

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Summer 2012



Growing Our Network, Saluting Our Stars

by Anne Sceia Klein, Fellow PRSA

We are pleased to have been accepted into membership in IPREX – the International Public Relations Exchange. IPREX was founded in 1983 and is one of the world’s largest public relations networks. Its members are leading independent public relations agencies in major markets worldwide.

AKCG values an international network. It’s part of our culture ... part of how we operate. We had been members of Pinnacle Worldwide for 20 years. Over that time, we met with partner agencies around the world, as our clients expected we would serve them anywhere they needed assistance, especially in the crisis and issues communications arena.

We respect and treasure the friendships and relationships we made with our Pinnacle colleagues and hope to retain their friendship, trust and confidence. Our decision to leave Pinnacle was a difficult one, but our clients were simply asking for more international connections.

We salute Jerry Klein whose service to Pinnacle Worldwide spanned 20 years as webmaster, treasurer,

(Continued on last page.)

Honors

CIESLA TEAM TOPS PR INSTITUTE

Associate Kimberly Ciesla was part of a team of young professionals that took the top prize at the “PR Institute” hosted by the Philadelphia chapter of the Public Relations Society of America. The PR Institute helps local PR professionals make a real impact for a local client; this year, the Institute supported the Support Center for Child Advocates, which works with volunteer attorneys to secure permanent and nurturing homes for neglected children. Teams of young professionals developed and presented strategic plans for Child Advocates and were judged on their plans and presentations by a group of senior-level PR practitioners as well as members of Child Advocates’ staff and board of directors.



Kim Ciesla (second from left) and her PR Institute team, which included Kathleen Udasco (fourth from left), communications coordinator at client New Jersey American Water. At left is the group’s adviser, Art Ellis, executive director of Communications and Brand Management at WHY-TV in Philadelphia.

International



AKCG has joined IPREX, the International Public Relations Exchange (www.iprex.com). IPREX is one of the world’s largest public relations networks, comprising 68 independent agencies with 90 offices in 30 countries. “More and more of our clients need PR assistance in varied parts of the globe. This move expands our international reach so we can continue to ensure we’re always able to meet those needs,” said SVP, COO and co-owner Chris Lukach.

Before joining IPREX, AKCG was a member of another network, Pinnacle Worldwide, for twenty years. “We value highly the many connections and friendships we have made over the past two decades and will continue to count both present and former members of Pinnacle among our closest and dearest friends and professional colleagues,” said EVP Jerry Klein, a former president and chairman of Pinnacle.

LUKACH ASCENDS TO PPRA CHAIR

After completing a successful year as the president of the Philadelphia Public Relations Association, AKCG Senior Vice President and Chief Operating Officer Chris Lukach will serve as PPRA chair for 2012-2013, succeeding AKCG VP Beth Archer. Throughout his year as president, he has led initiatives to deliver tangible member benefits and increase membership retention. "It has been a distinct honor to serve PPRA as its president this past year, and I wish next year's board of governors continued success," said Chris. PPRA is one of the oldest and largest independent public relations organizations in the U.S. AKCG Founder and President Anne Klein was inducted into the PPRA Hall of Fame in 2004.

20 UNDER 40

Chris Lukach has been named one of *South Jersey Biz* magazine's "20 Under 40" for 2012, based on his accomplishments at the firm and in the public relations industry. The publication's annual list spotlights young business leaders who are making waves in their industry.

BACK TO SCHOOL

Account Executive Robert Johnson spoke recently on crisis communications to the PRSSA chapters of Temple University and Drexel University. Addressing undergraduate and graduate

students, he discussed the importance of social media when developing a crisis communications strategy and what businesses can do to help prepare for a crisis.

Associate Kim Ciesla recently visited her alma mater, Rowan University, to speak to the students in the "Introduction to Public Relations" class about positioning themselves for success through internships and an early job search. It's a subject Kim knows quite a bit about, as AKCG hired her months before her graduation.

