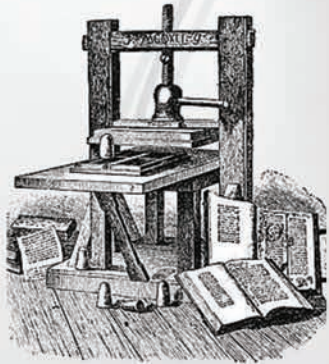


Insight

April 2011

As the industry evolves, so do we.



The communications industry has changed many times in many ways since the first type was set in the Gutenberg press. Today, the industry requires us to be faster – and smarter – than ever.



**GOFF
PUBLIC**
Relations + Affairs

Formerly Goff & Howard

www.goffpublic.com 651-292-8062

strategy and planning • media relations • media training • social media • lobbying and government relations
crisis communications • grassroots and grasstops • community relations • internal communications
event planning • writing, editing and research • design and production • presentations and speeches

New Name, Same Unparalleled Service



“Not only do I get to work with Goff Public’s experienced team of lobbyists, writers, and project managers, I can benefit from its high-energy and fun work atmosphere. This company has a bright future, and I’m glad I can be a part of it as a strategic partner.”

Brian McClung, Founder of McClung Communications & Public Relations

Goff Public may be our new name, but we’re still the same company that provides outstanding and innovative services to our clients.

In the 1960s, Bob Goff developed new ways to provide public affairs and public relations services to clients as the marketplace demanded it. We are doing the same now.

The communications revolution has transformed business, social marketing, and political interactions. New social media and web-based tools provide us with more opportunities to interact with people every minute. Companies still need to tell their stories to the people who matter to them. But now they can use two-minute videos and 140-character tweets instead of 16-page brochures.

In the same way, Goff Public has continued to evolve to better meet the needs of our clients by forming strategic partnerships with two prominent public affairs professionals. Brian McClung is the former deputy chief of staff and spokesman for Governor Tim Pawlenty, and Joe Martin has extensive agriculture-focused public affairs experience. These alliances bring two experienced and well-connected people to our already highly regarded team.

No matter what changes the industry brings, you can count on our team to help you solve problems and take advantage of opportunities through media relations, social media, community relations, lobbying, and other communications.

Transformational

1966

Coleman and Goff Advertising is founded.



Bob Goff

1970

Newspaper readership peaks. (More than 62 million newspapers are sold in the United States daily.)

1979

Goff/Prieznitz & Associates is founded.

1988

Goff/Wilkie & Associates is founded.

1989

Computers replace typewriters in the office, streamlining the writing process.

1991



The Mille Lacs Band of Ojibwe becomes a client. Today the Band is still an active client.

1992

Polaris Industries becomes a client and remains an active client today.



1993-1997



Future Goff Public President Chris Georgacas serves as Chairman of the Republican Party of Minnesota.

Accolades from Clients and Friends

"Goff Public has helped us integrate social media activities into our overall communications efforts. We have learned that Twitter and Facebook can provide opportunities to raise awareness about who we are and how we can help people plan for the future."

Mike Westling, Director of Public Relations for the Financial Planning Association of Minnesota

"A firm with long-standing relationships with key players in Minnesota politics is hard to find. We turn to Goff Public to help us connect with stakeholders important to our business."

Julie Idelkope, Sr. Director/
Team Leader for Pfizer U.S. Public Affairs

"Having represented us for nearly three decades, Goff Public can anticipate our needs at the Capitol. It's nice to know we have someone we trust helping us navigate the ever-changing political scene in Minnesota."

Harold Rutstein, Chairman of Wirtz Beverage Minnesota

"I have known Bob Goff since well before he started the first predecessor company of Goff Public. I've been delighted to know so many of the creative, smart and talented people who have become the core of the company."

Sandy Keith, former Minnesota Supreme Court Chief Justice

Times

1994

Goff & Howard is founded.

1995



Pagers start showing up on PR pros' belt loops as 24-hour service becomes the norm.

1997

Time Magazine profiles Tim Berners-Lee, the inventor of the Internet. Although it was created in 1989, the World Wide Web was not widely available in homes until the mid-1990s.

2001

Online news services introduced interactive photo galleries, videos, graphics, and tribute sections, which were new to the industry.

2003

Mark Zuckerberg launches a small college networking site called Facemash, and social media begins to revolutionize the communications industry.



2005

Smartphones make e-mail accessible from all locations.

2010



Social media reaches a new level as 65 million tweets are posted to Twitter daily.

2011

Goff & Howard becomes Goff Public.





Relations + Affairs

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Our History

The roots of Goff Public date back to 1966 when Bob Goff cofounded a firm called Coleman and Goff Advertising. Because several of its clients could not afford expensive ad campaigns, the firm began pitching stories about these clients to newspaper reporters and editors. With that shift, Coleman and Goff Advertising became one of the first public relations firms in the Twin Cities.

Our transition from advertising to media relations took place as the concept of public relations was first taking shape. Over the years we've continued to find smart ways to use the power of new technologies to help our clients communicate.

Today, Goff Public continues to be a leader in Minnesota's public relations and public affairs industries.



"Our industry has changed significantly since I started in this business 45 years ago. But even as the company has embraced change, our team culture and appreciation

for our clients has always put people first. We like what we do, and we believe in the people we are fortunate enough to have as clients."

Bob Goff, Chairman of Goff Public