

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Summer 2007



Going for the Gold – The First Step

by Anne Sceia Klein, Fellow PRSA

It is with great pleasure that I announce Anne Klein & Associates, Inc., has become Anne Klein Communications Group, LLC. And with our change in legal structure, Jerry and I welcome three new members to firm ownership.

John Moscatelli, Chris Lukach and Mike Gross are joining us in owning and managing the firm. We value the leadership and depth of experience that John has brought to the firm and to our clients' programs. Chris and Mike have demonstrated a commitment to their profession and the communications industry. Both of these young men have brilliant futures ahead of them, and we will do all we can to further their careers and the growth and longevity of AKCG.

Even though our legal structure has changed, our commitment to our clients has not. The same high levels of professionalism and service that have been the hallmark of our agency for the past 25 years will continue to be our hallmark for the next 25.

(Continued on last page.)

The Next 25 Years

AKA CHANGES NAME TO AKCG

Anne Klein & Associates, Inc. is marking its 25th anniversary by celebrating change: a new name, an expanded ownership team and an expanded offering of communications services. "We are proud of our accomplishments over the past 25 years," said Anne Sceia Klein, president of the firm. "But we decided it is more important to focus on the future and how we can serve our clients even better."

The new name for the firm is Anne Klein Communications Group, LLC (AKCG). The new ownership team includes Anne and Jerry Klein, the original owners; plus John Moscatelli, senior vice president and COO; and Michael Gross and Christopher Lukach, both account managers. "As we planned for the future and our next 25 years, we knew we needed to introduce the next generation of leadership for the firm," said Anne Klein.

"Changing our name to 'Communications Group' signifies we are offering our clients a broader array of communications services. The firm began as a public relations agency, and it still is. But through our Senior Counselors ALLIANCE and other strategic alliances, we now offer our clients so much more – branding, new media, social media, advertising, market research and more."

Mike and Chris, both graduates of Rowan University, joined the firm in 2004. "We are both comfortable with the new media and social media aspects of Internet-enabled communications," said Mike. "And the experience we are

gaining every day with Anne, Jerry and John as mentors is tremendous."

"The types of clients our firm works for and the quality of the programs we develop have given us amazing opportunities to grow rapidly in experience and capabilities," said Chris. "This is an ideal place for us to contribute our expertise in online communications and marketing, while honing our strategic planning and issues management skills with three of the top minds in the business."



The new ownership team at AKCG (left to right): Mike Gross, Anne Klein, Chris Lukach, Jerry Klein and John Moscatelli.

AKCG's clients include healthcare systems and healthcare related companies, Fortune 500 companies, information technology providers, and financial services, educational and nonprofit organizations.

AKCG, a registered woman-owned business, is the Philadelphia office of Pinnacle Worldwide, an international network of leading independent public relations firms with more than 60 offices in major cities throughout the world.

LUKACH RECEIVES PPRA'S FAST TRACK AWARD

Chris Lukach received the **President's Fast Track Award** from the Philadelphia Public Relations Association (PPRA) in May. The annual award, given at each year's Hall of Fame induction ceremony, recognizes a member of PPRA who has made great contributions to the organization, the profession and the community, and who exemplifies PPRA's vision for the future. Founded in 1945, PPRA is the nation's oldest and largest independent public relations association. Chris has been an active volunteer with PPRA for the past two years, chairing two committees and participating on several others. Chris has been elected to the group's executive committee as its vice president for communications for 2007-08.



Chris Lukach rises to accept the Fast Track Award at PPRA's annual Hall of Fame Luncheon in May. Seated directly behind Chris are AKA senior counselors (right to left) Nels Fellman, Fred McCaffrey and Alan Tempest.

