



Communiqué



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Hey! We've Got a Business To Run Here



Dear Clients & Friends:
 One of the strange things about starting a business is the day you realize — hey! we've got a business to run here.
 Mary and I never set out to start a company; we set out to do work we liked, with people we liked, for people we liked. To our occasional amazement, it has worked. We've grown a lot in six years. But that means finding better ways to go about the business of running our business.
 Our clients will see the latest

step in our growth with your next invoice. We've invested in new management software especially for communications firms — not just for generating invoices, but for managing the work we do for you. It's the best tool we've ever had for tracking projects, budgets and deadlines. (It also helps with payroll and expenses and all those unpleasant things that come with running a real company.)
 Meanwhile, on the subject of growing, HS has placed very well in some new industry

rankings. O'Dwyer's ranks us among the top three independent PR firms in Atlanta — and 89th in the U.S. That may not sound like much, but in a nation with a lot of PR agencies, cracking the top 100 is something we're proud of.
 Mary and I are indebted to our terrific staff; our growth, after all, is nothing more than a measure of their work. And as always, we're grateful for your support.
Charlie

client news

Delta, Bass Hotels & Resorts, Georgia Department of Transportation, Mondosoft and Phoebe Putney Hospital

Delta Air Lines Honors Former Soviet President Mikhail Gorbachev
 Delta Air Lines honored former Soviet President Mikhail Gorbachev with the 2001 Delta Prize for Global Understanding for his efforts to end the arms race and Cold War, and his humanitarian and environmental work in their aftermath.
 In addition to organizing a press conference with President Gorbachev, Hayslett Sorrel handled all media relations surrounding the Delta Prize.
 Established with an \$890,000 grant from the

Delta Foundation and administered by the University of Georgia, the Delta Prize honors individuals or groups that successfully promote peaceful solutions to intercultural conflicts.
 Gorbachev, winner of the 1990 Nobel Peace Prize, accepted the award from Delta Chairman and CEO Leo Mullin and UGA President Michael Adams at an April ceremony in Atlanta.
 Past recipients include President and Mrs. Jimmy Carter and Archbishop Desmond Tutu of South Africa.
 For more information, visit the Delta Prize Web site at www.uga.edu/news/deltaprize.



Former Soviet President Mikhail Gorbachev (center) was in Atlanta in April to accept the 2001 Delta Prize for Global Understanding from University of Georgia President Michael Adams (l) and Delta Chairman and CEO Leo Mullin (r).

(Read more **client news** on page 2)

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Priority Club Worldwide Hosts Member Appreciation Events

Priority Club Worldwide (PCW), the frequency program of Bass Hotels & Resorts, hosted member-appreciation events in Minneapolis and Dallas earlier this year. Bass hosts the events, open to all PCW members, to thank them for their loyalty to the brand.

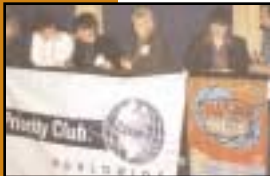
The Minneapolis event was held in conjunction with the NCAA Final Four and featured a guest appearance by Dick

Vitale. The Dallas event, held in late May, included a Texas-style barbecue and rodeo.

Hayslett Sorrel coordinated both events for Bass, which has also hosted PCW events in Baltimore, Atlanta, Chicago and

San Francisco.

For more information on Priority Club Worldwide and Bass Hotels, visit www.basshotels.com.



Top: PCW members dance the night away in Dallas. Bottom: Dick Vitale (r) poses with Holiday Inn's sweepstakes winner at the Minneapolis PCW event.

GDOT Out to Lunch This Summer

The Georgia Department of Transportation is out to lunch this summer — promoting HOV lane use.

GDOT is participating in Clear Channel radio's Listener Lunches at Atlanta-area office parks. The lunches are held bi-weekly through October and promoted by Clear Channel, which owns 640 WGST, Mix 105.7, 96 Rock, Wild 96.7 and Peach 94.9. Nearly 4,000 office workers attend each event; free lunch is served, and display booths are set up by advertisers. GDOT is using the lunches to promote HOV lane use and carpooling.

Hayslett Sorrel organized GDOT's sponsorship and assists in each event. For more information on the GDOT or Listener Lunches, visit www.dot.state.ga.us.

Mondosoft a Big Hit at Internet World Spring

Mondosoft, the Danish manufacturer of search engines for corporate Web sites, was one of the big hits at the Internet World Spring trade show in Los Angeles. Hayslett Sorrel helped Mondosoft design and staff its



The HOV Bug on display at one of several Atlanta-area Listener Lunches.

booth, which featured giveaways, contests and appearances by Oakland Raiders cheerleaders.

