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7248 Bernadine Ave. Suite #2
West Hills (Los Angeles), CA 91307
818-340-5300 Fax 818-340-2550
PR@MayoCommunications.com

MAYO Communications, based in LA, with offices in New York, San Diego and Bern, Switzerland, specializes in entertainment, hospitality and lifestyle publicity.

MAYO, recognized twice for "*Best Media Placement*" by the *Public Relations Society of America*, was founded in 1995 by V.P. George McQuade, a past president and current board member of the *Entertainment Publicists Professional Society*.

In July 2007, MAYO reached more than 200 million media impressions for "*No Oscar For Hollywood*," a campaign focusing on runaway entertainment production that earned more than \$1 million in global broadcast and print placement for the [Los Angeles Economic Development Corporation](#). MAYO helped place [LAEDC Chief Economist Jack Kyser](#) in more than 2,000 national articles on the first day of the Hollywood writers strike.

MAYO clients were featured in the cover story of [The Hollywood Reporter](#) Nov. 1, 2007, "*Made in America*" special issue.

MAYO recently welcomed new client [Hydra Properties LLC](#) of Abu Dhabi, creator of "[The Hydra Executives](#)," a March 2008 reality TV show that will feature U.S. and British entrepreneurs vying for \$1 million prize to the final winner to fund a business startup. Showtime Arabia has committed to televise "*Hydra Executives*" in Asia and the Middle East.

CEO and Creator Dr. Sulaiman Al Fahim, Hydra Properties was interviewed and the Hydra Executives Reality TV show was published in [BusinessWeek](#), Dec. 10, 2007, pg. 19, along with Al Fahim's photo and caption about his company.

MAYO clients include [H2O Entertainment](#), which produces the TV drama, "[Whittaker Bay](#)" set to air in January 2008 on [Superstation WGN-TV](#), which was featured in O'Dwyer Report in Dec. 2007 issue.

MAYO represents [Warrior Records](#), home of rock legends [Eddie Money](#) and [Benny Mardones](#), and has represented comedian Jack Rothman and Singer-Songwriters [Seven Silvasy](#), [Aron Cowen](#), [Kelly-Lynn](#) and AJ Wells Productions, Hollywood.

MAYO: "We don't guarantee media, we just get it!"



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Aida Mayo President

PROFILE: More than 12 Years of PR with media Law experience and expertise in:

- Business-to-business strategy in consumer marketing communications/PR in high tech, consumer tech, movie and the entertainment industry. Advertising, negotiating and maintaining strong business-to-business relationships with clients. Specialize in strategic messaging, marketing, reputation management, community relations and Spanish and minority media placement. Legal startup business counseling. Trade and media tours.
- Promoting product launches, new business presentations, industry panel participation, participant in conferences, workshops and trade seminars, non-profit fundraisers, joint venture promotions and crisis management.
www.MayoCommunications.com or www.MayoPR.com.
- Creating and implementing tactical plans for day-to-day and quarterly direction of analyst's relations, broadcast, cable, hi-tech media communications, trade shows, media tours, industry analyst briefings and testimonials. Monitoring media hits, competition placement and updating PR databases and web site resources contacts.

EXPERIENCE

5/1/95 - Today, President/Owner, Mayo Communications, West Hills (Los Angeles), CA

Media Relations, new business accounts, pitching the media, news conferences, media tours, editorial calendars and trade shows, spokesman for a half dozen clients. New business development representative and office supervisor. Clients range from legal, government, environmental, nonprofit 501C, organization, Transportation, and high tech.

The Spanish media love Aida Mayo, because she speaks conversation and proper Spanish language and with good grammar. She also offers Spanish media training.

1/2000 -2003 Spanish Communications Consultant/Teacher

Teaching Kindergarten and first grade students Spanish.

6/89 - 1/1/95 Industry Consultant, Franco Furs, Beverly Hills, CA.

Marcom/PR and industry analyst for fur store in Beverly Hills.

10/86 - 6/1/89 Civil Attorney, Mayo Law, Buenos Aires, Argentina.

Civil and commercial law clients. Client relations.

EDUCATION: BA of Arts, Civil Law, Buenos Aires University, Buenos Aires.

She is an Argentinean native and attorney with two sons, Kevin and James. Aida Mayo McQuade is also president of *MAYO Communications*. (www.MayoPR.com).



