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MARY SCHNACK

A specialist in communications, Mary Schnack is an award winning writer, business owner and public relations practitioner.

She has helped small businesses, associations and corporations with a variety of public relations needs and speaks on communications and business topics throughout the world. She is particularly known for her work with crisis



communications, media training and advocacy for small business.

Mary graduated with a bachelor's degree in journalism and wrote for major national magazines and newspapers, including Newsweek, McCall's, and the Los Angeles Times. She was a field producer and director for Newsweek Video.

After starting her own public relations consulting agency in 1992, Mary quickly became known as a crisis communications expert by working such crises as the Waco cult crisis, Rwanda Civil War, Los Angeles Civil Unrest, AIDS research, corporate firings of executives, business loss due to arson, human subject research and legislative impacts on industry.

Mary is a public relations consultant and represents associations, corporations, entrepreneurs, government entities, small businesses, and non-profit organizations. Mary Schnack & Associates has placed client's stories in national publications, regional and local newspapers, radio shows and programs, television news programs and internet-based media. Mary also works extensively on public involvement for government projects.

Mary gives speeches and trainings on a variety of business communication topics worldwide and assists businesses with international public relations and outreach. Her keynote presentations have garnered rave reviews internationally and her warm easy style, command of her subject and keen awareness guarantee that her audiences come away entertained, enlightened and most importantly, informed.

IF YOU ARE A BUSINESS ENTITY, ASSOCIATION, OR NONPROFIT ORGANIZATION THAT WANTS TO...

- raise your profile within your industry/community
- get a message out
- influence an opinion
- advocate for a cause
- raise awareness to attract donors, employees, customers...
- effectively conduct media outreach
- proactively manage a pending crisis

then you need...

MARY SCHNACK & ASSOCIATES, public relations consultants who are both experienced dedicated professionals and young passionate communication specialists, well-versed in modern tech-knowledge of communications.

Public Relations is a powerful, cost effective means to promote your business. It is a long-term commitment to outreach, and ultimately, your public image. We detail how to build a relationship with the media, how to define what is newsworthy, and what you should say on your web site, printed materials and in social media outreach.

We engage in a collaborative decision-making process with clients. We bring expertise, talent and judgment to public relations campaigns, and help clients make informed choices about the focus and direction of their outreach.

Thus, we help **creatively navigate communication challenges**. We assist in building a foundation of media and public awareness of your products or services. It is important to know all components of a well-rounded communications campaign and understand what is relevant (and what isn't).

It doesn't matter what size business, the revenue or number of employees, branding your uniqueness will move you far ahead of your competition. A **Communications Plan** serves as a road map for your outreach strategies. **Media training** and message point development helps you effectively handle both friendly and difficult communication situations. **Advocacy, public outreach and crisis communications** are other valuable tools we provide.

But we don't do everything. We know what we're good at and we stick to that. If you need market research, advertising, graphic design, etc., we can refer you to top professionals in these areas, or oversee their work to streamline the project for you.

MARY SCHNACK'S AWARDS INCLUDE:

- 50 Women of Influence and Power Award:** Minority Enterprise Advocate Magazine, 2011
- Gutsy Gals Inspire Me Award,** 2011
- Enterprising Woman of the Year Award:** Enterprising Women Magazine, 2010
- Inaugural World of Difference100 Award:** The International Alliance for Women, 2008
- Advertising Working Mother of the Year Trailblazer Award,** 2008
- Member of the Year:** Women Impacting Public Policy, 2008
- Women Business Advocate of the Year:** State of Arizona and Region IX. U.S. Small Business Administration, 2004

SERVICES

Mary Schnack & Associates offers a full range of public relations and public affairs services including:

Public Relations

"During my term as President, Mary Schnack put NAWBO-LA on the map. Previously, we had no identity with the public or media."

- Tana Davis, former President, National Association of Women Business Owners, Los Angeles, California

"Mary made us realize the value of a professional public relations program and has helped us with everything from A to Z: quarterly earning news releases, publicity opportunities with our CIO, trade show publicity, media training for our executive staff and message point development."

- Jim McKeone, Investor Relations, HON INDUSTRIES Inc.

Crisis Communications

"We hired Mary Schnack to media train our top officials and manage the media during the Waco cult crisis. Her work was so effective and professional that we have continued to utilize her training and media skills."

- Ray Dabrowski, Communication Director, Seventh-day Adventist Church, World Headquarters

"Mary's presentation skills and ability to work with a group, but give individualized training depending on the staff person's situation, was as impressive as her credentials."

