



# TANNER FRIEDMAN

## Fall 2008

### Time away from the desk pays dividends

We're business owners as well as business counselors, so there's no gap between what we say and what we do.

One essential ingredient of success involves getting away from the workplace to create connections—by attending and sponsoring events, talking and writing about what you do, and by valuing face-to-face contacts and strategic philanthropy.

### Outreach with impact

In recent months, our outside the office activities have involved speaking at the **Detroit Regional Chamber's Annual Mackinac Policy Conference**, delivering a presentation to the *Fusion* group of young professionals and serving on the Programming and Host Committees for the **Public Relations Society of America International Conference** in Detroit. Community contributions involve service on the Board of Trustees of **Children's Hospital of Michigan**, the Advisory Board of **Yatooma's Foundation for the Kids** and **West Bloomfield Township 175th Anniversary Committee**.

Tanner Friedman also will serve in a presenter's role at **ArtServe of Michigan's 23rd Annual Governor's Awards for Arts & Culture** at the Detroit Institute of Arts in November.

Investing time away from the office for learning, sharing and connecting is part of what distinguishes Tanner Friedman -- and its clients.

### Web 2.0: Viewpoints are presented regularly

By inclination and profession, we'd rather join public discussions than stay on the sidelines. That's why our blog has featured posts on the Detroit mayoral controversies, the dismissal of a FOX 2 anchor and, on a farther-reaching scale, changes in information delivery and media performance in general.



We also were invited to share perspectives with The Detroit News, Crain's Detroit Business, FOX 2 and FOXnews.com, discussing crisis management, reporting ethics and even [The Incredible Hulk movie](#).

Changes transforming U.S. news delivery are a recurring topic at our office, in client conversations and on our blog, where we presented a 12-question online [interview](#) with Lee Abrams, chief innovation officer at the media giant Tribune. As it turned out, he also was quoted that week by The New York Times, The Nation and Detroit's Metro Times.



So much of what crosses our desks, computer screens and mobile devices today involves strategic communications. The Tanner Friedman blog, located at [www.tannerfriedman.com/blog](http://www.tannerfriedman.com/blog), is a forum for conversation on all these topics, ranging from the [Detroit mayoral scandal](#) to internal communications practices and [technology that could forever alter the landscape of radio](#) to [traditional media entering the blogosphere](#).

Each blog is intended to stimulate thought, action and dialogue – so we encourage comments.

With fresh content presented two to three times each week, we hope [www.tannerfriedman.com/blog](http://www.tannerfriedman.com/blog) earns a spot in your Bookmarks folder, RSS reader or your del.icio.us page. You can easily add or share our blog content through the Bookmark/sharing feature at the end of each entry.

In trying to lead the way for our clients, Tanner Friedman has a [You Tube channel](#) up and running to show our stories and help some of our clients evolve their communications capabilities, taking advantage of a powerful medium - online video. It's all a part of extending our strategies of client service and leadership in blending "the old" and "the new." You can visit our YouTube site at [www.youtube.com/user/TannerFriedman](http://www.youtube.com/user/TannerFriedman).

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## Leadership role and tributes are uplifting

The most meaningful trophies are earned in the marketplace, not at award ceremonies. Still, it's encouraging to receive this recognition, which reflects well on everyone in the agency:

- **Hermes Creative Award**, Gold level: The Association of Marketing & Communication Professionals honored our promotional campaign and media relations support for the 2007 Hispanic Business Alliance (HBA) Expo & Economic Summit in Detroit.
- **Detroit Regional Chamber**: Don was selected to serve as Chair of the 20-member Ambassador Committee, a two-year-old program to help newcomers gain introductions and useful participation in the Chamber, which represents more than 23,000 businesses. Also, Matt received the annual "Volunteer of the Year" award for his efforts, including as Chair of the PR/Marketing Advisory Council and leadership role in an "Ax the Tax" initiative.
- **Crain's Detroit Business**: The 2008 class of "40 Under 40" includes Matt – nominated by a client – among 40 notable metro area business and nonprofit executives in their 30s. Honorees were chosen from among 400 nominees.



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## What we did on our summer vacation

There was little time for time off as the **Tanner Friedman team**—including **Zak Walsh, Kristin Priest, Justin Fissette** and **Kaylee Hawkins**—took part in several world-class, summertime events.

With strategic partner Versacom, Inc., we traveled to Oshkosh, Wis. in July for **EAA AirVenture**, the world's largest aviation event. Working on behalf of automotive sponsor Ford Motor Company, our team's efforts helped Ford showcase technological innovations during the weeklong aviation celebration, which attracted more than 500,000 enthusiasts and over 10,000 aircraft.

## Get Your Motor Runnin'...

Tanner Friedman lent its expertise as the Executive Director Team for the 14th annual **Woodward Dream Cruise**, the world's largest one-day celebration of car culture, attracting 1.2 million people.



While handling operations, finances, communications, sponsorships and strategic direction, the firm achieved significant firsts for the event, including:

- Sleek retro logo, designed by a long-time automotive designer, brought a fresh look and media accolades, including from influential Autoblog.
- A Grand Marshal -- hot rod builder, racer and star Troy Trepanier.
- Drive On! CD featuring singers, musicians and producers with links to the early days of Motown Records and Detroit rock.
- Juried "Dream Show," featuring custom chrome trophies, including a "Green" award.
- Official event in downtown Detroit featuring Dream Cruise Day at Comerica Park.
- Classic car auction via the American Concours Foundation with cars available on eBay Motors.
- Goodwill Industries of Greater Detroit put people to work with post-event cleanup, underwritten by Guardian Alarm.
- Inaugural sponsorships by Flagstar Bank, Guardian Alarm, Farmer's Insurance and STP Filters made by Champion Laboratories.

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## Client portfolio spans industries

A range of newcomers have enlisted our firm, representing businesses in varied sectors – healthcare, technology, professional services, business associations, security, property development, social services and others.



*Statewide arts and cultural advocacy organization, founded in 1997, is dedicated to enriching the quality of life in Michigan.*



*Real estate partnership focused on urban residential development, rehabilitation, "green" construction and commercial. Two projects underway in Detroit and one in Inkster.*



*Architectural and design team creates functional, dynamic interior environments for corporations, developers, professional associations, religious institutions, retailers and other clients.*



*Largest annual Hispanic business event in the Midwest, with more than 3,500 participants, receives a second year of community relations and promotional support from Tanner Friedman.*



*The Detroit Economic Club convenes three-day forum in June 2009 so leaders from, government, universities and other sectors can address America's economic challenges innovatively, interactively and inclusively.*



*Michigan's leading provider of in-home nursing and therapy care for seniors on Medicare helps improve quality of life and preserve patients' independence.*



*America's oldest car wash chemical manufacturing company, founded in 1932, is developing a new type of hybrid biodiesel fuel with two partners.*



*Advanced Vein Therapies has established itself as Metro Detroit's premier medical office for the treatment of varicose and spider veins.*



*U-M's largest regional campus has more than 500 faculty members serving more than 8,600 undergraduate and graduate students.*

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**Looking forward, with you, to a successful 4th quarter.**

TANNER  FRIEDMAN

STRATEGIC COMMUNICATIONS

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