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George S. Mc Quade III ***Vice President***

George McQuade, V.P., MAYO Communications, is a national award-winning entertainment and corporate communications multimedia expert, and is often quoted on nationally on trends, campaigns and breaking stories. McQuade has been behind and in front of the camera/microphone for more than 15 years, 10 in the LA Market. In 1989 - 92, he was the news voice at *KGIL Newstalk 1260 AM* and later became LA correspondent for *NBC Mutual News* and *ABC Entertainment Radio Network* covering high-profile stories such as the lip-sync controversy of Milli Vanilli, a pop and dance music duo during the Grammys; Barbara Streisand Clinton Fundraiser; Beverly Hills Zsa Zsa Gabor Cop slapping trial and the attempted murder case of Actress Teresa Saldana.

McQuade covered the Rodney King Beating trial live for *UPI* and was among a handful of reporters covering the LA Riots in South Central LA for *KNX, KFI and KNBC*. His last decade of media relations jobs include: SoCal Gas Company and the Housing Authority of the City of Los Angeles. He grew up in Seattle, where he taught school and worked in TV and radio news. George has a Bachelor of Arts degree, with a double major in broadcast communications/journalism, from Western Washington University, Bellingham, WA. He is a former Navy Photographer at Oak Harbor, Whidbey Island, WA. He attended U.S. Naval Schools of Photography, Pensacola, Fl. McQuade has been Recognized over the last 10 years in print, TV, radio, and PR journalism awards for outstanding work in the industry. From *RTNA Golden Mikes* to *PRSA PRism Awards*.

Mc Quade is a board member and 2006 President of the *Entertainment Publicists Professional Society (EPPS)* with chapters in New York and LA. He writes a monthly column for *Jack O'Dwyer Publications, NY*, the No. 1 website for "media and public relations news" according to Google. Additionally, he is Executive Vice President of MAYO Communications, an LA entertainment and public relations firm he cofounded in 1995.

In 1998, California Firefighters honored him with a *Medal of Valor* for saving the life of a noted *UCLA Medical Center* Cardio Vascular Radiologist from his burning vehicle. The Los Angeles City Council gave him a hero's award. He's also a hero to his two sons, Kevin, 15, and James 12, and Argentina born wife and former Attorney Aida Mayo McQuade, who is also the president of MAYO Communications, Los Angeles.



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Nicole Berner

General Mgr. Berne, Switzerland

Nicole Berner brings a wide-range of international experience and resources to our music, arts and entertainment clients, and clients who do business or are based in Europe. She speaks German (native language), English, Italian and French.

While working at MAYO Communications in Los Angeles, Nicole assisted several accounts in music, movie, and technology monitoring media relations in Europe, posting news releases and blog messages all over the world. She writes news releases, business and marketing plans and offers strategic relations for MAYO at all new business meetings. Her work experience includes work this year at **Dr. Schenker Kommunikation AG (Public Relations Agency) Bern, Switzerland**, handling own projects in public and media relations, public affairs, corporate communications (CI/CD/DB) and crisis communications, coaching, issue management, ghost-writing, sales and account management, acquisition concepts, spearheaded strategic concepts for business development plans and organized organized business functions and events.

Nicole also performed marketing communications for various departments in a job at **Hotel Allegro Bern AG, Kursaal Bern AG**. Nicole is a member of Bernese Association of Business Administration (GBEB), Switzerland; Alumni of the University of Applied Science (PHW) Switzerland; She specializes in:

- Communication strategies and marketing/advertising concepts
- Strategy concepts in process, change and quality management
- The formulation of a business plan
- Conception of a quality management system (ISO 9001:2000) for the hotel and restaurant Ottenleuebad in Sangernboden, Switzerland
- Has project experiences in Russia

Education: Master English “Media & Art”

Aug. 02 – Oct. 06 University of Applied Science (Fachhochschule, PHW Bern) Berne, Switzerland; Bachelor of Arts in Business Administration and “Marketing & Communication” 2001 - 2002 Maturity, Economic School Thun, Switzerland Professional Maturity of Commercial Type; EF International Language School Redondo Beach, CA (Student of English as a Second Language)

Hobbies: Likes the outdoors, traveling, and teaches skiing in her spare time.



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Dan Lai

Bureau Chief, San Diego

Dan Lai is a senior account executive in the Consumer, Economic, Housing, Medical, Life Science and Technology Division of MAYO Communications. He is based in San Diego, CA, where his wife is a general physician. Lai's background in public relations includes corporate, non-profit and federally funded organizations as well as agency experience. He has strategically implemented regional and national public relations and marketing campaigns for clients in the healthcare and biomedical fields.

Before joining MAYO Communications, Lai worked for Stoorza Communications supervising day-to-day media relations for I-Flow Corporation and was also responsible for Scripps Clinic, 1-800 CALL DOC and I/O Software. He produced a video news release for Unilab Corporation, receiving national coverage for a new cervical cancer screening process. Lai has also assisted in the highly successful national launch of Quidel Corporation's QuickVue Influenza Test during the 1999-2000 flu seasons.