CHRIS ON SOCIAL MEDIA

Chris presented a paper at the annual conference of the International Association of Online Communicators. Titled "Introducing New Media Into Client Programs: The Challenges," the paper discussed the resistance sometimes encountered when introducing social media technology into communications programs. He offered guidance on how to position social media programs when introducing them to clients or internal communications leadership. The half-day conference was attended by professionals from across the country and in all disciplines. Chris has become a sought-after speaker on the topic. He has lectured to undergraduate classes at several area colleges and universities, most recently, Penn State Abington and Temple University, and to the annual employee retreat of Pinnacle Worldwide's Washington, D.C., member firm, Potomac Communications Group. Most recently, Chris's paper was highlighted in the Guest Editorials section of the July/August issue of *Ad News*, a magazine published by the Philadelphia Ad Club.

BONNIE MACISAAC JOINS AKCG

Bonnie L. MacIsaac has joined the firm as an associate. She comes from Taylor Wiseman & Taylor, an engineering and environmental consulting firm, where she coordinated corporate communications for the firm's headquarters and its seven regional offices. Previously, she supported media relations programs conducted by another New Jersey public relations firm. She also served as a production assistant at a local television station and was an intern with a Virginia post-production company.



Bonnie MacIsaac

A graduate of Fairleigh Dickinson University, Bonnie holds a Bachelor of Arts degree in communications. She is a member of the Public Relations Society of America and serves on the Philadelphia chapter's membership committee.

ANNE AUTHORS ARTICLE ON RAPID RESPONSE

Anne Klein authored an article entitled "Crisis Management: Fighting Fire with Fire," for *Directors & Boards* magazine's e-Briefing electronic newsletter. In it, Anne notes the critical importance of being able to communicate immediately with stakeholders in the event of a crisis. In today's 24/7 news cycle, "rapid response" is essential, and Anne points to the many technological tools that can be used to immediately share timely and accurate information with constituents and the media when a crisis or disaster occurs. The article can be seen at <http://directorsandboards.com/DBEBRIEFING/July2007/Feature707.html>

MOSCATELLI QUOTED BY BLOOMBERG

COO John Moscatelli was quoted by Bloomberg, the largest financial news and data company in the world, in June. Because of his expertise in strategic public relations, John was asked to comment on the impact that relocations of corporate headquarters can have on the communities being abandoned.

NEW JERSEY GO RED FOR WOMEN

After being active with the American Heart Association's Go Red for Women initiative in central New Jersey for the past four years, Anne is now serving on the Women's Planning Committee that will support its efforts in southern New Jersey. Go Red for Women is the AHA's nationwide movement that focuses on heart disease, the number one killer of women in the United States. Symbolized by the "red dress," Go Red reminds women to "love your heart" and "make a promise to be heart healthy."

ALLIANCE ADDS COMPLEMENTARY EXPERIENCE, CAPABILITIES

“We offer a ‘small agency’ feel with ‘big agency’ capabilities,” says AKCG COO John Moscatelli. “We extend our reach around the nation and around the globe with our Pinnacle Worldwide affiliation, and we provide access to top level communications strategists in our Senior Counselors ALLIANCE.” Its 30 members offer a wide range of experience and capabilities that complement and enhance those of our in-house staff.

When Anne first began the agency more than 25 years ago, she immediately enlisted the aid of several senior public relations practitioners she knew to help her serve her clients and augment her capabilities. The current iteration of this senior practitioners mutual assistance pact began about four years ago with a more formal alliance involving some 15 members. Today, the group has doubled in size and expanded in scope.

Originally focused on public relations, the Senior Counselors ALLIANCE has evolved to include experts in marketing communications, branding, market research, advertising, graphic design, meeting planning, podcasting and other communications disciplines and tools.

“When John contacted me about helping to form the ALLIANCE, I was all for it,” said Chick Goebel. “I had known Anne for years, and I knew being associated with her would be a good thing on a number of levels.”

Each ALLIANCE member is hand picked and must have more than 20 years of experience in communications-related disciplines. The senior counselors must have their own independent consultancies, be experts in certain facets of communications, and have previously served as leaders of larger agencies, corporate communications departments or nonprofit communications teams.



