

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Spring 2007



Celebrating Silver, Going for the Gold

by Anne Sceia Klein, Fellow PRSA

Twenty-five years ago when I started Anne Klein & Associates, I never gave a thought to how long the agency would be around. And here we are celebrating our silver anniversary! We would not have reached this milestone without our clients, our colleagues, our staff members and senior counselors, our friends and our families who have supported us over the years. Thank you.

The way we practice public relations has changed dramatically – from typewriters and print media dominance to the use of computers and the Internet, a 24-hour news cycle and a truly global marketplace. Our firm has continually adapted to embrace these changes. But some things have not changed – our dedication to our clients and their needs, our stewardship of their resources and our support of young professionals in their careers. We believe, above all, that public relations is about relationships, and we are committed to building and nurturing these relationships.

(Continued on last page.)

25th Anniversary

AKA CELEBRATES ANNIVERSARY WITH GIFTS TO TWO SCHOOLS

Where has the time gone? In January, Anne Klein & Associates celebrated its silver anniversary. In an insert inside this newsletter, we look back at some of the highlights of those 25 years.

But we feel it's even more important to look forward. For that reason, AKA decided to make a contribution to the future of public relations – students. In observance of our anniversary, the firm donated \$25,000 to Rowan University and Temple University, each of which has a public relations curriculum and a chapter of the Public Relations Student Society of America (PRSSA).

Each school was given \$12,500 with the request that it allocate \$2,500 each year for the next five years to defray students' expenses for attending the annual PRSSA national conference.

The schools were chosen because of their longstanding connections with the firm. Anne has been the professional advisor to the PRSSA chapter at Rowan since its founding in 1976, and Jerry has both an undergraduate degree in communications and a law degree from Temple.

Awards

ANNE AMONG NJ'S BEST WOMEN IN BUSINESS

Anne Klein was recognized by *NJBiz* magazine as one of the state's most dynamic women business leaders in its annual search for "New Jersey's 50 Best Women in Business." She was selected based on her accomplishments in her profession, her community involvement, and the impact she has had on the personal and professional growth of women in business. Two other women associated with AKA were similarly honored. Eileen K. Unger (at left in photo) is an AKA strategic partner and founding partner of Emergency Preparedness Partners,



a consulting firm that helps companies prepare for unexpected disruptions. Ann Higgins (at right) is an AKA senior counselor and president of Utopia Communications, a public relations agency focusing on socially responsible clients.

Awards

AGENCY WINS FIVE AWARDS FROM PHILADELPHIA PRSA

Anne Klein & Associates achieved recognition for five of its client programs at the 38th annual Pepperpot & Achievement Awards event hosted by the Philadelphia chapter of the Public Relations Society of America. AKA received a first-place award in the Institutional Programs category for “Unifying Our Ministry Through ‘Many Hands. One Heart.’,” a strategic branding campaign created for Diakon Lutheran Social Ministries. A second first-place award in the Limited Budget Programs category was received for “Promoting Financial Literacy to Reinforce Industry Leadership,” a program created for the Radian Group, a financial services company.

“Naming the Nobels: Raising the Profile of a Research Partner,” developed for Thomson Scientific, the scientific business unit of the Thomson Corporation, won a second-place award in Media Relations. Two programs created for Noramco Inc. (“Celebrating Four Milestones – Noramco’s Achievements” in the Special Events category and “Building a



Savoring their Pepperpot awards are (left to right) AKA account manager Chris Lukach, president Anne Klein, COO John Moscatelli, senior counselor Nancy Farwell, Noramco manager of Environment, Health & Safety Vince Kranz, and Thomson Scientific manager of Corporate Communications Rodney Yancey.

Bridge to Students’ Futures” in the Public Service category) also received second-place awards. Noramco, a subsidiary of Johnson & Johnson, produces fine chemicals for the pharmaceutical industry.

CREATIVE AWARD FOR VIDEO

Diakon’s “Many Hands. One Heart.” campaign also received a MarCom Creative Gold Award from the Association of Marketing and Communication Professionals for a promotional video, which was part of the branding campaign created by the AKA team.

