story in a compelling fashion; disseminating positive news; increasing revenues and achieving clients' goals; and measuring campaign results. Through this process, we ensure a solid return on our clients' PR and marketing investments.

Visit www.rosica.com for case studies and additional information.

Clients include: Nourison Rug Company, Boys & Girls Clubs of NJ, Caring Institute, Independent Jewelers Organization, The Rascal Company (Electric Mobility Inc.), National Association of Home Care & Hospice, Nice-Pak (food, medical & consumer products), Rollerblade, Sadlier-Oxford Publishing Company, United Way, J. R. Watkins Inc. (flavors and apothecary products), Yule Tree Farms (designer Christmas trees) and Uncle Wally's Muffin Company.

RUDER FINN

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

Ruder Finn is an independent PR agency employing over 650 professionals. Practice areas under the core business categories of Health & Wellness, Corporate & Public Trust and Global Connectivity, include: healthcare, technology, corporate strategy and branding, consumer marketing, public affairs as well as cultural and social issues.

Clients include: GE, Audi, Citibank, Infonet, Sony, NEC, Jamaica Tourism Board, Air France, Embassy Suites, Kellogg's, The North Face, Perdue Chicken, Gerber, Johnson & Johnson, Novartis, Pfizer, Trust for Public Lands, and The Museum of Modern Art.

Offices are located in New York, Chicago, Los Angeles,

San Francisco, Washington, DC, London, Paris, Basel, Jerusalem, Beijing, Hong Kong, Guangzhou, Shanghai, Singapore and Sydney. Ruder Finn has affiliate agencies in major cities in the US, Europe, Latin America and Asia-Pacific.

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Julie Hall & Phil Pennellatore, VPs.

Schneider Associates is a full-service PR agency that successfully launches products, services, companies and communities for a wide range of consumer, corporate, real estate, and public affairs clients. The agency's services include launch strategy planning, media relations, ideation sessions, guerilla marketing, media tours, special events, crisis communications, and spokesperson training.

President Joan Schneider authored "New Product Launch: 10 Proven Strategies," a comprehensive book that draws upon extensive consumer research. Joan is currently working on a study with the Babson Innovation and Corporate Entrepreneurship Research Center to understand best practices in B2B product and service launch.

Types of PR handled: consumer products, launch public relations, food & beverage, retail, public affairs, corporate communications, real estate, financial and professional services.

Clients: Baskin-Robbins, Hannaford Bros. Co., High Street Equity Advisors, Bertucci's Brick Oven Ristorante, Cabot, Cabot & Forbes, National Development, New England Confectionery Co. (NECCO), Reckitt Benckiser/d-CON, Walker Restoration Consultants, and Connecticut School of Broadcasting

The agency, which was founded in 1980, has 28 employees.

Profiles of Top Independent PR Firms



At Taylor, every account team like the MasterCard one above is managed by an agency principal (average tenure: 15 years). Each person on the team, including a dedicated researcher, has been selected for their insight and intensity and because they reflect the brand's target audience.

SCHWARTZ COMMUNICATIONS

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Founded in 1990 by the husband and wife team of Steve and Paula Mae Schwartz, Schwartz Communications is one of the nation's leading public relations agencies focused on high-tech, medical technology and biotechnology companies. The agency has more than 200 employees in its Boston, San Francisco and Stockholm offices. Schwartz Communications has garnered many honors and was named three times to the *Inc. 500* list of the fastest-growing private companies. Schwartz offers its roughly 190 clients a full spectrum of services, including PR strategy and branding, media relations, analyst relations, speaking, crisis communications, government relations and podcasting.

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Shelton Group is a full-service, strategic IR and PR agency providing customized programs and services to public and private companies across multiple industries. Founded in 1994, Shelton Group offers a team of professionals with diverse backgrounds that uniquely blend business acumen with creativity to deliver the highest quality of service. Applying an integrated approach to corporate communications, Shelton Group delivers a company's unified story to all targeted audiences. Due to a dedication to value-added service and through a national network of key strategic relationships, Shelton Group has built a trusted reputation with the media, industry experts and the financial community that produces immediate results for emerging and established companies. With offices in Texas, California and Taiwan, Shelton Group is also a partner firm of Public Relations

Organization International (PROI), which provides access to more than 50 offices worldwide.

