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A. John Adams, President

The firm has specialized in health-related environmental and energy issues for more than three decades for *Fortune* 100 companies and leading trade associations and nonprofits, ranging from the American Chemistry Council and Business Council for Sustainable Development to the Environmental Health Research Foundation and White House Council on Environmental Quality. It is known for its technical expertise in analyzing and communicating complex environmental issues to legislators, regulators and the media in this country and in Europe and has won numerous awards for excellence in public education. It was a co-founder of the WORLDCOM Public Relations Group. In 2008, the firm added to its public affairs resources in Brussels and Beijing through a merger with the Kellen Company.

APCO WORLDWIDE

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Margery Kraus, President & CEO
Neal Cohen, CEO, North America
Robert Schooling, Managing Director, Washington, D.C.

APCO Worldwide offers clients integrated communication and public affairs perspectives to

**The March issue of
O'Dwyer's PR Report will
showcase Food &
Beverage PR.**

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

meet their challenges at the local, regional, national and international levels.

With offices throughout the Americas, Europe, the Middle East, Africa and Asia and a headquarters in Washington, D.C., APCO clients include corporations and governments; industry associations and nonprofit organizations; and seven of the top 10 companies on *Fortune's* Global 500. We work across offices to provide clients with unique approaches to problem solving that draw heavily upon the real world experience of former members of Congress, state officials, ambassadors, high-ranking government and administration officials, industry specialists and journalists. APCO offers services related to business and finance; media, public opinion and society; and government and public policy.

Founded in 1984, APCO is a majority employee- and women-owned business.

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

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

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

With a senior management team possessing over 50 years industry experience, Butler

Associates manages and directs regional and national media, editorial page, and educational campaigns and successful coalition and stakeholder development efforts.

**CAPLAN
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Aric Caplan, President

Caplan Communications is a full-service Washington-DC area PR agency whose practice targets and wins key legislative battles. We design rapid-response advocacy coverage for nonprofit groups and book publishers.

O'Dwyer's PR Report honored Caplan with an "Award for Public Communications Excellence" in the Environment and Public Affairs category. We champion issues in the public interest, safeguard the environment, advocate for social justice and sustainable business practices.

Clients: Human Rights Campaign, Alaska Wilderness League, American Rivers, Campaign for America's Wilderness, Defenders of Wildlife, Earthjustice, Environment America, Environmental Defense, National Audubon Society, National Parks Conservation Association, National Wildlife Federation, Natural Resources Defense Council, Union of Concerned Scientists, Penguin Group, Rodale Books, Princeton University Press, Columbia University Press, McGill Queens University Press and others.

**CASHMAN + KATZ
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Tony Cashman, President & CEO
Dean Pagani, Senior Vice President, Public Relations and

Public Affairs

Cashman + Katz Integrated Communications is a full service public relations, public affairs and advertising firm.

Cashman + Katz's public affairs division provides services to a variety of trade organizations, social service agencies, business groups, government agencies, businesses and advocacy groups with an interest in affecting public policy debate.

Recent campaigns include work for Shell Oil, Pfizer, a leading bottled water company, the Connecticut Lottery and the Connecticut Community Providers Association.

Environmental issues and the push toward a green jobs workforce will dominate the political debate as a new president, who is committed to growing the green economy, begins his term. Environmental issues now come into play in every major political discussion, development project or energy project.

By recognizing the importance of environmental issues, Cashman + Katz helps clients frame the debate in their favor.

**CHARLESTON |
ORWIG**

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Lyle Orwig, Mark Gale, Beth Andersen, Managing Partners

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

Profiles of Environmental and Public Affairs firms

programs. Our strategically focused team draws on a wealth of experience to implement tactics in effective, measurable ways.

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

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

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Mark Wittenberg, *Executive Vice President*

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

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

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

Cerrell Associates — Strategy, Communications, Results.

CONE

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Jens Bang, *President & CEO*
Jonathan Yohannan, *Senior Vice President*
Mike Lawrence, *Chief Reputation Officer*

For more than 28 years, Cone has worked with leading companies to create and execute strategies, policies and programs to engage targeted

audiences around an array of issues, including sourcing, human rights and the environment.