Prior to joining Stoorza, Lai headed the communications efforts for the Wisconsin Area Health Education Center (AHEC) System. With Wisconsin AHEC, he handled media relations and internal communications, produced a quarterly statewide newsletter and gave the organization its first presence on the World Wide Web. Lai also previously worked for the Housing Authority of the City of Los Angeles' public relations department writing and editing news releases, annual reports, employee newsletters and shooting photography of external and internal events. His work earned national and regional recognition with the National Assn. of Housing Redevelopment Officials, Public Relations Society of America and International Assn of Business Communications and Publicity Club, Los Angeles.

Lai holds a master's degree in professional writing from the University of Southern California and a bachelor's degree in English from the University of California, Berkeley.



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Roxana Cornejo
Spanish Markets

Roxana Cornejo is a bilingual professional public relations specialist and marketing expert, who loves to work in a fast paced environment. "Spanish has two words for one word in English," she says, "so I have to be twice as fast."

In 1998, Roxana trained under George Mc Quade at the City of LA Housing Authority as a public affairs assistant, writing news releases, pitching mainstream, housing and Spanish media. Additionally, she worked in the internal communications newsroom editing and translating stories about management and public housing residents into Spanish. Roxana is no stranger to high profile environmental hearings.

She reads, writes and speaks fluent Spanish. Her background includes internal sales, exportation and marketing; managing regional and international accounts in Mexico, Colombia, and Peru. For Thermo Fisher Scientific in San Diego, she handled sales and exports of scientific products for laboratories, universities, hospitals and medical offices. Roxana also provided customer support and marketing to customers.

Some of her other skills include a clear understanding of the principles of exporting hazard/non hazardous products or chemicals. She is a certified Notary. During her freelance days as a working member of the Spanish press, she grabbed the opportunity to acquire experience as a graphic designer, and reporter/writer for newspapers. Some of the companies include: NBC Channel 4, La Opinion Newspaper, and La Vision de Atlanta Newspaper.



Renee Robinson
MAYO's NY Office

125 Green Street 1F
Brooklyn, New York 11222

Cellular: (631) 835-7842 E-Mail:

Reneerobinsonnybureaumayopr@gmail.com

Clear & Concise Communicator/Strong Writing Skills/Arts Management

EDUCATION

M.A. in Dance and Related Studies

University of North Carolina at Greensboro, Greensboro, NC (1997)

Diploma in Dance

University of Surrey, Surrey, ENGLAND (1993)

B.A. in Politics and Government

Ohio Wesleyan University, Delaware, OH (1988)

PROFESSIONAL EXPERIENCE

P.R./ International Booking Agent

Renée Robinson Representation, R3, NY, New York (Presently)

- Booking performing artists internationally.
- Negotiate all contracts.
- Responsible for all publicity and public relations for performing artists.
- Distributing all press kits.
- Grant writing.
- Booking venues.

Publicist

MAYO Communications, Los Angeles, CA (2004-Today)

- New York, Bureau Chief
- Developing productivity strategies and building relationships within the industry to benefit client goals.
- Creating media kits and news releases, managing media events

Managing Director

Winifred R. Harris' *Between Lines*, Los Angeles, California (Fall 2004 to 2005)

- Responsible for all publicity and public relations.
- Creating and distributing all press kits.
- Generate planned giving letter.
- Creating a budget.
- Coordinating concert and day to day logistics of the company.
- Liaison with Artistic Director.
- Create and distribute all artist contracts.
- Booking venues.

Dance Instructor

Los Angeles County Schools, Los Angeles, California (Summer 2004 to 2005)

- Teach dance to various middle and high schools in Los Angeles.

Assistant Company Manager

New York Harlem Productions Company, Los Angeles, California (Summer 2004)

- Travel on tour with Gershwin's *Porgy and Bess* production.
- Responsible for all work visas.
- Create and distribute all artist contracts and rooming lists.
- Arrange all airport pick-ups and drop-offs.

Office Assistant

David Mansfield, Attorney at Law, Central Islip, NY (2002-2003)

- Transcribed case-file materials.
- Receptionist duties.
- matches and camp placement.

English Teacher

AEON, Shin Koshigaya, Japan (2001 to 2003)

- Teach conversational English to adults and children.

COMMITTEES

Co-Chair, City at Peace-Charlotte

Charlotte, North Carolina (1997-1998)

Recording Secretary, Executive Board of Directors

Children's Theatre of Charlotte, North Carolina (1997-1998)

University Search Committee

University of North Carolina at Greensboro, North Carolina (1996)

University Search Committee

Ohio Wesleyan University, Delaware, Ohio (1986-1988)

Multicultural Day Planning Committee

Ohio Wesleyan University, Delaware, Ohio (1987)