Chris Lukach was the guest lecturer at a graduate-level Advanced PR Techniques course at Rowan University on April 2. The class, taught by AKCG alum and Senior Counselor John Moscatelli, APR, Fellow PRSA, heard from Chris about the evolving social media landscape and, in particular, its role in crisis communications response.

SECRETS OF SUCCESS

Partners in marriage and business, Anne and Jerry Klein were featured in the April edition of *South Jersey Biz* as successful married business partners. Working together for 30 of their 36 years of marriage, Anne provided the following insight: "Our marriage and our business have survived because of valuable lessons we learned from a management consultant and from experience. Jerry

handles the business side of our firm; I am responsible for clients and client service. We collaborate and support one another in our roles, but when there is a decision to be made, the person responsible for that area has the final say."

EXTRACURRICULAR

Anne Klein is transitioning to the post of immediate past chair of the American Heart Association's Central & Southern New Jersey Regional Board. She has served as chairperson of the board since 2010.

EVP Jerry Klein has been elected to a third term as president of the Broadcast Pioneers of Philadelphia.

On April 27, Anne Klein spoke at the Forum of Executive Women's Annual Leadership Symposium, "The Fire Within." Participating with other women executives on a panel titled "Overcoming Adversity," Anne discussed crisis and issue communications preparedness and how she met some of the challenges of her career.

Beth Archer is serving as chairperson for the PPRA Gold Medal Award luncheon. PPRA gives the Gold Medal annually to a non-PR person or organization that has brought honor and acclaim to Philadelphia. This year's recipient is The Children's Hospital of Philadelphia.

Nice Words from Our Clients

Thank you for your tremendous help with [NuStart Energy Development LLC]. This includes not only the wonderful event on Thursday evening but also the press releases, award entries and video production. Your attention to detail and responsiveness to all of our questions and needs throughout the last few months are greatly appreciated. You are talented professionals! I received so many comments on Thursday's celebration which would not have been possible without you.

Marilyn Kray, Vice President
Exelon Generation
Kennett Square, Pa.

The *Inside Healthcare* article was an awesome placement that I am very proud of ... thanks to you and the AK team! Thanks for being such a valuable asset to my department and the MHH/LIFE team!

Taryn Duckett
Director of Marketing
Communications
Mercy Home Health/Mercy LIFE
Philadelphia, Pa.

I wanted to tell you what a fantastic job you did. I know what kind of work goes into these things and have seen many PR firms in action and you showed that Anne Klein is tops! The Governor even remarked at how well orchestrated the event was ... you got the press out - great work. Kudos.

Catherine L. Rossi
Director of Communications
Office of the Governor
State of Delaware

Spotlight on a Client

PRODUCING A GROUNDBREAKING EVENT WITH ENERGY

Delaware Governor Jack A. Markell, DNREC Secretary Collin O'Mara and Croda Inc. President Kevin Gallagher broke ground on June 7 to begin construction of a \$6 million landfill-gas-to-energy project at the Croda Atlas Point manufacturing plant in New Castle, Del.

The celebratory event attracted the local media, elected officials and executives of



With assistance from a lighting technician and a video photographer (out of picture), AKCG's Robert Johnson (left) interviews Croda Inc. President Kevin Gallagher for clips to be provided to broadcast and digital media.

Croda's partners. The AKCG team worked closely with Cara Eaton, marketing manager-communications, and Patricia Politiak, sales development specialist, to produce this exciting event.

The renewable energy endeavor will use landfill gas from the nearby Cherry Island Landfill as fuel to operate Croda's Atlas Point manufacturing plant. The reclaimed landfill gas will provide the plant with enough renewable energy to power 55 percent of the plant's operations. In total, this innovative effort will allow Croda to use renewable energy equivalent to powering 3,500 homes. The venture also will shrink the facility's carbon footprint, reducing its annual



From left to right: Croda Inc. Sales Development Specialist Patricia Politiak, Marketing Manager-Communications Cara Eaton, AKCG's Beth Archer and Robert Johnson, Croda Inc. President Kevin Gallagher and Site Director Bob Stewart, AKCG's Kim Ciesla.

greenhouse gas emissions equivalent to removing 33,000 passenger cars from the road.