- Dee Tucker, Director, Office of Child Development, Culver City Unified School District

Client Contact Programs

"The client contact program she developed for us was so successful that we could barely manage the response. Plus, it was much less expensive and more personal than advertising."

- Amy Andrews, Owner, ServiceMaster

Promotional and Journalistic Writing

"The press releases and op-eds that Mary Schnack writes are always exactly what my clients are looking for. She reacts quickly, produces extremely well written, newsworthy copy, and gives expert advice on how to handle followup."

- Barbara Frantz, Esq.

"Mary wrote template marketing and press materials for the CancerFit programs opening throughout the country, adding tremendous value to the start-up package and giving my clients a great head start with their local outreach."

- Diane Doster, founder, CancerFit

Media Relations

"She left no stone unturned or angle forgotten in representing us to the media, public and specific trade industries. For a relatively small company, the level of major media coverage she has generated for us is nothing short of astonishing."

- Matt Walton, Executive Vice President, Marketing and Strategy, Illusion Inc.

"Mary's professionalism, commitment and knowledge of what is 'press worthy' has made a substantial contribution to Center for Women's Business Research mission to gain national visibility for its ground breaking research. She is client service oriented, making it a pleasure to work with her."

- Sharon Hadary, Executive Director, Center for Women's Business Research

Newsletters and Collateral Materials

"My newsletter, Gut Instincts, helped establish me in a new practice. From its name, to the design, to determining content and writing the articles, to having it posted on my web site, Mary keeps the project on track. Patients call and comment on the articles' content, often seeking more information and appointments."

- Donald Henderson, M.D.

Media Training

"Most of my staff didn't believe we could control media interviews, especially since we have such a controversial topic. After their professional media training, every single staff member felt not only confident about handling media interviews, but was convinced that we needed to do more proactive media outreach."

- Peter Kerndt, M.D., Medical Director HIV/Epidemiology, Department of Health, County of Los Angeles

"Mary's media training has changed the way we do business at DMJM+Harris. We now integrate communication strategies and message points with every project and virtually every meeting. This has helped us not only in communications with clients and community members, but also to work together more cohesively as a team."

- John McNamara, AIA, AICP Associate Vice President, DMJM+HARRIS Planning (now AECOMM)

Speaking / Seminars

"Mary's presentation on 'Communicating During a Life's Crises' was helpful and interesting. She blends her own experiences and stories with strategies that even an amateur can duplicate. Her style is refreshing and entertaining, while the tips and suggestions she shares are top-notch. It was so refreshing to leave a workshop with real-world tools that I could use immediately."

- Dana Burke, Owner, Mind Your Business, NAWBO- Wisconsin

A FEW OF OUR CLIENTS...

NONPROFIT AND HUMAN SERVICE ORGANIZATIONS

- Adventist Development and Relief Agency
- Grand Canyon Music Festival
- International Medical Corps (IMC)
- Skirball Institute on American Values
- Seventh-day Adventist Church
- World Vision's 30-Hour Famine

MUNICIPAL AND GOVERNMENT ENTITIES

- Arizona Department of Transportation
- California Tourism Coalition
- City of Sedona
- Culver City Unified School District, Office of Child Development

- HIV / Epidemiology, Department of Health, County of Los Angeles
- L.A. Link, Tobacco Control Community Linkage Project
- Los Angeles City Attorney's Office, Dispute Resolution Program
- Sedona Oak Creek School District

CORPORATIONS

- Cliff Castle Casino
- DDB Needham Los Angeles
- Dialogic Communications Corporation
- HON Industries
- Los Angeles County Fairplex
- Nexell Therapeutics
- Nutro Products, Inc.
- Reno Air

ASSOCIATIONS

- Center for Women's Business Research
- Franchise Network
- National Association of Exclusive Buyer Agents
- National Association of Women Business Owners
- National Independent Nurses Network
- National Women Business Owners Corporation

HEALTHCARE ORGANIZATIONS

- American Cancer Society
- Charles R. Drew University of Medicine & Science
- Daniel Freeman Hospitals
- Long Beach Community Medical Center

- Sedona Center for Complementary Medicine
- Tampa General Hospital
- Torrance Memorial Burn Center

SMALL BUSINESSES

- Goshow Architects
- Acura of Glendale
- Ability Commerce
- CancerFit
- Davis & Dash
- Digital Economic Technologies
- Documint, Inc.
- eteam.com, inc.

TOURISM

- Pink Jeep Tours
- Bermuda Tourism
- Amara Resort
- Sedona Center
- Tlaquepaque Arts & Crafts Village