

PINNACLE WORLDWIDE
FOUNDED 1976

PINNACLE UPDATE

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PRESIDENT'S STATEMENT: DONNA VANDIVER

It's Been An Interesting Couple of Years for the Pinnacle Worldwide network and for all of our partner firms. The global recession has meant that some firms have had to drop out. But in the last 12 months, others — Red Sky Public Relations (Boise), BG Creative (San Diego), Reputation Partners (Chicago) — have joined, and our colleagues at Hoggan & Associates (Vancouver) have rejoined, Pinnacle.

True, most of us are looking at fourth quarters that are pretty slow, especially if our clients have had budget cuts. But perhaps like us, you are seeing an unprecedented number of RFPs issued for January start dates. (If only they paid us to write these wonderful proposals!) Also, the Council of PR Firms has just released their third quarter survey, which indicates that most firms thought their revenues would be lower or flat against 2008, but indicated they expect client budgets to be higher in 2010. Leading economists say the recession is already over...and that's good news for everyone. So I'm passing this information along as much as I can, and I'm also believing in the power of positive thought.

In this regard, I authored a piece on success a couple of years ago in this newsletter, and I think it still holds true. I talked about those who are successful in business . . . that we each have a vision of what we want our companies to be and we stick with it, we stay committed to the concept of lifelong learning for everyone in our companies, we are pioneers, and we faithfully do business responsibly and ethically. I believe PWW partners share these ideals. There is added satisfaction if we also can mix our good work with good works: most Pinnacle partners participate in numerous causes that are important to our employees, our companies, and our communities. We serve on boards, we give money, we loan our executives and employees to good causes and we try to make our communities better places.

My Vision for Pinnacle Worldwide

Two years ago, I observed that each of us in Pinnacle Worldwide possesses an entrepreneurial spirit. And, we all understand that our competition is not only the other PR and marketing firms in our respective areas, but also the national and international companies that play in our space. So we need to think and act globally in order to get "our piece of the action." We also need to innovate, in order to create new action. To effectively do this we have what I call "The 3 C's." They are:

- **Communicate** – We need to know what types of work we are all doing and how we can better work together to snag big clients, share best practices and share information with one another quickly and easily;
- **Consult** – We all have experiences — both positive and negative — as well as different areas of expertise that we should share so we collectively get better and smarter individually, and as a network; and
- **Cooperate** – We should be looking for opportunities to pass on leads and potential work to our peers in other markets and to find ways to collaborate. A successful Pinnacle Worldwide network is a benefit to all of us. It's in our collective best interest to make it work.

(continued on page 2)

UPCOMING MEETINGS

February 4-6, 2010
London

PRESIDENT'S STATEMENT: DONNA VANDIVER
(continued from page 1)

Pinnacle has always been about helping one another. And our partner in the Philippines — Romeo Virtusio of Virtusio PR — along with his staff, friends and neighbors has endured a typhoon and torrential rains that have caused loss of life and property. Although Romy reports that his family and staff are fine, at the Seattle meeting we announced that PWW is collecting money to send to Romy to use in the best way he sees fit. That link, if you haven't donated yet, is https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=8525949

The London meeting is coming up February 4-6 and we hope to see many of you there. As always, if you have comments or questions please refer them to me at dvandiver@vandivergroup.com, to the appropriate Pinnacle officer or Executive Committee member at <http://www.pinnacleww.com/locations.php>, or to executive director Johanna Mouton at johanna@pinnacleww.com.

We have major challenges and opportunities in the coming year. We won't know what a recovery will look like and how our clients will respond. But, one thing we can be sure of...it's going to be interesting.

ERRATUM

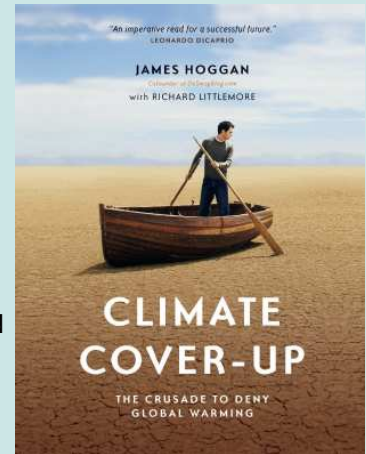
Last issue, we incorrectly described the gentleman pictured with Griffin & Associates (Albuquerque) president/CEO Joanie Griffin: this is Joanie with boyfriend Rob Durham, at the New Mexico Business Weekly's Women of Influence Awards Luncheon, at which she was named one of that state's "Top 25 Women of Influence."



