

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Summer 2014



Welcome to the future of AKCG

by Anne Sceia Klein, Fellow PRSA

“When you finish changing, you are finished.” Those words are printed on a large button I found in the University of Pennsylvania Alumni Center when I returned in May for a class reunion. And they describe perfectly how our firm is changing to prepare for the future.

On July 1, I named Chris Lukach as president of Anne Klein Communications Group. We have been anticipating this day for a long time, and I am so happy to tell everyone the good news.

To fill Chris’s former role as senior vice president and chief operating officer, I am pleased to announce Mike Gross has returned to the firm to work side-by-side with Chris. There is no doubt the legacy of this firm is in capable hands.

We want to wish Beth Archer, vice president, the best of luck and much happiness as she moves with her family to Houston, Texas, where her husband will be the new wide receivers football coach at Sam

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Personnel

CHRIS LUKACH AND MIKE GROSS TO LEAD AKCG

Chris Lukach became president of Anne Klein Communications Group on July 1. He moves to this post after serving as senior vice president and chief operating officer the past three years. Rejoining the firm as senior vice president and chief operating officer is Michael S. Gross, a former vice president of the firm.



The AKCG leadership team: Jerry Klein, Anne Klein, Mike Gross and Chris Lukach

Founder Anne Klein will remain an active member of the firm to provide strategic counseling to clients, as well as to offer marketing and new business development support. Executive vice president and chief technology officer, Jerry Klein will continue in his role overseeing the business aspects of AKCG. Beth Archer, vice president, will be moving with her family to Houston, Texas. Beth will continue with the firm as a senior counselor.

Chris leads the AKCG issues and crisis communications practice. He has been instrumental in developing issues/crisis communications plans and consulting with clients in the higher education, healthcare, chemical manufacturing and financial industries. Chris also heads the firm’s spokesperson training team.

Chris was named by *South Jersey Biz* magazine to its 2012 list of “20 under 40” leaders. He is a former president and chairman of the Philadelphia Public Relations Association and is an accredited member of the Public Relations Society of America. Chris is a *magna cum laude* graduate of Rowan University.

Prior to returning to the firm, Mike was senior vice president of a suburban Philadelphia public relations firm where he led robust integrated communications programs for a variety of clients. Mike was responsible for maintaining client relationships and for developing new strategies for each of the firm’s clients. He served clients in the energy, pharmacy, hospitality, publishing and banking industries. At AKCG, Mike managed key accounts in the financial, healthcare and chemical industries, providing strategic planning, issues counseling and media relations.

Mike is a past president of the Philadelphia chapter of the Public Relations Society of America and is a board member of the Philadelphia Sports Writers Association. He is also the assistant director of public affairs for the Civil Air Patrol’s New Jersey Wing, where he volunteers his time and expertise. Mike received his Bachelor of Arts degree from Rowan University.

Staff News

ANNE TO RECEIVE BRAVA! AWARD FROM SMARTCEO MAGAZINE

Anne Klein will receive a Brava! Award from *SmartCEO* magazine in July. The Brava! Awards celebrate the distinguished achievements of 25 of the Greater Philadelphia area's top women business leaders. "Brava winners possess the utmost qualities in a leader – vision, passion, compassion, dedication, perseverance. Every one of this year's winners exhibits these qualities in running their business, their families and their philanthropic activities. They give 110 percent of themselves," said Rick Crane, regional president of SmartCEO Media.



Anne Klein being interviewed by a SmartCEO magazine video crew in preparation for the Brava! Awards ceremony.

WELCOME, DARRAH

Darrah Foster has joined the firm as a senior associate. Prior to joining AKCG, Darrah was the marketing and public relations coordinator at Independence Seaport Museum in Philadelphia where she gained valuable experience in event planning, website maintenance and social media management. Darrah graduated *cum laude* from Rowan University where she earned joint Bachelor of Arts degrees in public relations and journalism.

CHRIS ON CRISIS COMMUNICATIONS

Chris Lukach spoke at The Peace Church's Compliance Program Risk Management Conference in King of Prussia in May. Throughout three presentations, Chris detailed crisis

communication essentials, the fundamentals of spokesperson training and navigating social media during a crisis. Chris explained that crises can be anticipated, and, through effective planning and training, the employees at each member's facilities can help ensure their organization avoids potential damage to public perception. Chris also provided attendees with sample documents of a crisis plan, ways to avoid saying "no comment" and tips in planning for a social media crisis.

PPRA CHAIRS

Senior associates Kathryn Conda and Darrah Foster will both hold positions as committee chairs on the board of the Philadelphia Public Relations Association. Kathryn will chair the Mentorship Program to connect fledgling professionals with seasoned industry practitioners. Darrah has joined the membership committee as the Recruitment and Retention chair and will work to recruit young professionals and college graduates.



In 2011, Darrah Foster received the Anne Klein Professional Promise Award from the Philadelphia chapter of PRSA.

AT DEADLINE

Jerry Klein will be inducted into the Temple University School of Media and Communication Alumni Hall of Fame in the fall. More details in our Fall/Winter issue.

Client News

AKCG and **New Jersey American Water** claimed an "Honorable Mention" at the Public Relations Society of America New Jersey Chapter's Pyramid Awards for "Water Basics," a 32-page richly illustrated book commissioned by the company. The book was designed in 2013 to educate key stakeholders about how water travels from its original source in nature (a river, lake, reservoir or aquifer) to New Jersey American Water customers. "Water Basics" continues to serve as an important tool to educate residents about the importance of maintaining water infrastructure, as well as helping consumers understand the importance of water conservation.

When a regional health insurance firm needed a strategic partner to fill in for its communications manager while she was on maternity leave, it called on Anne Klein Communications Group to help. The AKCG team is providing media relations strategy, counsel and execution for the next several months.

