

hanserhappenings

Sustainability Critical to Environment

(continued from page 1)

Other findings include:

- CEOs are the primary drivers of sustainability decisions
- More than 65 percent of companies do not have dedicated sustainability staff
- The highest-rated business strategy was to create a sustainability vision which establishes a shared roadmap for meeting current unmet needs
- Nearly half of companies surveyed have less than \$50,000 allocated annually to sustainability-related programs. Ten percent have more than \$50,000 allocated, and 3 percent have more than \$500,000 allocated.
- Empirical data in peer-reviewed journals and marketing data conducted by their own organization were the highest rated information sources to support corporate decisions about sustainability.
- Most respondents (46 percent) perceived media coverage of environmental topics as accurate about half the time.

“Pinnacle Worldwide’s survey looks at all of the public ‘greening’ dialogue through the eyes of global corporate leadership,” said Ronald Hanser, global chairman of Pinnacle and president of Des Moines, Iowa-based Hanser & Associates.

“By measuring businesses’ view of sustainability, we’ve confirmed opportunities to capture strategic advantage that go beyond pollution control.”

Indeed, the study resonated with global corporations that are not typically seen as heavy users of natural resources, such as London-based Aviva PLC, the world’s fifth-largest insurance group.

“Aviva is the first insurance company to become carbon neutral across its global operations,” said Andrew Moss, group chief executive of London-based Aviva PLC. “It’s important for our organization to reduce its carbon footprint and be

Experience

H&A’s experience in supporting our clients’ sustainability strategies includes:

- Brand creation for a nature conservancy and education organization (2003-present)
- Environmental communications across North America for a transportation carrier (2005-present)
- Environmental coalition-building at the community level for a global technology company (2007-present)
- Corporate brand-building and media relations for a global insurance company (2008)

Call 800-340-6434 to discuss your company’s sustainability needs.

a good citizen in the communities where we operate; we’re pleased to see many like-minded CEOs taking steps to move their organizations towards sustainability.”

Visit <http://www.hanser.com/news.htm> for full results.

Global Survey Finds Most Companies Lack Sustainability

Pinnacle Worldwide, a global organization of public relations firms, fielded an online survey this spring to capture baseline data on the development, operation and desired outcomes of corporate sustainability programs worldwide.

Results released June 5, 2008 reveal:

- Most businesses lack a sustainability strategy
- About 1 in 4 businesses say they are developing a strategy
- More than half of respondents said

sustainability will grow in importance and require increased resources and attention

- While creating competitive advantage ranks as the top reason for creating a sustainability strategy, respondents say their strategies are most focused on improving perceptions and responding to increasing regulations
- Larger companies were slightly more likely than smaller companies to have strategies and staff dedicated to the area of sustainability.

The survey, the first of its type conducted by a global public relations organization, was developed by our Pinnacle Worldwide partner firm The Vandiver Group.

Results represent 338 executives at companies on six continents, 25 countries and 40 industries. Of those who provided annual revenues, 18 percent had revenues from \$10 million to \$100 million; 9 percent were at \$100 million to \$1 billion and 13 percent were more than \$1 billion.

(Continued on page 4)

What is sustainability?

There are a lot of definitions, but Hanser & Associates offers this short one: Corporate business practices that protect the environment, deliver social benefits and build the bottom line at the same time.

Why pursue sustainability?

Respondents ranked the importance of potential outcomes as follows:

1. “Improve perceptions about our operations”
2. “Show that we are ahead of or responding to increasing regulations”
3. “Educate or motivate stakeholders to support environmental programs”
4. “Create a new source of revenue for new products or services...”



Long-time member firms of Pinnacle Worldwide were recognized in May in Naples, Fla. Left-to-right are Donna Vandiver, The Vandiver Group, St. Louis (five yrs.); Barbara Coles, Coles Marketing Communications, Indianapolis (five yrs.); Maria Kalligeros, CRT/tanaka, New York (five yrs.); Ronald Hanser and Bonnie Hanser, H&A, Des Moines, Iowa (nine yrs.); Brian Coles, Coles Marketing Communications; and Jeannette Boccini, LVM Group, New York (ten yrs.).

H&A Wins Seven Awards for Public Relations

Hanser & Associates recently won seven additional awards for national and regional public relations services.

Communicator Award

H&A won a 2008 international Communicator Award in May. The 14th annual Communicator Awards recognized outstanding work in the communications field worldwide. H&A was among 8,500 entries in 2008.

H&A won in the public relations category:

- An international Award of Distinction for a public relations video news release produced during 2007 for Paramus, New Jersey-based megabus.com.