CCPA MENTOR AWARD

Philadelphia’s Center City Proprietors Association presented Anne Klein with its Mentor Award. The presentation was part of its Real Small Business Awards event, which recognizes outstanding small business owners, professionals and supporters in the Philadelphia area. Anne received the Mentor Award in honor of her more than 30 years of support of the Public Relations Student Society of America, and for her commitment to mentoring and counseling young people seeking a career in the public relations profession.

Client News

AKA generated more than \$7.7 million in publicity value nationwide last year for client **BetterInvesting**, a national nonprofit dedicated to creating a nation of educated individual investors. The total reflects more than 35 million media impressions (as compiled using PRtrak®) ... and that’s only the *major* placements. AKA COO John Moscatelli visited BetterInvesting’s Madison Heights, Mich., headquarters recently and briefed

its board of trustees on our efforts for 2006. BetterInvesting has been an AKA client for nearly the entire 25 years the agency has been in business.

Another aspect of AKA’s efforts for BetterInvesting was arranging for volunteers and a member of its headquarter staff to ring The Closing BellSM at the New York Stock Exchange (NYSE) on December 29, the last day of trading for 2006. Larry Reno (center in photo at left), chair of BetterInvesting’s National Investors Association Advisory Board, did the honors. AKA’s BetterInvesting team attended the event and worked closely with the NYSE media relations team to coordinate publicity efforts for what has become virtually an annual tradition over the last several years. Volunteer representatives from BetterInvesting also rang The Closing Bell on the first day of trading for 2006, January 3.

AKA helped promote the new **Memorial Sloan-Kettering Cancer Center** facility in Basking Ridge, N.J. The state-of-the-art facility was designed from a patient’s perspective to ensure maximum privacy and comfort. AKA’s short-term media relations campaign in November yielded several in-depth



Ring the NYSE Closing Bell.



AKA’s Chris Lukach (left), Anne Klein and Kate McDermott (both at right) with officials of Memorial Sloan-Kettering.

articles in targeted daily and weekly publications, including the Newark *Star-Ledger*. Analysis showed that the resulting media coverage reflected a nearly 12 times return on investment.

MIKE IS MEMBERSHIP CHAIR FOR PHILADELPHIA PRSA

AKA account manager Mike Gross has taken on the role of membership chair for the Philadelphia chapter of the Public Relations Society of America (PRSA). He is working closely with the chapter's president to develop a membership-drive campaign and add to the chapter's outreach efforts. Mike took part in a group orientation presentation held in January for new and prospective members. One of Mike's first projects will be to take a closer look at the chapter's current membership of nearly 600 people – it is one of the ten largest chapters nationally – and identify trends within the group.

CHRIS PRESENTS TO PINNACLE

AKA account manager Chris Lukach gave a presentation entitled, "Incorpor-

ating New Media into Your Client Programs: The Challenges," at the February meeting of Pinnacle Worldwide in Atlanta. The presentation detailed some of the difficulties that PR agencies face in integrating social media techniques, such as blogs, podcasts and social networking Web sites, into client campaigns. The program was very well received by the session attendees. In fact, Chris was asked by Pinnacle's Washington, D.C., partner, Potomac Communications Group, to reprise the presentation for its annual meeting in March.

Chris also is serving as webmaster and as a member of the 2006-2007 board of directors of the Philadelphia Public Relations Association (PPRA). As webmaster, Chris inaugurated the organization's new podcast (available free at www.ppra.net) as well as the group's listserv/message board, which is open to members.

communications to communications in other sectors, such as nonprofit and corporate.

WHO IS THAT MASKED MAN?



Putting his favorite pastime to use for a good cause, Jerry Klein defends the goal in a charity hockey game in March for the benefit of Easter Seals. Jerry's team won the game 14-8. Jerry has played amateur hockey for about 25 years.



