

PRerspective: Social media, don't be shy

Data continues to suggest that many organizations are sitting at the edges of Word of Mouth (WOM) and social media programs – not sure where to begin or what value to expect.

In short, here's our advice: don't be shy.

First, accept that your customers are online, and they're talking to each other about you. It's easy to listen, so begin today.

Second, use Web tools to strengthen online and offline relationships with customers, employees and others. These relationships are not

always about selling. And you can measure the value created with these people.

For more encouragement, read how we are helping our clients use social media and WOM at hanser.com or call Ryan Hanser at 800-340-6434 for a pep talk.

clientnews

Introducing five new clients

Hanser & Associates is pleased to announce five new client relationships:

Aveda Institute Des Moines

West Des Moines, Iowa-based, Aveda educates and connects people who aspire to be hair stylists and spa technicians. Aveda's teaching methods provide students with the theory, practical hands-on experience, and professional business strategies needed to succeed. We were retained for PR services, including content creation for the Institute's Web site.

Downunder Horsemanship

Stephenville, Texas-based Downunder Horsemanship teaches horsemanship skills to millions of people across the USA – and all over the world. Australia native Clinton Anderson, president, in 2001 became the first horse trainer to launch a "made-for-TV" weekly training program to inspire the dreams of horsemen. We are providing PR services to build awareness and attendance

nationwide for The Clinton Anderson Wahl Walkabout Tour.

Emmetsburg Community Development Corporation

ECDC, in Iowa's Palo Alto County, is a private, non-profit organization that promotes economic development for Emmetsburg. The county is a designated Enterprise Zone, which helps stimulate economic development. We are providing public input/feasibility research for ECDC.

Home Builders Association of Greater Des Moines

For nearly 60 years, the HBAGDM has served as the leading voice for residential construction. HBAGDM represents more than 550 members committed to building homes and developing neighborhoods where residents enjoy Iowa's high quality of life. We are promoting HBAGDM's HomeShowExpo, scheduled during July 2010.

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Expansion in Pittsburgh

There's exciting news in Pittsburgh – beyond the G-20 Summit, and world-champion Penguins and Steelers. Our client, Coach USA company Lenzner Coach Lines, in August expanded its Trolley Tours shuttle to Pittsburgh's new \$900 million Rivers Casino. Hanser & Associates staff was onsite and arranged news media interviews with president Charles Lenzner on the casino's opening day.



Lenzner (above) told top-ranked WTAE-TV that his 70-year-old company will add 20 local employees to operate the shuttle.

clientnews (cont. from front)

Smashburger

Denver, Colo.-based Smashburger is a fast-casual restaurant designed to be every city's favorite burger place. Smashburger plans to create hundreds of new locations in the next five years. For Omaha, Neb.-based Smashguys LLC, the Iowa franchisee, we are conducting a PR campaign to open 16 locations throughout Iowa over the next two years.



West Des Moines is home to the first of 16 planned Smashburger restaurants in Iowa; first restaurant will open September 16.

hanserhappenings

National Award of Excellence



Ronald Hanser directs a shot with videographer David Didato in New York.

We won a national Award of Excellence in the 2009 APEX Awards competition for creation of a video news release for our Chicago-based client, megabus.com.

We were honored in July along with an elite group of winners among nearly 4,000 entries from all 50 states; other winners included Disney, ESPN, Toyota and Time.