SLOANE AND CO.

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Elliot Sloane, CEO
Darren Brandt, Whit Clay & Anthony Nicholas, MDs

Sloane & Co. is a financial PR firm located at Times Square Tower in Manhattan.

With a specialization in corporate and financial media relations, IR, and crisis counseling, Sloane represents some of the most respected public and private financial institutions and trade associations in New York and across the globe.

Leveraging skills nurtured at the world's biggest agencies, Sloane offers its clients hands-on senior management attention in an entrepreneurial environment.

Sloane prides itself on learning its clients' businesses from the inside out, forming strong, meaningful partnerships with management helping to sharp clients' core positioning to key constituencies that include the investment community, financial media, trade, consumer, and employees.

Sloane's client list includes AIG Financial Products, BearingPoint, Cablevision, LG Philips, Medtronic, New York Life, and TiVO.

SPECTRUM SCIENCE COMMUNICATIONS

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Spectrum Science Comms. specializes in communications for healthcare products, issues and missions. Founded 11 years ago and independently owned, Spectrum's services include product marketing, advocacy relations, PA, interactive communications and creative services.

Spectrum achieves consumer and trade communications goals faster by quickly understanding and translating complex medical issues and working more efficiently with advocacy groups and consumer and trade health media.

Spectrum conducts programs on a regional, national and international scale and is a founding partner in GLOBALHealthPR, an international group of independently owned agencies.

Clients include Genentech,

Organon, Pfizer, King Pharmaceuticals, American Diabetes Assn. and the Kennedy Krieger Institute.

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Spring, O'Brien has consistently achieved success for its clients through strategic communications. International in scope, grassroots in orientation, the agency has a flair for creating business opportunities for its clients, leveraging integrated marketing plans, enhancing brand image and building long-term partner relationships. Its work is distinguished by senior-level account service, extensive experience both in journalism and marketing, plus in-depth knowledge of its core service areas: travel & destination marketing and business-to-business (real estate, economic development, technology and financial services).

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From *Business Week* to *Brides*, *Progressive Grocer* to *PC Magazine*, the *New York Times* to the *Napa Valley Register*, CNN to CNBC, SS|PR gets oceans of ink for its clients. Since 1978, SS|PR has been a leader in media and investor relations, trade show support, analyst tours, writing services, crisis management—all the disciplines you need to stay visible and favorably positioned. Our uniquely targeted approach, combined with our extensive media relationships, generates maximum exposure and bankable results. SS|PR specializes in high-tech and franchise clients of all kinds plus general business, consumer goods, food, financial and healthcare firms.

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Taylor, founded in 1984 and recognized as the leading lifestyle and sports public relations agency, has more than 100 employees with headquarters in New York and offices in Los Angeles, Charlotte and London. The firm partners exclusively with category-leading consumer brands that utilize sports, entertainment, and lifestyle platforms to achieve their business-building goals.

Taylor's unique business model calls for an agency principal (average tenure: 15 years), as well as a dedicated researcher, to be actively involved in every account. The agency provides a full array of public relations services including: proprietary research and competitive analysis; program planning and development; strategic media relations; event production; spokesperson procurement and training; Hispanic/multicultural marketing communications; social media programming; and measurement and evaluation.

Taylor's portfolio of client partners includes: MasterCard, Diageo, Gillette, Microsoft, Allstate, DHL, Staples, Alltel Wireless, Abbott Laboratories, NASCAR and Levi Strauss Signature.



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Clients include: Abbott Nutrition (EAS), Allstate, Alltel, Bombardier Recreational Products (BRP), Callaway, DHL, Diageo (Baileys, Crown Royal, Guinness, Johnny Walker, Jose Cuervo, Smirnoff), Dockers, Gillette Company, Levis Strauss Signature, MasterCard International, Microsoft Xbox, NASCAR, Staples.

