

Happy Holidays!
From all of us at Hanser & Associates

casestudy

Boyer Young Development

Omaha, Neb.-based Boyer Young developed Iron Horse Golf Club, located just minutes from Omaha and Lincoln. *Golf Digest* named Iron Horse one of "America's Best New Courses" in 2002 and one of the "Best Places to Play" in 2004, and *Nebraska Golfer Magazine* named the location the "Best Clubhouse View in Nebraska" in 2004. Iron Horse is one of five courses on the Nebraska Golf Trail, which offers lodging and green fee packages at discounted prices.



Nebraska Golfer Magazine named the location the "Best Clubhouse View in Nebraska" in 2004

PR Action: In January 2006, H&A was retained to plan and implement a public relations campaign surrounding the opening of Iron Horse Golf Club's new clubhouse. The goal was to increase visibility, leading to increased sales of residential lots at Iron Horse. H&A helped update Iron Horse's brand message, and then conducted media spokesperson training for Boyer Young executives and the development's real estate agents. Then H&A wrote, distributed and pitched news materials to media in Omaha and Lincoln.

Results: H&A gained news media coverage for the clubhouse opening in print media across Nebraska, including the *Omaha World Herald* and the *Lincoln Journal Star*, as well as industry trade publications. Boyer Young reported increased sales of lots and existing homes.

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

Hanser & Associates Expands Travel, Tourism Practice

Among the 20 largest firms serving travel sector

Hanser & Associates launched additional public relations services for travel and tourism clients this fall.

Current clients include New York-based Coach USA, Greater Des Moines Convention and Visitors Bureau, Des Moines Home & Garden Show and Sioux Falls, S.D.-based Regency Hotel Management.

Travel executives increasingly recognize that public relations delivers maximum brand building for destination and travel services striving for greater ROI on their marketing dollars.

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PR Firms: Ready for the Conversation

"Markets are conversations" is a central tenant of the Clue Train Manifesto penned in 2000 by Rick Levine, Christopher Locke, Doc Searls and David Weinberger. As evidenced by dialogue with leadership from *The Wall Street Journal*, Google, the American Association of National Advertisers and others at the recent Council of Public Relations Firm's forum on "Achieving Engagement in a Post-Mass Media World," marketers are — six years later — just beginning to figure out corporations' role in these conversations.

more questions than answers about the shifting media landscape, there was at least one point of agreement: public relations — with its fundamental role of creating and sustaining stakeholder relationships and its daily effort to manage conversations with influencers — can provide solid engagement.

All aboard the Clue Train...

Visit <http://www.prfirms.org> for a summary and podcasts of the Council of PR Firms' forum. H&A's Word of Mouth practice is described at <http://www.hanser.com>, too. And the Clue Train is stationed permanently at <http://www.cluetrain.org>.

Even consumer goods companies like Proctor & Gamble are declaring the superior return on investment that PR affords in our "post-mass media world." And that type of endorsement will likely bring a shift in the allocation of the nearly \$475 billion spent globally each year on marketing.

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While the Council session offered

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International and National Awards

Hanser & Associates earlier this year received two awards for our writing for College Savings Iowa (CSI). The firm won the 2006 International Communicator Award for editorial writing for the "Make Saving for College Your New Year's Resolution" editorial printed in newspapers across Iowa. We won a national APEX Award of Excellence for editorial and advocacy writing for CSI.



At Pinnacle World-wide's board meeting in London, UK, David Marriott (left) of Seattle, Wash., president-elect of Pinnacle, and Hannemie Stitz (center) of Frankfurt, Germany, president, congratulate Ronald Hanser (right) of H&A upon beginning his two-year term as Pinnacle's global chairman. (See full story on pg. 3)

Travel, Tourism Expansion

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H&A is among the 20 largest firms providing travel PR services in the United States, according to 2005 revenue information published in *O'Dwyer's*, a national PR industry trade publication.

We have the national resources, relationships and extensive travel/tourism experience to promote travel to, and maintain additional visibility for, destinations.

We have secured placements for our clients in all media outlets

across Iowa, all national television networks and most of the nation's top magazines and newspapers, including *AARP The Magazine* (the world's largest circulation magazine), *Chicago Tribune*, *National Geographic Traveler*, *New York Times*, *Reader's Digest*, *The Wall Street Journal*, *Time Magazine*, *USA Today* and many others.

Contact Ron Hanser or Elizabeth Brower for more information about H&A's travel PR services.

Meet Four New Clients

Hanser & Associates is pleased to announce that four new clients have retained the firm for public relations services:

Des Moines Area Association of REALTORS®

DMAAR is the trade association mobilizing the Des Moines real estate industry — serving member Realtors, their clients and customers, and their communities. H&A is creating and implementing a PR campaign to increase awareness of Realtors' role in the community.

