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Communique



News and Notes from Around the Firm

MEDJET Assistance Travel Program Protects Members From Hazards of Traveling

Mike Paull left Seattle recently on what was supposed to be the vacation of a lifetime – a two-month, 13,000-mile motorcycle ride from Shanghai, China, to Munich, Germany. Paull's trip ended six days later in a crash that resulted in three broken ribs, a fractured collarbone and internal bleeding.

Luckily, Paull had joined MEDJET Assistance just prior to his trip. One call to MEDJET Assistance set the wheels in motion to get Paull home to Seattle and the medical care he required.

MEDJET Assistance, a Hayslett Sorrel client since January, is an annual membership program providing air medical transportation to its members should they become hospitalized due to accident or illness, virtually anywhere in the world. The program transports members to the hospital of their choice, most often in medically equipped and



MEDJET Assistance transports members to the hospital of their choice, free of charge.

staffed jets.

Paull estimates that if he had not had the foresight to protect himself through this unique program, he might still be in China today.

Hayslett Sorrel has been working with MEDJET Assistance to create awareness of the company's unique service, attract national media exposure, place transport stories (similar to Paull's) locally, and develop speaking opportunities.

"When I talk to people about our company, I ask them to think of it as AAA for your well being," said Roy Berger, president of MEDJET Assistance. "If your car breaks down, AAA comes to the site and gets you moving again. If you're seriously injured or hospitalized while traveling, we bring you home."

Annual membership in MEDJET Assistance is \$195 for an individual and \$295 for a family. For more information or to enroll, call 800-963-3538 or visit www.medjetassistance.com.

Metropolis Newest Addition to Midtown Atlanta Skyline

The newest addition to the Atlanta skyline has been christened Metropolis, a unique, high-rise, mixed-use community in the heart of Midtown's arts and entertainment district.



An artist's rendering of Metropolis, located at 933 Peachtree Street.

Developed by Novare Group and Wood Partners, the building includes 493 units of residential living space built on top

of 40,000 square feet of retail, restaurant and entertainment space. It's the first completed project in Atlanta that returns to an urban-style development promoting home, work and entertainment all within a few blocks.

Hayslett Sorrel has been working with the developers to name the building and attract media coverage surrounding its construction and opening. Focus group research was conducted to help select a name for the development.

The building utilizes state-of-the-art technology, and amenities include pool, workout facilities and concierge.

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Two-Way Internal Communication Paves Way for Business Success

Earlier this year, *Fortune* magazine ran an article titled “How to cut pay, lay off 8,000 people, and still have workers who love you.”

The piece details how Agilent Technologies, forced to lay off employees amid tough times, earned the No. 31 spot on this year’s list of “Best Companies to Work For.”

How’d they do it? By never abandoning the company’s pledge to maintain an open, honest, two-way channel of communication with employees.

Led by their CEO, Agilent’s top management regularly informed employees of the challenges the company faced, sharing information – positive and negative – through face-to-face meetings, newsletters and a multitude of other vehicles. *Fortune* described the layoffs as “two parts communication, one part execution.”

Whether Agilent will thrive in the aftermath of recession remains in question. But what’s almost certain is this: Without such a strong focus on internal communication, the company’s chances would be greatly reduced.

Every company leader knows that the work force is the linchpin of success. Yet how many CEOs consider communicating with employees their top priority?

Internal communications is perhaps the most important tool in the CEO’s toolkit. Unfortunately, it’s often an underutilized component of business success.

By regularly communicating with – and not just to – employees through multiple, two-way channels, an effective leader will galvanize and mobilize his or her employees around common goals, values and missions. In return, the leader gains many business advantages.

Effective, two-way internal communication programs tap into the vast knowledge of the employee base. They send a positive message to employees, letting them know that their opinions count. They pave the way for change, preventing major losses in productivity. And they detect the early warning signs of low morale, defects in strategy or legal and ethical issues.