Cone aligns operations with societal relevance to achieve business results and helps companies define and communicate their corporate responsibility vision to key stakeholder groups. Our services range from strategy, CR reporting and stakeholder engagement, to media relations, retail promotions and marketing.

We've worked with leading corporations, including *Fortune* 500s, to assess their environmental footprints, evaluate sustainable business policies and practices, develop environmental leadership positions, implement marketing communications plans and report publicly on environmental progress and challenges.

To better forecast the future of environmental practices, Cone conducts proprietary research related to environmental trends and consumer attitudes and shares key findings and case studies at leading conferences every year. Current clients include Mattel, Nestlé Waters North America, Timberland, Starbucks, eBay and Western Union.

COOPERKATZ

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

CooperKatz offers a unique integration of marketing and public affairs capabilities. Our expertise helps organizations effectively address challenges posed by policymakers, advocacy groups, consumers and the media, often turning difficult circumstances into brand building opportunities.

Among the public affairs issues we have helped clients address are these: A major national strike that shut down an entire industry; Marketing to children; Marketing of controversial products; Copyright issues in the digital realm; Cost/access issues regarding healthcare delivery; Environmental impact of motor vehicles; Government suits/investigations of company practices, and Impact of eco-

economic crisis on financial services, business and higher education sectors.

Clients utilizing CooperKatz' public affairs capabilities include the American Society of Composers, Authors and Publishers (ASCAP), the Association of National Advertisers (ANA), the Family Friendly Programming Forum, Jackson Hewitt, the National Association of Insurance Commissioners (NAIC), Petfinder.com, Piaggio Group Americas, Polar, U.S. Preventive Medicine and Virgin Mobile USA.

CRT / TANAKA

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Mike Mulvihill, *President*
Michael Whitlow, *Executive Vice President*

CRT/tanaka is an award-winning public relations and marketing firm known for its whatcanbeSM workplace culture and approach to business. Headquartered in Richmond, Va., and New York, with offices in Los Angeles and Norfolk, Va., CRT/tanaka specializes in four practice areas — Corporate/B2B, Consumer, Health and Interactive. The agency has been recognized with nearly 300 national and regional awards for its strategic counsel, creativity, workplace culture and community service.

The agency has counseled numerous clients with environmental and public affairs issues and initiatives in the energy, chemicals, healthcare, gaming, land use rights, telecommunications and economic development sectors, including Dominion, Old Dominion Electric Cooperative, Sprint, Bon Secours Health System, Albemarle Corp., Boehringer Ingelheim Chemicals and Colonial Downs.

More information about CRT/tanaka is available at www.crt-tanaka.com.

DAVIES

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

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Robb Rice, *EVP, Public Affairs*

DAVIES is the national public affairs firm of choice for motivated clients who need to win. Our track record of helping clients face difficult environmental issues is unsurpassed.

Our clients are faced with defining issues and they count on DAVIES to handle the toughest crises, high stakes matters, and the most difficult regulatory problems.

We set the agenda of debate and craft persuasive messages that place our clients on the winning side of controversial environmental issues. We're experts in highly targeted, motivational outreach to get third parties to play an active role in overcoming opposition from activists.

From re-developing distressed controversial natural resources extraction and mining, to permitting energy facilities in sensitive environments, DAVIES believes that nothing is too complicated, too political, too controversial, or too tough. We use real grassroots programs to generate real results.

DAVIES is consistently one of the fastest growing firms in the country, servicing clients from offices on both east and west coasts. Since 2002, DAVIES has grown more than 350%, expanding from 17 to 51 professionals and from \$3.5 million in revenue to more than \$13 million in 2008.

ENVIROCOMM

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

Environmental affairs, energy and climate change, and corporate sustainability are the firm's focus. Corporate clients get a senior professional, experienced, capable and ready to provide a comprehensive, confidential analysis of a current situation, or develop strategies for near and long term objectives — and to guide through the execution process as much as needed to produce a desired result. Our counselors are Tom Hellman, Ken Nasshan, Howard Glassroth, Colburn Aker, Shelley Spector,

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Envirocomm

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Jim Sloan, Tom Davis, and Brian Thomas in the U.S., and Gijs Dröge in Europe. Issues on which we have worked range from environmental, health and safety, product-related compliance, clean energy and green management matters to public affairs, climate change programs, sustainability reports and strategic stakeholder communications on carbon economics.

