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Communiqué



News and notes from around the firm

Getting Back to Work



Dear Friends & Clients:

One of the most useful courses I took in college was called Economic History. Most specific details have long

since faded from memory, but the basic lesson has not. Throughout history, virtually every major conflict – including those fought in the name of religion or ideology – was motivated in one way or another by economics.

To an aspiring and already cynical young journalist, that worldview made a lot of sense. Going to war over oil, water, land and trade routes was a lot more rational than killing in the name of any god. On Sept. 11, it became apparent my old textbook would need a new chapter.

That the attacks of Sept. 11 were economic in nature – rather than simple acts of terrorism – is beyond dispute. In a single blow, our attackers not only brought down major symbols of American

capitalism and military might, killed thousands of innocent citizens and horrified all the rest of us, they temporarily disrupted our financial markets, destabilized infrastructure industries, and almost certainly fattened their own war chest in the process by selling short in impacted stocks.

In the days that followed the initial attacks, everybody at Hayslett Sorrel – like Americans everywhere – struggled with one question: *What can we do to help?* Beyond prayer, acts of individual and company charity, and a lot of soul-searching about what's really important in our lives, I offered our people a simple answer.

Let's go back to work.

That's not the same, by the way, as getting back into our "normal routines" or refusing to "live our lives in fear." "Normal" changed forever on Sept. 11, and a little anxiety is probably unavoidable if not healthy in our new environment. Getting back to work, however, will be central to our ability to prevail in this war.

American industry has played a

pivotal support role in every U.S. war effort, but American workers will literally be foot soldiers in this campaign – and American business leaders must assume new responsibilities as well. Our attackers understood – perhaps better than many of us – that our national and economic security are tightly interwoven; undermine the latter, and you weaken the former.

Together we have a duty to keep America's economy going. If employees are going to be called on to work harder and smarter (and perhaps for less), then business owners and managers must also sacrifice to sustain business operations and jobs that might be difficult to maintain under the best of circumstances. That's one of the best ways I know to help honor the memories of the thousands of men and women who died on Sept. 11 and, trite as it may sound, to ensure that their deaths weren't in vain.

(See *Getting Back to Work*, p. 2)

Hayslett Sorrel Dominates at IABC Awards



Hayslett Sorrel recently won nine Flame awards, including three Golden Flames, from the Atlanta chapter of International Association of Business Communicators (IABC) at the association's annual awards banquet. In all, HS took home three Golden Flames, three Silver Flames and three Bronze Flames, more than any other agency.

The Golden Flame Awards, given out last month at the W Hotel in Atlanta, recognize corporations and agencies for excellence in communications.

HS won top honors for its work with CES International and Six Continents (formerly Bass Hotels & Resorts) in the direct-mail category.

HS also won a Silver Flame for this newsletter, Communiqué, and two Bronze Flames for its media relations and external communications campaign for the Metro Atlanta Chamber of Commerce's Clean Water Initiative.

Target Completes Summer Grand Openings



Target opened five new stores this summer in Indiana and Iowa.

In July, Target opened more than 20 stores across the country, and Hayslett Sorrel was there to help introduce the famous red and white bullseye to

the Midwest. HS worked with Target's Events Marketing Department to coordinate three store openings in the Indianapolis area and two in Iowa.

Each celebration featured an exciting fireworks display on Saturday evening followed by a grand opening day of family fun.

Sunday's activities



Scooby Doo made an appearance at the Super Target grand opening in Waterloo, Iowa.

included a catered lunch, live music and clowns for all the guests to enjoy. Spiderman and Scooby Doo even stopped by to pose for pictures with the kids.

Georgia Alliance of Community Hospitals Hosts Annual Meeting

For the fifth straight year, Hayslett Sorrel worked with the Georgia Alliance of Community Hospitals to organize and manage its annual meeting, held Oct. 17-19 at Callaway Gardens.

HS, which provides communications support to the Alliance's public affairs initiatives, helped Alliance President Monty Veazey and Executive Vice President Kim Chavez organize the meeting's agenda, recruit speakers and manage the three-day event.

Governor Roy Barnes delivered the keynote address, and the 120-plus attendees at the meeting also heard from Georgia Community Health Commissioner Gary Redding, Human Resources Commissioner Jim Martin, Georgia Cancer Coalition President Russ Toal, Georgia Chamber of Commerce President Lindsey Thomas, and others.

This year, HS and the Alliance

commissioned a first-of-its-type poll of 500 Georgians on a range of healthcare issues by Beth Schapiro Research Associates. The results were presented to the group by Dr. Schapiro.

For the third straight year, Hayslett Sorrel also sponsored the Alliance's Hospital-of-the-Year competition.

Coca-Cola Kicks Off 2001 United Way Campaign

The Coca-Cola Company kicked off its annual United Way campaign on September 19-20 with the help of Hayslett Sorrel.

HS has been working with Coca-Cola on the campaign to coordinate internal communications, draft executive speeches and organize employee rallies.