PRSA PRIME Awards

H&A won two Public Relations Institute Mark of Excellence (PRIME) awards on April 24. The 2008

PRIME awards were presented by the Public Relations Society of America (PRSA) Central Iowa Chapter in Des Moines.

H&A won for work created as part of a nationwide PR program for megabus.com:

- PRIME Award in the news writing category
- Merit Award in the audiovisual category for a video news release

AMA Awards

H&A won four 2008 American Marketing Association (AMA) awards, presented April 17 by the Omaha Chapter of AMA.

H&A won for work created as part of public relations programs:

- Platinum Award in the large business PR category for megabus.com
- Gold Award in the small business PR category for Pagosa Springs, Colo.-based Parelli Natural Horse-

manship

- Gold Award in the large business PR category for Fayette, Iowa-based Upper Iowa University (UIU).
- An additional Gold Award with Redstone Communications, H&A's Omaha-based affiliated advertising agency, in the total marketing campaign category for work created for UIU.

"We are honored to again have our nationwide PR work for clients recognized among the best," said H&A president Ronald Hanser.

H&A has won more than 60 international, national and local awards for its PR work, including the Public Relations Society of America's "Best of Show" and two national Bronze Anvils — the "Oscar" of PR.

H&A has been named "Best Public Relations Firm" in Central Iowa seven consecutive years.

Sara Gilbert joins H&A staff as Assistant Account Executive



Sara Gilbert

Sara Gilbert returned to H&A in May 2008 as Assistant Account Executive in the West Des Moines office. The Red Oak, Iowa native first joined H&A as PR Intern in

Iowa and Drake University Office of Alumni Development.

Her hobbies include singing, music, traveling, movies, wine, writing, painting, and spending time with friends and family.

January 2007.

She is a May graduate of Drake University where she received a degree in public relations.

Sara's other professional PR work experience includes Everybody Wins!

GET H&A NEWS BY EMAIL...We offer two newsletters (including this one!) via e-mail. Visit hanser.com or call 515.224.1086 to subscribe.



Breaking ground for Aviva's U.S. operations headquarters were (L to R) Tom Godlasky, president and CEO of Aviva USA and Aviva North America; Chet Culver, Governor of Iowa; and Steve Gaer, Mayor of West Des Moines.

Meet H&A's Five New Clients

H&A is pleased to announce five new client relationships:

Aviva USA

Des Moines-based Aviva USA, part of Aviva PLC, the fifth-largest insurance group in the world, on April 24 broke ground in West Des Moines, Iowa for the company's U.S. operations headquarters, a \$135-150 million project on a 71-acre site. The headquarters will accommodate 1,500 employees and comply with guidelines adopted by the Leadership in Energy & Environmental Design (LEED), the benchmark for the design, construction and operation of high-performance green buildings. Aviva hired H&A to assist with media relations and community relations projects in Iowa.

First American Bank

First American Bank is a privately owned financial services organiza-

tion, serving several communities across Iowa, and in Lee and Collier counties in southwest Florida. In Iowa, First American Bank was chartered in 1934, and is today among the largest privately owned banks in the state. The bank specializes in business banking. H&A is providing communication counsel.

Iowa Healthcare Collaborative

Des Moines-based Iowa Healthcare Collaborative (IHC), created in 2004, is a provider-led, patient-focused organization promoting continuous improvement in healthcare. IHC, a partnership between the Iowa Hospital Association and the Iowa Medical Society plays a unique role in putting healthcare providers (doctors, nurses and hospital executives) in a leadership position to drive clinical improvements and change.

Polk County Health Department
Polk County, Iowa's Healthy Polk 2020 project seeks input from the public that will be critical to the development of the planning document to be used by public, private and non-profit organizations involved in the provision of health care and related services to persons living and/or working in Polk County. The County retained H&A to facilitate receipt and analysis of information regarding the health needs of the population.

Town of Pagosa Springs

Summer (and trout fishing) is in the mountain air at Pagosa Springs, Colo. The town's tourism development centers around the outdoor assets of the scenic Four Corners region. Nestled in the beautiful San Juan Mountains at 7,000 feet, Pagosa Springs offers 300 days of sunshine, clean air, and proximity to 3 million acres of National Parks and National Forest. H&A was retained for public relations to drive visitors to the town this summer.



A fisherman releases a trout caught in Pagosa Springs. H&A was retained to drive visitors to the Colorado city this summer.

communicationstrategies

Content reprintable with attribution.

A quarterly publication of



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



Over 60 offices in North America, Asia/Pacific, Europe, Latin America and the Middle East