

MARKETING AND COMMUNICATION SERVICES

The ability to clearly communicate its mission, vision, and value is essential to the success of any organization. To be effective, this communication must be driven by a well-defined strategy.

Our team works closely with clients to develop the strategic direction, brand positioning, communication plans, public relations efforts, marketing tactics, and the overall communications management vital to their organizational success. In addition to traditional services associated with marketing consulting and advertising agencies, we have extensive experience helping private and public organizations with crisis communications and managing controversial situations or project development. The depth and breadth of the marketing and communications management expertise found under one roof is a distinguishing characteristic of our team.

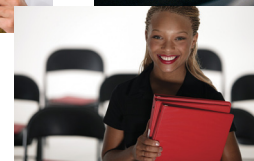
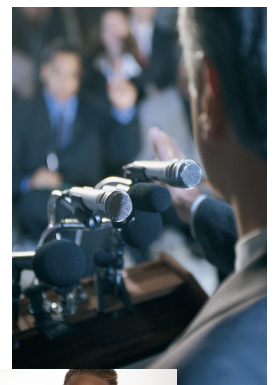
The HB Solutions marketing and communication services team prides itself in providing strategic client solutions rather than selling tactical services. This client focus is reflected in every aspect of how we work, from our responsiveness and keen attention to clients' objectives and budgets to providing customized, innovative, and effective solutions to their marketing and communication challenges.

MARKETING COMMUNICATIONS AND BRANDING

Our marketing communications services can help your organization effectively convey who you are, what you do, and, most importantly, why someone should care. We work with organizations to develop strategic marketing plans and implementation tactics that identify and leverage unique value propositions, build brands, and consistently deliver key messages in ways that resonate deeply with target audiences.

An organization's brand represents the essential promise they make to their stakeholders and end users. Through an in-depth understanding of our clients' products, services, and culture, we help them build and consistently deliver their brand promise through marketing and communication channels. This process includes brand definition (logo, positioning statement, and key message development) and brand management.

We can provide a fresh perspective on current marketing materials and practices through audits and work with clients' internal teams to identify optimal positioning and branding strategies for going forward.



Our Marketing and Branding Services include:

Project Development

Large, multi-phased development projects involve extensive coordination among many parties and often become the subject of intense public scrutiny. Our team has earned a reputation for effectively managing such complex development projects for private developers and host communities by strategically applying communications, community relations, and marketing tactics as needed to gain community acceptance and move projects and government approvals forward. We have a proven track record of educating and mobilizing the public through such community relations tactics as hosting public meetings, producing newsletters, conducting editorial board meetings with regional media outlets, reaching out to community leaders, and creating informational public service web sites.



Strategic Marketing Plans

The HB Solutions marketing and communication services team will assess an organization's marketing and communications tools and resources and develop a strategic plan for strengthening the brand. Strategic marketing plans address a company's brand identity (current and desired), value proposition, logo development, and graphic identity standards.

Tactical Marketing Programs

A tactical program brings the marketing strategy to life by effectively communicating an organization's message and personality to its target market(s). We develop tactical plans that are sensitive to our clients' budgets and consistently aligned with their organizational objectives and strategies. Our marketing professionals have broad experience creating and implementing a wide range of marketing tactics including sales collateral, packaging, web sites, retail and business-to-business advertising, trade show exhibits and support, and promotions. We also offer social media consulting to help clients enhance their online presence by creating and maintaining meaningful online dialog with their customers. This includes blog strategy and development, social profile creation, and training on social media tools.

CONTROVERSIAL AND CRISIS COMMUNICATIONS MANAGEMENT

The risks resulting from controversial or crisis situations can expose an organization and its stakeholders to significant public and media attention with potentially damaging consequences to its image, brand, and internal morale. Successful management of these situations

is the result of the organization's ability to manage the situation, put the controversy behind them, and move projects forward as quickly and fully as possible. Our team has helped clients successfully manage the communications in controversial situations including sensitive, large-scale building projects, projects with widespread environmental implications, public budgets, dismissals, and operational or reorganizational changes. We also assist clients with crisis situations including environmental issues, regulatory violations and government investigations, personnel issues, financial related issues, and criminal charges.



While, by definition, crisis response is reactive in nature, organizations who take a proactive approach to communications policies are best positioned to mitigate negative publicity when situations arise. Our team can help you identify potential risks and develop, implement, and maintain a response plan to facilitate crisis avoidance and management. We provide a full range of crisis preparedness services and training to limit risk, positively position the organization among internal and external audiences, and enhance the potential for successfully preserving the organization's position.