CLEARING THE PR POLLUTION THAT CLOUDS CLIMATE SCIENCE

"The climate debate is a public relations creation," write Hoggan & Associates (Vancouver) founder-president James Hoggan and senior writer-strategist Richard Littlemore in Hoggan's **Climate Cover-Up: The Crusade to Deny Global Warming** (\$22.95 CDN). In it, the pair documents the early days of the campaign to create doubt. Hoggan and Littlemore detail the techniques that have been used to manipulate public perceptions of global warming, in order to foment a debate on climate change. They divulge corporate strategy papers, analyze their tactics and expose their strategies.

Jim Hoggan is chair of the David Suzuki Foundation and a trustee of the Dalai Lama Center for Peace and Education. Richard Littlemore is editor of DeSmogBlog.com and has served in the Canadian government's Kyoto implementation process, as well as an elected representative to the metropolitan government of Vancouver, B.C.



SUPERSTARS IN SEATTLE

PHOTO RIGHT: At the October Pinnacle meeting in Seattle, 2004-2006 chairman Henry de La Garza (Houston, left) and 2006-2009 chairman Ronald Hanser (Des Moines, center)



congratulate new chairman David Marriott (right) in Gogerty Marriott, Inc.'s Seattle office.



PHOTO LEFT: Ronald Hanser (left) congratulates David Marriott (right), new chairman of Pinnacle Worldwide upon the conclusion of Marriott's term as President.

Pinnacle firms are raising funds to help Philippines flood victims

Pinnacle Worldwide is asking members, colleagues and friends to contribute to relief efforts in the Philippines via a special account on PayPal (the secure Internet payment system used by millions). All funds are being managed Romeo Virtusio, for the purpose detailed at the end of the article below. To donate, please visit https://www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&hosted_button_id=8525949. Thank You~Editor

The worst flooding in 42 years has devastated sections of the Philippines. As of this writing, tropical storm Ketsana and four typhoons have dumped a record amount of rainfall on the Manila metropolitan area, submerging parts of the city and affecting more than 400,000 people. Among those affected were long-time PWW members Romeo and Lulu Virtusio (pictured, Left), whose home was inundated by chest-high waters for hours. Romy Virtusio reports, "The devastation wrought by these tropical storms was total and staggering. They killed more than 700, rendered tens of thousands homeless, dislocated families, sending them to evacuation centers that can barely cope. Our economy is hobbled by recovery efforts. Total damage — infrastructure and agricultural crops — is in the ten of billions of pesos and counting. In all, the two typhoons harmed more than 6 million of our people.



"Our firm is doing its small bit," he continues modestly. "Three or four times over the past two-three weeks we have put together, from our own resources, piles of relief goods — canned goods, blankets, clothing, etc. — and turned them over to volunteers' groups and agencies that we know. Last week, we sent another shipment directly to the big province of Pangasinan, around 200-250 kilometers away from Manila, where large numbers of families are now homeless and in need of so many things. Edgar Reyes, our messenger, and his family, are temporarily housed with some relatives. Everyone on our staff dug into his pockets and helped. When you ask Edgar how they are, he smiles and says, 'Oh, we are okay.' They are, of course, not: we have had to provide them with basic needs and will continue to help them. My small family, as you know, suffered damages as well, and some anxiety, but as I keep saying, what even one of the hundreds-of-thousands of other families is going through. That is what concerns us most at the moment."

(EDITOR'S NOTE: Romy and Lulu have purchased Edward and his family a piece of land so that, now, all funds raised through PayPal — as noted above — can be used to help rebuild their home and their lives.)

Philippine launch for HBO's JOHN ADAMS and Research In Motion's BlackBerry® Curve™

Recently, our Manila Pinnacle partner Virtusio Public Relations, Inc. (VPRI) introduced two prestigious products to the Philippines. On September 8, Research In Motion launched the BlackBerry Curve 8520 smartphone in the Philippines at the Quezon B Ballroom of the Makati Shangri-La Hotel.