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

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

FLEISHMAN - HILLARD

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John Graham, Chairman
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Bill Black, Co-chair, PA Practice
Ken Fields, Co-chair, PA Practice
Aili Jokela, Co-chair, Sustainability Practice

Fleishman-Hillard's world-wide team conducts public affairs communications and government relations programs for many of the world's leading corporations, NGOs, and associations. The firm provides policy analysis, lobbying, media relations, coalition-building, and grassroots advocacy. The company's firmwide commitment to the latest digital communications strategies is reflected in its approach to public affairs. The public affairs practice boasts expertise in the full range of Web 2.0 techniques, including social media, search engine optimization and marketing, blogger outreach, and other new media tactics.

Specialties include healthcare, international trade and investment, homeland security, financial services, technology, cyber security, telecommunications, energy and natural resources, agribusiness, food safety, biotechnology, transportation,

and business marketing to government. FH maintains a global sustainability communications practice to help clients align environmental objectives with their business goals. Its world-wide network of sustainability practice counselors has relevant, specific experience in everything from carbon policy, climate change initiatives and capital markets, to sustainable farming, renewable energy, and sustainable communities and green building, and from carbon markets to green products, supply chain management and service marketing.

We work with clients in a wide range of industries to restore or enhance their environmental reputation, successfully manage environmental issues and crises, site new facilities, and implement environmental community relations programs. FH professionals are experienced with air quality, energy conservation, renewable energy, groundwater pollution, sustainable development issues, and corporate climate response. Current public affairs, sustainability, and environmental clients include: AARP, Abbott Laboratories, Amgen, AES Energy, Association of European Airlines, AT&T, Carbonfund.org, ConocoPhillips, Consumer Electronics Association, Election Systems & Software, Environmental Protection Agency, Enterprise Rent-A-Car, Exelon, Fix Housing First Coalition, Flybe, Huawei Technologies, Kinder Morgan, Lenovo, Motorola, Marks & Spencer, National Fire Protection Association, Olin Corporation, Peabody Energy, Portland Cement Association, Tata Consultancy Services, Embassy of Turkey, UPS, Visa Inc., World Wildlife Fund, and Yahoo!

GOLDMAN COMMUNICATIONS

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Sherry Goldman, President

Goldman Communications offers strategic counsel and customized public relations, public affairs and issues communications programs to *Fortune* 500 companies, smaller and start-up entities, and non-profit associations.

Founded in 1996, we develop partnerships with each client, creating customized programs addressing their specific communications needs and then implementing them with a personalized approach that delivers measurable results.

Our expertise is diverse and deep. For labor union, Writers Guild of America, East, we handle communications on industry, local and national legislative issues. We handle issues and member outreach for activist organization The Workmen's Circle and have led crisis communications for Olsten Health Services.

Prior to founding Goldman Communications Group, Sherry Goldman led environmental issues programming for First Brands Corporation, Canon USA, 100% Recycled Paperboard Association, launched bag-based residential recycling, antifreeze recycling and consumer product labeling program Green Seal, and developed an in-school recycling program for Procter & Gamble.

HILL & KNOWLTON

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Michael D. Kehs, Head of U.S. Public Affairs

With talent drawn from the fields of politics, international relations, diplomacy, news media, trade and law, Hill & Knowlton experts are able to successfully guide energy and technology clients through an increasingly competitive policy landscape. Ranked Number One in Washington, DC five times by the Harris Survey, H&K's Public Affairs team has a compelling record of achievements in international and domestic campaigns based upon strategic positioning, mainstream and digital media outreach, grassroots and grassroots advocacy, alliance building, coalition mobilization and issue & advocacy advertising. As trusted advisors to multiple energy and environmental clients, H&K is helping individual companies and whole industry sectors maximize competitive advantage and minimize policy threats resulting from the complicated transition to clean energy markets.

HOLT & GERMANN PUBLIC AFFAIRS

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Jon Holt, Principal

Holt & Germann Public Affairs, L.L.C., is a full-service public affairs and marketing communications firm, specializing in strategic communications for environmental, energy, health care, technology, industrial, and public policy matters.