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Dean Trelino, *Principal*
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Think Forward. We believe the most important quality we can bring to our clients is the commitment to be forward thinking, to look at everything with a fresh perspective even if it rides the edge of risk, to break ground on new territory, but not be afraid to look backwards, say, to re-invent something that was once classic. In that spirit, the agency launched the Atlas Alliance in 2005, a consortium of boutique firms with distinct geographic, industry and cultural expertise. In 2006, the agency launched the Start-Up Council, a partnership of service firms supporting the start-up community. In 2007, Trelino/Keller formally launched a presence in Charleston as part of its mission to be the first point of consideration for companies based in the Southeast who have a national or international focus. The agency's practices include: Advanced Technologies, Consumer Lifestyle, Vertical B2B and GreenWorks.

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Trylon SMR has exclusively served clients in the technology, media and telecommunications industries since 1990. As one of the first agencies to implement Internet media relations, both representing online clients and reaching online media since



The Vandiver Group's Executive Lead Team, (l to r), Mack Bradley, SVP; Kelly Ferrara, SVP; Donna Vandiver, CEO and Amy Crump, CFO.

1994, we've also been at the forefront of web log-based media relations since 2002. As dedicated media & technology specialists Trylon SMR is thoroughly knowledgeable of the sector and provides informed strategic counsel and follow-through with efficient tactical execution. Our personal and scalable account service process is built on a total commitment to consistently deliver successful media placement results for clients.

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The Vandiver Group Inc. (TVG) is a full-service, award-winning strategic communications firm helping clients strategize, visualize, articulate and navigate communications issues. Founded in 1993, TVG is one of the largest independently owned public relations firms based in St. Louis, with a global client base. We have 4 TVG satellite offices and 60 offices worldwide, via our membership in Pinnacle Worldwide.

Our services include strategic communications, issues and cri-

sis management, word of mouth, market research, media relations, executive/employee training, employee communications and public relations using new and traditional media. Our clients include *Fortune 50* corporations, not-for-profits, government agencies and service providers.

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v-Fluence's ascendancy to O'Dwyer's Top 100 PR firms for 2007 is no accident. The company's founding philosophy— It starts online@—has become more than just our own visionary statement: It's now essential to any successful PR and marketing strategy. Our rapid growth and current ranking is a reflection of the company's leadership in providing best-practice, standard-setting analysis, counsel and execution of Internet strategies to companies that want to influence opinion, optimize online spaces that truly matter and prove ROI. For more information on how v-Fluence can assist you in meeting your corporate and client goals, visit www.v-fluence.com.



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Waggener Edstrom Worldwide provides public relations services using its Innovation Communications methodology optimized for global organizations impacted by innovation and change. The agency's approach facilitates the acceptance of new ideas and helps clients tell the stories that alter the way people think, act and buy around the world. Founded in 1983, the agency has nearly 700 employees with U.S. headquarters in Seattle, European headquarters in London and Asian headquarters in Hong Kong. Waggener Edstrom Worldwide partners with pioneering and creative clients, including Advanced Micro Devices (AMD), MasterCard International, Microsoft Corp. and T-Mobile USA.

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Meredith Boyd, Dir. Communication

Atlanta-based William Mills Agency is the largest public relations firm serving the financial industry and ranked by the *Atlanta Business Chronicle* as

the 5th largest independent public relations firm in the metro area. Since 1977, the agency has helped hundreds of firms grow their businesses through consistent press coverage in the media. From startups to publicly held multinationals, we've helped companies sell virtually every product or service used by commercial banks, mortgage lenders, credit unions and other financial solution providers. The agency represents more than 70 companies throughout North America. Visit our Web site at www.williammills.com.

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Founded in 1991, Wragg & Casas Public Relations is Florida's leading full-service public relations firm, maintaining offices in Miami, Naples/Fort Myers and Orlando.

Wragg & Casas specializes in strategic counseling, reputation management, crisis management, media relations, public affairs, community relations, marketing communications, branding, graphic design, Web design, event management and multicultural communications.

The company is known for innovative, results-oriented message development and delivery. What sets Wragg & Casas apart from other agencies is a staff of strategic thinkers who get the job done.

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