

# Grandone Public Relations

*Excellence Exceeding Expectations*

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## **PUBLIC RELATIONS PROFESSIONAL**

### **EXECUTIVE PROFILE**

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I provide marketing and public relations counsel to top decision makers at companies and organizations to help them achieve their business objectives through effective communications in the news media, Web sites, company materials, executive speeches and other proven public relations techniques. My career is a record of exceeding expectations in generating stellar results for clients. I also have a unique ability to successfully reverse undeserved negative reputations of organizations through working with decision makers to communicate directly with detractors in the news media or general public.

Having worked primarily with top-level decision makers for most of my career, the breadth and depth of my experiences enable me to establish peer-to-peer communications with company leadership. I have become the trusted counselor to dozens of CEOs in a variety of businesses and organizations. My longstanding relationships with editors, producers and reporters in print and broadcast media directly benefit my clients.

### **SKILLS**

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Media Relations/Publicity

Commentary/Op-ed writing and placement

Press Conferences

Crisis Communications Plans/ Crisis Communications execution

Web Content

Feature Articles

Strategic Marketing/Political Counsel

Media Training

Public Affairs

Advertising concept development/design/campaign /buy

Brochure Development

Not-for-Profit Governance

Fundraising Events

## **PROFESSIONAL EXPERIENCE**\_\_\_\_\_

### **Grandone Public Relations & Strategic Counsel**

#### **President 2000- present**

- Worked with leaders of mid-size St. Louis law firm to create and identify opportunities for principals to garner publicity in their primary areas of practice. Generated extensive news coverage of public employee pension underfunding issue in cities in Missouri and Illinois, resulting in millions of dollars saved by municipalities and satisfaction by firefighters and police organizations in those communities, policy adjustments by municipalities and aided in passage of sales-tax increase referendum.
- Provided litigation support, media training and media relations for attorneys and their clients both before and after lawsuits were filed.
- Generated feature stories about individual attorneys and their practices. Worked with individual attorneys on social networking.
- Promoted a Midwestern airport, located adjacent to a major U.S. Air Force Base as an ideal location for international air cargo operations from Asia.
- Created promotional brochure in Chinese, Spanish and English.
- Overcame vocal, local criticism of public funding of airport through positive media relations.
- Successfully positioned airport within the U.S. and internationally, specifically China and Indonesia, in international air-cargo business publications worldwide. Also created collateral materials and advised airport director on marketing strategy.
- Served as outside Marketing Director for mainframe financial software company in the Golden Triangle (North Carolina). Worked with company leaders to re-establish company's reputation and rolled out new corporate identity following emergence from bankruptcy.
- Developed Web site and provided content for internal & customer access to new product software

**Grandone Hauser, Inc. St. Louis, Mo.**

**President 1995-2000**

- Promoted the Southwestern Illinois region for economic development to St. Louis Metropolitan business and government decision makers through a comprehensive, multi-year public relations program.
- Campaign covered an eight-year period and contributed significantly to the generation of billions of dollars in private and public investments, such as new business location and new infrastructure. It enhanced the region's reputation as a business-friendly location. Promotions included attracting extensive capital investment by Dial Corp., Hershey's Corp., Anheuser-Bush, Inc. and other major companies for logistics operations locations in Gateway Commerce Park in Southwestern Illinois. Campaign also drove unprecedented growth of retail and residential development (case study available on Web site). Attracted visit by then President Bill Clinton.
- Successful implementation and promotion of St. Louis metropolitan ridesharing program for regional transit agency. Resulted in significant increase in ridesharing, carpooling, vanpooling, and air quality awareness campaign to help bring region into compliance with U.S. EPA air-quality standards.
- Lead all aspects of small, regional public relations firm in Midwestern United States. Responsible for new business development and client service, as well as managing day-to-day operations and employees.
- Supported litigation in defense of company accused of causing a major commercial airliner disaster in Florida. Effort included extensive use of media training of legal spokesperson and company executives, public and message development, to help gain client's acquittal.
- Refocused message that the event was an accident, not a crime, when criminal charges (RICO) were threatened. Advanced and attended Congressional hearing on air safety and handled media relations for several National Transportation Safety Board hearings.
- Managed media relations, fundraising support and community awareness campaign to oppose recommendations by the federal Defense Base Realignment and Closure Commission (BRAC) in 1995 and 2000. Successfully reversed recommendation by U.S. Department of Defense to close an Army installation in the area.
- Assisted in getting community support for successful effort to retain a major Air Force joint-command base in Southwestern Illinois, which retained more than 13,000 jobs with an economic impact of \$3.7 billion.