WBZC-FM, the student radio station at Burlington County (N.J.) College, installed a new high-definition ready transmitter and antenna in January. Jerry Klein, himself once the station manager of the student radio station at Temple University, has been a member of the WBZC's professional advisory board since 1993. He was on hand to help flip the switch activating the new equipment with Amy Webb, chair of the college's board of trustees, and Pat Corson, the school's vice president of marketing and business development. Jerry also represented the Broadcast Pioneers of Philadelphia, of which he is a vice president, at the event.

ANNE ON CAMPUS

Recently, students from three different college campuses had the opportunity to witness, first hand, Anne's commitment to PR education. On March 29, Anne was a featured panelist at the Public Relations Careers 101 seminar held at Temple University and sponsored by PPRA. She was a guest speaker on April 2 for a public relations class at Burlington County College. She also conducted her popular etiquette seminar at Rowan University on April 4, stressing to students the importance of proper etiquette in the business world.

GOOD SPORTS

Mike Gross and Chris Lukach spoke to a group of sports management students at Neuman College, Aston, Pa., about sports communications, with an emphasis on crisis communications. Mike and Chris explored with the class of about 20 students several current case studies on communicating with a sports team's community. They also discussed the similarities and differences of sports

FLOWER POWER

AKA CFO Dick Scarduzio and associate Kate McDermott volunteered their time at this year's Philadelphia Flower Show at the Pennsylvania Convention Center. On display were more than 10 acres of gardens, flowers and entertainment. Dick and Kate assisted with media relations by greeting members of the media, providing media kits and maintaining an accurate contact list for follow-up inquiries.

INTERNET RADIO

Anne Klein was a guest on an Internet radio show, "The Growth Strategist," hosted by Aldonna Ambler. The show focused on "Growing your business through strategic alliances." Anne discussed how she has worked with several organizations, including Pinnacle Worldwide, the Council of Public Relations Firms and AKA's own Senior Counselors ALLIANCE, among others. The show originally aired in November at www.business.voiceamerica.com and can be heard at www.akleinpr.com/radio.php.

Celebrating Silver, Going for the Gold

(Continued from front page.)

While we look back on our past achievements with great pride, we are even more excited about our future. We have expanded our capabilities in several new areas: branding campaigns, an internal communications practice and a high-tech extension to our crisis communications planning capability. All of this is supported by a truly extraordinary team of public relations and marketing communications professionals, including our partners around the globe in Pinnacle Worldwide and a select group of strategic partners.

Our firm's golden anniversary will see another generation of professionals at

the helm, but I know that the culture all of us have created over this first 25 years will continue to faithfully serve a growing roster of clients across many fields, in a global arena.

I would be remiss if I did not remember two people whose inspiration helped me get to this milestone; I wish they were here to celebrate with me: my father, Dr. Charles B. Sceia; and my dear friend, mentor and senior counselor, Frank X. Long. Others who deserve a special thanks include Nelson M. Fellman Jr. and Sylvia Kauders, both of whom continue to give me advice and friendship from the bottoms of their

hearts. To Lois Morasco, Jim Moran and the late Dick Park, my gratitude for giving me opportunities in the corporate arena that helped me grow to the point where I could start an agency and succeed. To Dick Jackman, thanks for the encouragement to start the firm and for being my first client.

To our staff today I say, go forward and excel, doing what you love to do.

To my mother, Kathryn Lucas Sceia, who will be 95 in July: Thanks, Mom. You are an inspiration! And to my husband and business partner, Jerry: You complete the picture. A.S.K.

Anne Klein & Associates is a public relations consulting firm based in the Philadelphia region, with clients throughout the United States. It is a member of



Pinnacle Worldwide, a network of leading independent public relations firms around the world.

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FIRST CLASS MAIL

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PUBLIC RELATIONS INTELLIGENCE™

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PUBLIC RELATIONS COUNSELORS

ANNE KLEIN
ASSOCIATES

Spring 2007

How do we chronicle all the people and events that marked the first 25 years of our firm? Short of writing a book (which probably no one but us would read), we can't. So here is our humble attempt to recount at least the highlights. Space limitations prevent us from mentioning by name all of the myriad clients, staff members, counselors and friends who contributed to our success over that time span. Our sincerest thanks to you all.