GolfTEC

Denver, Colo.-based GolfTEC provides golf instruction using the latest technology paired with the skills of more than 150 PGA teaching professionals to help golfers improve skills. GolfTEC has given more than 700,000 golf lessons in its PGA-certified, indoor teaching facilities and offers some of the nation's best lesson programs, practice facilities and custom club fitting services

at 63 GolfTEC Learning Centers coast-to-coast. GolfTEC retained H&A to launch its learning center in Nebraska.

Regency Hotel Management

Sioux Falls, S.D.-based Regency Hotel Management manages dozens of hotels and resorts in 16 states. H&A was retained to provide strategy, media relations and crisis communication for Bridges Bay Resort at Okoboji, Iowa and Honey Creek Resort near Centerville, Iowa.

Schostak Brothers

Southfield, Mich.-based Schostak Brothers & Company is an 80-year-old, full-service real estate company providing management, development, leasing, office, industrial and marketing services for clients throughout the Midwest. Schostak retained H&A for market research and public relations services.

Conversation

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At Hanser & Associates, we're ready for this shift.

We're already helping clients evolve their marketing and public relations strategies. As a member of Pinnacle Worldwide and the Word of Mouth Marketing Association, we have developed a sustainable methodology for word of mouth engagement. And, as Council members and PR professionals, H&A is participating in conversations with other marketing and PR professionals.

In short, H&A is part of the conversation, and we're ready to help you join in.

communicationstrategies

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

Naig Elected



Senior account manager Jaime Naig in November was elected to the Polk County (Iowa) Extension Council.

The council provides, through a partnership with Iowa State University and other federal and state organizations, research-based opportunities to improve the quality of life in Iowa through six program areas: agriculture and natural resources, business and industry, communities, families, 4-H youth development and continuing education.

She received 48,000 votes and is the first publicly elected official employed at H&A. Jaime joined H&A in 2004.

Mullin Joins H&A



Amanda Mullin, a Des Moines, Iowa native, joined H&A as assistant account executive in November.

Prior to joining H&A Amanda worked for Community Housing Development Corporation. She also reported for the *Urbandale Press Citizen*, a Gannett publication, and was a part of the promotions and marketing team for RedBull North America and the marketing coordinator for AT LAST Salon and Day Spa.

Amanda earned a bachelor's degree in mass communication from Grand View College in Des Moines.

Brower Promoted



Elizabeth Brower was promoted to account manager in October. She was previously account executive.

Elizabeth joined H&A in 2005, and provides PR program management for a variety of local, statewide and national clients in the financial, healthcare, retail and travel sectors.

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H&A Celebrates Tenth Anniversary

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

We've served Chinese Cultural Center of America, Greater Des Moines Habitat for Humanity, Greater Des Moines Music Coalition and Iowa Asian Alliance, Des Moines, Iowa; Nebraska Children & Families Foundations, Lincoln, Neb.; and Cox Classic Golf Tournament and Omaha Community Foundation, Omaha, Neb.

In recent months we've served: **Bravo Greater Des Moines**, Des Moines, Iowa: Supporting the 2006 Gala. **Nebraska Planning Council on Developmental Disabilities**, Lincoln, Neb.: Placed news stories about Nebraskans with disabilities in media statewide. **Women's Fund of Greater Omaha**, Omaha, Neb.: Wrote materials to support fundraising for WFGO's endowment.

Hanser Begins Term as Chairman of Pinnacle

Iowan Leads Global PR Corporation

Ronald Hanser, APR, began a two-year term as chairman of Pinnacle Worldwide, Inc. during the 30th Anniversary meeting of the board of directors of Pinnacle in London in October. He remains president of Des Moines-based Hanser & Associates, Iowa's leading public relations firm.

"Ronald focuses successfully upon strategic positioning and visibility of Pinnacle as the world's leading network of independent public relations firms," said Pinnacle's new president Hannemie Stitz of Frankfurt, Germany. "And he provides thoughtful guidance and leadership."

Pinnacle is an international corporation of independently owned public relations firms; H&A is a partner in Pinnacle.

"Pinnacle is a remarkable success story

made all the more remarkable because of our ongoing commitment to innovation and growth," said Hanser. "By identifying top independent public relations consultancies across the globe, we built a network capable of competing with other leading global brands, and have done so with passion and guaranteed access to senior counsel."

Pinnacle was incorporated in 1976 in the United States with partner firms in six U.S. cities and combined billings of \$4 million. The organization today has global coverage through 57 offices in four regions — Asia Pacific, Europe, Latin America and North America — operating with more than 1,200 employees in 29 countries and worldwide billings in excess of \$175 million.

Pinnacle Worldwide has added new partner offices in Washington, D.C. and Detroit, Mich.