

Celebrating 10 Years of Service

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Public Relations Measurement Spotlighted

H&A was profiled this summer on www.prfirms.org – the Web site of the Council of Public Relations Firms (CPRF), the trade association representing America's top 100 PR firms, including H&A.

Hanser Measurement PProcess™, H&A's methodology for measuring impact of PR programs, is among 11 featured by CPRF. Visit www.hanser.com/counsel.htm for details.

“Featuring our firm's process for measuring the value of our clients' PR programs is a big honor for our clients,” said Ronald Hanser, APR, president and principal of Hanser & Associates.

Iowa State Fair Top 10 Favorites

From time to time, H&A staff describes things we love most about the Midwest – our home and workplace. High on our list is the Iowa State Fair in Des Moines each August. With the fair in mind, our staff voted on their



Liz Brower, H&A account executive (right), enjoys the staff's number eight favorite, the corn dog at the Iowa State Fair.

favorite experiences there:

1. Stage shows
2. Photo contest
3. Beer
4. Fair fashion
5. Pork chop on a stick
6. Mullets
7. Ugliest cake contest
8. Corn dogs
9. Butter cow
10. DNR building

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The Wall Street Journal “How Did You Get That Placement?”

“A news story about my company in *The Wall Street Journal (WSJ)*” is the placement most desired by CEOs, according to national surveys conducted among CEOs of U.S.-based companies.

Hanser & Associates has placed news stories about many clients in major national news media, including *WSJ*. A recent placement is noteworthy because the story began with a photo on page one of *WSJ*'s front section.

H&A pitched the story to *WSJ* editors as part of our ongoing PR cam-

paign to build awareness of Coach USA's new megabus.com service in the United States. H&A staffers described megabus.com's unique business model, fares as low as \$1 for intercity bus transportation and timeliness of the story as gas prices hit \$3 per gallon.

WSJ reporter Timothy Martin was assigned to write the story. He had reviewed other national news stories about megabus.com placed by H&A staffers Vanessa Miller

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Best PR Firm

For the seventh consecutive year, Hanser & Associates has been named “Best Public Relations Firm” in Central Iowa by the readers of *Des Moines Business Record*, Central Iowa's business journal.

“We're honored that Iowa's business leaders again this year recognize the depth and breadth of public relations services we provide,” said Ronald Hanser, APR, president and principal.

H&A was named “Best Public Relations Firm” each year since 2000, and “Runner Up” for the honor in 1999.

H&A Celebrates Tenth Anniversary

Hanser & Associates is donating public relations services to 10 local non-profit organizations to commemorate its tenth anniversary during 2006.

Service provided in recent months:

- **Cox Classic Golf Tournament, Omaha, Neb.:** Placed news stories in media throughout Iowa to increase awareness among Iowans of the PGA tournament event in Omaha.
- **Greater Des Moines Habitat for Humanity, Des Moines, Iowa:** Placed news stories regarding Habitat home builds in Central Iowa news media.
- **Nebraska Children & Families Foundation, Lincoln, Neb.:** Placed news stories for statewide launch of NCFF's “Learning from Day One” early childhood education program.

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Robert D. Ray (left), former Iowa Governor, and James Zahnd (right), Senior VP-Public Affairs for Iowa Health System, congratulate H&A President Ronald Hanser and COO Bonnie Hanser during a June reception celebrating 10 years in the business. Ray and Zahnd also attended a 1996 reception when the firm was founded. Iowa Health System has been a client since 1997.

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- **Chinese Cultural Center of America, Des Moines, Iowa:** H&A placed a news series about construction of the handmade wooden pavilion at the Robert D. Ray Asian Gardens in Central Iowa news media. The structure at the CCCA's garden is a three-story, Chinese imperial-style pavilion, the only one of its kind in North America (see photo below).

- **Nebraska Council on Developmental Disabilities, Lincoln, Neb.:** Placed news stories about Nebraskans with disabilities in media statewide.

- **Omaha Community Foundation, Omaha, Neb.:** Conducting statewide media relations to increase awareness among Nebraskans regarding EndowNebraska.

H&A has also served Greater Des Moines Music Coalition and Iowa Asian Alliance, Des Moines, Iowa. Before the end of the year, H&A is also serving Bravo Greater Des Moines and Women's Fund of Greater Omaha, Omaha, Neb.



