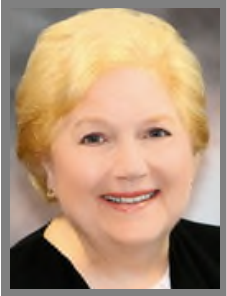


KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Fall/Winter 2014



Proud of our team? Absolutely!

by Anne Sceia Klein, Fellow PRSA

As you will see in this newsletter, September was an auspicious month for two of AKCG's leaders, Chris Lukach and Jerry Klein.

Chris was recognized by *NJBiz* as one of the publication's "Forty Under 40" rising business leaders. Just a few days earlier, Jerry Klein received Temple University's Low Klein Alumni in the Media Award, which carried with it induction into the Temple School of Media and Communication Alumni Hall of Fame.

These are significant honors for exceptional professionals. And in a business where so much of what we do is "behind the scenes," a moment in the sun every now and again feels good. And, more than that, it reminds us of what an outstanding team we have here at AKCG.

In his 10 years with AKCG, I have watched Chris grow from young practitioner to firm president and tried-and-true counselor. He is trusted by his clients. His expertise is far-reaching and in-demand. He represents our industry and our firm with distinction.

(Continued on last page.)

Honors and Awards

AKCG OWNERS HONORED

All three of AKCG's owners received major honors in the past several months.

Founder Anne Sceia Klein received a Brava! Award from *SmartCEO* magazine in July. The award celebrates the distinguished achievements of 25 of the Greater Philadelphia region's top women business leaders.

EVP Jerry Klein received a Low Klein Alumni in the Media Award and was inducted into the Temple University School of Media and Communication Alumni Hall of Fame in September. The awards are named for esteemed professor Low Klein (no relation), a pioneering television executive and the former producer of Dick Clark's *American Bandstand*.



Anne Klein receives SmartCEO magazine's Brava! Award.



Jerry Klein (center) with fellow Low Klein Award winners Tracy Davidson, a reporter and anchor at Philadelphia's NBC 10; Larry Margasak, a longtime reporter at the Associated Press Washington Bureau; NBC Nightly News anchor Brian Williams, keynote speaker and recipient of the Low Klein Excellence in the Media Award; Claire Smith, a pioneer for women in sports journalism and now a news editor at ESPN; Meredith Avakian-Hardaway, recipient of the Rising Star Award; and John Oates, musician and songwriter of the Hall & Oates duo, recently inducted into the Rock 'n' Roll Hall of Fame.

NJBiz magazine recognized AKCG President Chris Lukach in September as one of this year's "Forty Under 40" honorees. Each year, the publication celebrates 40 of New Jersey's most accomplished young businessmen and women who have propelled their industries forward and who share a commitment to business growth, professional excellence and the New Jersey community.



Chris Lukach (right) receives *NJBiz* magazine's Forty Under 40 award.

Staff News

CHRIS CROSSES COUNTRY FOR SPEAKING ENGAGEMENTS

Chris Lukach is maintaining a busy speaking schedule this fall, as October saw him presenting at two national conferences.

On October 14, Chris partnered with clients Patrick Donohue (Saint Mary Medical Center) and Brian Downs (Lehigh Valley Health Network) to present “Am I Ready: The Crisis Communicator’s Self-Assessment” at the Society for Healthcare Strategy and Marketing Development (SHSMD) meeting in San Diego, Calif. The session encouraged attendees to evaluate their true level of crisis preparedness, taking into account that preparedness requires much more than a plan on paper.

Then, on October 17, Chris traveled to Milwaukee to present “Untangling the Social Web” at the Council for Standards on International Educational Travel (CSIET) annual meeting. The program encouraged attendees to embrace sound social media policies and practices. CSIET represents student exchange program operators in the United States and across the world.