"This project saves energy costs for a company that has chosen to locate here while putting more people to work," Governor Markell said. "We applaud Croda's investment in Delaware, both environmentally and economically."

Client News

AKCG is working with **Mercy Health System of Southeastern Pennsylvania**, the fourth-largest health system in the Philadelphia area, to develop a messaging platform focusing on innovation.

Beginning in October, the Centers for Medicaid & Medicare Services will impose penalties under the Patient Protection and Affordable Care Act on hospitals with high re-admissions for patients with congestive heart failure, myocardial infarction and pneumonia. These penalties are motivating hospitals across the country to find ways to lower their readmission rates. Recognizing how challenging the transition from acute care to home can be, **Mercy Home Health**, a member of the Mercy Health System, has developed a "telehealth" program to improve the healing process at home while reducing hospital readmissions. The AKCG team worked closely with Taryn Duckett, director of marketing communications for Mercy Home Health,

to author an article about the telehealth program and its successes. The article was published, in its entirety, in the spring 2012 issue of the nationally regarded trade publication, *Inside Healthcare*. A separate broadcast story featuring Mercy Home Health's success with the telehealth program aired in April on Ali Gorman's Health Check segment of Action News on Philadelphia's 6ABC, WPVI-TV.

When **NuStart Energy Development, LLC** was formed in 2004 with the goal of helping to lay the foundation for the next generation of nuclear plants in the United States, the consortium's ten member utilities outlined two objectives. The first was to obtain a Construction and Operating License (COL) from the U.S. Nuclear Regulatory Commission (NRC) using a previously-untested licensing process developed in 1992; the second was to complete the design engineering for the Westinghouse

AP1000® technology. Both objectives were achieved in the past six months: the AP1000 reactor was approved in December 2011 and the NRC issued the COL to Southern Company subsidiary Georgia Power's Plant Vogtle in February. Its objectives met, NuStart is disbanding and it looked to Anne Klein Communications Group to produce and organize a dinner celebration for its members and distinguished guests in Washington, D.C., as well as to manage all media relations to ensure its successes were effectively communicated to its target audiences.

This past quarter, AKCG worked to assist an attorney with two non-profit clients facing management and financial issues. (Collaboration is the key to a successful relationship with attorneys and their clients.) We also worked with a senior counselor to write and edit two speeches for a client. Both speeches were well received.

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president-elect, president, chairman and chairman emeritus.

We also want to salute and congratulate Chris Lukach who completes his term as president of the Philadelphia Public Relations Association. Chris will become chairman of PPRA, following Beth Archer who served as PPRA president two years ago and chairperson this past year. Chris recently was named as a rising star by *South Jersey Biz* magazine.

Congratulations also go to Kim Ciesla for leading the team which

won the PR Institute's top spot for its public relations campaign for the Support Center for Child Advocates. The Philadelphia chapter of PRSA each year sponsors the PR Institute for rising stars in the field. The teams develop a public relations campaign for a real client.

We congratulate our team members. And we wish everyone a happy, crisis-free summer! If you can't avoid the crisis, call us! If you would rather not have to react to a crisis without being prepared, then call us now – we'll show you what crisis preparedness looks like! — *A.S.K.*

NICE WORDS

Hi, Anne...

If no one has thanked you lately, I want to. Your commitment, passion and leadership are inspiring. And the community there in Southern NJ is very, very fortunate to have you in the leadership roles you have been in. You truly have made great things happen – thank you!

**Carolyn M. Kohn, Director
Organizational Development
Faculty, American Heart University
American Heart Association,
Founders Affiliate
Robbinsville, N.J.**

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 IPREX (the International Public Relations Exchange), one of the world's largest public relations networks.



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**ANNE KLEIN
COMMUNICATIONS GROUP**

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