January 4, 1982 - Anne Klein sets up an office in a spare bedroom of the Klein house and officially launches Anne Klein & Associates, with Sun Company, her former employer, as its first client.

February 1982 - The firm issues its first news release, announcing it is open for business. A short while later, Anne hires her first employee, Laura Bishop, who would ultimately stay with the firm for seven years.

March 1982 - Anne's husband, Jerry Klein, a practicing attorney at the time, assists by researching and purchasing the firm's first computer: a state-of-the-art Apple II+, with 64kb of memory (upgraded from the standard 48kb), two 5¼ inch floppy disk drives, a "letter-quality" daisy wheel printer and a word processing program called EasyWriter. Total cost: \$7,500.

April 1982 - The fledgling firm lands its second client, the National Association of Investment Clubs, later the National Association of Investors Corp. (NAIC). Now known as BetterInvesting, it remains a client to this day.

Shortly afterward, Susan Talbot becomes the firm's second employee. A second bedroom in the Klein home is converted to office space. In 1983, Anne has the basement paneled and turned into an office.

1982 - Charlie Volpe (now a professor at Rowan University) asks Anne to team with him to establish a professional

association, PR Professionals of Southern New Jersey (PRPSNJ), as a means to network with other practitioners in the region.

December 1983 - Anne is featured in an article in *Entrepreneur* magazine about women who have left the corporate world to become consultants.

May 1984 - Anne forms COMSOURCE, The Communications Consortium – an affiliation of nine senior, independent public relations counselors. As explained in an article in the *Philadelphia Inquirer*, "Each agency works independently on assignments that it easily can handle alone. But on bigger assignments, it teams up with other affiliated Comsource members and pays the members for their help."

December 1984 - The firm wins its first award, a Meritorious Achievement Pepperpot Award from the Philadelphia

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CELEBRATING 25 YEARS OF
PUBLIC RELATIONS INTELLIGENCE™

May 1986 - Anne attends the annual conference of the Counselors Academy of PRSA and gives a seminar on how owners of small PR firms can guide bright, young employees to assume responsibility and authority in their firms.

February 1987 - Laura Bishop is promoted to senior account manager. The firm has grown to six employees.



A 1984 COMSOURCE meeting in AKA's basement office. Left to right: Beau Weisman, Charlie Volpe, Kaysi Miller-Weeks, Anne Klein, Frank Long, Shirley Laird.

chapter of the Public Relations Society of America (PRSA), for its program publicizing the conversion by developer Mark Hankin of the closed, historic Frankford Arsenal military facility into the Arsenal Business Center.

August 1985 - Jerry leaves his law practice and joins the firm full time. His first assignment: find office space outside their home, because the business by now has overflowed the basement and two bedrooms into the kitchen and family room.

April 1987 - The firm becomes a network affiliate of Manning, Selvage & Lee, one of the largest full-service PR firms in the world.

August 1987 - AKA issues a news release announcing that it has "added facsimile transmission ('fax') to its arsenal of communications capabilities. 'More and more of our clients asked us if we could fax documents back and forth,' said firm president Anne Klein. 'Now we can.'"

(Continued on next page.)

1987 - Anne is named a Super Communicator of the '80s by the Philadelphia chapter of Women in Communications Inc. (WICI).

August 1987 - Anne, a former president of the Philadelphia chapter of PRSA and delegate to the national assembly, is named to the national organization's Nominating Committee.

November 1987 - Anne is honored by the Public Relations Student Society of America (PRSSA) as the Outstanding Professional Advisor in the nation, in recognition of her 10 years of dedicated service to the Glassboro State College (now Rowan University) chapter of PRSSA. Anne helped found the chapter in 1976 and signed its charter.

November 1988 - The firm moves again into larger office space.

