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casestudy

College Savings Iowa

College Savings Iowa (CSI) is the state of Iowa's 529 tax-advantaged college savings plan. Hanser & Associates was retained in 2002 to build awareness and participation via statewide PR.

During December 2005 and January 2006, H&A conducted a media relations campaign surrounding the awarding of CSI accounts in the amount of \$400 to the first babies born in the New Year. Children born in the top 25 Iowa hospitals, based on number of births in 2004, received a gift account from CSI.

Results: The campaign gained extensive statewide news coverage in TV, radio and print media outlets, as well as participating hospitals' newsletters reaching 1.4 million Iowans. The cumulative impact of news coverage carrying the CSI message that encourages parents and other family members to start saving for college as early as possible helped CSI double the number of new account prospects and increase nearly three-fold the number of new accounts opened from Nov. 2005 to Jan. 2006.



State Treasurer Michael Fitzgerald presents Tavian John Beebe – Iowa's first baby born in 2006 – with a College Savings Iowa gift account.

Milestones

During the first ten years...

1996

- Founded by Ronald Hanser and Bonnie Hanser in March 1996 in the basement recreation room of their home in West Des Moines, Iowa; becomes Iowa's first full-service public relations firm
- Clients during first year included Iowa Health System, John Deere Health Care, National Pork Producers Council, University of Iowa and University of Northern Iowa
- Joined Greater Des Moines Partnership, Central Iowa's economic development organization, formerly known as the Chamber of Commerce

1997

- First staff members joined Ron and Bonnie
- Launched hanser.com Web site

1998

- Moved into Class A office space at 4401 Westown Parkway, West Des Moines
- First client (Rx2000 Institute) placed in USA's four largest newspapers: *The Wall Street Journal*, *New York Times*, *USA Today* and *Los Angeles Times*

1999

- Named "Best Public Relations Firm" (runner-up) in Central Iowa; later named Best PR Firm six consecutive years, 2000-2005
- Joined Pinnacle Worldwide; became Iowa's first PR firm with offices worldwide (continued inside...)

Hanser & Associates at Ten

Celebrating a Decade of Service to Clients & Community

March 2006 marks the tenth anniversary of Hanser & Associates' founding.

"Thank you to our clients and staff, past and present, and our business associates, friends and family for your support of our success," said Ron Hanser.

Since 1996 the firm has become internationally recognized as an award-winning team of public relations professionals who deliver smart PR counsel, creative campaigns, superior service and results that build clients' business.

H&A has assembled a client base of national and local companies and has completed work for those clients that has earned the firm numerous awards, including two national Bronze Anvil awards by Public Relations Society of America, considered the "Oscar of public relations," and recognition as the "Best Public Relations Firm" in Des Moines for six consecutive years.

The firm uses relationships with worldwide affiliate offices, as well as president Ronald Hanser's role as the 2004-2006 global president of Pinnacle Worldwide, to bring global best practices to our clients.

"What has always guided Hanser & Associates is that we're all about the client," said Ron Hanser. "We listen to clients and take the clients' messages to the world via a full range of public relations services."

The firm has many long-time clients, including Iowa Health System and University of Iowa (nine years) and Roche Pharmaceuticals (seven years).

"We will continue to strengthen our client service, involvement with business and community leaders, and workplace environment," said Bonnie Hanser. "The H&A team looks forward to continuously provide service that meets and exceeds clients' expectations."

Ten Projects Making a Difference

To commemorate the tenth anniversary during 2006, Hanser & Associates will complete pro-bono public relations projects for ten non-profit organizations making a difference in Iowa and Nebraska.

1. Bravo! Greater Des Moines, Des Moines, Iowa*
2. Chinese Cultural Center of America, Des Moines
3. Cox Classic Golf Tournament, Omaha, Neb.*
4. Endow Nebraska/Nebraska Community Foundation, Omaha
5. Greater Des Moines Habitat for Humanity, Des Moines
6. Greater Des Moines Music Coalition, Des Moines*
7. Iowa Asian Alliance, Des Moines
8. Nebraska Children & Families Foundation, Lincoln, Neb.*
9. Nebraska Council on Developmental Disabilities, Lincoln
10. Women's Fund of Greater Omaha, Omaha, Neb.*

* Indicates new pro-bono client

more milestones

2000

- Launched first global, multi-language PR campaign for TRG Products, gained news coverage and built market share in Asia, Europe and the North America

2001

- Ranked among top PR firms in U.S.; became Iowa's first nationally ranked PR firm
- Won Public Relations Society of America's national Bronze Anvil award, the "Oscars" of public relations; became Iowa's and Nebraska's first PR firm in to win PRSA Bronze Anvil
- Joined Council of Public Relations Firms, trade association of world's top 100 PR firms

2002

- Established alliance with Omaha, Neb.-based advertising agency Redstone Communications, opened Omaha office and became Nebraska's first full-service PR firm
- Joined Greater Omaha Chamber of Commerce

