



PINNACLE WORLDWIDE  
FOUNDED 1976

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# PINNACLE UPDATE



Conkling Fiskum & McCormick principals Martina Deliantoni (L) and Allison McCormick share the excitement of winning a Gold Quill Award at the International Association of Business Communicators (IABC) international conference in San Francisco on June 8th. CFM won for its social media work on behalf of Tillamook Cheese. The IABC reports that there were more than 2,000 entries in this category, added to the competition this year.

## CFM Helps Clients Win National Awards

Two clients of Conkling Fiskum & McCormick (Portland) won national communications awards in June, for social media and integrated campaigns. One, **Tillamook Cheese**, won a **2009 Bronze Anvil Award of Commendation** from the **Public Relations Society of America (PRSA)**. The Bronze Anvil is a national competition focused on tactics such as websites and video. CFM's work also was recognized with a top-tier **Gold Quill** from the **International Association of Business Communicators (IABC)**.

Last year, **Tillamook** wanted to expand distribution and brand recognition in growth markets. CFM believed the best way to grow was through positive word-of-mouth from existing customers. Using social media tools — Facebook, Twitter and a special website — CFM created the **"Tillamook Fan Club."**

(CONTINUED ON P2)

## UPCOMING MEETINGS

October 2-3, 2009  
Seattle, WA

### Whither Twitter? (OR: How to Conduct Business in 140 Characters or Less)

(FIRST IN A SERIES) Businesses are seeing value from Twitter, says Hanser & Associates (Des Moines), which has used the online community for Chicago-based **Megabus.com's** customer service and media relations. H&A sourced a business traveler for a **Wall Street Journal** reporter by sending a "Tweet-Around" asking if any of the client's followers use the bus line for business rather than leisure travel. Amanda Mullin at the firm found a customer who uses **Megabus.com** for both. She sent a direct message, asking the follower for their personal contact information, then sent the information on to the **WSJ** reporter. The resulting story ran on June 18 and can be read in its entirety at <http://online.wsj.com/article/B124528126290225307.html>. (NEXT: "ANY NEW BIZ IN THERE?")

**CFM Helps Clients Win National Awards** (CONTINUED FROM P1)

Another client, **Clackamas County**, won an **Award of Distinction** in the Integrated Campaign category at the 15th annual **Communicator Awards** organized by the **International Academy of the Visual Arts**. CFM helped the county **Water Environment Services Department** create and carry out the **RiverHealth** program, designed to inform residents in north Clackamas County regarding the need to expand its sewage-treatment system. The **RiverHealth** project also won a top award from the **National Association of Counties**.

CFM helped the county create its **RiverHealth** strategy, and implemented tactics including an innovative, video-rich [www.riverhealth.org](http://www.riverhealth.org) website, detailing the challenges that face the community and actions taken by county leadership. The firm also created a series of timely news releases stressing project benefits and milestones, as well as the county's first electronic newsletter, sent monthly to 1,000 opinion leaders.



**Taylor and Amelung join TVG**

Kanna Taylor (left) has joined The Vandiver Group (St. Louis) as Team Member. She has experience in PR, event planning, research and social media, and holds a Bachelor's degree in public communications from Truman State University. Web developer Mike Amelung (right) also has joined TVG, after working



for a variety of marketing and design firms, as a web development consultant.

**CFM welcomes Kerry Tymchuk**

One of Oregon's best-known public policy servants and spokespersons Kerry Tymchuk is now a corporate communications advisor at Conkling Fiskum & McCormick, Inc. (Portland). Tymchuk is a CFM Principal, working closely with CFM Partner Pat McCormick in expanding the firm's corporate reputation and issues management practices. Tymchuk served as state director for U.S. Senator Gordon Smith (R-Oregon) from 1997 until earlier this year. He has enjoyed a notable career as speechwriter and as co-author of several books, including autobiographies of Bob and Elizabeth Dole, and Columbia Sportswear's Gert Boyle. He also was a four-time champion on the TV game show "JEOPARDY!"



**PINNACLE PROFILE – RED SKY PR (BOISE)** cont'd from p4

The opportunity to work with start-ups and emerging technology companies still exists, and Red Sky continues to embrace it. We are passionate about growing our state's economy and reputation, and supporting knowledge workers and innovation is a key part of that process.

As Idaho's economy evolves, we are seeing multiple startups and emerging technology companies spin off from enterprise organizations like HP and Micron. These innovators are forming software companies, pursuing tech transfer opportunities at our state universities, and collaborating on product development particularly in renewable energy manufacturing.