DARRAH SPEAKS AT SETON HALL

Senior Associate Darrah Foster spoke on a professional panel at the Seton Hall Public Relations Student Society of

America (PRSSA) Chapter on October 7. The event included a Q-and-A session about advice for prospective communication professionals, insight for students on how to land a job and general thoughts about the public relations field. Darrah emphasized the importance of being involved in pre-professional organizations, such as PRSSA, and encouraged students to join a professional organization after graduation.

JERRY WINS GOLD

The third time was the golden charm for Jerry Klein, whose team won the gold medal and championship trophy at the annual Snoopy Senior World Ice Hockey Tournament in Santa Rosa, Calif., in July. Goaltender Jerry, who has played men’s



Jerry and Anne show off their gold medals and the championship trophy.



Darrah Foster (left) participates on a panel at Seton Hall University.

league hockey for over 30 years, back-stopped his team in the age 60-and-over division to three straight wins, including two shutouts. The team, consisting of players from Spokane, Wash., British Columbia, Ontario and Southern California, won silver medals in 2012 and 2013. Anne shared in the honors, since she served as assistant manager and social director for the team.

Client News

Mercy LIFE’s dedicated and compassionate staff, as well as the participants in its PACE (Program of All-Inclusive Care for the Elderly) programs, know first-hand how talented the organization’s senior leaders are. And recently, the *Philadelphia Business Journal* took note as well. In July, the publication named Mercy LIFE Chief Financial Officer Samuel D’Antonio “CFO of the Year.” The award, sponsored by *PBJ* and Drexel University, recognizes the region’s top financial officers whose successful leadership has been crucial to their company’s growth. This year, under D’Antonio’s guidance, Mercy LIFE established the first non-traditional LIFE program within a residential facility for Deaf and blind seniors – called Mercy LIFE Valley View – on the Elwyn campus in Elwyn,



AKCG’s Kathryn Conda and Mike Gross with Mercy LIFE Director of Marketing & Communications Taryn Duckett at the Philadelphia Business Journal Health Care Innovation Awards ceremony.

Pa. This new program expanded the organization’s territory beyond its original thirteen Philadelphia zip codes to include all of suburban Delaware County.

In October, the same publication named Mercy LIFE Chief Medical Officer, Dr. Donna Raziano, an “Emerging Executive” during the annual Health Care Innovation Awards. The awards honor leaders in healthcare and life sciences around the Philadelphia region, and are based on candidates’ professional accomplishments and community impact. This honor marks Dr. Raziano’s second accolade from the *Philadelphia Business Journal*. She was selected as the publication’s “Physician MBA” winner in 2012.

Spotlight on a Client

PROMOTING CPI COMPANIES AND POLICYAUDITS.COM

Since AKCG and **CPI Companies** began working together in the spring, the Voorhees, N.J.-based life insurance brokerage and financial services firm has swiftly become recognized as an industry leader, locally and across the nation. CPI's leadership team, including husband-and-wife pair Ron Sussman and Tricia Pilone and estate planning expert Gary DeVicci, have fast become sought-after thought leaders in the local and regional media. The firm recently launched PolicyAudits.com, a site incorporating a proprietary process through which unbiased experts evaluate people's life insurance coverage to identify and

help correct gaps in coverage before they become troublesome.

In June, Sussman was featured on Philadelphia's KYW Newsradio just in time for National Insurance Awareness Day. Reporter Michelle Durham urged listeners to evaluate their insurance policies whenever they experience a life change, such as divorce or death in the family. The story appeared on the front page of CBSPhilly.com on June 28.

The July issue of *Moxie Woman* magazine featured Pilone's wholehearted commitment to her clients when the editor asked several female business leaders about their "desert island must-have items." Pilone's response? "I'd need my laptop and mobile phone. The phone can serve as a mobile hotspot so I'm able to access our website and stay in touch with my clients and colleagues."

The September issue of *Insurance News Net* magazine – the insurance industry's most trusted trade publication – featured a two-page spread introducing PolicyAudits.com into the marketplace. The story, "How to Prevent Life Insurance Buyer Amnesia," defined the benefits of an annual life insurance policy audit and provided insurance agents with a simple, quick-reference tool when discussing insurance risks with potential clients.