AKCG's Mike Gross and senior counselor Steve Lubetkin discuss the latest developments in podcasting at a luncheon meeting of the Senior Counselors ALLIANCE in June.

“We recruit members with complementary skills,” says Moscatelli. “We look for communications consultants whose skill sets, expertise and areas of interest complement those of our in-house team and those of the other senior counselors.”

Through this network of senior counselors, AKCG is in a position to

offer prospective clients a wide range of choices when searching for communications support. The agency and ALLIANCE members exchange new business leads, assist in new business presentations and provide services to existing clients. “The key,” says counselor Charles Fancher, “is that we are all known commodities. We know we all have similar commitments to professionalism and delivering results. We can count on each other, and we feel comfortable in recommending ALLIANCE members to our clients.”

In addition to supporting existing clients and helping to pursue new business opportunities, ALLIANCE members have access to the resources at AKCG, from use of its offices, conference rooms and library, to sharing research database access and participating in professional development teleseminars.

The ALLIANCE members meet several times a year to compare notes about the local market, trade “war stories” and engage in professional development sessions. “I find these meetings to be very useful, and it’s nice to get out of my office and interact with other professionals in such a supportive environment,” says Susan Gurevitz.

For more about the AKCG Senior Counselors ALLIANCE and the individual counselors, go to www.annekleing.com/counselors.

Client News

AKCG has been named marketing communications agency of record by **The College of Physicians of Philadelphia**, the world’s oldest professional medical organization. The College is home to the Mütter Museum, one of Philadelphia’s favorite tourist attractions; PhillyHealthInfo.com, a Web site linking members of the community with valuable local health-related information and resources; and an esteemed medical lecture series for both medical professionals and the general public.

Lancaster General has chosen AKCG to help develop a comprehensive communication program to support an upcoming major initiative. Lancaster General, which has several facilities in Lancaster County including Lancaster General Hospital (named on the Thomson 100 Top Hospitals list), Women & Babies Hospital, and the Lancaster General Health Campus, already has an extensive communication program but has asked AKCG to help take it to the next level.

The firm recently provided pro-bono public relations assistance for the **Teal Ribbon Foundation for Ovarian Cancer Research**. In May, The foundation held its annual Crystal Ball and 5K run/walk to raise money to meet a \$1 million challenge grant offered by the Canary Foundation. AKCG helped generate coverage of the ball on Philadelphia’s WPVI-TV and KYW Newsradio. The event raised \$225,000 before the Canary

(Continued on last page.)

Going for the Gold – The First Step

(Continued from front page.)

As the public relations profession has advanced, so has our own firm. Chris and Mike bring an expertise in new technologies and new media, blending traditional public relations with today's innovative approaches to communications.

And with our Senior Counselors ALLIANCE and our membership in Pinnacle Worldwide, our clients will continue to have access regionally, nationally and internationally to leading edge communications services,

including social media, marketing communications, branding and advertising.

Jerry and I are committed to remaining with the firm to ensure its continued success and to enable the next generation of our leadership team to prepare for full ownership. John shares this commitment.

Going for the gold is now a reality with this first step ... make that a giant leap ... into the future. — *A.S.K.*

Anne Klein Communications Group 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.

KALEIDOSCOPE is published by Anne Klein Communications Group, LLC
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Marlton, NJ 08053-3424
856-988-6560

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WWW: <http://www.annekleincg.com>

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Printed on recycled paper

CLIENT NEWS

(Continued from third page.)

Foundation match. The 5K race raised an additional \$51,000 before the match.

AKCG worked with long-time client **Noramco** (a Johnson & Johnson subsidiary) to develop a quarterly e-newsletter initially called "Think Green." Its purpose is to keep employees and local communities informed about the chemical plant's environmental health and safety successes and proactive programs, as well as happenings at the plant. An employee contest is being held to select a permanent name for the publication.

AKCG is certified as a Woman Business Enterprise (WBE) by the Women's Business Enterprise National Council (WBENC) and as a Small Business Enterprise (SBE) by the State of New Jersey.



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