



Communiqué



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A Letter from Charlie



Dear Clients & Friends:
Six years ago, Mary Sorrel and I hung out a shingle and waited for the phone to ring. Thankfully, it did – and we appreciate that.

Now, as we begin our seventh year of business, we've made a number of decisions. One is that it's time to take our business development efforts a step or two beyond answering the phone. So, among other things, we're subjecting our firm's many fine clients and

friends to our latest creation – *Communique*'.

It has two basic purposes. One, of course, is marketing. Every so often we'll showcase our firm's capabilities in the unabashed hope that you'll call us up and ask us to use those capabilities on your behalf. A second is to create a new platform for communicating with our clients and friends. We'll also brag a little about ourselves – the awards we've won and the accomplishments

we've attained.

Because this is our first issue, we're asking it to do double duty as an annual report. Turn the page, and you will find a mercifully brief review of our progress in the last year.

Finally, we hope you find the newsletter informative and stimulating. And, of course, we hope you will keep calling. We promise to keep answering.

client news

Georgia-Pacific Super Seniors, Clean Water Initiative and CES International

Super Seniors Tee Off with Georgia-Pacific as Title Sponsor

The Georgia-Pacific Super Seniors golf season teed off in February and runs through the SENIOR TOUR Championship in October.

Georgia-Pacific is in its third year of title sponsorship of the Super Seniors, a "tournament within a tournament" for players 60 years and older. Super Seniors competitions are held at 17 SENIOR PGA TOUR events throughout the year.

And if you flew Delta Air Lines in December, you probably saw the article on Gary Player and the Super Seniors in *SKY*,

Delta's in-flight publication. In addition to securing the *SKY* placement, Hayslett Sorrel handles all of Georgia-Pacific's media relations for the Super Seniors.

Learn more about Georgia-Pacific and the Super Seniors online at www.gp.com.

Clean Water Initiative Proposes Solutions to Atlanta's Water Quality

Government, business and conservation leaders, displaying unprecedented cooperation, finalized recommendations to solve metro Atlanta's growing wastewater and stormwater runoff problems. The final

proposal of the Metro Atlanta Chamber of Commerce and Regional Business Coalition-sponsored Clean Water Initiative Task Force were submitted to Gov. Barnes and the General Assembly last fall.

The recommendations served as the basis for the governor's bill that was adopted by the Georgia legislature. Hayslett Sorrel helped the Task Force build support for its recommendations by designing and implementing a grassroots and earned media campaign. For more information on the Clean Water Initiative, visit www.cleanwaterinitiative.com.

(See *client news*, page 2)



awards

Hayslett Sorrel received top honors from the International Association of Business Communicators (IABC) and the Public Relations Society of America (PRSA) – two of the industry’s top organizations – at their Year 2000 annual awards ceremonies.



Hayslett Sorrel took home 10 IABC Flame Awards – three Golden Flames, five Silver Flames and two Bronze Flames – celebrating the development, writing and design of the Southeast’s best public relations campaigns. At PRSA’s annual Phoenix Awards presentation, Hayslett Sorrel received six Phoenix Awards and one Certificate of Excellence. Hayslett Sorrel’s development of the Georgia Department of Transportation’s Work Zone Safety campaign garnered five Phoenix Awards including Best Overall Public Relations. Six of Hayslett Sorrel’s Flame Awards were also given for the firm’s efforts on the Work Zone Safety project. Hayslett Sorrel received four Flame Awards, one Phoenix Award and a Certificate of Excellence from PRSA for its creation and implementation of Bass Hotels & Resorts Priority Club Worldwide member events.

client news (continued)

CES International Scores Recent Successes

CES International, a software company for the utility industry, scored several big wins recently, including a \$10 million strategic investment from Cinergy Ventures LLC, the venture arm of Cinergy Corp. As part of the deal, Cinergy Ventures Managing Director Brian Stallman was elected to CES’ Board of Directors.

In other news, *InformationWeek* and Cap Gemini Ernst & Young selected CES International to its inaugural “Innovation 100: The Customer” list, recognizing “the most innovative companies in building profitable and successful customer relationships.” Additionally, CES International moved into new offices in Atlanta and inked a significant contract with Houston-based Reliant Energy.

Hayslett Sorrel handles a variety of media relations and communications functions for CES.