Gregory Wade (top photos), regional VP of RIM Asia Pacific, gave an overview of the company's history and progress into 2009, and discussed the features and applications of the slim and stylish handset.

The highlight of the event was a product demonstration in the form of a game where five contestants, all members of the local media, experienced



using the features and applications of the BlackBerry Curve 8520 first-hand. Competition was fierce, but soon enough, tech writer JC Pulido III emerged the winner and took home a brand-new BlackBerry Curve 8520.

For the Philippine TV premiere of HBO's Emmy and Golden Globes award-winning original miniseries JOHN ADAMS VPRI organized a special advance screening at the Charles Parsons Ballroom of the Embassy of the United States of America on August 25.



In the photo to the left, a delegate from the Office of the Philippine Senate expresses his views while forum moderators Atty. Adel Tamano of the City University of Manila and

Cultural Affairs Officer Martha Buckley look on. Before the screening entertainment media, students, youth leaders and several members

of key Philippine government offices were treated to the first episode of the seven-part series. U.S. Ambassador to the Philippines Kristie Kenney (center, bottom photo) gave the welcome remarks.



'AND, IN OTHER NEWS . . .'

DETROIT - The Michigan Business and Professional Association (MBPA) has named Shazaac! Public Relations one of "Metropolitan Detroit's 101 Best and Brightest Companies to Work For." Shazaac! and 100 other companies were honored at a symposium and awards luncheon on October 29th at the Dearborn Inn, a Marriott Hotel. This is the third year in a row that the firm has been honored. In 2007, for example, Crain's Detroit Business named Shazaac! a "Cool Place to Work."

NEW YORK - LVM has won the parking lottery, according to David Grant, who says, "Well, not really. But we have started working again with a former client that specializes in parking lots (leasing and selling them, to be more exact). This new/old client is Ace Capital Ventures, which also specializes in assemblages, development and commercial investment. We're delighted to welcome this client back, and also that we can now say with some accuracy that we have an Ace up our sleeve," says the King of NYC PR.

EMPLOYEES PROMOTED AT VANDIVER GROUP

The Vandiver Group, Inc. (St. Louis) has announced three promotions within its account services group.



Cassandra McCloud (left) has been named senior A/E. She joined TVG in 2006 and is experienced in branding, media relations, research and web-based communications, and serves on the Board of Sustainable St. Louis. Cassandra is a magna cum laude graduate of the University of Central Missouri with a bachelor's degree in Public Relations with a minor in Marketing. She also completed a semester of study in the Journalism Program at

American University in Washington, D.C.

Eileen Buleza (right) also has been promoted to senior A/E. Eileen joined TVG in 2007 and has experience in community outreach, media relations, event planning and social media for both corporate and non-profits. She graduated from New York University with a bachelor's



degree in Communications.



Shelley Lester (left), the firm's newest A/E, joined TVG in 2008 and has experience in branding, web-based communications, media relations and research. An IABC member, Shelley graduated magna cum laude from Truman State University with a bachelor's degree in communications and business administration.

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PINNACLE PROFILE

**ROMEO P. VIRTUSIO - CHAIRMAN/CEO
VIRTUSIO PUBLIC RELATIONS INC.
MANILA**

In this special edition of Pinnacle Profile, Romeo "Romy" Virtusio — our newly elected Vice President for Asia/Pacific — shares his vision for the region, and describes how it has evolved.

Pinnacle has the opportunity to exert a clear, demonstrable and positive (as in, universally felt) influence in modernizing PR practices within our sphere of independent PR agencies here in the Asia/Pacific region, as it has had among PWW members in the U.S. and Europe.

Our opportunity is to create a stronger brand among members and their clients, first, then among the PR and business communities in continents beyond North America and Europe.

With fewer members now than in the past, our chances are better for development-oriented planning and implementation on the one hand, and easier, less disruptive issue resolution, on the other. Pinnacle's thorough planning and faster reporting can mean greater responsiveness to accomplish more for its members. It is difficult to get any organization, much less an international organization, going in the same direction within a reasonably short time. This should not deter us: our aim and objective should be to provide clear and simple benefits to our members and their PR practices in a reasonably short time.

There is a great diversity in the range of capabilities, many of them new, within our membership, and also willingness on the part of members to share these capabilities. I also note a strong impetus among those who lead the organization these days towards faster and more frequent communication with members. If these should be pursued, then Pinnacle will be stronger and truly viable and valid as an organization of professional firms.

