

Adding Excitement to Your Brand!

InSide SMC

Fall 2006 Issue One

Thought Appetizers

7 Steps to
PR SUCCESS



SMC TAKES **SIX**



What's **HOT** Now



SMC Takes Six

it was a fun and successful night

Actors have the Academy Awards and musicians have the Grammys. But on November 9, the best and brightest in the Public Relations Society of America's Georgia Chapter also took the stage during their Annual Phoenix Awards Celebration in Atlanta. That night was particularly memorable for Shira Miller Communications (SMC), as our team racked up a total of six honors!

For starters, agency president Shira Miller won the Luminary Star Award for her distinguished career accomplishments. This award recognizes a senior-level PR professional who has demonstrated significant leadership and contributions to the profession through work experience, chapter involvement and community activities.

The fun continued when SMC was recognized with six awards for client work including Spanx's launch of the ASSETS by Sara Blakely brand in Target stores and Accountants One's Search for Atlanta's Funniest Accountant. Taking a top Phoenix Award for Spanx in the category of Media Relations Projects, the team received Certificates of Excellence for Press Kits (Accountants One), Creative Tactics (Spanx), Consumer News Releases (Spanx) and Special Events (Accountants One). Spanx PR Director Misty Elliott and Dan Erling, Vice President of Accountants One, were in attendance to celebrate these successful collaborations.

"From start to finish, Shira Miller and her team were extraordinary," noted Dan Erling. "The Search for Atlanta's Funniest Accountant was the largest PR program we have ever undertaken. Along the way, everything SMC touched turned to gold -- the buzz before the event, the press, and the event itself!"

PRSA/Georgia has the second largest statewide chapter in the country. Its annual Phoenix Awards competition recognizes projects and programs that demonstrate excellence in the public relations profession in Georgia.

Leveraging her more than 18 years of award-winning experience in corporate communications, public relations and marketing communications, Shira Miller created her namesake boutique PR firm in 2001. She and her team specialize in brand image enhancement, strategic public relations, new product launches, media relations, community relations and marketing communications.



SMC's core team of (l to r) Erica Rabhan, Shira Miller and Lindsey Gilbert enjoyed the award celebration festivities.

What's HOT NOW

Erica Rabhan and NBA
players



At SMC, we consider ourselves very lucky. After all, our team gets to work on assignments ranging from high level strategic PR initiatives and publicity generation to new product launches and special events. Clients know that when you want to capitalize on an opportunity, raise visibility, solve a problem or better communicate your points of difference, we're the ones to call! Here's a look at some of our recent projects:



(l to r) Shira Miller, Dan Erling, Lindsey Gilbert and Erica Rabhan

Accountants One's 2006 Search for Atlanta's Funniest Accountant

Still think a funny financial professional is an oxymoron or an urban myth along the lines of Big Foot or unicorns? Well, think again, because Accountants One's Search for Atlanta's Funniest Accountant has dispelled negative stereotypes and proven that financial types can crack some of the best jokes around.

It all started when the folks at boutique recruiting firm Accountants One, after working with thousands of financial professionals for more than 30 years, realized that accountants were funnier than you think. They turned to us for help in creating the now annual comedy search, which culminates in a one night amateur show that raises money for TECH CORPS Georgia. Since the event's inception in 2005, we have secured coverage with the *Atlanta Journal & Constitution*, *Wall Street Journal*, *Atlanta Business Chronicle*, *Journal of Accountancy*, Fox 5's "Good Day Atlanta" show and numerous other outlets that are important to our client. Held this year on October 17 at the Coca Cola Roxy, the 2006 Funniest Accountant Search attracted nearly 500 attendees and raised over \$8,000 for TECH CORPS Georgia.

Visit www.accountantsarefunnytoo.com to learn more

and think about ordering the hilarious comedy show DVD. Contact Shira also to learn about sponsorships opportunities as we expand this event into a larger regional event in 2007.



Kenny Leon and Ken Barber

Raising Visibility for Y-3 Atlanta

Fashion-forward shoppers who also seek a comfortable fit, rejoice! Because Y-3, a luxury sportswear line created by adidas and internationally

acclaimed designer Yohji Yamamoto,

proves that your apparel can look and feel good at the same time. No wonder celebrities, sports stars and pop culture icons have been visiting the Atlanta store (in the Around Lenox Shopping Center) in droves. SMC started working with the Atlanta boutique in May, when we promoted a special visit from tennis star Anna Kournikova. This fall, our team has been busy organizing a number of notable events for Y-3.