Mondosoft was a finalist in the Best of Show competition in the category Web Applications Tools and Servers. Visit Mondosoft online at www.mondosoft.com.

Phoebe Putney Leads SW Georgia Bid for Cancer Center of Excellence

Phoebe Putney Memorial Hospital is taking the lead in organizing Southwest Georgia's bid for a "Cancer Center of Excellence" designation by the state's new Georgia Cancer Coalition (GCC). Hayslett Sorrel is assisting the hospital with strategic public affairs council, as well as media and public relations. HS managed the press conference that launched the effort and is organizing a Southwest Georgia Cancer Summit in late August.

If the Albany hospital receives the state's designation, it will receive state and federal funds to enhance its cancer programs.



Mondosoft staffers pose for a picture with members of the Oakland Raiderettes during the Internet World Spring Conference in Los Angeles.

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Charity *golf* Can *attract* *media*

One of the most popular types of fundraisers that organizations use these days is the charity golf tournament. It's likely your company has participated in these events as a sponsor or supporter.

Whether it's a large national tournament or a small local event, one thing is certain — tournaments all want media attention. Here are some steps you can take to get media exposure for your event.

Invite a Celebrity — The media loves celebrities and will be more likely to cover an event with celebrity involvement.

Use the Airwaves — Most cities have sports talk radio stations and, specifically, golf talk shows on the weekends. These shows have a

strong local focus and will usually spend time promoting local events.

Log On — Most cities also have local golf Web sites that publicize tournaments. Newspaper Web sites frequently have event calendars that should not be overlooked.

Extra, Extra, Read All About It — Don't forget weekly newspapers, as well as trade publications. If your event is strongly supported by a particular industry, try to obtain coverage in industry publications.

Leverage Relationships — Leverage your relationships with sponsors and participants to get coverage in company and charity publications.

Ancillary Activities — Add activities to your event other than just golf. A tennis social, auction or

gala dinner adds to the event and gives reporters more to write about.

Cash is King — The more money raised the greater your chance of attracting media. Million-dollar check presentations make for great photo opportunities.



Darren Eliot and Matt McConnell of the Atlanta Thrashers broadcast team emcee the Atlanta Community Food Bank's annual golf tournament, the Full Course Classic.

Remember to set realistic expectations. Your event is unlikely to end up on the front page or as the lead on the nightly news, but if you follow some basic tips, you can attract significant media attention.

Tom Wall *Profile*

Tom Wall joined Hayslett Sorrel in February 2000 and brings to the team more than 25 years of experience as a public relations professional, corporate communicator and journalist, specializing in technology, health care, education and government communications.

Prior to coming to Hayslett Sorrel, Tom did stints at Porter Novelli, IBM and the Cincinnati Post.

In his spare time, Tom enjoys backpacking and running and has completed more than 20 marathons, including the 1984 Boston Marathon.

Tom has conquered the Grand Canyon and most recently Utah's Grand Gulch; however, when asked about plans to climb Mt. Everest, Tom says, "Do I look crazy?"

While Tom may not venture to the heights of Mt. Everest, he is planning to explore California's High Sierras later this year.

When not blazing trails in the wilderness, Tom indulges in "cheap wine and expensive cigars."

Tom and his wife, Bonnie, have been married for 29 years and are the proud parents of two recent college graduates.



Tom takes a break during an April hike to pose for a picture among the canyons of southeastern Utah.





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hayslett sorrel



hs *news*

Around The Firm

Hayslett Sorrel Employees in Training
for Breast Cancer Fundraiser



*Kelly Varcho, Mary Sorrel
and Lindsey Miller will
participate in the
Avon Breast Cancer 3-Day
from Oct. 5-7.*

Three HS employees will join 5,000 other Atlanta-area participants this October for the Avon Breast Cancer 3-Day, a 60-mile walk from Lake Lanier to Piedmont Park, to raise money for breast cancer research, clinical care, support services and education.

To date, Avon Breast Cancer 3-Day events around the country have raised nearly \$75 million.

For more information on the Avon Breast Cancer 3-Day, visit www.breastcancer3day.org.

**HS Changing to Better
Serve Your Needs**

You'll notice soon that your invoices will look different. That's because we're changing to better serve our clients' needs.

HS is launching a new management and accounting software system that will enhance both the firm's operations and the information and materials you receive from us.

We think you'll be pleased with the changes, and we welcome your input.