## **Marketing Mix, Inc. Clayton, MO**

### **General Manager Public Relations 1992-1995**

- Lead Public Relations department of dynamic, integrated marketing company in suburban St. Louis. Developed strategy and managed implementation of public relations aspects of advertising/events/public relations integrated marketing campaigns.
- Reintroduced major re-flagged hotel in downtown St. Louis through this fun and highly creative event, which used the Flying Elvi, to draw thousands of people to the hotel downtown at rush hour. Partnered with local radio station and created an event that generated extensive local publicity and more than 1 billion impressions worldwide with Flying Elvi video from uplinked news coverage.
- Managed new-product launch in test market that successfully introduced a new beverage product (milk alternative) category in Arizona. Generated extensive media resulting in heavy trial of product by target market. Product later introduced nationally, based upon results of test market success.

## **Edelman Worldwide, St. Louis, MO**

### **Account Supervisor 1988-1992**

- Significantly increased awareness of orthopedic and anesthesiology services provided by major St. Louis Health Center. Dramatically increased number of patients seeking services by doctors providing those services through intense media relations and awareness campaign. Resulted in the two areas becoming major profit centers for the hospital and ultimately independent.
- Established identity and maintained awareness of small community hospital through integrated marketing and community outreach to surrounding cities and towns. Included monthly newsletter, publicity, speaking engagements and free medical assessments.
- Developed and implemented strategy for economic development campaign to attract jobs and businesses to middle-sized industrial city in Central Illinois through a comprehensive regional and national publicity campaign utilizing national trade publications and local and Midwest media outlets.
- Took advantage of new deregulation of banking by creating promotion for Sunday Banking to a suburban St. Louis County bank and its branches.

**Pro Bono Work**

Bar Association of Metropolitan St. Louis (BAMSL) Annual Bench & Bar conference panelist

KSDK NewsChannel 5 Diamond Award

Annual Congressional Prayer Breakfast with Cong. Costello and Cong. Shimkus - sponsor

American Red Cross Disaster Services – Five-year award as Disaster Services Volunteer - certified

Edwardsville/Glen Carbon Chamber of Commerce - member

**EDUCATION**

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B.A., Political Studies, University of Illinois at Springfield

Additional studies in journalism, senior with degree, Southern Illinois University Edwardsville

Graduate Fellowship in Public Affairs

**CORO FELLOW:**

Graduate Fellowship awarded by Coro Leadership Center a not-for-profit foundation that provides leadership training in public affairs.

As part of the fellowship, I was assigned to: Saint Louis Symphony Orchestra, Metropolitan Association for Philanthropy, Mallinckrodt Chemical, City of St. Louis Community Development Agency, Missouri AFL-CIO, and statewide campaign for Roy Blunt, Sr.

*Salary requirements depend upon location and level of risk.*

*Confidential references available upon request.*

## ADDENDA

### **\*Industries Served:**

Aviation/Aerospace

Airport Business

Banking/Finance

Campaigns/Referenda

Economic Development

Entertainment

Environmental

Food & Beverage/catering coordination

Gaming

Health Care

Higher Education

Hospitality

Labor/Unions

Law

Military/Defense (BRAC)

Not-for-Profit

Publishing

Religious Organizations

Retail

Sports Marketing

Technology

Teleservices

Television/Radio

Trade

Travel/Tourism

Transit

**\*Select Clients Served (in alpha order):**

AAU/USA Junior Olympics  
AFL-CIO Southern Illinois Builders Association  
Busch Gardens  
    Tampa (FL) & Williamsburg (VA)  
Answer Midwest  
Casino Queen  
Centenary United Methodist Church  
Civic Entrepreneurs Organization (St. Louis)  
Congressional Prayer Breakfast (IL)  
Coro Foundation  
Danna McKittrick, P.C.  
Data Design Associates  
Decatur Economic Development  
Foundation (IL)  
Emmis Broadcasting  
Gateway Commerce Center (see Tri-Star)  
GHB Publishers  
IVIS International, Inc.  
Jacoby Arts Center  
KMOX Radio CEO  
Korte Construction  
KSDK TV  
Leadership Council Southwestern Illinois  
McHenry County (IL) Economic Development Council  
MidAmerica St. Louis Airport  
MidCoast Aviation  
Monticello Investments, Inc.  
National Tour Association  
Patrick Mazza & Assoc.  
Physicians' Health Plan of Greater St. Louis  
Ralston Purina  
    –Protein Technologies International  
Regal Hotels International Holdings Ltd  
Sabreliner Corporation  
SabreTech, Inc.  
St. John Nepomuk Catholic Church  
St. Louis Homes & Gardens magazine  
St. Louis Hotel Association  
Southern Illinois University  
Southwestern Illinois College  
The Pasta House Company  
Tri-City Regional Port District  
Tri-Star Business Communities

\*A brief is available for each of these items upon request

