

Happy Holidays!
From all of us at Hanser & Associates

communicationstrategies

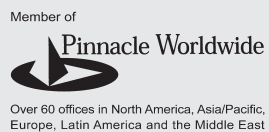
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Pinnacle Worldwide News

Hanser & Associates is a member of Pinnacle Worldwide, an international corporation of independently owned PR firms with offices in 60 major cities, and H&A president Ronald Hanser is global chairman of Pinnacle.

Pinnacle's board of directors recently established new initiatives to benefit clients around the world:

- Business development to help national/international companies identify Pinnacle member firms that are the best fit to serve their marketing and public relations needs in a global business environment; and
- Worldwide professional development to help member firms serve clients' needs.

Pinnacle, founded in 1976, provides worldwide resources with local points of contact being senior owner-operators intimately familiar with their markets; member firms develop and implement strategic communications plans that influence audiences on a regional and global scale.

Contact us at 800-340-6434 to discuss how H&A and Pinnacle can serve you around the world.



Holiday Greetings from H&A

Wishing you a glorious holiday and a New Year filled with peace, joy and prosperity

Hanser & Associates has made gifts of time and money to the following organizations throughout 2007: Bravo Greater Des Moines, Chinese Cultural Center of America and Greater Des Moines Habitat for Humanity; and Nebraska Planning Council on Developmental Disabilities in Lincoln, Neb.

Cultural Center of America and CCCA's Robert D. Ray Asian Gardens. The Gardens on the east bank of the Des Moines River in downtown Des Moines feature a Chinese imperial-style pavilion and honor former Iowa governor Robert D. Ray, who helped thousands of Asians start a new home in Iowa during the 1970s and 1980s.

An example is H&A's three-year PR strategy, media relations and fundraising support for Chinese

Completion of the project was commemorated with a "Victory Celebration" in October.



Ronald Hanser & Bonnie Hanser congratulate former Iowa Governor Robert D. Ray in October at the victory celebration at CCCA's Robert D. Ray Asian Gardens.



Chinese Cultural Center of America's Robert D. Ray Asian Gardens in downtown Des Moines.

casestudy: Clow Valve Company & Parelli Natural Horsemanship

Hanser & Associates' work for clients illustrates the impact of public relations in helping organizations achieve business goals.

Clow Valve Company

Oskaloosa, Iowa-based Clow Valve Company, founded in 1878, is one of the nation's leading manufacturers of fire hydrants. Clow has millions of hydrants in use across the United States.

The company discovered in 2006 that a lubricant used in its Medallion and F2500 brand hydrants manufactured 2002-2004 (about 113,000 hydrants nationwide) can corrode the hydrants' internal upper stem assemblies, critically important parts. The lubricant, which contains a calcium acetate additive that causes corrosion, is no longer used by Clow, and the company would urge clients to discontinue using any grease that contains calcium acetate.

Clow hired H&A in 2006 to assist in communicating the situation nationwide to its clients, the industry and the public.

PR Action:

Clow's response—lead by National Sales Manager Mike Vore and Project Engineer Chad Harbour—was driven by the company's inspired commitment to locate every hydrant and replace the hydrant's upper stem and lubricant at Clow's expense by the end of 2008.

With H&A's counsel and assistance, Clow:

- Sent a letter in August 2006 to

clients (water and fire departments in communities across the United States) to alert them to the need for replacing the lubricant and upper stem, and again in November 2007 regarding progress.

- Informed clients that there is a very real danger that some hydrants will be rendered inoperable if remedial action is not taken. Clow added that it will provide, at no cost, a contractor to do the inspection and replacement in the affected fire hydrants, and a replacement kit containing materials and information.

- Distributed a news release to all water and fire industry trade news media.

- Prepared their nationwide sales team to proactively meet with all clients.

- Provided media spokesperson training for the sales team.

- Provided additional details via the company's Web site and a toll-free hotline.

Results:

- Since August 2006, Clow has located more than 45,000 hydrants in more than 600 communities, and replacement of the upper stems by contractors is underway.