As the economy makes its way to a recovery, there is no better time to examine the internal communication programs within your company. Poor internal communication can stifle growth and threaten success. Open, honest, two-way communication can be a competitive advantage. The choice is yours.

hs News

About Our Clients

CES International Named Atlanta’s Fastest Growing Software Developer

The *Atlanta Business Chronicle*, in announcing its annual ranking of Atlanta’s 50 fastest-growing private companies, named CES International the city’s fastest-growing software developer. The *Business Chronicle*’s Pacesetters list ranks companies that post two consecutive years of 50 percent growth in sales. This year’s Pacesetters breakfast drew some 700 attendees, including Atlanta Mayor Shirley Franklin. Hayslett Sorrel handles media relations and a variety of other PR functions for CES. Alpharetta-based CES develops operations-management software for electrical utilities. For more information, visit CES at www.ces.com.

Southern Regional Health System Joins Growing List of Health-Care Clients

Hayslett Sorrel has added Southern Regional Health System to our expanding health-care practice.

Hayslett Sorrel will provide communications counsel and media relations support for Southern Regional’s bid to gain state approval for both an inpatient acute rehabilitation program and a long-term acute care hospital. Both projects are subject to the state’s certificate-of-need application process.

Located in Riverdale, Ga., Southern Regional is a not-for-profit community hospital and a member of the PROMINA health system.

Visit our new client at www.southernregional.org.

Communiqué is written by Hayslett Sorrel staff and published as a service to our clients. We appreciate your comments, suggestions and ideas about the newsletter. Please e-mail your input to mcheckoway@hayslettsorrel.com or visit www.hayslettsorrel.com.





Research: Money Well Spent

by Michael Checkoway

There's a big difference between giving people what they want and giving them what you think they want. Most companies strive to deliver the former, but oftentimes end up delivering the latter.

The key to avoiding this mistake is research. Almost all industries use research to help them better understand the wants and needs of their customers.

Even Hollywood uses research to determine what makes it to the big screen. Research, through the use of test audiences, plays a large role in determining the outcome of many shows and films.

When the lead story on the 6 o'clock news is about some type of human tragedy, it's because research shows that's what people

care about and want to watch.

Several of our clients have used research to develop their messaging and accomplish their public relations goals. One of the most notable examples is the Georgia Department of Transportation.

Hayslett Sorrel worked with GDOT to develop a Work Zone Safety campaign aimed at reducing accidents in work zones. Previous messaging was worker-focused – warning motorists to slow down to avoid injuring workers. These messages went largely unheard.

Research uncovered a more effective way to communicate the message – focus on the hazards to drivers, the most common victims of work-zone accidents. We incorporated the research findings into the Work Zone Safety

campaign by making drivers aware of the hazards to themselves, not just to workers. The results were a 57 percent reduction in work-zone accidents during the campaign.

Similarly, when DeKalb Medical Center petitioned the state of Georgia for a certificate-of-need to build a new hospital, it conducted focus-group research to determine attitudes of area residents. Research findings drove key campaign messages, and ultimately DeKalb was awarded the certificate of need.

Money spent on research is one of the best investments you can make because it makes what you spend on communications far more effective. So the next time you're uncertain about how to approach a situation, research it.

Profile

Kristen Hill

Starting her Hayslett Sorrel career while still in college, Kristen Hill has risen up the ranks, from intern to account manager.

A four-year veteran of the public relations wars, Kristen first came to Hayslett Sorrel while a junior at Berry College in Rome, Ga. She interned over the summers and during vacation periods, learning the various aspects of public relations.

"We liked her so much and she did such a good job, we told her a job would be waiting for her when she graduated," said Mary Sorrel.

Kristen took Mary up on her offer, and the rest, as they say, is history. Kristen services a variety of accounts ranging from consumer to technology and occasionally pitches in to assist our event staff at grand openings.

An avid sports fan, Kristen was the driving force behind the company softball team and also has a strong allegiance to NASCAR.

She's currently in training to be an American Red Cross disaster relief volunteer and is in the process of planning a June wedding.

In spite of her busy schedule, Kristen finds time for another love – travel. She has visited 39 states and eight countries.



Kristen poses for a picture from the infield of Atlanta



"Client Service: First, last and always"