Our services include: Environmental Communications, Facility Siting, Reputation Management, Risk Comms., Litigation Support, Crisis Comms., Government Relations, Marketing Communications, Community Advisory Panels and Supply Chain Communications.

Clients served: Ford Motor Company, DuPont, Shell Oil, PPG Industries, PECO Energy and National Association of Water Companies.

Holt & Germann Public Affairs is a partner of the WORLDCOM Public Relations Group, the world's largest network of independent public relations agencies with 100 offices serving 35 countries.

INSTITUTE FOR CRISIS MANAGEMENT

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Larry L. Smith, President

The Institute for Crisis Management is a specialty communications consulting practice helping organizations identify potential business crises and resolve the issue(s) before it becomes public, or when that is not possible, to prepare the organization to minimize the damage through a carefully crafted internal and external communication program.

Public relations cannot "fix" a

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The Green Team at Landis Communications (LCI).

ICM

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broken organization. But management that develops an appropriate and effective operational response can make a significant impact on the organization's recovery by also implementing an appropriate and effective internal and external communication strategy.

ICM has been helping corporate, government and not-for-profit clients for nearly 20 years. Our staff of Senior Consultants include specialists in PR/litigation, education, manufacturing, community affairs, public relations, healthcare, religion and not-for-profit organizations, as well as media/spokesperson training and coaching.

IDEA HALL

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Rebecca Hall, APR, President & CEO
Keith Flamank, General Manager

Idea Hall is an award-winning, integrated marketing company based in Southern California that helps B2B, consumer and multi-cultural clients achieve their business goals with an emphasis on results and

strong ROI. Idea Hall has been particularly active in developing and implementing campaigns which focus on green and sustainability initiatives for our clients.

Since its formation in 2003, Idea Hall has experienced consistent growth of at least 45% each year. Idea Hall was ranked No. 667 in the 2008 *Inc.* 5000.

Idea Hall's range of services span Branding, Advertising, Public Relations, Online Marketing (web sites, SEO/SEM, social marketing, viral marketing), Direct Marketing, Events, Green and Cause-related Campaigns, Multi-media and more.

Past and present Idea Hall clients include Birtcher Development and Investments; Bixby Land Company; Buchanan Street Partners; Chapman University Hobbs Institute for Real Estate, Law and Environment Studies; City of Victorville; Court Appointed Special Advocates; EnviroFinance Group, Green Both Ways™; LPA, Inc.; Mi Pueblo Foods; Nutrilite; PERC Water; SchoolsFirst Federal Credit Union; and Warner Brothers.

**JASCULCA /
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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 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, City of Chicago Climate Action Plan, Cool Globes, Exelon, the Illinois Department of Commerce and Economic Opportunity, the Joyce Foundation, the Metropolitan Pier and Exposition Authority, Midwest Generation and World Wildlife Fund.

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David Landis, President

Landis Communications, Inc. (LCI) is celebrating its 20th year of providing creative public relations services to clients in the green and environmental space. Our mid-sized, San Francisco-based agency is well-known for its consumer outreach and has been named "the Bay Area's consumer PR experts." The difference at LCI is in the team and the details. Our staff is personally invested in the green movement and that passion shows in the superior work we produce for our clients. We help our clients grow in the ways that matter most to them — be it new customers, increased venture capital or just plain sales. Plus, we're masters at getting media results. LCI goes beyond the usual suspects to secure green stories in outlets where our client's decision makers are looking for information. They're as divergent as *Vanity Fair* and *The Economist*, *Associated Press*, *People*, *Good Morning America* and *The New York Times*.

What matters to us is what matters to our clients and their business growth, whether that's name recognition, new launches, advertising equivalency or coverage measured in column inches.

LCI is strategic, starting from succinctly-honed messaging (we call it Magnetic Messages™) while building a roadmap and a plan that supports our clients' business goals. LCI is a mid-sized firm, with the capabilities and technology of the big multinationals. Our hallmarks are client communication, tangible return on investment (LCI's proprietary Promised Results® program), creativity and comprehensive media outreach. We're also experts when it comes to the often confusing world of new and social media and help clients reach audiences where they're receiving information — be it blogs, vlogs, online outlets or Facebook, Twitter and more. Some of LCI's relevant green clients include: Whole Foods Market, Organic Valley, The North Face, California Academy of Sciences, Yotta Mark (new technology for food safety, origin and traceability), LS9 (renewable petroleum), Save-the-Redwoods League, the California State Parks Foundation and others who care about the world around them.

