

TWI Representative Client Services

This list represents client work since TWI was founded in 1996. Current clients are shown in bold text.

American Council of Engineering Companies, Washington, DC [engineering association]

- draft strategic, 5-year image plan and manage implementation
- ongoing public relations consulting services over seven years
- total media management and analysis services

American Institute of Architects, Dallas Chapter, Dallas, Texas [architectural association]

- managing editor of *Columns* magazine
- public relations counsel

American Society of Civil Engineers, Washington, DC [engineering association]

- Web site development, chronicling the history of civil engineering

Air FieldTurf, Dalton, Georgia [airfield turf manufacturer]

- Web site text and project management
- ongoing public relations consulting services
- media management services
- collateral marketing material development
- speaking engagement coordination
- writing, editing, and design
- direct mail campaigns
- PowerPoint assistance
- technical documents

Airport Consultants Council, Alexandria, Virginia [design services association]

- editing of quarterly newsletter
- advisor to executive director

Banctec, Dallas, Texas [financial services]

- analysis of investor road show presentation

City of Fort Worth, Texas [public agency]

- public information program
- CD, PowerPoint and brochure

Clampitt Paper Company, Dallas Texas [wholesale paper distribution]

- ongoing press release campaign
- press coverage monitoring service
- paper distributor survey - data compilation, analysis, and summary document
- strategic marketing plan development

Cool Cuts 4 Kids, Inc., Euless, Texas [salon services company]

- comprehensive policies and procedures manual

Estes, McClure & Associates, Tyler, Texas [engineering]

- leadership succession programming

- Web site renovation
- marketing materials evaluation
- leadership training/development
- employee/client surveys
- presentations assistance

Engineering News Record, New York, New York [engineering]

- writer/editor of over 50 special sections, including *Hot Markets, Top Projects, Bridges, Corporate Anniversaries, Award Winning Projects, Mass Transit, Transportation, and Concrete*

Goldenrod Research Corporation, Spalding, Nebraska [retail robotics]

- complete corporate image plan
- logo and brand identity development
- investor materials & road show
- strategic marketing plan development and implementation

Graphic Concepts Unlimited, Okemos, Michigan [graphic design firm]

- copy preparation for corporate annual reports for Akorn, Inc. and Cole National

Granite Division, Inc., Tyler, Texas [granite importer]

- corporate branding
- marketing materials
- meetings and tradeshow
- media management
- strategic planning
- marketing plan
- management consultation

HCBeck, Dallas, Texas [construction]

- media blitz for construction of Texas Motor Speedway
- media clipping service
- communications plan
- on-going communications consulting

Hoffman Corporation, Appleton, Wisconsin [construction]

- writing and media services
- strategic/creative input
- mission/vision statement assistance
- public relations counsel

International Interior Design Association – Texas/Oklahoma Chapter [association]

- media relations
- press release campaigns

Irving Drapery & Interiors, Irving, Texas [retail interiors & interior design]

- branding and corporate identity
- logo design
- direct mail campaigns
- employee training
- ongoing consultant to the president

- signage

JPL, Irving, Texas [real estate development]

- total press release program management
- media clipping service and analysis
- article preparation for national publications
- strategic communications consulting
- development of collateral materials
- assistance with crisis communication issues

Lea+Elliott, Arlington, Texas [engineering]

- logo and corporate identity development
- corporate identity brochure
- total quality management program consultation
- quarterly newsletter management
- marketing plan

Linbeck, Houston, Texas [construction]

- award program management
- marketing materials assistance
- development of white papers
- article writing
- media relations
- revise and edit boilerplate materials
- on-going PR consulting
- Web site assistance
- upgrade proposal materials

Leadership Resource & Consulting, Palestine, Texas [business consulting]

- 30-page booklet: *System Analysis Workout: Solutions for everyday business challenges*
- feature article preparation
- business planning assistance

Lockton Companies, Dallas, Texas [financial services]

- employee press release campaign

Metal Building Manufacturers Association, Cleveland, Ohio [building systems association]

- media consulting
- writing, editing, and research
- media database
- marketing campaigns & materials
- presentations
- newsletter production
- special projects

Morgen-Walke Associates,

New York, New York [PR agency]

- comparative media rate analysis for Gucci
- various writing assignments

My NapPak, Dallas, Texas [retail children's products]

- media consulting
- marketing concepts

Page Two Publications, Cincinnati, Ohio [PR agency]

- Feature story writing, interviews and placements

Route One Publishing, Nottingham, England [engineering publications]

- contributing editor for *Bridge Design & Engineering* magazine
- contributing writer for *World Highways* magazine

Skanska, Farmington Hills, Michigan [construction]

- capabilities brochure
- trade publication articles

Suite Images, Dallas, Texas [retail printing]

- developed PR strategies and products
- created press releases
- provided PR counsel to the president

Society for Marketing Professional Services, Alexandria, Virginia [design services association]

- guest editor for bi-monthly magazine
- contributing editor
- feature writer

Texas Credit Union League, Dallas, Texas [financial services]

- surveys of internal & external customers
- situational analysis

Texas Woman's University, Denton, Texas [university]

- special projects
- branding and identity consulting
- brochures and collateral material

T.Y. Lin, San Francisco, California [engineering]

- CEO speech writing
- PowerPoint presentations
- event planning

University of Dallas - Graduate School of Management, Dallas, Texas [university]

- total image programming for internal and external audiences
- clipping services and media analysis
- annual communications program development and implementation
- magazine editor
- project manager for promotional CD
- orchestrated media tours and TV, radio, and print interviews
- obtained tag line copyright