



Branding  
Internet Marketing  
Advertising  
Public Relations



*"Sensibly Ingenious"*

## A Profile



Sensibly Ingenious

Art or science?

Magic or methodical?

CEOs and their marketers alike have long debated which approach is the preferred pathway to building great brands. Whether you're right- or left-brained, great marketing is a process that both captures your emotions in a way that delivers results, and that connects with your customers while motivating them to buy. Marketing art without the science is as impractical as a great plan with no ROI.

At Goldstein Group Communications, we believe passionately in the power of great ideas, coupled with the impact of measurable results. It's a philosophy that delivers customers to the

sales team, profits to the CFO, and sustainable growth to the CEO. It's an approach unique among agencies, this insistence on creative that's both exciting and that performs.

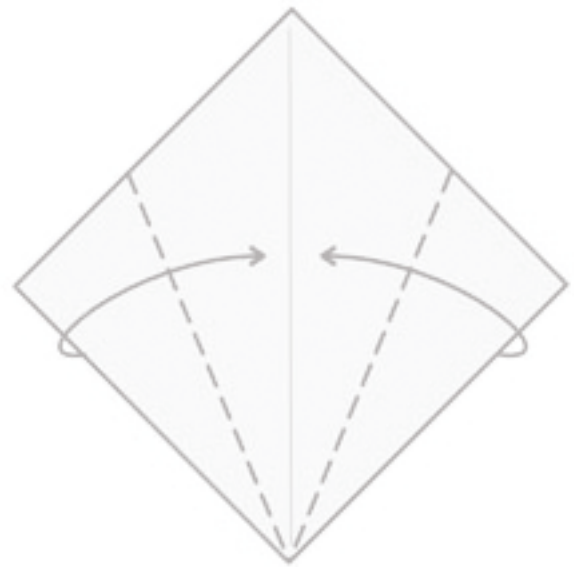


Think of it – inspired ideas that are grounded in the real world demands of the market. An approach you might even call –

*Sensibly Ingenious*



Goldstein Group Communications, a technology b-to-b agency, brings an unusual combination of corporate communications management and engineer-level writing capability to its national client roster. With deep experience in electronics and industrial markets, the agency is able to draw on its skills to articulate with impact and clarity the technical advantages its clients bring to their customers. Unlike other agencies, staff members for the most part have built their careers on the corporate side of the desk, rather than as agency executives, a perspective that results in a higher level of accountability and measurability in the agency's programs.



- Biomedical
- Chemical
- Computers
- Construction
- Consumer
- \* Distribution
- eBusiness/.com
- Electronics
- Environmental
- Financial Services/Banking
- Flat Panel Displays
- Food Service
- Health Care
- High Tech
- Insurance
- Manufacturing/Factory Automation
- Medical Electronics
- Metals
- Optics
- Plastics
- Scientific
- Semiconductor
- Software
- Telecommunications/Wireless
- Utilities

#### Services Offered

- Branding
- Search Engine Marketing/Optimization
- Advertising
- Public Relations
- Graphic Design
- Direct Mail
- eMail Marketing
- Brochures
- Market Research
- Special Events
- Trade Shows
- Community Relations
- Audio/Visual Materials
- Employee Communications



#### Industry Experience

Why Retain Us?

*The **difference** is our ability to listen.*

*The **difference** is our depth of experience.*

*The **difference** is our results-driven creative.*

So, how are we different? What does GGC bring to the table that you're not going to find from any other agency?

**1. Depth of Experience.** Unlike other agencies, staff members for the most part have built their careers on the corporate side of the desk, rather than as agency executives, a perspective that results in a higher level of accountability and measurability in the agency's programs. And, unlike other agencies that send inexperienced staffers to work with you, ALL of our account managers have more than 10 years of experience in marketing, including running global international communications organizations. We know how to listen to what you say. And what you don't say.



**2. Technical Accuracy.** Our technical communications expertise is unique, from semiconductors to software, from medical to manufacturing. Our clients come to us because they do not have the time nor can they afford to re-write inaccurate agency copy. Writing for engineers and other technical audiences with credibility is a difficult skill, one we have applied successfully to dozens of industries.

**3. Online Expertise.** Our agency is one of the largest online marketing firms in Ohio, and we were a pioneer in building direct email marketing programs for business-to-business applications. Our online practice extends far beyond the typical brochure-ware web development to include search engine optimization, online advertising, email communications, flash demos and interactive CDs, and back-end database/web programming IT tools (password-protected sites, quoting systems, ecommerce, etc.)