December 1988 - Anne is the first recipient of the Anthony J. Fulginiti Award for outstanding contributions to PR education, from the Philadelphia chapter of PRSA. The award is named for the Glassboro State (Rowan) professor (and AKA senior counselor) who cofounded the school's PRSSA chapter with Anne.

April 1989 - Anne and Jerry and the firm are profiled in the business section of the *Burlington County (N.J.) Times*.



AKA staff (from Anne down) and senior counselors in 1988.

June 1989 - Anne authors bylined articles on sensitive issues PR and crisis communications for *Focus*, a Philadelphia business magazine.



The first issue of Kaleidoscope - 1990.

December 1989 - Two of the firm's client programs share "Best of Show" honors in the Pepperpot Awards. One is for a community relations and education program on behalf of New Jersey-American Water Company (NJAW), which was building a new 40-mile water pipeline through southern New Jersey. The other is for a media relations campaign for Abington (Pa.) Memorial Hospital.

January 1990 - The firm is described as "A public relations powerhouse" in a profile on "Women in Business" published in a local newspaper.

Spring 1990 - AKA publishes the first issue of *Kaleidoscope*.

September 1990 - The firm wins "Best of Show" in PRPSNJ's Bery Awards for its campaign for the NJAW pipeline.

November 1990 - For the third year in a row, Jerry presents a seminar on PR Law at the PRSA national conference.

April 1991 - Anne is named Small Business Person of the Year by the Chamber of Commerce of Southern New Jersey.

Fall 1991 - AKA account manager Paula DiLeo is named president of the Philadelphia chapter of WICI.

November 1991 - Anne Klein and Tony Fulginiti are inducted into PRSA's College of Fellows.

December 1991 - AKA senior counselor Frank X. Long receives the Anthony J. Fulginiti Award for outstanding contributions to PR education.

1992 - AKA becomes the exclusive Philadelphia region member of Pinnacle Worldwide, an international network of leading public relations firms.

1992 - Jerry receives a PRSA Presidential Citation for his work on the confidentiality guidelines for PRSA's Board of Ethics and Professional Standards.

September 1992 - Frank Long is elected to PRSA's College of Fellows.

May 1993 - AKA wins "Best of Show" in PRPSNJ's Bery Awards competition for the "Own Your Share of America" campaign for the NAIC.

Summer 1993 - Henry Rowan, whose \$100 million gift to Glassboro State College prompted the school to rename itself Rowan University, thanks AKA for helping calm the controversy regarding the name change.

Summer 1993 - Anne is named a Woman of Achievement by the national collegiate sorority Kappa Delta. She is one of fewer than 20 women to have received this distinction. The following year, Anne delivers the keynote speech at KD's National Leadership Conference.

July 1993 - Jerry is appointed to the Professional Advisory Board of WBZC-FM, the student radio station at Burlington County (N.J.) College.



Anne accepts the Chamber of Commerce award as 1991 Small Business Person of the Year.

May 1994 - Anne and Jerry attend the PRSA Counselors Academy annual conference and moderate two roundtable panels on "How to go into business with your spouse and stay married."

Fall 1994 - Frank Long receives PRSA's Paul M. Lund Public Service Award, one of the national organization's top three individual awards.



Frank Long receives PRSA's Lund Award for Public Service in 1994.

January 1995 - The firm celebrates its 13th anniversary with a party for clients and friends on Friday the 13th.

August 1995 - AKA is among the first 10 public relations agencies to establish a site on the World Wide Web. In December, the site is named one of New Jersey's Top Ten Business Internet Sites by *Business News New Jersey*. The site was created by Jerry Klein, who also created the first Web site for Pinnacle Worldwide.

September 1995 - The firm moves to new, larger offices.

1995-1996 - Anne and Jerry build a state-wide coalition of public relations firms to fight an attempt by New Jersey's Division of Taxation to make PR firms subject to sales tax, based on a strained new interpretation of an obscure tax statute applicable only to advertising agencies. The year-long effort ultimately prompts the state legislature to pass a law making clear that PR firms are not subject to the tax.

