



California Governor Arnold Schwarzenegger kicks off "Prop B," a \$20-billion ballot measure to reduce congestion, remove trucks from freeways, increase security and expand LA/Long Beach's highway system. The campaign was successfully launched by MAYO Communications, Los Angeles.

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Edelman, the world's largest independent public relations firm, is an industry leader in developing groundbreaking and multi-faceted communications campaigns. Edelman's global public affairs network has 44 offices and affiliates in 22 countries around the world, enabling the firm to run cutting edge public affairs programs employing a range of strategies and tactics including: proprietary research, alliance formation, and stakeholder mobilization, paid media, direct mail, media relations and grassroots activities.

Edelman has a diverse public affairs client base including foreign, state and local governments, national and international corporations, trade associations, NGOs, philanthropies and organizations in the industries of energy, financial services, food and beverage, healthcare, high-tech, telecommunications, manufacturing, defense, professional services,

retail, environment and transportation. Clients have included the Iraq Study Group, the "9/11 Commission," AT&T, Microsoft, Michelin, National Association of Broadcasters, the American Association of Railroads, Pfizer, the Panama Canal Authority, the governments of Morocco and Commonwealth of Puerto Rico.

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Fleishman-Hillard's worldwide team has conducted PA communications and government relations programs for many of the world's leading corporations and associations. The firm provides policy analysis, lobbying, media relations, coalition-building, and grassroots advocacy. FH also boasts an Internet advocacy capability.

Specialties include healthcare, international trade and investment, homeland security, financial services, technology, cyber security, telecommunications, energy and natural resources, agribusiness, food safety, biotechnology, transportation,

and business marketing to government.

In addition FH has had experience helping clients in many industries restore or enhance their environmental reputation and successfully manage environmental issues and crises.

The firm works with clients to overcome significant environmental challenges, present a positive green image, site new facilities, and implement environmental community relations programs. FH staffers have tackled air quality, energy conservation, groundwater pollution, and sustainable development issues.

Current clients include, AES Energy, Alliance to Save Energy, American Chemistry Council, Army Environmental Policy Institute, Carbonfund.org, Conoco Phillips, Election Systems & Software, Environmental Protection Agency, Enterprise Rent-A-Car, Kinder Morgan, National Fire Protection Assn., Olin Corporation, Peabody Energy, AT&T, Shell Oil Co., UPS, Visa USA, and World Wildlife Fund.

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Marx Layne & Company is Michigan's largest independent marketing and public relations agency.

Our public affairs professionals customize high-impact strategies to deliver clients' messages and influence opinion on legislation, regulation and appropriations at the state and local levels. We're routinely engaged by lobbyists to reinforce their efforts by generating constituent messages, news coverage and talk show appearances, editorial commentaries, expert testimony and research studies.

Our clients include publicly traded multinational corporations, mid-sized companies and small private practices. We're knowledgeable in many industries, including environmental services, financial services, healthcare, higher education, hospitality, legal, manufacturing, nonprofits, real estate, retail and telecommunications.

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MAYO Communications, based in LA with offices in New York and San Diego, has been serving entertainment, environmental, government and business clients for more than a decade.

George McQuade has worked behind the scenes for various high-profile political and environmental campaigns with post-ed winning results.

To address polluted air and traffic jams to pot-holed streets and public safety, and the countless other issues affecting the Southland, four former California Governors have teamed with key business and community leaders to form the Southern California Leadership Council (SCLC). In 2006 MAYO Communications was hired by the SCLC to create a buzz and to get people to turn out to the polls to vote for a \$20 billion bond measure called Prop "B", that was bundled in other confusing and controversial housing and other bond initiatives. Utilizing Governor Arnold Schwarzenegger's transportation staff and the 'Governator' himself with high profile Prop "B" related news conference, the measure passed in 2006.

Prop 1B, the Transportation, Air, and Port Bond, won big in all of the urban and large counties, garnering 67% in Contra Costa County and 66% in LA. Even in conservative Orange County, it passed by 54% to 46%. Statewide, it won with 61.4% of the vote. The story received more than 25 million media impressions with less than a month before the measure went to the ballot box and aired on the top TV stations prime time newscast all five days leading up to election day. Two editorials were published in more than a dozen major California daily newspapers Sunday editions.