#### ***4. Proven Record of Results.***

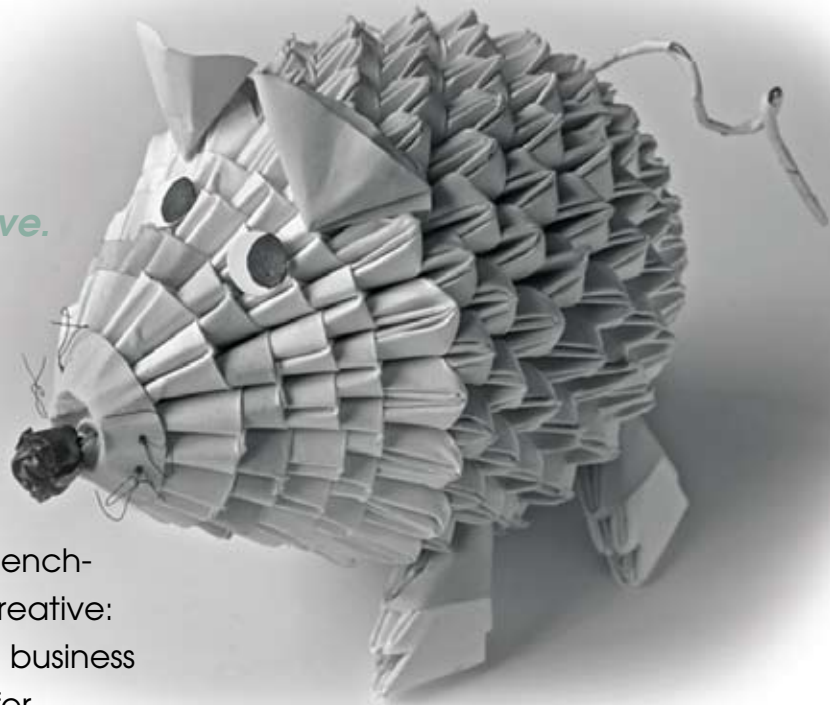
The communications programs we offer are supported by years of documented, proven results. We know what works, and we know how to make it work. Goldstein Group Communications was founded on the hallmarks of program and financial accountability. We produce the results we agree upon, for the budget we agree upon.

#### ***5. Results-Driven Creative.***

Sure, we produce creative that connects with customers. Inspires. Sometimes surprises. And motivates customers to act. But we never forget the ultimate benchmark of truly outstanding creative: our work is designed to win business for our clients, not awards for the artist.

***6. Media Savvy.*** Our professionals are experts in media relations and producing positive PR coverage for their clients. Our PR business is far larger than in most traditional agencies, representing 50% of the practice.

***7. Standards of Conduct.*** The true value of an agency is its consistent ability to deliver results beyond what is merely “expected.”



Sensibly Ingenious

Set of Beliefs

### *Six Principles for Bringing Value to Clients*

- Tie our communications recommendations to the client's business strategy, and revise these recommendations annually.
  - Exceed our clients' expectations. Every time.
  - Safeguard our clients' budgets.
  - Measure the success of our programs and report this on a quarterly basis.
  - Understand that while it is not easy to win clients, the true measure of an agency's quality is its ability to keep its clients.
  - Deal with clients and the media with a high sense of ethics, integrity and respect.



# Partial Client List

Goldstein Group Communications, Inc. specializes in business-to-business communications with particular expertise in technology companies:

<b>Abanaki</b> .....	<i>Pollution control products</i>
<b>Accu-Sort</b> .....	<i>Bar code/RFID</i>
<b>Agilysys</b> .....	<i>Enterprise computer systems distributor</i>
<b>Alphaport</b> .....	<i>Knowledge management</i>
<b>Anthem</b> .....	<i>Insurance</i>
<b>Applied Industrial Technologies</b> .....	<i>Industrial distribution</i>
<b>Automated Packaging Systems</b> .....	<i>Packaging materials &amp; equipment</i>
<b>Bober, Markey, Fedorovich &amp; Company</b> .....	<i>Regional accounting firm</i>
<b>Bud Industries</b> .....	<i>Enclosures</i>
<b>Chef's Garden</b> .....	<i>Specialty vegetables</i>
<b>Dynapar</b> .....	<i>Motion control</i>
<b>Five Star</b> .....	<i>Nanotechnology</i>
<b>FLIR</b> .....	<i>Infrared cameras</i>
<b>Franklin &amp; Seidelmann</b> .....	<i>Teleradiology</i>
<b>I.D. Images</b> .....	<i>Labeling</i>
<b>L.J. Star Incorporated</b> .....	<i>Process observation equipment</i>
<b>Littelfuse</b> .....	<i>Circuit breakers</i>
<b>LXI Consortium</b> .....	<i>Ethernet industry standards</i>
<b>Keithley Instruments, Inc.</b> .....	<i>Electronic test and measurement</i>
<b>More Than Gourmet</b> .....	<i>French classic stocks and sauces</i>
<b>Morgenthaler</b> .....	<i>Venture capital firm</i>
<b>Nexergy</b> .....	<i>Battery technology</i>
<b>Novar</b> .....	<i>Energy management</i>
<b>Pacific Power Source</b> .....	<i>AC power sources</i>
<b>ProBake, Inc.</b> .....	<i>Commercial baking equipment &amp; systems</i>
<b>Stark &amp; Knoll</b> .....	<i>Law</i>
<b>Swift Filters</b> .....	<i>Filtration</i>
<b>Weatherchem Corporation</b> .....	<i>Packaging</i>
<b>Valtronic</b> .....	<i>Electronic miniaturization and contract manufacturing</i>

Joel Goldstein  
*President*



Goldstein is a seasoned expert in running corporate and marketing communications programs. Goldstein's career includes running programs for BFGoodrich's Aerospace and Defense Division, Gould, Glidden, Keithley Instruments, Danaher Corporation, the Ohio Department of Development, Anthem Blue Cross Blue Shield, among others, with experience ranging from corporate ad campaigns to lead management to corporate brochures and annual reports.

