

# INSIGHT

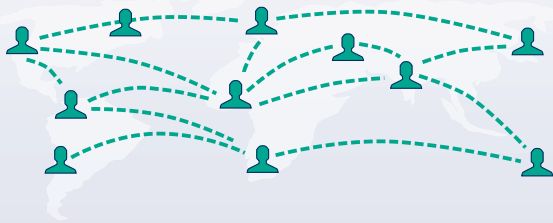
April 2010

G&Hbook

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Consider yourself friended. You're invited to the never-leave-your-desk get-together of the Goff & Howard team with some of our clients, faves and BFFs.



**GOFF & HOWARD** INC.  
Public Relations/Public Affairs

Born: 1994

Status: G&H team members have worked here an average of 11 years!

Website: [www.goffhoward.com](http://www.goffhoward.com)

Phone Number: 651/292-8062

strategic counsel and planning • media relations • media training • social media  
lobbying and government relations • crisis communications • grassroots and grasstops organizing  
community relations • reputation management • internal communications  
event planning • writing and editing • design and production



## Goff & Howard

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**Chris Georgacas**

Class of '98  
Most likely to lead a successful public affairs campaign



**Heidi Larson**

Class of '96  
Most likely to help you find the best ways to reach your key audiences



**Paula Howard**

Class of '94  
Most likely to help clients balance day-to-day needs with big-picture strategies



**Jennifer Hellman**

Class of '98  
Most likely to help you earn the media's trust



**Kelly Sam**

Class of '00  
Most likely to manage several large projects at once and keep them on schedule



**Bob Goff**

Class of '94  
Most likely to inspire great work



**Lynda Chilstrom**

Class of '94  
Most likely to coordinate simultaneous legislative efforts in 10 states (and make it look easy)



**Patty Dunn**

Class of '95  
Most likely to handle a crisis with poise



**Jodi Saari**

Class of '99  
Most likely to design memorable communications materials



**Tricia Nissen**

Class of '99  
Most likely to find the right words



**Brian Bergson**

Class of '08  
Most likely to build relationships with state leaders



**Sara Thatcher**

Class of '09 (Welcome to our newest teammate!)  
Most likely to attract friends and followers fast



**Mike Zipko**

Class of '02  
Most likely to connect media and community relations efforts for a more effective campaign



**Ginger Wassman**

Class of '02  
Most likely to greet you with a smile and keep detailed projects organized

## Fans



**Congrats to Linder's Greenhouse and Garden Center.** We recently helped Linder's retain its flower

mart in Forest Lake, where the city council considered banning seasonal businesses. Linder's is celebrating 100 years as a local, family-owned business in 2010.



**Kudos to Flint Hills Resources** on its annual sponsorship of the upcoming 10th anniversary

International Children's Festival (June 5-6 in Saint Paul). G&H is also celebrating 10 years of service to Flint Hills.



**Best wishes to the St. Paul Saints** and its partners planning a new ballpark in Lowertown (just a block

from G&H). We are proud to be involved in your communications effort.



**Congratulations to CitizenBlue**, the award-winning program that helps engage Blue Cross

Blue Shield of Minnesota employees in politics and government. We were with you when you were born 10 years ago. It's been great working with you all this time.



**Nicely done, Andersen Corporation!**

By making environmental sustainability a priority in manufacturing windows and doors for the past century, you have become a great success story. Congratulations on your 2010 ENERGY STAR® Partner of the Year award.



**Thank you to Walmart** for your generosity in addressing hunger.

Your food donations in Minnesota alone have helped feed hundreds of thousands of people.

## Events



**Goff & Howard team members** attended the Minnesota Chamber of Commerce's legislative kickoff dinner in February.



**G&H's Jennifer Hellman** offered expert advice on branding at a recent meeting of the Riverview Economic Development Association in West Saint Paul.



**Avery's Journey fundraiser** Goff & Howard helped raise \$3,450 for Avery's Journey at a Minneapolis fundraiser. Avery, the daughter of G&H's Jodi Saari, was born with congenital CMV, which is the leading cause of non-hereditary deafness and the second leading cause of mental disabilities.



**Goff & Howard's Heidi Larson**, a graduate of Leadership Saint Paul's class of 2009, helped plan "Government Day" for the class of 2010. Activities included conversations with Saint Paul City Council members, Secretary of State Mark Ritchie, and Associate Justice Alan Page of the Minnesota Supreme Court.



**Polaris Day at the Capitol** included a display of Polaris Industries' newest electric ATV. Goff & Howard's lobbyists helped Polaris plan and implement a full slate of meetings with legislators to talk about powersports and manufacturing interests.

## News Feed



The **Minnesota Medical Association** and **Goff & Howard** are now in a relationship.



**Kelly Sam** is celebrating her tenth anniversary at G&H. Time flies when you're having fun!



**G&H's Chris Georgacas, Brian Bergson, and Lynda Chilstrom** are heading up to the Capitol. (This is a sure thing every weekday through at least May 17.)



**Mike Zipko** Did you hear that Bill Murray might be opening a Caddyshack-themed restaurant in Saint Paul? Lowertown is becoming quite the hot spot for restaurants!



**St. Paul Mayor Chris Coleman** likes this.



## G&Hbook



### Goff & Howard

Profiles

Wall

Photos

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**John Dunkley** I can always rely on you for the latest news and solid advice. Thx! – John Dunkley, commissioner of administration, Mille Lacs Band of Ojibwe



**Nate Wenner** G&H is the go-to team for offering creative ideas and helping us keep our communications efforts focused. The world of social media would be a blur without your help. You're the best! – Nate Wenner, Chairperson, Financial Planning Association of Minnesota



**Julia Jenson** Thanks for always thinking of ways to get the most value for our media relations dollar. Talking about Toys for Tots on KARE 11 was a definite highlight! – Julia Jenson, director of marketing and communications, Saint Mary's University of Minnesota



**Ellen Waters** Congratulations on a blog well done. It's been great following you on Twitter and Facebook over the past few months. – Ellen Waters, co-founder, Civic Source



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