The AKCG team recently trained spokespersons at **CPI Companies** and **Lehigh Valley Health Network** regarding how to use key messages effectively to ensure they get the most out of media interviews. Participants left both training sessions confident they could manage this highly important business exchange well.

Did you know you should review your life insurance policy with your broker annually? Most people don't. To ensure people are not surprised by a lack of insurance at their time of greatest need, the team at **CPI Companies** created PolicyAudits.com, which AKCG is helping to introduce to the Philadelphia market via the media.

AKCG continues to provide strategic advice and counsel to clients in situations where the specifics need to remain confidential. Some recent projects include the retirement of a senior executive, a re-zoning challenge, a shooting and a proposed new product introduction.

Spotlight on a Client

MERCY LIFE CELEBRATES VALLEY VIEW GRAND OPENING

Despite persistent rain clouds, the sun shone brightly on May 21, when AKCG client **Mercy LIFE** celebrated the



Helping cut the ribbon at the Valley View grand opening were (l to r) Jeffrey Yockey, President, Pennsylvania Society for the Advancement of the Deaf; Daniel Reardon, Senior VP & CEO, Elwyn; Molly Crumley, Director of Operations, Mercy LIFE; Johanna Yurkow, Vice President Operations, Mercy LIFE; Carol Quinn, CEO, Mercy LIFE and Mercy Home Health; and Susan Croushore, Interim President & CEO of Mercy Health System.

long-anticipated grand opening of Valley View, a first-of-its-kind PACE (Program of All-inclusive Care for the Elderly) program serving residential Deaf and Blind seniors in Delaware County, Pa. AKCG VP Beth Archer and Senior Associates Kathryn Conda and Darrah Foster were on hand for the celebratory ribbon cutting ceremony, which featured remarks from Mercy Health System Interim President Susan Croushore and Mercy LIFE and Mercy Home Health CEO Carol Quinn.

The new Valley View facility, in Elwyn, Pa., expands access to quality healthcare and adult day program services to residents. Both the residents and many of the staff are deaf and communicate via American Sign Language (ASL).

The afternoon included a blessing ceremony, honoring Mercy's rich Catholic healthcare ministry heritage. Speakers included Pennsylvania Department of Public Welfare Deputy Secretary Bonnie Rose, Pennsylvania

Society for the Advancement of the Deaf President Jeffrey Yockey and Delaware County Office of Services for the Aging Director Denise Stewart.

Mercy LIFE has enjoyed a successful expansion in Delaware County over the last 12 months. The AKCG team is excited to help continue the expansion effort through publicity and targeted community outreach as the nationally recognized PACE organization grows in Delaware County in the coming year.



The blessing ceremony at the Valley View grand opening event.

AKCG Clients in the Media

As the **Mid-Atlantic Dairy Association** continues to promote the health benefits of milk throughout the region, AKCG worked to place a three-page article, "Milk: The New Protective Superfood" in the May edition of *B Magazine*. The story highlighted several common health issues for baby boomers – including high blood pressure and metabolic syndrome – that the calcium and other nutrients in milk can combat as we age. Also, keep an eye on *CBS3* and *CWPhilly* to check out your favorite anchors and reporters sporting their "milk mustaches" and enjoying their favorite flavors – plain, chocolate and strawberry!



Anchors on Philadelphia's CBS3 showing off their milk mustaches during Dairy Month in June.

AKCG assisted the Philadelphia-based **Society for Industrial and Applied Mathematics** with the promotion of the ninth annual Moody's Mega Math Challenge in April. The event, which takes place at Moody's Foundation headquarters in Manhattan, featured six finalist high school teams from across the nation, defending mathematics models and competing for scholarship money. Through AKCG's efforts, many of the brilliant high schoolers were featured on their local news stations throughout the nation.



WISH-TV in Indianapolis ran two separate stories on local participants in the Moody's Mega Math Challenge.

The **Occupational Training Center of Burlington County** (N.J.) has been providing opportunities for residents to reach their highest potential for 50 years, and this spring local media took notice. In March, the *Burlington County Times* published a major story featuring Jonathan Wynn, a standout program participant with enviable art talent. In

April, *Fox 29* aired a health story spotlighting Jonathan's journey to the OTC and helped promote his art, which is available for purchase at the Marlton, N.J., Adult Training Center. In June, the *Medford Central Record* published a story about Kyle Pattanite, an inspiring Tabernacle resident who's found a "purposeful life" with the help of the OTC.



Philadelphia's Fox29 featured artist and OTC participant Jonathan Wynn.

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Welcome to the future of AKCG

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Houston University. Beth will continue to work with the firm as a senior counselor.

Jerry Klein and I remain as members of the firm. I will provide strategic counseling to our clients as their needs require, plus help with new business and marketing. Jerry will continue to work on the business side with our CFO and to maintain the technology our firm requires, in addition to strategic counseling for selected clients.

These are exciting times and we look forward to the future. — A.S.K.

AKCG CLIENTS IN THE MEDIA

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As **Mercy LIFE** continues to grow and expand, local media have helped spread the word. Both the *Delaware County Daily Times* and the *Philadelphia Business Journal* published lengthy features about the Mercy LIFE Valley View grand opening celebration in May (see page three).

South Philadelphia Life magazine prominently featured Mercy LIFE's Broad Street day center on the March cover, and ran a large story in the April issue spotlighting safe ways seniors can manage multiple medications during allergy season.

The *Philadelphia Business Journal* spotlighted CEO Carol Quinn in an April edition of "Social Capital." In June, the *Philadelphia Inquirer* featured Quinn and everything she and her dedicated team have been doing to continue Mercy LIFE's momentum.

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

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