



Hayslett Sorrel becomes Hayslett Group

Robert Byrd named company president

As the late artist Andy Warhol once said, "They say that time changes things, but you actually have to change them yourself." In the spirit which inspired Warhol's well-known quotation, Hayslett Sorrel LLC announced on May 4th that it has changed its name to Hayslett Group LLC. The name change follows the 2003 retirement of co-founder Mary Sorrel.

"The name changes, but our focus remains the same: client service: first, last and always," said Charles Hayslett, the company's chief executive officer.

Hayslett also announced the promotion of Robert Byrd from executive vice president and chief operating officer to company president. "Bobby has demonstrated exceptional client service, firm management and leadership skills since joining the business in 2000," said Hayslett. "I expect his role will continue to expand over time."

To go along with the new name, the firm has a new logo featuring the tagline "Strategic Communication" under the new name.



"As our firm has grown and evolved, we've seen a decline in purely tactical engagements and a corresponding increase in relationships that involve us in figuring out not just what and how to communicate, but what to do," said Hayslett. "I think that's a direct outgrowth of the fact that we have organized the firm around seasoned practitioners with a wide range of business and communications experience."

The firm was established on October 1, 1994, and will mark its 10th anniversary this year.



Hitting the Books...again

In today's competitive workplace, continuing career education is becoming a necessity rather than a luxury. Clients now expect and have every right to require that their counselors and agencies are competent professionals who are aware of industry trends and tactics. This makes continuing education a requirement, rather than an option, in most agencies.

However, along with this new requisite also come a few obstacles: How much does continuing education cost a company? What do professionals need to learn? How do you fit education into already overloaded schedules?

Sir Moser Claus, an academician at Oxford, recently noted, "Education costs money, but then so does ignorance." A company's cost to educate its employees may not only be measured monetarily, but in

time commitment as well. Conversely, the cost of not staying informed - ignorance, mistakes and embarrassment - may prove to be much more expensive in the long run. Over time, continuing education is not only good for the bottom line, but it creates an atmosphere of positive corporate morale because it is proactive, forward-looking and increases workplace confidence. It also encourages reflection and inspires creative thinking processes. Additionally, employees often see these educational opportunities as voluntary, constructive and personally advantageous.

It is easy to make the commitment to learning, but deciding which topics are important and how to pursue them can prove more difficult. Each company and its diverse cross-section of employees have unique educational needs and desires.

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News around the Firm

Novare Group/Wood Partners building on Metropolis Success

In 2001, Hayslett Group helped promote an innovative high-rise condominium developed by Wood Partners and Novare Group in Midtown Atlanta. Metropolis was so successful it sold out within a year, quite an accomplishment for a condo development. HG is now busy promoting the partnership's latest additions to the Atlanta skyline. In various stages of completion, each project is a high-rise residential condominium with street level retail.

The next building coming to market is Eclipse, located in Buckhead Village. Pre-sales began on May 1 with the opening of a special off-site sales center in Atlanta, complete with a full-scale fully furnished residential unit and city view. Residents are expected to take occupancy in November.

The groundbreaking for Spire was held in March. Named for an architectural element that caps the 28-story building, Spire is located in Midtown.

The Wood/Novare partnership also announced the purchase of land near the Grand Hyatt hotel in Buckhead on a parcel known as City Center. The partnership plans to build a 29-story, 406 unit high-rise that will include 13,000 square feet of street-level retail and 16,000 square feet of office space.

Hayslett Group expects more announcements in the coming months from the Wood/Novare team.

Hayslett Group plans focus groups for Southeast Capital Partners

Hayslett Group has been retained to conduct two focus groups for Southeast Capital Partners, an Atlanta based real estate investment company specializing in the ownership and development of rental and for sale multi-family housing. The groups will test the target market preferences for a new condominium project at Perimeter Place. For more information on Southeast Capital Partners go to www.secpartners.com.