Jessica Flynn is heavily involved in regional entrepreneur groups like TechBoise and Kidstand, where she serves on the Board and helps organize the annual IdaVation conference for innovators. She frequently counsels startups on public relations strategy and tactics. Robert Deen is a regional angel investor, serving as a board member and investor for multiple technology companies.

From a client perspective, Red Sky's biggest success has been working with companies that are lead by one of the Valley's serial entrepreneurs – Cradle-Point Technology, which develops and manufactures mobile routers that create personal hotspots, and M2M Communications, which is developing technology



**CRT/tanaka Announces its 2009 whatcanbe Award Recipients**

CRT/tanaka (NYC) has announced its 2009 **whatcanbe** award winners, "celebrating employees who have helped create a bigger, brighter, better future for the agency, clients and community-at-large." They are . . .



**Deborah Myers** (top), executive VP/Health Practice leader (client category) for the American Physical Therapy Association. She redefined the profession's brand to accurately portray the role of physical therapists to the public, repositioning them as professionals devoted to overall wellness, fitness and pain reduction, not just rehabilitation.



**Natalie Smith** (middle), VP (agency category), for her commitment to enhancing workplace culture at CRT/tanaka. She has shared her expertise in internal communications and employee engagement, as well as serving as a role model/mentor to junior staffers.

**Jennifer Lucado** (bottom), A/E (community category), for her community service efforts throughout the Richmond region. Lucado spends her spare time giving back to the community by mentoring young people, volunteering with several area non-profits and enhancing alumni programs at her alma mater, the College of William & Mary.

**NEW, NEW YORK NEWS, YOU CAN USE**

LVM Group (NYC) has been hired by Builders Group, a New York-based construction company with a reputation for building the un-buildable, according to LVM president David Grant. "Need a new office tower? A new hospital or school? A high-security data center? Builders Group can solve the toughest construction challenges," says David. Also, real estate developer Sherwood Equities — which LVM Group has represented for nearly 30 years — has engaged LVM to promote 370 Lexington Avenue, a commercial office tower in Manhattan catering to small businesses.

**HANSER & ASSOCIATES WINS 11 AWARDS IN Q2**

Hanser & Associates (Des Moines) has won more than 70 awards for its PR services to clients, including these 11 awards during April-June 2009 . . .

**PRSA BRONZE ANVIL 'AWARD OF COMMENDATION'**

Won for a news video B-roll created in 2008 on behalf of Megabus.com: the video depicted the city-to-city bus service and was placed on 59 TV stations throughout the U.S.

**THREE PRIME AWARDS (PRSA/CENTRAL IOWA CHAPTER)**

For crisis communication work for clients Clow Valve Company, and media relations for Megabus.com.

**INTERNATIONAL TELLY AWARD**

Won in the travel/tourism PR category for a news video created on behalf of Megabus.com.

**TWO NOVA AWARDS (AMERICAN MARKETING ASSOC/IOWA CHAPTER)**

Recognizing quality marketing programs for Des Moines Home & Garden Show and Megabus.com.

**FOUR COMMUNICATOR AWARDS (INTERNATIONAL ACADEMY OF THE VISUAL ARTS)**

For the firm's work for clients Greater Regional Hospice, Knapp Properties, Megabus.com and Peak 8 Development.

to handle the demand side of the energy supply/demand problem. There is great potential in providing a fertile and stable business landscape for the migration of the knowledge-worker, who is bringing their talents and skill set to the place they want to live — and creating the work once they get there. Part of our work with the Idaho Department of Commerce is showcasing the impact of these startups, and helping to define success for our state.

*What is the one thing in particular, if we haven't already covered it, that you would like our other Pinnacle members to know, about your firm?*

As our profession evolves, having a dialogue with peers you respect to ensure all of our individual agencies are at the forefront of the communication evolution will be key. We are committed to being an involved and collaborative member of the organization, and look forward to sharing best practices and mindshare with the network.

**TO LEARN MORE ABOUT OUR NEWEST MEMBER, PLEASE VISIT [www.redskypr.com](http://www.redskypr.com)**



## NEW PINNACLE OFFICERS ELECTED

At the Pinnacle meeting in Palm Springs this past May these individuals were elected to the following positions, effective this September . . .

**For Two Years**  
 Chairman - David Marriott (top L),  
 President - Donna Vandiver (top center), and President-Elect Gary Conkling (top R).

**For One Year**  
 Treasurer - Nick Kalm (L center),  
 At-Large members Jeannette Boccini (R center), Barbara Coles (lower L) and Scott Pansky (lower R).



WE CONGRATULATE AND WE THANK THEM ALL.