MAYO has also been retained by the University of Southern

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Profiles of Environmental and Public Affairs Firms

California to educate the public and media on a first-time study revealing the environmental and economic impacts of the institution on the state and Southern California. The study found USC was environmentally friendly, had capital construction expenditures last year totaling more than \$207 million and contributed more than \$4 billion to SoCal. It was also discovered that the University is also the City of Los Angeles' largest private employer, providing jobs for 26,446 people during the last fiscal year. In addition, USC's economy activity in turn produced another 16,318 non-USC jobs in the regional economy.

MAYO Communications offers grassroots advocacy programs, environmental and transportation lobbying, community outreach, surveys and favorable environmental studies online of controversial environmental projects and initiatives.

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PCI provides strategic planning and turn-key communication programs for companies and nonprofit conservation organizations nationwide. A certified Women-Owned Business Enterprise, PCI specializes in issues management, public education programs, public affairs and strategic planning, as well as regional and national media relations campaigns for clients such as the Association of Zoos and Aquariums (AZA), the 196-member Chicago Wilderness coalition, the Alliance of Marine Mammal Parks and Aquariums. It also works with more than 20 cultural institutions that have a strong conservation focus, such as the John G. Shedd Aquarium in Chicago and its conservation initiatives for Great Lakes preservation.

PCI principal Jill Allread has 20 years of experience in conservation communications and leads the firm's environmental practice that includes strategic planning, crisis management, media relations and grassroots advocacy.

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Ruder Finn, one of the largest independent PR firms in the world has a tradition of excellence in public relations that spans more than 55 years.

The Global Issues Communications practice of Ruder Finn has a strong focus on public relations for environmental issues, products, companies, investment funds, NGOs and United Nations' programs. In combination with the agency's Public Affairs practice in Washington, DC, the environmental practice uses the resources of former senior staff members from the White House and Congressional aides whose knowledge of the legislative and regulatory processes enhance the strategic programs involving environmental and sustainability issues.

Environmental clients have included Global Green USA, the U.S. affiliate of Green Cross International founded by Mikhail Gorbachev; Norsk Hydro, a leading Norwegian light metals and energy company; Det Norske Veritas, a Norwegian institute that provides a system to measure greenhouse gas emissions reductions; Solena Group, which provides a clean renewable energy source based on biomass and the United Nations Environmental Program, among others.

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Based in New York's state capital, Sawchuk, Brown Associates has developed public affairs and environmental communications programs for corporations, associations, public interest groups, educational and



The Schneider team (L to R): Andrea Cunningham, Acct. Executive; Shawna Sullivan, Acct. Coordinator; Philip Pennellatore, Vice President; Ashley Malagon, Group Manager.

health care organizations and government entities. Its public affairs operation has a special focus on state and local government relations and with district offices of the state's congressional delegation.

Public affairs specialty areas include grassroots lobbying, strategic counsel, community awareness programs, media relations and training, opinion leader and community research, coalition building, issues management, government outreach and editorial services.

In 2006, Sawchuk, Brown Associates added a new Energy/Environment practice group with special focus on alternative energy and issues related to deregulation. Other environmental communications topics include brownfields remediation, zoning and real estate development, air and water quality issues and risk communications. It also expanded its PA operations as New York has a new Democratic governor and new congressional members who support renewable energy and sustainable development. New PA staff previously served with the Executive branch, the State Legislature and U.S. Sen. Hillary Clinton's district office.

Environmental and public affairs clients have included Albany College of Pharmacy, Albany International Airport, Allied-Signal Corp., American Forest and Paper Assn., Arsenal Business and Technology

Partnership, BASF, Center for Economic Growth, Cornell Agriculture and Food Technology Park, DayStar Technologies, General Electric, General Motors, Green Island Power Authority, Independent Cement Corp., Lafarge NA, MVP Healthcare, NYS Assn. of REALTORS, NYS Dept. of Environmental Conservation, NYS Dept. of Motor Vehicles, Norlite, Nycomed Amersham, Inc., Oak Mitsui, Oganichem, Owens-Corning, Plug Power, Port of Albany, as well as engineering firms, developers and local governments throughout the region.

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Celebrating its 27th year in business, Schneider Associates has worked in concert with a variety of clients to develop strategic media relations and public affairs campaigns on behalf of some of the premier commercial, retail and residential real estate developers in the Northeast. The firm has a demonstrated expertise in

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