- News coverage has been positive.

- Clow's management of the situation earned praise in the industry and loyalty from customers. Representative of customers' accolades was Rick Adamson, an Oklahoma fire

chief, who said, "Clow found a potential problem and proactively came to their customers... has its act together ... and is providing textbook customer service. We'll use more Clow fire hydrants in the future because they care for customers."

Parelli Natural Horsemanship

Pagosa Springs, Colo.-based Parelli Natural Horsemanship is an international horsemanship training company operating in Australia, United Kingdom and United States. Founded in 1981 by lifelong horseman and teacher Pat Parelli, the program combines common sense, psychology and communication; it teaches the human, not the horse. Parelli retained H&A in 2007 as national public relations firm of record to provide marketing PR strategy and media relations to increase attendance at the Parelli USA Tour stop in Jacksonville, Fla.

PR Action:

H&A created and implemented a PR program to raise awareness among local horse owners and boost attendance.

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Pat Parelli demonstrates the Parelli Seven Games at a Parelli Natural Horsemanship tour stop.

Word of Mouth Marketing: Identification, please



Ryan Hanser
Senior VP

In our Fall newsletter we described what it takes to get your company ready for word of mouth marketing: remarkable products/service, the means to engage customers and support from employees. When a company is ready for conversations and their effects, it's time to identify the people and groups who can shape an amplified conversation that creates expanding benefits over time.

This 'identification' phase—discovering the people and groups that influence and build communities where your company can enable conversation—is important because word of

mouth is most effective when spread with customers who are engaged with your company, enjoy sharing their opinions and are trusted by people they know.

“Word of mouth is most effective when spread with customers who are engaged with your company...”

Our work within Pinnacle Worldwide with GfK Roper Consulting and Keller Fay reinforces that efficient word of mouth marketing needs to start by identifying these influential people. We have a body of research supporting the notion that certain people are twice as likely to make recommendations—as the general

“Certain people are twice as likely to make recommendations”

public. Selecting these influential people from among your customers, employees, business partners and others is good fuel for creating word of mouth.

The good news is that most of

these influential people and groups are visible to you today. Mainly, they are your best customers. However, a thorough identification process will reveal others with qualities—expertise, advocacy, etc.—that make some even more important.

Next time, we'll talk about the opportunities presented by completing the 'identification' phase—how the foundation of amplified word of mouth can take root for your company with the help of those you've identified.

Meanwhile, Hanser & Associates is ready to help you today, finding the 10 percent of your relationships that can best help you identify market trends and opportunities, sharpen your strategies and strengthen your customer relationships.

We'd welcome a call to 800-340-6434 to discuss your word of mouth needs.

casestudy

Parelli Natural Horsemanship

(continued from page 2)

The program incorporated media relations and online strategies with horse clubs and organizations, and Web site blogs and forums to drive word of mouth.

Results:

The program helped triple attendance from 2006 to 2007 at the first event: Parelli's Tour stop in Jacksonville, Fla. in October 2007. Dozens of clubs and organizations passed along Tour information to their members. H&A also placed 35 television and print news stories (5.1 million news media impressions), generating a return on investment of 25:1.

clientnews

Meet a new H&A client

Hanser & Associates is pleased to announce a new client relationship.

Simmonds Restaurant Management Omaha, Neb.-based Simmonds, one of the largest restaurant companies in the Midwest, owns more than 80 locations, including Burger King, Jimmy Johns and Taco Johns. H&A, with Redstone Communications, is helping Simmonds and the 100-member Omaha Restaurant Association organize the Strike Two campaign opposing City of Omaha's proposed additional two percent tax on entertainment.



For the second year in a row, H&A client American National Bank is hosting the Salvation Army Tree of Lights at its 90th and Dodge headquarters in Omaha. The Tree of Lights campaign has been a 30-year tradition of the Salvation Army to raise money for those less fortunate in the community. The tree was designed by Brite Ideas Decorating of Omaha.