March 1996 - AKA senior vice president Nancy Farwell is named to the Pennsylvania Honor Roll of Women, a list of women who have distinguished themselves in their professions and their communities.

April 1996 - Anne is honored by the Philadelphia chapter of WICI for her professional achievements and service to the community, while AKA senior counselor Sylvia Kauders receives WICI's Lifetime Achievement Award.

Summer 1996 - AKA's Sandra Gibbs (now Sandra Horne) and her acting partner win the first place award for Best Comedy Performance at an international community theater festival held in Nova Scotia.

September 1996 - Jerry is named president-elect of Pinnacle Worldwide.

Fall 1996 - AKA helps develop and publicize the official Philadelphia edition of the Monopoly™ game.

June 1997 - Anne Klein and Nancy Farwell author a chapter on public relations for "Get Ready - Get Set - Go Go Go! A Marketing Primer for Home Health Care Professionals," published by the Visiting Nurses Association of America.

Fall 1997 - The firm underwrites the "C5" award - Collegiate Case Study Competition in Crisis Communications - developed by the Philadelphia chapter of PRSA.

November 1997 - AKA celebrates its 15th anniversary with a special promotion featuring sports trading cards of each of its staff members.

November 1997 - Anne and the firm are spotlighted in a *Philadelphia Inquirer* feature story headlined, "She's a power in PR 15 years after going solo."

June 1998 - The Philadelphia chapter of WICI presents its Sarah Award to Anne in recognition of her achievements in the practice of public relations.

September 1998 - The *Philadelphia Inquirer* runs a feature on Jerry Klein as he assumes the presidency of Pinnacle Worldwide and hosts its annual meeting in Philadelphia.

June 1999 - AKA wins a PRSA national Silver Anvil Award of Excellence for a community relations campaign on behalf of Southern Chester County (Pa.) Medical Center.



Anne and Jerry's battle against the sales tax makes front page news in 1996.

Summer 1999 - Working with its Pinnacle Worldwide partner in Beijing, AKA develops a community annual report - printed in both English and Chinese - for the China division of client Armstrong World Industries.

September 1999 - As president of Pinnacle Worldwide, Jerry Klein hosts the opening reception of the first "summit" of the International Consultants Organization in Lucerne, Switzerland.

September 1999 - Anne is a featured speaker at a Chemical Emergency Preparedness & Prevention Conference in Washington, D.C., sponsored by the Environmental Protection Agency.

September 2000 - Jerry completes his term as president of Pinnacle Worldwide and becomes chairman. Incoming president Henry de La Garza of Houston praises Jerry for "guiding the evolution of Pinnacle into a more globally inclusive and representative institution, strategically positioned as a major worldwide network."

November 2000 - AKA senior counselor Frank Long, who passed away in July, is honored posthumously as Communicator of the Year by the Jersey Shore Public Relations and Advertising Association.



The AKA team's 1997 sports cards.

(Continued on next page.)

December 2000 - The firm wins “Best of Show” honors at the Pepperpot Awards for a community relations program for the suburban Philadelphia plant of the Swiss chemical company Lonza. At the same event, Anne presents PRSA’s inaugural Frank X. Long Award for Creativity to AKA senior vice president Nels Fellman.

February 2001 - Anne and Jerry author an article on crisis preparedness for *Trends*, the newsletter of the American Bar Association section on Environment, Energy and Resources.

May 2001 - Anne is honored for 25 years of service as professional advisor to the PRSSA chapter at Rowan University.

November 2001 - Anne’s post-9/11 column in *Kaleidoscope* advises, “Don’t Cancel Your Holiday Party.” It is reprinted in the *Trenton (N.J.) Times* and quoted in the *Chicago Sun-Times*. The following month, the entire AKA staff attends the Christmas Show at Radio City Music Hall, as a gesture toward helping New York City return to normalcy.

