

# KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Summer 2015



## Taking a Global Perspective

by Christopher J. Lukach, APR  
President

For more than two decades, AKCG's participation in international PR networks – first Pinnacle Worldwide and now IPREX (the International Public Relations EXchange) – has made an indelible thumbprint on our agency's culture.

Our international connections have helped us extend our reach well beyond our office just outside of Philadelphia. Case in point: in just the past three years, we have led client programs on four continents. But our network participation is about much, much more than business.

Let's face it – Americans aren't exactly known for our international consciousness. But international collegiality begets international understanding, and international understanding brings our team one step closer to well-rounded global citizenship. And it's often a bit of fun, as evidenced by the number of congratulatory notes we received after the U.S. women's national soccer team took the World Cup.

And then there's the energy. We find few things more professionally invigorating than sharing best

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## Honors and Awards

### AKCG WINS PYRAMID AWARDS

Anne Klein Communications Group won two first place awards at the annual Pyramid Awards ceremony on June 17. Given by the New Jersey chapter of the Public Relations Society of America, the Pyramid Awards recognize best in class public relations campaigns and tactics created by New Jersey PR practitioners.

AKCG received top honors in the **Crisis Communications** category for its work with client Mercy Fitzgerald Hospital in Darby, Pa. When a tragic shooting threatened to thrust Mercy Fitzgerald Hospital into the emotionally charged gun control debate, AKCG worked with the community hospital's leadership team to manage widespread media attention and maintain goodwill among colleagues and the community.

The firm also earned a Pyramid Award in the **Feature Stories** category with client CPI Companies in Voorhees, N.J. The agency wrote and secured a bylined feature article for CPI's founder in a top insurance industry trade publication, *InsuranceNewsNet* magazine. The piece



Chris Lukach, Mike Gross and Kathryn Conda show off two first-place awards at the Pyramid Awards event held by the New Jersey Chapter of PRSA.

highlighted the benefits of third-party reviews of life insurance policies – a service the company provides – and yielded a 30 percent boost in website views for CPI Companies.

## ANNE AND JERRY HONORED BY AHA



Jerry Klein, Anne Klein and George Sowa.

Anne and Jerry Klein received the inaugural "Heart of South Jersey Award" from the Southern New Jersey affiliate of the American Heart Association at the annual Go Red For Women Luncheon. New Jersey State Senator Dawn Addiego presented Anne and Jerry with a Joint Resolution of the New Jersey Legislature, commending the couple on their years of volunteer efforts in support of the Heart Association's mission.

The award trophy was presented by George Sowa, EVP of Brandywine Realty Trust and this year's chairman of the Red Tie Brigade, a group of men supporting women's heart health. Jerry led the formation of the Red Tie Brigade in 2011. Anne is former board chair of the Central/Southern New Jersey affiliate.

### MIKE GROSS ELECTED TO SPORTS WRITERS' EXECUTIVE BOARD

AKCG SVP & COO Mike Gross has been elected Secretary of the Philadelphia Sports Writers Association's executive board, assuming new duties to help keep the 100+ year-old organization strong. For the last two years, Mike served on the board of governors, helping to plan and execute the group's annual banquet which honors professional and student athletes from across the region. Mike has been a member and volunteer with the PSWA for 13 years, since he was a student volunteer while attending Rowan University. At the annual banquet in January, Mike received the organization's "Good Guy" award.

Mike also volunteers his time with the Civil Air Patrol, the civilian auxiliary of the U.S. Air Force. He was recently promoted to 1st Lieutenant and serves as the Director of Public Affairs for CAP's New Jersey Wing, headquartered at Joint Base McGuire-Dix-Lakehurst. Mike uses his extensive media relations experience to help publicize the organization.