LCI is the San Francisco member agency of Public Relations Global Network (www.prgn.com), with 40 affiliate agencies worldwide. Please visit LCI online at www.landispr.com for more information, case histories, customer testimonials and relevant media placements — and go green!

**THE LEDLIE
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Joseph M.A. Ledlie, President

For management of vital communications issues, leaders call The Ledlie Group.

Last year, almost three dozen clients came to us for the first time to secure fresh insight and intelligence about their business issues.

Our communications and pub-

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The Bravery played at Hollywood and Highlands on April 24th to help kick off a merger/ joint initiative between CBS Radio Online and AOL. MAYO Communications launched a campaign for SafeMedia Corporation, pioneers of an anti-Piracy technology that stops illegal downloading of movies and music.

The Ledlie Group

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lic relations successes have been in corporate reputation, crisis management, marketing, human resources, executive coaching, media relations, governance and compliance, legal affairs and core operations.

Family-owned, The Ledlie Group has a leadership with more than 100 years experience in corporate communications. True to our founding, we treat each client individually, serving all clients as trusted members of an extended business family.

LEVICK STRATEGIC COMMUNICATIONS

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Richard S. Levick, Esq.,
President and CEO
Michael W. Robinson, Senior
Vice President, Public Affairs
Practice Chair

The Levick public affairs team assists countries, companies, and other entities when they face their most critical moments. From TARP, the Foreign Corrupt Practices Act, and CIFIUS reviews, to U.S. Department of Justice and Securities and Exchange Commission probes, product recalls, and Congressional investigations, Levick's capabilities extend

across every facet of public affairs communications. The team supports legislative advocacy, prepares clients to testify before Congress, and to prevent problems before they cripple institutions.

Levick's unique position as the nation's leading crisis communications firm allows us to fully integrate traditional and new media with legal, public affairs, grassroots and diplomatic efforts to ensure that our clients win.

The public affairs practice is headed by Senior Vice President Michael W. Robinson, a veteran Washington counselor. He led the Securities and Exchange Commission's communications, was a Department of Justice senior communications official, and at the White House for two presidents.

Levick's public affairs team includes Congressional and Administration staffers, from both sides of the aisle, who not only deliver industry-specific counsel but are able to provide timely intelligence and unfettered access.

MARX LAYNE

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Michael Layne, Partner

Marx Layne & Company is Michigan's largest independent marketing and public relations

agency.

Our public affairs professionals customize high-impact strategies to deliver clients' messages and influence opinion on legislation, regulation and appropriations at the state and local levels. We're routinely engaged by lobbyists to reinforce their efforts by generating constituent messages, news coverage and talk show appearances, editorial commentaries, expert testimony and research studies.

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

We're knowledgeable in many industries including environmental services, energy, financial services, health-care, higher education, hospitality, legal, manufacturing, nonprofits, real estate, retail and telecommunications.

MAYO COMMUNICATIONS

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Aida Mayo, President
George McQuade, Vice President

MAYO Communications & MAYO PR, based in LA with offices in New York, San Diego and Bern, Switzerland has been serving entertainment, environmental, government, business and Green Company clients for more than a decade. George McQuade, founder of MAYO Communications has worked behind the scenes for various high-profile political and environmental campaigns with posted winning results.

In 2007-2008 McQuade launched an aggressive Campaign for SafeMedia Corporation, Boca Raton, FL., which has the only technology to stop illegal downloading of copyrighted materials over the Peer-2-Peer networks, including music and movies. Studies show that more than \$2 billion worth of music and more than \$20 billion worth of movie content was downloaded illegally last year. SafeMedia Corporation has developed P2PD™ technology. The technology is deployed at end-user sites, either integrated into network devices installed in user locations such as edge routers/modems or subnet edge routers and concentrators, or as

an independent network technology (SafeMedia's Clouseau®). Using Warrior Records music stars like Benny Mardones and Eddie Money, MAYO grabbed the attention of the MPAA Global Anti-piracy committee, Recording Industry Assn. of America and Congress to encourage legislation to adopt technology like SafeMedia, a green company. Studies found P2P Networks like LimeWire, (gnutella network), eMule (eDonkey network) and Kazza, in addition to free downloads, it had also posed security risks through inadvertent filesharing.