## 'AND, IN OTHER NEWS . . .'

**PHILADELPHIA** – Anne Klein, president of Anne Klein Communications Group (AKCG), was featured in a June 10th **PR Newswire Webinar** entitled **“Staying Ahead of the Game: The Steps to Effective Crisis Communications Planning.”** Also on the panel was AKCG senior counselor Irv Lipp, principal of LippService LLC, and David Weiner, senior account manager for **PR Newswire**. Anne focused her segment of the webinar, called **“Building An Effective Crisis Communications Plan.”** The webinar ended with questions from the 200+ virtual attendees. To see and hear an archived version of the webinar, go to: <http://video.webcasts.com/events/prmv001/31032>.

In new client news, AKCG been retained by the **University of the Sciences in Philadelphia** to implement a media relations program that reinforces and expands the Univer-

sity's position within its marketplace.

**ST. LOUIS** – **DiversityBusiness.com** recently named The Vandiver Group (TVG) to the **“Div100”** (top 100 diversity-owned businesses in the state of Missouri) at its **9th Annual Multicultural Business Conference** in Orlando, Florida.

Also, TVG has been engaged by two new clients: the firm is developing a new B2B brand identity for marketing Lambert-St. Louis International Airport to potential new business prospects while increasing and enhancing the participation and engagement of current business partners. Finally, TVG has completed a new website for Esse Health (a primary care physician network in the St. Louis region) featuring a content management system that helps physicians upload tips to a “wellness calendar” and update their profiles, as needed.

## AKCG Veeps' “Social Media Tour ‘09”



Vice presidents **Chris Lukach** and **Mike Gross** of Anne Klein Communications Group (Philadelphia) are reaching out to new business leads by conducting interactive seminars on how social media tools impact today's business environment.

In the last two months alone, the pair has presented to the South Jersey chapter of the **National Association of Women Business Owners**, the **South Jersey Wellness Council**, the **Burlington County Chamber of Commerce Women's Business Forum** and the **NJ Emergency Preparedness Association** annual conference in Atlantic City. (See photo featuring **Lukach**, above.)

## SO named “PR Agency of the Year”

Strategic Objectives (Toronto) was named **“PR Agency of the Year”** at the **IABC Toronto Ovation Awards Gala** on May 28th. SO won this coveted title based on its breakthrough campaigns, including: **“The Ridiculously Long Lasting Road Trip**

**Across Canada”** to launch **Stride™** gum; the **40th Anniversary Celebration of the Caramilk™ Secret**; the launch of **Pink Cashmere Bathroom Tissue**; and the **Johnnie Walker “Pillars of Responsibility”** campaign to promote the safe and responsible use of beverage alcohol, at the **Canadian Grand Prix** in Montreal. The **Ovation Awards** competition received 139 submissions this year (the most in its near-25-year history) with 32 judges working in pairs, carefully reviewing each entry to determine final scoring, collaboratively.



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## PINNACLE UPDATE

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### **PINNACLE PROFILE**

**JESSICA FLYNN  
PRINCIPAL - PRESIDENT  
RED SKY PR (BOISE)**

*What is Red Sky's major point of difference, versus other PR agencies in the region?*  
PR in Idaho has traditionally been provided as an afterthought by ad agencies, as an extremely tactical element focused on pushing news releases. We are unique in being a well-staffed, pure PR agency that offers a high level of sophistication, providing the range from strategic communication planning to tactical implementation. Since our launch in the spring of 2008 we've experienced a high demand for not only strategy but also the ability to put it into practice and show a return on investment. Our clients demand strong ROI, defined and delivered with top-notch customer service. Satisfying that demand is how we've differentiated ourselves and been able to find success in what has been a tough year for many.

*What do you find most important or appealing about Pinnacle membership?*  
One of the most important aspects of the Pinnacle membership for us is that it offers the opportunity to collaborate and interact with peers, particularly regarding issues that one would not be comfortable discussing with competitors in one's own market. With the breakdown of geographic boundaries in how we work with and on behalf of, our clients, being able to tap into a global network for collaborative opportunities is especially appealing.



**JESSICA FLYNN  
PRINCIPAL/PRESIDENT**

*How have your media markets changed, since the time you went into the public relations profession?*

Media professionals are no longer print, TV or radio journalists. They are rapidly becoming multimedia journalists. At the same time, the explosion of social media channels has broadened the opportunity for many voices to be on an equal footing with 'core' or traditional media. The way our markets consume and produce information continues to change, and the Idaho media market has been at the tail end of realizing and embracing that. Niche publications and strong social media voices have stepped

into that void and are vying for relevancy with core media. So when we design strategic communications plans for our local market, we keep those dynamics in mind and leverage every opportunity available. Also, nationally and globally, there now are more opportunities to provide content for the exploding number of online sites, in a manner that reaches and impacts journalists on a more personal level.

