

FEBRUARY 2008

# INSIGHT

## *Does Your Ensemble Know the Score?*

Whether your organization needs to share its messages boldly like a rock band or softly like an underlying rhythm, it is important that your team performs in harmony so that your audiences clearly hear what you share with them.

strategic counsel 🎵 strategic planning 🎸 media relations 🌀 lobbying and government relations  
coalition building 🎪 crisis communications 🎪 grassroots and grassroots organizing 🎵 community relations  
branding/reputation management 🎪 internal communications 🎪 Enhanced Entertainment Marketing  
project management 🌀 event planning 🎵 writing and editing 🎵 design and production  
media training 🎪 research

**GOFF & HOWARD** LLC

Public Relations/Public Affairs

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

# Goff & Howard Players Deliver Harmonious Performances



*Reviewed by A. Critic*

While you may only be familiar with a part of the Goff & Howard team – such as its media relations experts or lobbyists – the full ensemble includes many skilled players who work in tune with each other.

The company performs well because of its unique structure, which includes teams broken down by specialties, including strategic counsel, media relations, lobbying, production, and writing. While these teams work with each other to stay in touch with the latest industry news and trends, Goff & Howard assembles the right group for each client's unique needs.

Whether it means forming a small trio of experts to strategically pitch story ideas to the media or utilizing a larger band of specialists to organize an event, Goff & Howard's clients have specialized teams to help them reach their goals. Goff & Howard's expertise extends beyond helping clients work with public officials, produce valuable materials, answer media questions, and communicate with key audiences. The company also knows how to effectively handle situations that strike a dissonant chord. When these challenges arise – whether day or night – Goff & Howard is available to assist at a moment's notice.

Teamwork is at the core of Goff & Howard's service. The result is a well-orchestrated ensemble that delivers professional and pleasing performances.

## CRITICAL ACCLAIM

"Goff & Howard is a valuable part of our team, helping us lobby for state funding for our schools and get our messages out through the media," said Scott Croonquist, Association of Metropolitan School Districts executive director.



"Sweeney Development relies on Goff & Howard to help us work with elected officials on and gain community support for important projects. When we broke ground on the Farmers Market Flats last fall, Goff & Howard helped us promote this exciting accomplishment," said Brian Sweeney, president of Sweeney Development.



"Whether it's responding to media questions, working with public officials, or producing a newsletter, Goff & Howard provides us with the strategic counsel and services we need to reach our goals," said John Hofland, communications manager for Flint Hills Resources.



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# Goff & Howard's Teams Evolve as Clients' Goals and Projects Change

## FIBROWATT

Since Fibrowatt first considered building a poultry litter-fired power plant in Minnesota, Goff & Howard has provided a solid base of service to support the company's renewable energy efforts. Fibrowatt needed a team of experts who knew the local media and political landscape to help the company obtain government approvals and public support. That's why Fibrowatt turned to Goff & Howard in 1999 to help advance its initial idea for a plant, located in Benson.

Fibrowatt relied on Goff & Howard to provide additional services throughout different stages of the project. When the Fibrominn plant opened in 2007, we helped plan and execute a two-day grand opening celebration that included public officials, community members, and other key audiences. Whether meeting with state legislators or working with national media to promote Fibrowatt's proven technology, Goff & Howard has adapted our ensemble to fit our client's needs. Today, we continue to support Fibrowatt in its efforts to open operations in other states.



*Goff & Howard has a team of experts who provide Fibrowatt with media relations, public affairs, project management, and other services. Goff & Howard's (front row, starting second from left) Patty Dunn, Lynda Chilstrom and Kris Amundson are part of a team designed to fit Fibrowatt's needs.*