In 2006, MAYO Communications was hired to create an environmental public affairs buzz encouraging voters to pass the \$20 billion bond measure called Prop B. Utilizing Governor Arnold Schwarzenegger's transportation staff and the 'Governor' himself with high profile Prop "B" related news conferences, the measure passed in 2006. Prop 1B, the Transportation, The story received more than 25 million media impressions.

A short list of past clients include: Wal-Mart, The Gas Company, USC, East Alameda Corridor, City of Placentia, WTCA-LA/LB and LAEDC.

OGILVY PUBLIC RELATIONS

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Jamie Moeller, Managing Director, Global Public Affairs

Ogilvy PR has a long history of helping clients successfully engage in and promote public affairs, sustainability and environmental initiatives. Ogilvy PR's global sustainability offering, Ogilvy Earth, ensures consistent approach to sustainability from market to market. Our experts combine in-depth knowledge of sustainability with communications expertise to help corporations reach stakeholders — employees, consumers, governments, local communities, media, customers, suppliers and investors. The agency helps our clients navigate this complex and rapidly changing environment through a variety of services

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The Fisker Karma, the first of its kind luxury plug-in hybrid is unveiled at the 2008 North American International Auto Show in Detroit, MI. Rogers & Cowan coordinated all publicity efforts for the unveiling, including a press conference, an SMT and a live sneak preview on Good Morning America.

Ogilvy Public Relations

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including, strategic planning, partnership identification and outreach, internal & external communications. Ogilvy PR's roster of clients includes *Fortune* 100 companies, global multinationals and leading industry trade associations.

PEPPERCOM

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Steven Cody and Edward Moed,
Managing Partners

Peppercom is a mid-sized communications agency that specializes in developing strategic and creative PR programs for clean tech companies as well as working with *Fortune* 1000 corporations that are transforming into "green" companies and need environmental PR support. Peppercom's GreenPepper offering focuses exclusively on "green" initiatives as well as helping to bridge the gap between corporations and NGOs and other important influencers. In addition to GreenPepper, Peppercom's services include a positioning program designed to differentiate a client from its competitive set, a crisis management program called CrisisRx, digital programs through PepperDigital and Pain-Based Selling, a program that identifies the gap between perception and reality of what clients are thinking.

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

POWELL TATE

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Pam Jenkins, *President*

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

While Powell Tate can help clients reach top opinion leaders in Washington, the agency also specializes in state and local public affairs campaigns and grassroots outreach, especially through interactive media and advocacy. Major areas of expertise include energy and environment, health-care, non-profit advocacy, financial services, education, international communications and defense. The firm also special-

izes in crisis and litigation communications, and partners with numerous law and lobbying firms to help clients communicate and build support among policymakers, advocates and the general public.

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

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David Kalson, *Exec. Managing Director*

The environment has become one of the defining issues of our era, and RF|Binder continues to be at the forefront of this historic trend. We have decades of experience helping companies to define and project their environmental and related energy positions while working with them to manage environmental crises and issues.

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

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

RASKY BAERLEIN STRATEGIC COMMUNICATIONS

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

Rasky Baerlein Strategic Communications, one of the top 50 public relations/public affairs firms in the nation, has a dynamic, rapidly growing Energy and Environment Practice, with a team of experts from a range of disciplines including environmental policy, emergency response, marketing and media relations. The practice, led by Jim Cabot, excels in helping clients achieve their business objectives through integrated communications strategies, working with companies ranging from large utilities to clean tech start-ups and a burgeoning roster of renewable energy companies.

Rasky Baerlein's Public Affairs practice, led by George Cronin, excels at government relations, lobbying, grassroots organizing, community relations and ballot campaigns. The practice has extensive experience representing multi-national clients' interests before local, state and federal governments, and can help you take advantage of the strong relationships we have built with elected and appointed government officials in both New England and on Capitol Hill.