Client Novare Group/Wood Partners have made a name for themselves in the new and exciting high-rise, mixed-use style of building. Beautiful modern interiors and breathtaking architectural styling haven't hurt either. Pictured here is an interior rendering of the Eclipse building currently under construction in Buckhead.

1Point Solutions hires Hayslett Group

Hayslett Group recently began working with 1Point Solutions, providing media relations and other PR services. 1Point Solutions, based in Dickson, Tenn., near Nashville, offers a wide range of retirement plans, health savings accounts and related products and services to mid-sized companies and public-sector entities. The company has offices in Atlanta and Austin, Texas. For more information on our new client, visit www.1pointsolutions.com.

Hayslett Group acts as lead strategist for Atlanta Bicycle Campaign

The Atlanta Bicycle Campaign is a not-for-profit member-supported organization working for better bicycling conditions in metro Atlanta. Goals of the organization include promotion of bicycle transportation, responsible recreational riding, and education for bicyclists and motorists alike.

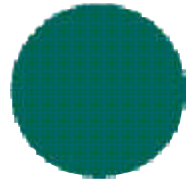
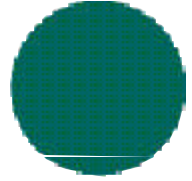
Hayslett Group is partnering with the ABC to provide strategic counsel for a Share the Road awareness campaign. The campaign is being conducted this summer in three specific DeKalb County neighborhoods. The twin goals of the campaign are to raise awareness among motorists of state traffic laws that relate to bicyclists' rights on Georgia's streets, roads and highways and to promote safe cycling behavior among cyclists and make them more respectful of motorists' needs.

For more information, go to www.atlantabike.org.

Communiqué is written by Hayslett Group staff and published as a service to our clients. We appreciate your comments, suggestions and ideas for the newsletter. Please email your input to mclark@hayslettgroup.com.

Join Us to "Lunch & Learn"...details on back!
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Continuing Education

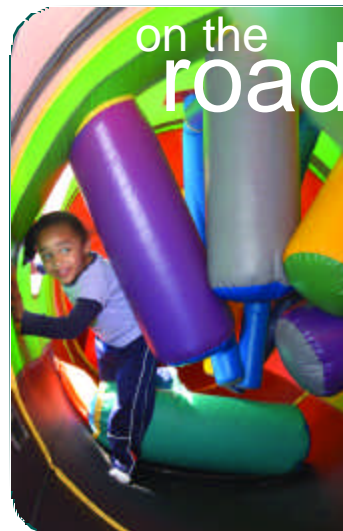
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General guidelines stress that professionals need to not only keep up to date within their particular fields, but also need to add new skills to address constant societal and technological changes. Fortunately, there are a myriad of educational options to choose from. Formal courses at universities, workshops, seminars, conferences, internet courses and independent study are just a few of the ways companies may encourage their employees to further their education. Many of these formats are often available at little or no financial cost through membership in business associations or via business publications online and in print.

Hayslett Group is committed to keeping our employees' knowledge base fresh and current. We subscribe to numerous business publications, are active members of several business organizations and participate in monthly conferences, teleseminars and discussion panels.

We would love to share the educational opportunities we have, by inviting you to "Lunch & Learn."

Please join us for lunch and one of the following 90-minute interactive web/teleseminars sponsored by PRSA.



A Peek at HG Events

An interesting perspective... Any way you look at it, DeKalb Medical Center at Hillandale's Annual FamilyFest and Easter Egg Hunt was a fun-filled community event. Hayslett Group plans and executes the not-for-profit hospital's special events, including groundbreaking, construction milestones and the annual Tree Lighting.

**July 29 - Media Relations Strategies:
New, Interesting, and Powerful Approaches**

**August 5 - Corporate Security and Crisis
Management: Crucial Collaboration
When Disasters and Threats Occur**

**Please RSVP by July 9 to Michelle Clark via email
mclark@hayslettgroup.com. Space is limited.**