Throughout the fall, Sussman, Pilone and DeVicci have all been regular contributors to *South Jersey Biz* and



Feature in *Insurance News Net* magazine on PolicyAudits.com.

Suburban Family magazines locally. In September, *South Jersey Biz* named Sussman one of the region's "Outstanding Entrepreneurs," and you can find DeVicci's estate planning advice in its current special edition called "The Money Issue."

Keep your eyes peeled for Sussman and Pilone to make media history this month, when the *Philadelphia Business Journal* features the pair as its first-ever dual CEO team to appear in the newspaper's "Social Capital" section.



CPI Companies was featured on KYW Newsradio and CBSPhilly.com in June.

More Client News

Our crisis and issues practice remains strong ...

Mercy Fitzgerald Hospital called on AKCG to assist immediately with media relations and internal and external communications when a patient shot a caregiver in an outpatient medical center. AKCG worked hand-in-hand with the community hospital's leadership team to manage widespread media attention and maintain goodwill among employees and the community. A physician was commended for his heroism in subduing the shooter. The actions taken by the hospital were exemplary.

Facing an uncertain future, **St. James Mercy Hospital** in Hornell, N. Y.,

engaged AKCG to help rebuild bridges between employees, community members and elected officials. The campaign restored trust in the hospital's leadership and laid the groundwork for a community-driven plan to protect the city's vital healthcare services.

Long-time client **Lonza** asked us to provide media and spokesperson training to several leaders at its sites across the country. After reviewing with trainees fundamental spokesperson techniques and skills, Chris Lukach and Mike Gross simulated media interviews and critiqued their performances. The training sessions focus on empowering attendees and building comfort in exercising control.

This fall, we assisted an education client in preparing for union negotiations by providing strategic communications counsel and messaging to reach various audiences.

Another education client faced a situation where a student was accused of sexual misconduct by a female student. We counseled the client on appropriate messaging and on working with the police.

Our team has been working with a law school client, preparing the dean for speaking engagements and meeting the media as the school manages an ongoing controversy.

Proud of our team? Absolutely!

(Continued from front page.)

And with Jerry Klein devoting so much of his time pulling the levers and turning the dials to keep our agency running smoothly, one can lose sight of what a true renaissance man he really is. Jerry was the last student station manager of Temple University's radio station, WRTI, in 1969 before the university hired an all professional staff. He went on to a 10-year career in broadcasting before entering Temple's School of Law, where he became managing editor of the law review. Jerry was a litigator for five years before joining AKCG. A broadcaster,

an attorney, a counselor, a leader – he has done it all, and this honor is well deserved.

It's been a great season on a few personal notes as well. Many of you know of Jerry's passion for ice hockey. His team won a gold medal at the Snoopy Senior Men's Hockey Tournament in Santa Rosa, Calif., this past summer.

And we extend congratulations to Chris, his wife Melissa and daughter Katherine Grace on the birth of Claire Jordan in July. — A.S.K.

NICE WORDS

“This is great. Amazing work as usual. Thanks for all your hard work [on the nomination of Mercy LIFE Chief Medical Officer Dr. Donna Raziano as “Emerging Executive” in the *Philadelphia Business Journal's* annual Health Care Innovation Awards].

Taryn Duckett
*Director of Market Strategy
& Planning*
*Mercy Home Health
and Mercy LIFE*

Anne Klein Communications Group is a public relations consulting firm based in the Philadelphia region, with clients throughout the United States.

The firm is certified as a Small Business Enterprise (SBE) by the State of New Jersey.

KALEIDOSCOPE is published by Anne Klein Communications Group, LLC
1000 Atrium Way, Suite 102
Mount Laurel, NJ 08054-3903
856-866-0411

e-mail: newsletter@annekleincg.com
WWW: <http://www.annekleincg.com>
Editor — Jerry Klein



Printed on recycled paper

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Suite 102
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Fall/Winter 2014

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