The Chinese imperial-style pavilion at the Robert D. Ray Asian Gardens in downtown Des Moines.

The Wall Street Journal... (continued from page 1)



and Travis Whittington, and they arranged for Martin to interview megabus.com executives and customers.

The resulting story began on page one of the July 6, 2006 *WSJ*, dominated page one of the Personal Journal section and spread across two pages. Circulation of *The Wall Street Journal* is 2,049,786. Media value (if the news/editorial space had been purchased as advertis-

ing) was \$242,984.

Building upon the impact of nearly 1,000 other news stories placed for megabus.com, the result of the *WSJ* story was more visitors to www.megabus.com and increased ticket sales.

Visit www.hanser.com/casestudies.htm for more case studies illustrating the measurable results H&A produces for our clients.

Meet Our New Clients

H&A is pleased to announce that two clients retained the firm for public relations services:

Iowa Logistics Development Company

West Burlington, Iowa-based Iowa Logistics Development Company, Inc. is a real estate development company with expertise in intermodal transportation and logistics. H&A is providing strategic PR counsel.

Visions Unlimited

Visions Unlimited, Inc. provides consulting and systems that help national, state and local educational organizations find ways to improve student results, further career and education planning, and enhance access to postsecondary opportunities. H&A is supporting their work in Nebraska with a number of state agencies and private sector partners in launching Nebraska Career Connections.

casestudy

Hydrogen Engine Center, Inc.

Algona, Iowa-based Hydrogen Engine Center, Inc. (HEC) designs, manufactures and distributes flex-fuel internal combustion engines for the industrial and power generation markets. The engines are capable of running on a multitude of fuels, including hydrogen, gasoline, propane, natural gas or ethanol. HEC, whose stock trades as HYEG.OB on the OTC Bulletin Board, produces engines that can fill the demand for cleaner burning power sources required by today's industrial marketplace.

PR Action:

HEC retained H&A in March 2006 as its North American public relations firm of record to focus on media relations, tradeshow PR and raising overall awareness of the company among investors, customers and opinion leaders. H&A wrote, distributed and pitched news media materials about HEC's products, sales, investor information and North American distributor network. When HEC held its annual meeting of stockholders in May 2006 and dedicated new manufacturing facilities in July 2006, H&A helped plan the events and encouraged media to attend and write feature stories.

Results:

Associated Press (AP) was among media that attended the annual meeting, and produced a story and photos for the AP wire. The story was picked up by thousands of media nationwide, including ABC, CBS, FOX, NBC, *USA Today*, *The Wall Street Journal*, *Washington Post*, *The New York Times* and newspapers in the top 100 U.S. markets. The dedication was covered by seven additional media, including *The Des Moines Register*, *Fort Dodge Messenger*, *Quad City Times*, *Waterloo Courier*, KCCI-TV, KIMT-TV and KLG Radio. Total news coverage during the first year included thousands of placements nationwide and produced a return-on-investment greater than 70:1.



Hydrogen Engine Center, Inc. President Ted Hollinger (left) and Iowa Governor Tom Vilsack (right) cut a gas fuel line to symbolize HEC's role in reducing America's dependence on foreign oil during the July 2006 dedication of HEC's manufacturing facilities in Algona, Iowa.

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IMBA's Ryan Schutz and Kristen Butcher lead trail reclamation at Whiterock Conservancy as part of a workshop attended by land managers and trail users from across Iowa.

Employee News

Ryan Hanser became a state representative for the International Mountain Bicycling Association (IMBA) this summer, a volunteer role focused on delivering advice and resources to land managers across Iowa.

In this role and as president of the Central Iowa Trail Association, Ryan brought national experts from IMBA to Whiterock Conservancy in Coon Rapids, Iowa, this summer for a day-long workshop teaching Iowans about the design and construction of sustainable dirt trails for horses, hikers and cyclists. Whiterock Conservancy is also a client of H&A, served through our partnerships with Otter Run Media and Dunbar/Jones landscape architects.

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HANSER & ASSOCIATES

4401 Westown Parkway, Suite 212
West Des Moines, IA 50266-1037

Phone: 515.224.1086

Fax: 515.224.0991

10031 Maple Street

Omaha, NE 68134

Phone: 402.393.5435

Fax: 402.393.2139

Email: hanser@hanser.com

Web site: www.hanser.com

Member of



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