*What are the most outstanding characteristics of the Northwestern U.S. business climate at this time? What are the growth areas that you foresee for the future?*

We are seeing opportunities develop in alternative energy – production and manufacturing of renewable energy components; the healthcare field in Idaho, which is currently underserved; and with the public affairs/public information landscape, which is being impacted by the release of stimulus funding.

*How has the PR profession shifted since you opened? What are the most significant changes?*

Information now moves at the speed of thumbs – news, referrals, opinions, ratings, recommendations, rumors – and our profession must constantly push itself to stay at the forefront of the evolution in how we communicate, and whom we trust as messengers. The importance of traditional or 'core' news media in communicating with the public has diminished considerably – there are so many other options now to reach your audience, your stakeholders, and your evangelists. PR professionals are no longer defined as being in the 'gatekeeper' role, but we are now the facilitators of the flow of relevant, meaningful information.

*On your website it says "the name Red Sky reflects PR's traditional role of anticipating the future, both good and bad, and preparing clients to weather the storm or seize the opportunities of promising times." Which do you find occupying your time more these days?*

This was a tough one until we realized it is pretty close to 50/50! While we are fortunate to have a stable of clients committed to long-term strategic communications programming that enables us to be proactive in our efforts, these same clients encounter crises, as all organizations inevitably do. We always strive to integrate vulnerability assessments into our planning that anticipate potential obstacles and plan accordingly. But crisis occurs outside any plan, so we need to be nimble enough to respond.

*You speak about Red Sky having extensive expertise in showcasing the unique attributes of a destination to a national and global audience. How do you see this expertise contributing to and being aided by PWW as a global network?*

In promotion of place, economic development goals and travel/tourism opportunities often intertwine. Red Sky's background in 'promotion of place' includes running the global communications outreach for North America's newest all-season destination, collaborative promotion of the state's 18 ski areas, urban renewal agency representation and working with our state's Department of Commerce to better tell Idaho's story. We have relationships with lifestyle, real estate, travel, tourism and sport media globally through our resort back-grounds. With our work on behalf of the Department of Commerce, we look forward to leveraging Pinnacle, as our state works to increase foreign direct investment and export opportunities and embarks on multiple trade missions.

*Your website says the firm's counsel with local, state and federal institutions of higher education spans decades. Please describe the foremost example.*  
The most recent example is our involvement in advocating for, and launching, our region's newest community college. For 20 years, groups had worked to gain taxpayer approval for a new College. Principal Steph Worrell was intimately involved in the public education and outreach campaign, which secured a 67% voter approval in two counties to move ahead with the College of Western Idaho. The College went from voter approval to opening its doors to students in 18 months. Red Sky acts as the agency of record, designing and project managing the strategic communications plan as the College enters its second year. Stephanie is now also launching Concordia University School of Law, which is a new institution in Boise.



**ROBERT DEEN  
PRINCIPAL**

*Discuss how you have created and/or managed coalitions regarding your Issues Management practice in legislative, initiative or local government environments.*

Robert Deen has been instrumental in the creation and/or PR support of a wide range of coalitions, from traffic safety to transportation financing, including the California Coalition Against DUI, Californians for Better Transportation, Network of Employers for Traffic Safety, Teen Pregnancy Prevention Coalition, and the Child Care Resource and Referral Network.

*Since your principals have "designed and managed dozens of campaigns designed to improve society through public education," please discuss the campaign with which you might all be most familiar, or the one that has brought the great amount of success, toward the public good.*

Robert Deen created the 'Smooth Operator' Traffic Safety Campaign, the nation's first to target aggressive drivers. Originated in California, the program was recognized by the National Council of Governments, adopted by the National Highway Safety Administration, and emulated throughout the country. While the campaign itself is no longer in place, this tactical approach have become routine nationally, so that aggressive driving has today become a primary focus of the nation's law enforcement and traffic safety communities.

*Since Red Sky is "committed to the support and nurturing of the region's tech community, from advising start-ups to meeting the needs of mature companies," and you also "allocate pro bono time to support tech industry networking groups and very early stage start-ups and entrepreneurs," are you able to continue these activities during the current economic downturn? What kinds of tech companies, do you find, have the greatest potential?*



**STEPHANIE WORRELL  
PRINCIPAL**

(Continued on p2)