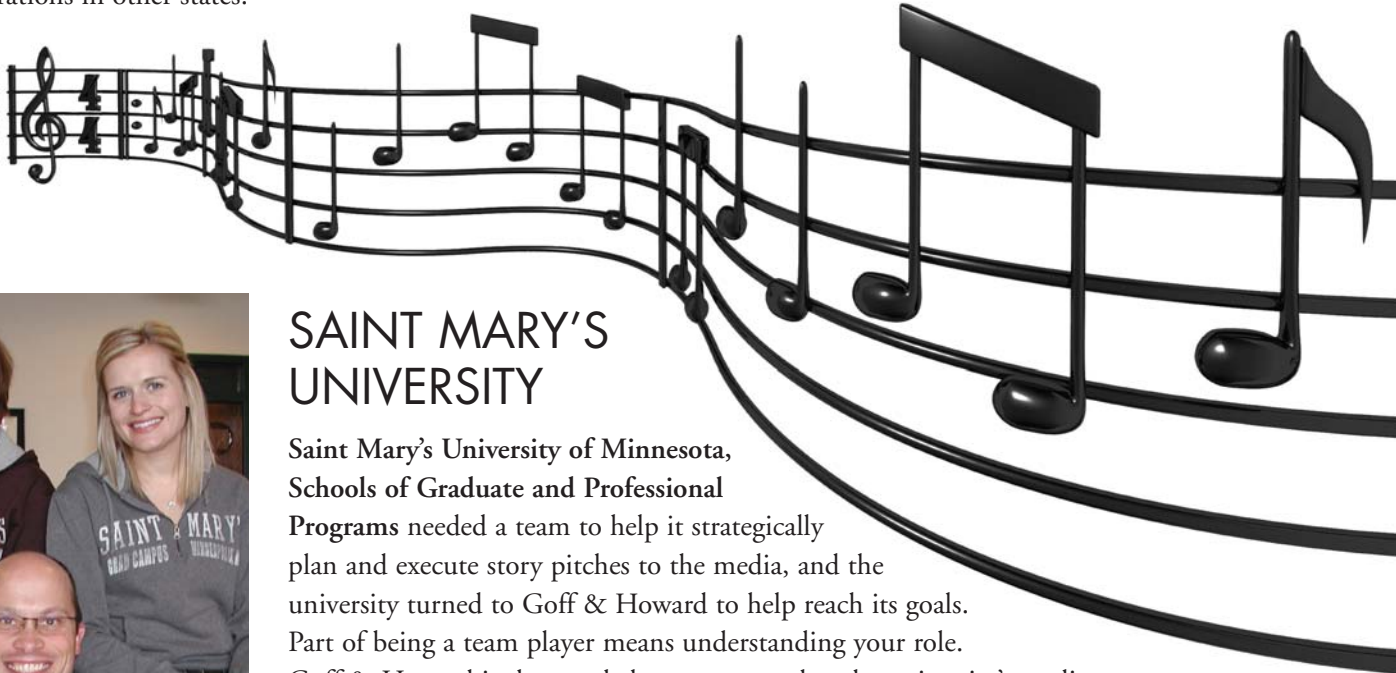


*Goff & Howard's SMU team (clockwise from top left): Tricia Nissen, Jennifer Hellman, and Mike Zipko*

## SAINT MARY'S UNIVERSITY

Saint Mary's University of Minnesota, Schools of Graduate and Professional Programs needed a team to help it strategically plan and execute story pitches to the media, and the university turned to Goff & Howard to help reach its goals. Part of being a team player means understanding your role. Goff & Howard is there to help no matter what the university's media needs are – whether they are related to a special event, education trend, or newsworthy announcement.

We're also good at listening and watching the media scene to stay on the beat of what is happening in our clients' industries. This way, we're able to inform Saint Mary's University and other clients of potential opportunities to contribute to larger discussions and enhance their name recognition.





# A Well-Rehearsed Team

Goff & Howard understands that each of our clients need a team who can support and enhance their efforts. Goff & Howard's team approach ensures that clients receive the best service from the right team of experts from the beginning to the end of their projects. Our team has more than 210 years of combined experience in public relations and public affairs.

The majority of Goff & Howard's players have been with the company for more than seven years, meaning we've had countless hours of practice working together.

We're maestros when it comes to teamwork, and our clients get a well-rounded ensemble with expertise in a variety of areas to know your score and deliver the best performances.

## GOFF & HOWARD PLAYERS .....



Jodi Saari, project coordinator  
**Last song downloaded:** "Personal Penguin," by Davy Jones and Sandra Boynton, for my daughter."



Paula Howard, chief operating officer  
**Instruments played:** "I used to play the flute in junior high and early high school. I also played the piano as a child, and I am learning again as my kids take lessons."



Chris Georgacas, president  
**Instruments played:** "I used to play the trumpet, trombone and viola. Now I want to learn how to play the electric guitar and harpsichord."



Patty Dunn, shareholder, vice president of public relations  
**Favorite concert:** "James Taylor, who I saw when I was in college – one man, one guitar, and the most amazing voice I've ever heard."



Ginger Wassman, office manager and project coordinator  
**Favorite concert:** "Tim McGraw and Faith Hill's Soul to Soul II Tour concert. I attended a pre-show party where I got to meet Tim and Faith in person and listen to them sing and answer questions in an intimate setting – it was a dream come true!"



Lynda Chilstrom, account manager, public relations/public affairs  
**Favorite concert:** "North Branch Middle School seventh grade winter band concert, in which my 12-year-old son played the trumpet."



Tricia Nissen, writer  
**Instruments played:** "I don't play any instruments, but I sing with my mom accompanying me on the piano, organ, accordion or guitar."



Jennifer Hellman, shareholder, account manager, public relations  
**Last song downloaded:** "My husband and I recently downloaded 'Miss Murder' by AFI after performing it on Guitar Hero!"



Heidi Larson, shareholder, account manager, public relations  
**Favorite song:** "Right now it's 'Summertime' by Kenny Chesney – I think winter is getting to me."



Bob Goff, chairman  
**Last song downloaded:** "I just finished putting all my music – 6,124 songs – onto my new iPod, so the last song would be in the Zs."



Mike Zipko, shareholder, account manager, media relations/public affairs  
**Favorite band:** "Fountains of Wayne. I like their hokey 'sugar pop' songs that often tell a story, such as a trip to Coney Island to get a tattoo."



Aubrey Shermock, writer/media specialist  
**Favorite song:** "'American Pie' by Don McLean. Growing up, my family and I always sang the whole song together on road trips when we heard it on the radio. We knew all the words."



Kelly Sam, project coordinator  
**Favorite artist:** "Prince. My cousin Jenny was always playing his music, and I've been a fan ever since I can remember."



Kris Amundson, shareholder, vice president of public affairs  
**Favorite song:** "Today it's Sheryl Crow's new song, 'Love is Free,' because it helps keep life in perspective and great to do the elliptical to!"

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