Current client examples include Covanta Energy, Dell, Inc., First Wind, Mascoma, SUEZ Energy, Toyota, Valence Technology and Ze-Gen.

ROGERS & COWAN

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Tom Tardio, *CEO*

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

Our team manages and executes environmental PR and PA campaigns for clients in the technology, food and beverage, automotive and non-profit industries, including *Fortune* 500 companies, philanthropies

Profiles of Environmental and Public Affairs firms

and organizations, trade associations, filmmakers and distributors and international celebrities and recording artists.

Whether we are supporting the launch of a new "green" product, raising awareness for a campaign to protect children from toxins, building excitement for a documentary about global warming, or securing media coverage for a red carpet fundraising event, we provide our clients with the entertainment PR and marketing strategies, access and relationships to secure the right media coverage with the right messaging to help them promote their various initiatives.

Some clients / projects have included Fisker Automotive, Cabo Sao Roque Resort, Children's Health Environmental Coalition featuring Olivia Newton-John and Kelly Preston, Natural Resources Defense Council, Rolling Stones Benefit Concert for NRDC, Leonardo DiCaprio's "The 11th Hour" film, Bloomberg News White House Correspondent's Dinner After Party, Dollywood Foundations's Imagination Library, and Texas Instruments LED TV.

RON SACHS COMMUNICATIONS

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Ron Sachs, President/CEO

Ron Sachs Communications is Florida's leading public affairs communications firm, building public and opinion leader support for issues of local, state and regional importance. Ron Sachs Communications also has a strong environmental client roster focusing on issues from Cap and Trade to Everglades Restoration. As an integrated communications firm, the firm combines public relations, marketing, advertising, grassroots and social media strategies, creating effective campaigns for corporate, non-profit and government clients. The firm also is a national leader in causal marketing and public education initiatives.

Based in Tallahassee, Florida's political epicenter, Ron Sachs Communications is consistently ranked among the top three pub-

lic relations firms in Florida and among the top 100 in the nation. Serving clients with 27 full-time professionals and offices in Tallahassee and Orlando, our team approach ensures deep senior management involvement in all client accounts and access to the expertise of all team members, including our award-winning design, Web and video production staff.

RUDER FINN

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Anne Glauber, New York office
Jessica Ross, Washington D.C. office

Ruder Finn is an independent, US based public relations firm with over sixty years of experience. Ruder Finn's commitment to environmental issues is at the core of much of its practice. As issues of climate change and renewable energy are top-of-mind for policy makers, Ruder Finn's public affairs practice has the knowledge and the relationships to position clients in these evolving areas. Whether it is creating the alliances needed for legislative or regulatory change, profile building and leadership positioning on dynamic and emerging issues, communicating effectively with stakeholders, or creating audibility and visibility for clients in the media and the marketplace of ideas, Ruder Finn has the experience to ensure a meaningful impact.

Working in concert with the public affairs practice, Ruder Finn's Global Issues Communications practice brings years of experience and a wealth of knowledge in the environmental arena. Award winning work with corporations and Non-Governmental Organizations in the green space sets Ruder Finn apart. Environmental clients have included Global Green USA, the U.S. affiliate of Green Cross International founded by Mikhail Gorbachev; Norsk Hydro, a leading Norwegian light metals and energy company; Det Norske Veritas, a Norwegian institute that provides a system to measure greenhouse gas emissions



President and CEO Ron Sachs and Chief Operating Officer Michelle Ubben of Ron Sachs Communications, a public affairs communication firm, based in Tallahassee, Florida.

reductions and the United Nations Environmental Program, among others. In the renewable energy sector, Ruder Finn has worked with the Solena Group, a worldwide producer of energy from biomass and Acciona Energy North America, a wholly owned subsidiary of Acciona, one of the world's largest producers of renewable energy.

For more information go to www.ruderfinn.com/i/renewableenergy or call Anne Glauber, EVP, 212/593-6481.

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Corporate/Public Affairs Practice

Now in its 29th year, Schneider Associates, employing its proprietary process known as Community Launch, has developed strategic media relations and public affairs campaigns on behalf of nonprofits, municipalities, corporations, as well as premier commercial, retail and residential real estate developers. The firm has a demonstrated expertise in building public support to ensure their clients' projects successfully move forward through the public process.