2003

- Produced first bilingual (Spanish and English) statewide public information publication and distributed in newspapers to every Iowa household with our client Iowa Department of Public Health. (Via our affiliated offices, H&A offers translation in more than a hundred languages)

2004

- Ronald Hanser elected global president of Pinnacle Worldwide for 2004-2006

2005

- Launched word-of-mouth practice across Pinnacle
- Won second PRSA Bronze Anvil

2006

- Continue improving service to our clients

Meet Seven New Clients

Hanser & Associates is pleased to announce that seven new clients have retained us for public relations services:

Boyer Young

Omaha, Neb.-based Boyer Young Development Company is one of the largest developers in the Omaha area and has received the coveted Metro Area Builders Association developer of the year award. Boyer Young provides home sites for in all areas of the city and has subdivisions located in Bellevue, Papillion, La Vista, west Omaha, northwest Omaha, and a flagship development Iron Horse located between Omaha and Lincoln.

CoachUSA

New York-based CoachUSA, a subsidiary of Scotland-based Stagecoach Group, retained H&A to launch a unique new regional transportation carrier serving six Midwest states.

Ottumwa Regional Health Center

Ottumwa, Iowa, based Ottumwa Regional Health Center (ORHC) is an independent, private, not-for-profit organization governed by a community Board of Directors. ORHC is committed to providing quality health care services to the people of southeast Iowa and northeast Missouri, by offering state of the art technology and a highly skilled staff of physicians, medical professionals and support personnel.

Patient Education Institute

Iowa City, Iowa-based Patient Education Institute develops interactive multimedia software for patient education and implements them in physician offices, hospitals, and healthcare systems. The interactive patient education tutorials and systems provide health and safety education that is unbiased, up-to-date, and accessible to the widest possible segments of the population, in order to help people make informed health

decisions that enhance their health and reduce medical errors.

Project InVision International

Novato, Calif.-based Project InVision International (PII) is a privately held, leading provider of business process management solutions to professional services organizations (PSOs) and their clients. Project InVision software automates core business processes to manage engagements and initiatives and facilitate governance and compliance, which benefit customers by improving their productivity, reducing operational costs and mitigating risks.

Upper Iowa University

Fayette, Iowa-based Upper Iowa University (UIU), founded in 1857, is a private university which provides educational excellence and leadership development to approximately 6,000 students, both nationally and internationally — at a residential campus in Fayette; through online degree programs; at Extended University locations; via Correspondence; and at International Centers in Hong Kong, Singapore, Malaysia, and Vancouver, Canada. UIU is a recognized innovator in the delivery of quality education, has diverse student populations and flexible options for traditional and non-traditional students.

Wildwood Hills Ranch

St. Charles, Iowa-based Wildwood Hills Ranch, founded in 2001, is a 400-acre facility in Madison County, just south of Des Moines. The not-for-profit organization provides life-changing opportunities and camp programs for at-risk and disadvantaged children from across Iowa.

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Miller Joins H&A



Vanessa Miller joined H&A's staff as Account Executive in January 2006 following her return to Iowa.

Vanessa, a Des Moines native, was previously employed in consumer, food, healthcare, travel and hospitality public relations at three companies in Dallas, Tex., including Tucker & Associates, a PR firm; GoBee Industries, a product marketing firm; and Publicis Dialog, a global PR firm.

Her work experience includes coordinating PR campaigns for Nestle Beverage Brands, John Q. Hammons hotels, MAXjet, The Cove resort in the Bahamas, Texas travel destinations and other national and regional organizations.

At H&A she serves a variety of clients, including healthcare, technology, consumer and education companies.

Vanessa is a University of Northern Iowa graduate with a Bachelor of Arts degree in Communications/Public Relations. She is a member of Public Relations Society of America and Young Professionals Connection. Her hobbies include travel, cooking and her puppy.

Brower Promoted



Elizabeth Brower has been promoted to Account Executive. Liz joined H&A in May 2005 and was previously Assistant Account Executive.

Supporting Arts and Culture

Ryan Hanser accepted a seat on the Bravo Greater Des Moines Board of Directors. Bravo is a collaborative effort of arts, business and community leaders to create greater awareness of, and funding for, arts and culture in the metro area.

Elizabeth Brower serves on the marketing committee of Greater Des Moines Music Coalition. GDMMC is a not-for-profit organization, and collaborative movement of musicians, promoters, venues, businesses, community leaders and live music fans who are committed to building a stronger and more diverse live music economy in greater Des Moines.

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International Board Meeting

Ronald Hanser and Bonnie Hanser represented Hanser & Associates at Pinnacle Worldwide's international board of directors meeting in Sydney, Australia, Feb. 3-4, 2006. Ron presided over sessions on Asia/Pacific business and international public relations.



Ronald Hanser thanks Kevin Rudd (right), Shadow Minister for Foreign Affairs, Trade and International Security and member of Australia's Parliament, following Rudd's remarks to government and business officials and Pinnacle Worldwide board members regarding international trade. Also pictured: Bonnie Hanser (left), and Keith Jackson of Pinnacle partner Jackson Wells Morris, Sydney.

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