Our Communications Management Services include:

Protecting Clients from Legal and Compliance Issues

We have significant experience working with clients and their legal teams during highly controversial or crisis situations. Our team helps clients and their attorneys to craft effective communication strategies consistent with their organizations' mission and image and mindful of any legal or regulatory implications. Our law firm's clients working with the HB Solutions marketing and communication services team also may benefit from the discretion of client/attorney privilege which extends to our strategic communications consulting.

Public and Media Relations

Our HB Solutions team offers a full range of public relations and media relations services. Effective media outreach is based upon fostering relationships and knowing the lay of the land. Our team has established media relationships across New York state and with leading national press and trade journals which we can leverage to help you get your message out in a timely and cost-effective manner. We can also act as a third-party, serving as a subtle buffer between the media and the organization.

Strategic Communications Planning

Strategic communications planning is critical to an organization's ability to meet ongoing internal and external communications challenges. Our team can provide communications training and support, communications audits, media and community relations support, and communications procedure development.

TRAINING

Communications Training, Management, Audit, and Planning

The marketing and communication services team at HB Solutions can conduct group training workshops and customized seminar programs highlighting general communications and media strategies for key personnel. We proactively audit and test crisis communications plans and policies and help organizations develop crisis communications policies and formal response plans for internal and external audiences.



Media Training and Public Forum Training and Preparation

The HB Solutions communications team trains organizations' leaders and/or spokespersons to effectively work with the media in crisis and non-crisis situations. We also train and prepare an organization's leaders for public forums such as board, community, and town meetings.

YOUR MARKETING AND COMMUNICATION SERVICES TEAM

The HB Solutions team includes nine marketing communications professionals. The following professionals are supported by graphic and interactive designers, web programmers, and logistical and event coordinators.

Hilary C. Guthrie

Ms. Guthrie provides strategic marketing planning, communications and media training, customized issues-based training programs, and controversial or crisis issue management in an effort to enhance and protect the organization's position. With over two decades of strategic marketing and business development experience, Ms. Guthrie has helped organizations with market positioning, branding, and business targeting. Her crisis communications experience includes developing strategic management plans for situations ranging from environmental incidents to employment dismissals and criminal charges, and has delivered integrated communications support during the introduction of controversial projects and ventures.



William P. Albert

Mr. Albert provides media relations and community relations programs and strategies and advises clients on how best to work with the media to get their story accurately reported or promote major projects. He is experienced in a wide range of industries and works with both the general and trade media on national, regional, and local levels. Mr. Albert started his career as a journalist, and thus, provides clients with an “insider’s” perspective of newsroom operations and editorial planning.



HB Solutions, Ms. Crossett was vice president of U.S. Economic Development and Community Investment at National Grid, where she was responsible for stakeholder groups for its U.S. business. She began her career at National Grid in 2002 as vice president of Public Affairs and in 2007, was named vice president of Energy Solutions Services, where she managed relationships for large industrial and commercial accounts, and forged strategic partnerships between National Grid, customers, and New York state agencies.

Susan M. Crossett

Ms. Crossett provides overall public affairs and communications strategy for clients, tied to their global and regional business objectives. Prior to joining



Vicki Lewis

Ms. Lewis provides marketing and business development strategies and programs to help clients meet their organizational objectives. She has more than two decades of consumer and business-



to-business marketing experience and has led marketing, brand positioning, and advertising campaigns for Fortune 100 companies, privately-held businesses, and national retailers.

William S. Sauer

Mr. Sauer provides conceptual development and creative execution of marketing materials including the writing and designing of brochures, annual reports, info sheets, ads, and web sites. His far-reaching experience includes strategic marketing communications planning, brand building, web site development, employee communications, and business-to-business and professional services marketing.



HB SOLUTIONS LLC was established to provide non-legal services to clients. HB Solutions is a consulting affiliate of the HARRIS BEACH PLLC law firm. Founded in 1856, Harris Beach is one of the largest law firms in New York state and works with Fortune 500 corporations, privately-held companies, emerging technology businesses, educational institutions, energy-related companies, financial institutions, health care providers, medical and life science companies, real estate developers, not-for-profit organizations, foundations, state and local governments and authorities, and individuals.

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