Schneider Associates' clients include prominent firms such as Patriot Partners, National

Development, Cabot, Cabot & Forbes, Nordblom Company, Campanelli Companies and DTZ FHO Partners. Additionally, Schneider's work includes issues advocacy on behalf of communities, non profits, and municipalities including, the City of Boston, ESAC and Boston 2010.

STANTON COMMUNICATIONS

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Peter Stanton, President
Catherine Imus, Managing Director/Public Affairs

Headquartered in Washington, D.C., Stanton Communications, Inc. is a national public relations firm specializing in Public Affairs and Corporate Counseling. The firm provides strategic counsel and tactical programs to corporate and trade association clients in the energy and environmental, chemicals, recreational sports, telecommunications, healthcare and transportation industries.

Our professionals utilize comprehensive knowledge of the legislative and regulatory process and apply a multi-dimensional approach to create innovative client programs designed to achieve issue and public policy goals. The firm offers comprehensive expertise in issues man-

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A sample of Vantage's recent greentech coverage.

Stanton Communications

Continued from page 29

agement, coalition building and mobilization, government and community relations, media relations and grass roots advocacy.

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Ilene Adler, CEO
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Vantage Communications is an award-winning PR Agency, with clients in green IT, solar and green building. Vantage is the

go-to agency for green PR. The agency is well-established with the top press and leverages these relationships to raise awareness for clients.

By devising creative campaigns guided by seasoned PR professionals, Vantage continuously garners high-impact coverage for its clients in top-tier national news outlets, including cover stories and features in *Fortune*, *Time*, ABC News and *The Wall Street Journal*. Additionally, clients regularly appear in top trades and green publications to establish thought leadership in the industry while driving sales.

WEBER SHANDWICK

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William Brent, Senior Vice President, Cleantech Practice

Weber Shandwick's interna-

tional Cleantech practice boasts a team of 40 professionals who provide strategic PR services to leading and emerging companies in the booming Cleantech space. The team is on the cutting edge of defining strategic PR for the Cleantech industry.

From recyclable concrete, fuel cell cars and renewable energy to carbon emission tracking, green investing and green IT, Weber Shandwick's Cleantech practice has expertise in an array of clean technologies, both B-to-B and B-to-C, and is continuing to reach into new green sectors in innovative ways.

Some current Cleantech clients include CarboNetworks, ChooseRenewables, EnviroFit, Finavera Renewables, Horizon Fuel Cell, Hycrete, Kyoto Planet Group, and Verdiem.

The group is under the leadership of William Brent, Senior Vice President in the Seattle office. Mr. Brent is on the North American Advisory Board of the Cleantech Network and an advisor to the Joint China-US Cooperation on Clean Energy. He also has experience as a foreign correspondent and marketing entrepreneur.

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Scott Widmeyer, Chairman and CEO

Widmeyer is an independent full-service communications firm specializing in the development and implementation of public information and public affairs campaigns, social marketing efforts, outreach strategies, communications initiatives and marketing programs. Since 1988, Widmeyer has served hundreds of universities, government agencies, nonprofit and advocacy organizations, companies, trade associations, coalitions and foundations.

Current and recent clients include Chase Card Services, U.S. Department of Health and Human Services, the Association of American Publishers, Pfizer Inc., The Coca-Cola Company, the U.S. Climate Action Partnership, Wellesley College, Consumers United for Rail Equity, Pearson

Education, the Lumina Foundation for Education, the College Board, and many others.

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Otis Wragg & Ray Casas, Principals

Florida's premier crisis and issues management firm, Wragg & Casas has helped clients emerge successfully from multifaceted, high-profile, media-intensive situations since 1991. In 2007, *O'Dwyer's* named Wragg & Casas one of the nation's top environmental PR firms. Oil exploration, power plant sitings, Everglades restoration, complex corporate litigation, airplane crashes ... With offices in Miami, Orlando and Southwest Florida, and a staff of veteran communications professionals and former journalists, Wragg & Casas serves corporate clients throughout Florida.

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



Zeppos & Associates' environmental PR experts include Senior Account Executives Kathleen McCann and John Gardner, and Executive Vice President Kris Naidl.