Robert Byrd
Profile



One of Hayslett Sorrel’s newest additions is Robert Byrd, who joined the firm in September after eight years with The Coca-Cola Company. Bobby serves as a vice president and is in charge of a practice group servicing public affairs and corporate communications clients.

While at Coke, he wrote speeches for top executives, managed Coke’s worldwide employee communications efforts and created its first online news service. Prior to Coke, he spent 10 years wearing a journalism hat in the Atlanta bureau of the Associated Press.

A graduate of the University of Georgia, Bobby holds the distinction of being voted the most hated man on campus during his time in Athens for his less-than-glowing review of a Paul McCartney album.

“My very informed opinions were not appreciated by the masses,” jokes Bobby, who also claims to be one of seven native Atlantans.

Everyone at HS is glad to have Bobby on our team, and we’ll be working to influence his musical tastes.

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Annual Report



For Hayslett Sorrel LLC, 2000 was a year of strong financial and organizational growth. Just as important, it was a year of building and preparation for the future. Revenues totaled \$5.3 million, up 19 percent from 1999, while fees — the more traditional industry measure — rose 23 percent to \$2.6 million. *PRWEEK* ranked Hayslett Sorrel ninth in Atlanta's rapidly growing public relations market.

As important as the financial growth, HS took major steps to enhance its client service and business operations. Charlie Hayslett took the position of chairman and CEO and assumed lead responsibility for planning and business development for the firm, as well as providing strategic counsel to our clients. Mary Sorrel became president and vice chairman, with responsibility for guiding day-to-day operations and

overseeing the firm's account groups and client service.

David Morrison, who joined HS in late 1999 from Porter Novelli, was named vice president in charge of the firm's business-to-business and technology groups. Robert Byrd was recruited in September 2000 from Coca-Cola, where he had served as senior manager of corporate communications and speechwriter to CEOs Roberto Goizueta and Doug Ivester.

We also took steps to support the Hayslett Sorrel brand, with an eye toward both stronger marketing and an enhanced ability to recruit the best talent in the market. This newsletter is an example of our commitment to marketing. We also developed a company credo that guides us in our daily business: Client Service: First, last and always.

After great success with

professional awards in 1999, we continued to receive honors in 2000. (See *awards*, page 2)

Early in the year, we invested in a new collateral package that has drawn very positive reactions. As the year ended, we were putting the finishing touches on a much-improved Web site (www.hayslettsorrel.com), which we launched in January 2001.

On the operational side, we concluded a review of our information systems, and as the new year began, we began implementing new information management systems that will enhance our internal operation.

As we move into our seventh year of operation, it is with great appreciation for the confidence our clients have placed in us over the years and with a commitment to continue improving the service we provide.



WWW.

Hayslett Sorrel recently launched its new Web site, giving our online presence a look and feel that reflects our corporate culture and philosophy — a commitment to client service. The new site features a revamped design and increased content. The home page includes a colorful, animated interface and an easy-to-use navigation bar.

The Web site also contains a redesigned "What's New" section for Hayslett Sorrel news and announcements. The "What's New" section houses an online version of our newsletter in addition to news about our clients.

Future Web site enhancements hope to include the addition of client functionality. Our goal is to enable clients to use the Web site to obtain updates on their account activities.

Visit Hayslett Sorrel online at www.hayslettsorrel.com.





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hayslett sorrel



hs *news*

Hayslett Sorrel Goes Global

Add to our growing list of clients two international firms — Denmark’s Mondosoft and Scotland’s All-Hotels.



As of December, Hayslett Sorrel is handling U.S. public relations for Mondosoft, a Danish manufacturer of search engines for corporate Web sites, and All-Hotels, an Internet-based travel company from Edinburgh.

All-Hotels provides Internet-based facilities for both hoteliers and the online travel consumer. With access to more than 60,000 hotels worldwide, All-Hotels offers the most comprehensive selection of online bookable hotels. Mary Sorrel and Sarah Evans recently visited Edinburgh, where they

managed to squeeze a few client meetings into their busy shopping schedule.

Mundosoft’s product, MondoSearch, is a search engine that allows comprehensive searches through large corporate Web sites. David Morrison and Thad Slaton recently returned from a client visit to Copenhagen to report that people in Denmark actually speak a different language.

Visit our new clients online at www.mundosoft.com and www.all-hotels.com.