For Pinnacle in Asia, expanded membership necessarily will include a meeting of the minds on a number of cardinal issues, including:

- What members have the right to expect, from the nature of the organization to rules and practices that are in effect, and even the traditions of Pinnacle.
- What members are expected to individually contribute to Pinnacle, apart from basics such as paying dues, attending meetings, etc.
- What members as a whole, throughout the Asia-Pacific region, would be willing to plan for and contribute to Pinnacle.

PR practitioners from Asia have their own perspective on modern PR practice, how organizations like Pinnacle can help enrich their practice, and how Pinnacle itself can hopefully be enriched by the "Asian experience" as viewed and articulated by its members from the region.

Pinnacle need not be big in terms of membership, but bigger in its influence on the practice of PR, acting with vision and dispatch to help make its members abler and more strongly positioned to compete in their respective markets. We would do well to project to the PR community worldwide a stronger brand as a cohesive and (in our own way) influential organization of modern and successful PR firms.

We need to demonstrate to clients, to media and prospects, gradually, a little of what we have been doing individually, as well as our combined capability, as an organization. We are all experts in documenting our clients' good deeds, and we should do this for Pinnacle. We need to market ourselves more resolutely to enhance the Pinnacle brand, to help create greater viability for our members' business

and for the entire organization as a whole.

PR in our region has evolved from the press/publicity stage, the use of PR in corporate imaging, product promotion, participation in integrated marketing, and as strategic counsel. PR has expanded to new fields, such as healthcare, travel and tourism, automotive and manufacturing industries. The rapid expansion and sophistication of media, the rise of PR agencies, the acceptance of PR as an internal function requiring the training and employment of internal PR staff, all have been crucial steps. I see how PR has helped advance corporate social responsibility in my country, and how we practitioners have tried to honor ethical standards in our practice.

Young, and even not so-young PR practitioners nowadays are technology-savvy. They have gone into the spirit of the technological age. They know how to seize and create opportunities in applying technology into PR, even as they put themselves in the service of technology. And yet, these young people have lost neither their creative touch nor their impetus to employ both creativity and technology to advance PR as a business proposition.

The last ten to 15 years have seen an even more significant influx of young women into PR. I have also seen a more meaningful intertwining of the disciplines of advertising, marketing and business management in the making of what we may call 21st Century PR. I have seen the rise of media and new disciplines that we could not have imagined in earlier years—social media, the waning influence of traditional media and the advent of 24/7 global communication, which now affect work patterns and maybe help create new subcultures.

One thing I always stress in my talks with younger PR practitioners in my country is the need to develop and enhance a global vision. That the world has become smaller and virtually one community is no longer a platitude. For us to go far, in helping to develop a PR world community, we must take this kind of approach: we may be small, and we are geographically tethered to this small and faraway country of ours, but we can be in touch and be of meaning and service to the rest of the world. We are proud to say that, in our agency, there is a strong sense of being part of the larger community of PR in other countries: we service foreign brands and a few foreign clients, and we have friends in other countries. And we continue to reach out.

Even as we try to find our way in new territory, even as we endeavor to improve our business performance, we never lose sight of old ethical standards. Sticking to what is right, no matter what the circumstances, nor the rigors of doing business, governs our business decisions.

Our colleagues always worry about media, saying that unless we honor media and be dummy with them, we will be in trouble. Which is, of course, true. Friendship and mutual respect are based on equality. Media and PR need never fawn on each other. I believe media are important, and they have their own work to do and their own values, as we do ours.

As long as PR sticks to its business and practice by its values, there need not be any disconnect between PR and media. I have always believed in the value of self-respect and excellence in our own turf. Media and everybody else will pay you back in kind. Am I being overly simplistic? Maybe so, but this is what's worked for me and for our firm, so far.



**LEFT TO RIGHT: MARIA DESSA JOYCE - VP FOR ACCOUNT
MANAGEMENT; ROMEO VIRTUSIO - CHAIRMAN/CEO;
LULU VIRTUSIO - PRESIDENT; VICTOR AREL VIRTUSIO - VP,
BUSINESS DEVELOPMENT AND SPECIAL PROJECTS**