December 2001 - The Philadelphia chapter of PRSA bestows on Anne its Maxine Elkins Award for excellence in public relations. One year later, senior vice president and COO John Moscatelli will receive the same award.

January 2002 - The firm marks its 20th anniversary with an updated set of “AKA All-Stars” sports trading cards inside a special “PR Agency of Champions” cereal box.

June 2002 - Jerry, Anne and several other Pinnacle members meet in Bucharest with officials of the government of Romania, discussing ways to raise the country’s visibility and increase international investment and tourism.

June 2002 - Anne is named PR Professional of the Year by the New Jersey chapter of PRSA.

September 2002 - Pinnacle Worldwide presents its first Lifetime Achievement Award to Jerry Klein.

October 2002 - The firm becomes certified as a Woman Business Enterprise (WBE) by the Women’s Business Enterprise National Council.

December 2002 - AKA senior counselor Sylvia Kauders receives PRSA’s Frank X. Long Award for Creativity.

Public Relations Nutrition Facts

Public Relations Nutrition Facts	% Daily Value
Community Relations	100%
Crisis Communications	100%
Customer Communications	100%
Employee Relations	100%
Environmental Issues	100%
Financial Communications	100%
Internet Communications	100%
Issue Communications	100%
Marketing Materials	100%
Media Relations	100%
Media Training	100%
Public Affairs Support	100%
Special Events	100%
Script/Speech Writing	100%
Strategic Planning	100%

ANNE KLEIN & ASSOCIATES
PUBLIC RELATIONS COUNSELORS
The Smart Choice for Public Relations Intelligence®

The firm’s 20th anniversary promotional materials won a Franklin Award of Excellence from the Philadelphia’s Graphics Arts Association.

January 2003 - AKA establishes the AKA Senior Counselors ALLIANCE, an affiliation of more than 20 independent senior PR counselors selected for their proven skills, capabilities and varied industry experience.

October 2003 - The firm moves to its current offices at Ten Lake Center in Marlton, N.J.

December 2003 - Anne receives the Deann White Award for community service from the Philadelphia chapter of PRSA.

May 2004 - Anne is inducted into the Philadelphia Public Relations Association Hall of Fame.

October 2004 - AKA associate (now account manager) Chris Lukach receives PRSSA’s Gold Key Award, the organization’s highest national honor. It is one of several awards bestowed on Chris following an outstanding academic career at Rowan University.

2004 - Anne’s article, “Crises of a Generation,” tracing the evolution of crisis communications, is published on the *Directors & Boards* magazine Web site. Anne later turns the article into a presentation that she has given to PR audiences in the United States, England, Australia and New Zealand.

December 2004 - John Moscatelli receives the Anthony J. Fulginiti Award for outstanding contributions to PR education.

Fall 2005 - A chapter written by Anne on “Media Management and Public Relations” is published in a new textbook titled, “Forensic Nursing: A Handbook for Practice.” The latest edition of “Managing a Public Relations Firm for Growth and Profit,” by Al Croft, APR, includes a chapter written by Anne on “Crisis Planning for a Public Relations Firm.”

August 2005 - John Moscatelli is elected to PRSA’s College of Fellows.

November 2005 - AKA wins a first place award in *PR News*’s inaugural NonProfit PR Awards, for a volunteer and member communications program for the National Association of Investors Corp.

February 2006 - Anne and Jerry are presenters in a series of seminars in Australia and New Zealand, sponsored by Pinnacle Worldwide.

May 2006 - Anne Klein and Tony Fulginiti are inducted into Rowan University’s Public Relations Hall of Fame.

Summer 2006 - Jerry is elected a vice president of the Broadcast Pioneers of Philadelphia.

Fall 2006 - The firm becomes a member of the Council of Public Relations Firms, a national PR industry group.

October 2006 - Anne, Jerry and John attend Pinnacle Worldwide’s 30th anniversary meeting in London.

March 2007 - Anne is honored by *NJBiz* magazine as one of New Jersey’s 50 Best Women in Business.”