Goldstein is a recognized expert and frequent speaker on branding and online marketing topics, with particular expertise in media relations and technology communications. His agency, Goldstein Group, was founded in 1992 as a public relations agency that has evolved to become a premier b-to-b technology agency. The firm today employs 15 professionals who provide marketing strategy, PR, email and Internet marketing, advertising and direct marketing programs. It distributes more than 1.5 million email marketing messages annually, making it one of Northeast Ohio's largest emarketing agencies. The agency represents both entrepreneurial and billion-dollar multi-national firms throughout the country, with 25% of revenues coming from clients outside Ohio. GGC was named as one of "Cleveland's Best" PR agencies by Smart Business magazine. Goldstein is a member of Crain's "Who's Who In Technology," is a past president of Public Relations Society of America, Akron, and served as a member of the Executive Committee of PRSA's National Section on Technology.

Mark Johnson  
*Account Manager*



Mark Johnson has a broad base of marketing communications experience, ranging from account management, public relations, and market research to lead generation, print production, channel marketing, and online programs. Over 20+ years he has worked in various capacities including a copywriter for a downtown Chicago ad agency, the Director of Marketing for a Chicago software developer, and Marketing Communications Manager for IOtech, a manufacturer of test instruments and data acquisition systems.

A wide-range of experience helps him develop marketing plans and promotions designed to meet company strategic objectives. As a veteran writer and project manager, he is well-skilled to oversee the development technical articles and press releases, media plans, direct mail/email, Web sites, collateral, special events, and online advertising. He is a Certified Business Communicator (CBC) and a member of the American Advertising Federation, the American Marketing Association, and the Northeast Ohio Direct Marketing Association.

Cyndi Friedel  
*Online Marketing Manager*



Cyndi Friedel is an expert in online lead generation and coordinates the agency's entire online portfolio among its client base. Friedel manages the agency's email marketing programs, creating, distributing and tracking the results of more than 1.5 million emails a year. As clients build online programs that communicate with internal audiences, and incorporate rented email lists in their lead generation efforts, Friedel's programs are increasingly important for companies seeking to build their presence online. In her work, Friedel has built detailed tracking and reporting modules for email marketing programs in order to measure and over time improve response rates.

Friedel also manages pay-per-click programs on Google and Yahoo!. Friedel has earned the Yahoo Search Marketing Ambassador certification along with Google's Adword Qualified Individual certification. Friedel is also knowledgeable on Google Analytics and by using this program along with the search engine PPC programs can manage and adjust the programs to their fullest potential. Friedel handles social media for clients as a way to communicate online by using Twitter, Facebook, YouTube and Flickr. Social media is another way to increase brand awareness and traffic to a client's website along with search engine optimization.

Finally, Friedel has produced client webcasts for several years now, handling the entire spectrum of webcast operations from interface design, content creation, promotion/registration and follow-up attendee research surveys. She has produced webcasts for customers in North America, Europe and Asia.

Jeff Spencer  
*Creative Director*



With nearly two decades of experience, Jeff Spencer is responsible for the creative vision and execution at Golstein Group Communications. Blending strategy and insight with a heavy dose of creative mojo, he generates memorable, on-target ideas that help clients build their brands.

Spencer has spent the majority of his career producing award-winning consumer campaigns specializing in the Home and Automotive categories. Prior to joining Goldstein Group Communications he was Senior Art Director with Arras Group. There he worked with a wide range of clients including ICI Paints, Simmons Mattress Company, Moen, Sealy, and Yokohama Tires to produce print collateral, corporate identity, product launch materials and electronic media campaigns.

James Pugh  
*Manager, Technical Accounts*



Pugh has extensive background in designing and implementing fully integrated, cost effective communication programs for technical products, programs that encompass articles, brochures, catalogs, A/V presentations, users' manuals and training programs. An electrical engineer with an MBA education, Pugh's 20-year career has included positions in technical marketing, advertising, sales promotion and public relations with General Electric, Parker Hannifin and Lubriquip, Inc. He has also operated his own technical communications and marketing business.

Pugh has worked in both domestic and international markets in Europe, the Far East and Mexico. This experience includes technical articles published in international journals, foreign trade show management, and distributor training programs. He is an expert in electronic controls, data communications, PC hardware and software, fluid power, lubrication, micro filtration, medical instrumentation and mechanical power transmission. Pugh is a member of the Society for Technical Communications and the American Society for Training & Development.