

PRACTICAL

Leonard & Finco Public Relations, Inc.

Summer 2008

Here is the latest edition of our electronic newsletter! Read-on to find tips and information for effective public relations.

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Going "Green" can add greenbacks to your bottom line

Even with the presidential election coming up, "green" continues to dominate the news. Listen to or look through any newscast or paper and you're almost certain to come across a story on the environment.

Many of the traditional stories on recycling and energy conservation have been covered. What the media is seeking are success stories on how a business reduced its carbon footprint or the creative ways in which innovators develop new products and how business are using them. Story angles of interest include:

- Developing new technology or gadgets that reduce energy use
- Implementation of "green" initiatives and the impact it's made on the environment and the bottom line
- Recycling material, saving it from a life in the landfill, and reusing it
- Creating "green" initiatives that encourage employee participation, both at work and at home
- Creative use of renewable resources
- Finding new ways to minimize waste from existing operations

What does this mean to you? The environment is on everyone's mind and companies that are showing that they care for and want to protect the environment are quickly becoming popular places for consumers to spend their dollars. If you're a company that is utilizing innovative materials to reduce your environmental impact, then it's a good idea to leverage it to build goodwill with your community and your customers.

Equally important, if you're someone who's developed a new technology or gadget, the media is a great way to make consumers aware of it. Don't miss out on a great opportunity to share your invention. You can bet your competitors won't.

Welcome to Beth Kneisler and Angela Walschinski

The latest addition to L&F's staff are Account Assistants Beth Kneisler and Angela Walschinski. Both are graduates of the University of Wisconsin - Green Bay. Kneisler graduated with a Bachelor of Communication Processes with an emphasis in Public Relations. Walschinski graduated with a Bachelor of Business Administration with an emphasis in Marketing. Their primary duties will be providing support to Account Executives and assisting with various clients.

Buergi & Stein Promoted

Cole Buergi and Scott Stein have been promoted to Senior Account Executives at Leonard & Finco Public Relations. In their new positions, Buergi and Stein will take on added account duties as Leonard & Finco continues to grow. Buergi has more than 8 ½ years experience with L&F, while Stein has been part of the L&F team for eight years.

QUOTABLE

"Ability is what you're capable of doing. Motivation determines what you do. Attitude determines how well you do it."

-Lou Holtz: Former football coach, author, motivational speaker

NAME Dropping

Here's a sampling of what's going on with our clients:

The **Port of Green Bay** was the focus of a full scale transportation security training and exercise program in May. The U.S. Coast Guard, Green Bay Maritime Safety and Security Committee and law enforcement and emergency responders all took part in the day long exercise. The exercise involved simulations such as: boarding a suspicious vessel, an underwater investigation of the vessel by a dive team and decontamination of ill crew members. The exercise was funded through a Homeland Security Grant that was awarded to the Port of Green Bay in 2007.

thinkmarriage, a statewide, non-profit organization that focuses on healthy relationships between couples through marriage education, hosted author and nationally recognized speaker David Blankenhorn in Milwaukee on April 29 and 30. Blankenhorn spoke at a public forum on his new study "The Taxpayer Cost of Divorce and Unwed Childbearing: first ever estimates for the nation and all 50 states." Although there is more than 20 years of social science research supporting alarming facts about family breakdown, Blankenhorn's groundbreaking study is the first of its kind to provide a financial connection. thinkmarriage was a sponsor of the public forum.

The **New York Times** story "Small Businesses on Discount" featured interviews with officials of the **International Business Brokers Association (IBBA)** and **California Association of Business Brokers (CABB)**. The May 27th story by reporter Elizabeth Olson focused on the current state of business sales with the changing economy.

Welcome to our new clients:

Records management can be a challenge for companies of all sizes. **Automated Records Management Systems (A.R.M.S.)** of De Pere provides full-service commercial record center services: records information management consultations, off-site media and records storage, backup services, disaster recovery planning and much more. To learn more, visit www.arms4rim.com

TransCanada, a natural gas pipeline company located in Calgary, is proposing to construct a 625-mile pipeline from Meeker, Colorado to Glen Ulin, North Dakota. Leonard and Finco is working with TransCanada coordinating public affairs activities.

Quick Links...

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