After hitting the links at a charitable golf tournament to benefit Kenny Leon's True Colors Theatre Company on October 21, Kenny and celebrity friends such as Chef Marvin Woods, HBO actor Richard Gant and actor Glynn Turman unwound in style at Y-3 Atlanta during a private cocktail party. BET also approached Y-3 to serve as the East Coast launch party site for their new reality show, *Committed: The Christies* on September 28. NBA veteran Doug Christie and his wife Jackie attended the red carpet event to promote their new series, which gives viewers an inside look at their highly-publicized marriage and family life.



SMC is excited to partner with Northwest Distribution, handling the launch of EnviroTree™, their amazingly effective, organic-based liquid tree and plant food product. We have just completed their press kit and are about to launch an aggressive PR campaign focusing on the importance of a “balanced diet” for trees. And then watch out, because you are going to see this product everywhere!



BoardWalk Consulting is the premier consulting resource on nonprofit leadership and governance in the Southeast. This Fall, we helped raise awareness of their 2006 Governance Fellowships at Harvard, which helps trustees of the region’s nonprofits and foundations enhance their own skills and leverage their boards’ impact. Since making the announcement, our team has secured press coverage about this meaningful effort in publications such as *Atlanta Business Chronicle*, *Knoxville News Sentinel* and *Philanthropy Journal*.

What’s HOT NOW (cont.)



VISTAGE™ better leaders • decisions • results

What makes you the best? Vistage (formerly known as The Executive Committee), brings groups of business executives together to help one another ponder that question and make better decisions. Members of one of the Atlanta-based groups have turned to SMC for help in refining their competitive advantages and brand messaging. So far, we have had the pleasure of working with CEOs in the construction, custom granite countertops, human resources and web development fields.

THOUGHT APPETIZERS’



SEVEN STEPS FOR PR SUCCESS

When savvy public relations techniques are applied to solid credentials, your company can be positioned as an industry leader. Here are seven steps to help showcase your company’s expertise, raise visibility and generate positive publicity:

- 1) Define your point of intrigue. Understand what is different and unique about your company. Be able to share that “hook” in one or two lines.
- 2) Become a trend watcher. Think about the clients you serve and the industry overall. What are the hot topics of the day or emerging trends in the future? How could you tailor your areas of expertise and knowledge to becoming the authority quoted in news stories?
- 3) Tell a compelling story. You’ve got the credentials. Now it’s a matter of selling yourself as an expert to media outlets that are important to your business. Create an overview sheet about yourself and your company that lists points of difference, a “pitch” letter that defines how you could address several topics of interest to their readers/viewers/listeners and other supporting items.
- 4) Embrace creativity. Look at your industry from a different perspective. Think about opportunities to develop special events, seminars or other offerings that no one else has conceived of yet.
- 5) Share your knowledge. Give just enough insight to help others and whet their appetite for learning more. If you’re terrific at what you do, chances are you’re the person they would like to work with to implement suggestions.
- 6) Remain accessible. Of course you’re always there for your customers. But if a reporter calls, give them the same top priority. Find out what their deadlines are and provide them with the information they need as quickly as possible. Speed does count when reporters decide who makes the cut for a story.
- 7) Leverage PR wins. You’ve written a by-lined article for the top trade magazine in your industry. Congratulations! Now it’s time to capitalize on that piece as much as possible. Link it to your website, send reprints to prospective customers, and think about creating a seminar on the topic for your current clients.

Our Space

We finally moved into our fancy digs in the Perimeter area, check out these photos and let us know when you would like to come visit!



Shira's killer 9th floor view



Comfy waiting area



Grown-up conference room



Exciting entrance view

Meet Lindsey



Account Coordinator Lindsey Gilbert joins SMC as a recent graduate from the University of Alabama. Lindsey received her bachelor's degree in Communications with a double minor in Business and Political Science in 3 ½ short years. Back

in her home town of Atlanta, Lindsey is excited to begin her career with SMC. She is responsible for clearly executing the details for all aspects of client projects. Whether pitching or brainstorming, Lindsey's attention to detail will ensure organization and thoroughness.

While attending the University, Lindsey completed an event planning internship with Alabama's Culverhouse School of Business, where she helped

plan several events including The Hall of Fame Banquet, the schools largest annual event. Lindsey also worked at Ak's on the Boulevard, a small boutique, where she helped develop public relation pieces to promote their involvement in Merry Mart, a Tuscaloosa Christmas tradeshow. Following graduation, Lindsey completed a B2B agency internship with Edelman, where she worked with clients such as US Lec, SouthernLink, The Caron Foundation, VSA of Atlanta and Recall. During her time at school, Lindsey spent a summer studying in Innsbruck, Austria and backpacking through Europe. Always willing to take risks, Lindsey found herself skydiving over the Swiss Alps and propelling down canyons in Interlaken. While travel is a passion for Lindsey, she also enjoys golf, cooking and playing with her dog, Hunter.