Employees at the Company's headquarters attended kick-off rallies featuring special guest Miss America 1995 Heather Whitestone McCallum.

McCallum spoke about overcoming obstacles and disabilities to reach one's goals. The rallies also featured moving renditions of "The Star Spangled Banner" and "God Bless America" by vocalist Kathleen Bertrand.

Getting Back to Work (continued)

One of those lost in the World Trade Center was Rick Blood, brother-in-law of longtime Hayslett Sorrel team member Johanna Blood. A vice president at Aon Consulting, Rick was conducting a meeting on one of the top floors of the second tower hit. By all accounts, he took the lead in shepherding co-workers and others down the stairwells - and, miraculously, many made it out. Rick did not.

For Rick Blood and all the others who perished on Sept. 11, all of us at Hayslett Sorrel are back at work.

Christie

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hs News

Around The Firm

Michael Mills Named to Georgia Trend's 40 Under 40

Senior account manager Michael Mills has been named to Georgia Trend's 40 under 40 list. The annual list, which salutes the state's rising stars in business, government and the community, appeared in the October issue of the magazine.

Michael, 28, helps manage Hayslett Sorrel's public affairs practice. He



played a key role in coordinating and publicizing the Metro Atlanta Chamber of Commerce's Clean Water Initiative.

In addition to his work at HS, Michael recently founded Coalition for a Voting America, a public interest group addressing America's diminishing electoral and

civic participation.

Hayslett Sorrel Celebrates Seventh Birthday

Seven years to the day after Charlie and Mary first opened their doors for business, the HS team gathered for a celebration to commemorate the occasion.

Since our start, HS has grown from a two-person shop into a diverse 20-person firm specializing in both communications and events. We have been privileged to work with 150+ clients around the country, and around the globe.

"We've built the firm around

experienced practitioners with a real emphasis on client service," said Mary Sorrel, president. "It's our clients and our team that make HS successful, and we look forward to many more birthday celebrations with all of you."

Energy America Signs on as New Client

Energy America, one of nine certified gas marketers in the state of Georgia, retained Hayslett Sorrel to provide general media and public relations counsel. The company chose HS through a search conducted by its lead agency, NATIONAL Public Relations, Canada's largest public relations consulting firm.

Energy America is a wholly owned subsidiary of Centrica plc, one of the world's leading energy companies. The company provides energy to approximately 95,000 homes and businesses in Georgia.



Hayslett Sorrel's birthday celebration was a mouth-watering experience.

Sue Rodman

Profile

Walk into just about any newspaper office in Georgia with Sue Rodman, and you're guaranteed a warm welcome – but not before she gets a hug from the editor and publisher.

That's because before joining Hayslett Sorrel in 1998, Sue spent seven years with the Georgia Press Association – working with newspaper executives all over the state on industry issues, managing trade group publications and coordinating meetings.

Sue's relationships with reporters, editors and publishers benefit her in

her media relations work with HS today. She's uniquely qualified to get stories placed at the community level. Her experience also taught her that Vandy's in Statesboro has the best barbecue in the state, but you've got to go to the original location, not the one at the mall.

Most of Sue's time outside the office is consumed with family activities.

Sue and Paul have been married for eight years and have two sons, Nicholas, 3, and Sam, 1. "Soccer Mom" Sue claims to give a great tour of Zoo Atlanta and have a top



Sue enjoys the outdoors, especially during this trip to the California coast.

10 list of the "coolest playgrounds in Atlanta."



Look inside for:
* PR 101
* Birthday Cake
* Scooby Doo

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Becoming an Expert Source

You've seen the "experts" quoted hundreds of times – in newspapers, on television, in magazines. They opine on the latest trends, products and current events. Who are these people, and who made them experts?

The answer: They're people just like you and me, only they've positioned themselves as experts. Why? Because they understand the value of being an expert source. Every time you're seen or heard in the media, your credibility rises, along with the value of your company's brand.

But becoming an expert is not a one-way street. The media continually seek "expert sources" to flush out stories. With expert commentary, they can produce more interesting,

better-researched stories. It's a win-win-win for the expert, the media and the public.

Haylett Sorrel has helped several clients establish themselves as so-called expert sources. For example, several attorneys at Arnall Golden Gregory are now regularly quoted in the media on such topics as life sciences and technology.

Many of the firm's attorneys had long established themselves as experts in their fields. But few reporters had them in their Rolodexes before Haylett Sorrel began promoting the firm's expertise to the media.

Today, Arnall Golden Gregory regularly receives positive – and free – coverage in the Atlanta media – the same media seen and heard by

the firm's existing and potential clients.

Here are a few tips to position yourself as an expert:

- * Be unbiased. Reporters want experts who provide unbiased, factual information - sources who stay "above the fray."
- * Be available. Reporters work on deadlines. They appreciate reliable sources they can count on in a crunch.
- * Be a speaker. Reporters regularly comb meetings for stories. If they see you speak, they will likely consider you an expert.
- * Be a background source. Even if you don't always get quoted, provide reporters with story ideas or trends in your field.