CAP recently received the Congressional Gold Medal – the highest civilian honor Congress can bestow – for its members' heroic efforts during World War II. Mike was charged with promoting this news locally to increase awareness across New Jersey of CAP's contributions. He secured lengthy feature stories in the two largest regional daily newspapers for New Jersey – the *Star Ledger* and the *Philadelphia Inquirer*. In addition to promoting good news, Mike is a certified Ground Search



Mike's *Star Ledger* placement also appeared online on *NJ.com*.

and Rescue team member and is trained to serve on the Incident Command staff if New Jersey were to face a natural disaster.

### FOSTER COMPLETES PR INSTITUTE

Over the course of eight weeks, senior associate Darrah Foster participated in the Public Relations Society of America's PR Institute through its Philadelphia chapter. PR Institute participants join a mock-agency team to create and pitch an integrated communications plan to a real-life client. Darrah learned how to construct and budget a communications

plan, present a plan and strategize a social media program.

### COOKING FOR CHARITY

On June 4, several members of the AKCG team volunteered their time and culinary skills to prepare a home-cooked meal for dozens of families staying at the Ronald McDonald House of Southern New Jersey. The House supports families in need who have children being treated for a variety of serious illnesses, by providing housing, healthy meals and emotional support. The AKCG team prepared – from scratch – a multicourse dinner including baked chicken, salad, macaroni and cheese, roasted vegetables, grilled hot dogs and rolls. The team also prepared a towering fresh-fruit salad and provided cookies and ice cream for dessert. More than 40 family members enjoyed the dinner and expressed their appreciation.



Kathryn Conda, Mike Gross and Darrah Foster helping out in the Ronald McDonald House kitchen.

## Client News

In June, AKCG helped client **Life Time – The Healthy Way of Life Company**, announce the opening of its Preview Center, in advance of the company's first foray into the



Artist rendering of the new Life Time Mount Laurel facility.

Philadelphia market. The Preview Center allows guests to become members and features sample equipment and merchandise as well as a virtual tour and sneak peek of the new Life Time Athletic Mount Laurel (N.J.) destination. When the facility officially opens this fall, it will include both indoor and outdoor aquatic centers, as well as professional-scale basketball courts, group fitness classes including Zumba, pilates and yoga, a world-class, full-service salon and spa, specialty Kids Academy programming and a full-service café. The *Burlington County*

*Times* and the *Philadelphia Business Journal* both ran feature stories about the Preview Center and interviews with Mount Laurel general manager Frank Quartararo.

AKCG recently embarked on a thought leadership campaign with client **Wesley Enhanced Living**, which operates several successful continuing care retirement communities in the Philadelphia suburbs. The program is based on CEO Jeff Petty's vision to improve senior housing access and to increase understanding of long-term care in our country. AKCG helped kick off

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## Spotlight on a Client

### CELEBRATING THE 10TH ANNIVERSARY MOODY'S MEGA MATH CHALLENGE

In April, AKCG supported client SIAM (Society for Industrialized and Applied Mathematics) as it organized the 10th annual Moody's Mega Math Challenge, a national applied mathematics competition for high schoolers. The M3 Challenge requires competitors to solve a real-world problem with sophisticated math modeling concepts. This year's Challenge Problem ignited a hot topic among high school teammates, asking, "Is College Worth the Cost?"

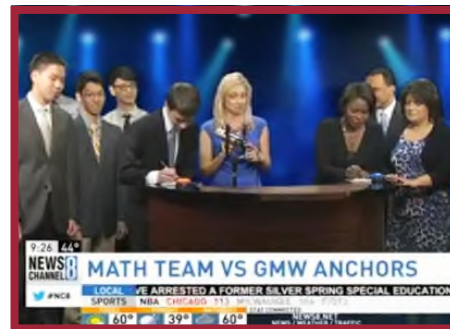


Winning team North Carolina School of Science and Mathematics makes its television debut on Raleigh-Durham's WNCN-TV

More than 5,000 students comprising 1,128 competing teams submitted solutions. After a grueling multi-tiered judging process, six finalist teams emerged. On April 28, all six finalist teams, along with their faculty coaches, met at The Moody's Foundation headquarters in Lower Manhattan to present their solutions for a portion of \$125,000 in scholarship money.

Along the way, AKCG worked to promote each brilliant finalist team regionally and nationally. Additionally, the agency helped elevate the M3 Challenge in its 10th anniversary year. From an all-female team spotlight in the Westport, Conn. market to a live math-off in Washington D.C., AKCG created unique avenues to promote each of the six finalists in their hometowns.

For the second consecutive year, students from the North Carolina School of Science and Mathematics took home first place – a \$20,000 check from The Moody's Foundation. In May, student team members celebrated their big win



The South County High School team from Lorton, Va., competes against Good Morning Washington, DC anchors before the M3 Challenge

(and their high school graduation) with a high-profile appearance on WNCN-TV, the NBC affiliate in Raleigh-Durham, N.C. The students and their faculty coach were featured on the station's popular "Cool School" segment, which highlighted their accomplishments as well as the school's winning tradition in the M3 Challenge.

## Client News (continued)

the campaign with a prominent Op/Ed placement in the *Philadelphia Inquirer*, articulating Petty's passion and ambitions for changing the system many take for granted. This is the first step of many to advance this thought-leadership program.

The AKCG team continues to help clients in various industries mitigate communications challenges that arise when managing issues or crises. Recently, AKCG supported an educational institution facing a campus



Croda Inc executive Bob Stewart (fourth from right), other Croda executives and community officials ceremonially broke ground on a \$170 million plant at the Atlas Point Facility in New Castle, Del.

shooting, a healthcare organization going through a major transition and a consumer goods company preparing for a potential media scandal. In each situation, the AKCG team provided spokesperson training for executives, strategic counsel and writing support.

Long-time client **Croda Inc**, manufacturer of specialty chemical ingredients, held a ceremonial groundbreaking in April for the first North American plant that will lead to

100-percent sustainable non-ionic surfactants – active emulsifying agents that help keep oil and water together – which are used in a range of products from face creams to toothpaste to paint to laundry detergent. AKCG developed a media relations strategy to gain local media interest and community engagement for the \$170 million capital investment through to 2017 at the

New Castle, Del., site. AKCG secured media coverage on Philadelphia's 6ABC TV, Wilmington's WDEL 1150AM, and in the community's primary newspaper, the *Delaware News Journal*, and its online counterpart, *delawareonline.com*, among others.

The *Philadelphia Inquirer* featured two **Mercy Fitzgerald Hospital** bariatrics patients, Rose Hollis and Pastor Doug Yancy of Philadelphia's Mt. Moriah



The Philadelphia Inquirer's feature on Mercy Bariatrics.

Apostolic Church, on the cover of the paper's Easter Sunday health section. The article also featured client **Mercy Health System's** well-known bariatrics specialist, Dr. Prashanth Ramachandra.

## PERSONNEL NEWS

The AKCG team bade a fond farewell to executive assistant Nancy Perritt (*front row, center*), who retired at the end of June after ten and a half years of service with the firm. Nancy is looking forward to traveling and spending more time with her family. We all thank her for all her help over these past years, and wish her a healthy and happy retirement.



*Front row: Anne Klein, Nancy Perritt, Jerry Klein. Back row: John Moscatelli, Mike Gross, Chris Lukach, Darrah Foster, Dick Scarduzio, Kathryn Conda.*

## GLOBAL PERSPECTIVE

*(Continued from first page.)*

practices with, collaborating on pitches with, and mentoring (and being mentored by) our peers across the globe. That's why we're excited to be hosting IPREX's annual Global Leadership Conference here in Philadelphia in February. This meeting will bring together up-and-coming young agency leaders from across the world, and we can't wait to facilitate a lively discussion.

International networking has been a part of our culture for 20-plus years; for these reasons and more, it will be for many years to come. — *C.J.L.*

**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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