



# Evergreen Partners, Inc.

Public Relations & Event Planning

Congratulations, you just found Evergreen Partners- the award winning public relations and event management company. We think you are looking to find a dynamic firm that can partner with you to set you apart from the competition, a firm that will understand the unique characteristics of your company or organization, a firm that will deliver for you.

For 15 years Evergreen Partners has created public relations campaigns and organized special events that have won praise from our clients. We want to learn about your needs and how we can play a part in your success

## About Us

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Do you need a public relations campaign that creates a “buzz”? A special event that raises millions of dollars? Deft handling of difficult news? Evergreen does all this and more every day. We love going to work- we get to spend our days organizing memorable special events, promoting our clients to national, state and local media and managing the reputation of clients who are at their most vulnerable time. You deserve to work with a firm that has our portfolio of work.

At Evergreen Partners we are very proud of our relationship with our clients. They include wonderful not –for- profit organizations performing important work, dynamic entrepreneurs and some of the largest and best-known companies. We're also proud of the fact that many of our most important clients in our first years of business remain our clients today. We think client satisfaction is the performance measure that counts, and client retention is perhaps the best gauge of that. Our firm has grown because clients refer other clients- it doesn't get much better than that!

If our client relationships are at the heart of our business, our people are the heart of our company. The Evergreen team is proud of the work they do, proud of the special relationship they have with our clients, proud of their colleagues, and proud of the company they have built.

## Public Relations

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### Media Relations

Media relations can be a great way to effectively communicate your message through the third party endorsement of the press. Unlike advertising where you buy your message and therefore have complete control over its content, dealing with the press requires an effective strategy. Done correctly, it can contribute significantly to the success of your company. At Evergreen Partners, Inc. we are adept in helping our clients develop a strategy that is on message, on target and on its way to raising your profile and profitability. On behalf of our clients, we secure placements in national and local broadcast, print and radio outlets.



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## Community Relations

It takes more than good fences to make good neighbors. Building in a new location? Moving your operations? How does the community view you and your organization? These are important questions and the answers can be vital to your bottom line. Good community relations are part of an overall communications plan that places your company in the forefront of its community.

Let us craft the campaign to develop your company as a leader in the community. Whether it is sponsoring a neighborhood or town-wide event, serving as a liaison with residents or representing your interests at community and town meetings, Evergreen Partners is well versed in what it takes to best position you in your community.

## Crisis Communication/ Reputation Management

If you don't tell your story, you can be sure someone else will. Operating during a crisis can challenge the best of organizations. Determining the best response to public and media scrutiny takes an experienced team. Our pledge is to be by your side and effectively communicate to all of your key audiences. Our approach is to work with you to retain credibility, restore confidence and protect your bottom line. Evergreen Partners helps you take the offensive and devise a program that responds to the short term while ensuring the long term.

Every situation demands its own response. Evergreen's services include: message development, media outreach, acting as spokesperson or training others to do so, internal communications, third party outreach and media monitoring. We are often part of a coordinated response group that includes legal counsel, lobbyists, and in house staff.

## **Event Management**

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Evergreen Partners makes your event truly a special event.

Our reputation for organizing and executing special events is unparalleled. We successfully orchestrate hundreds of remarkable events for clients in the arts, social services, health services, education, media and corporate communities.

We have the know-how and the skill to get it done on time and on budget. You can depend on us for venue selection, theme development, script writing, onsite management and serving as liaison to the volunteer and professional leadership. Our not-for-profit clients attest to our winning record of revenue enhancement, often times improving the bottom line beyond their expectations. Our fundraising expertise and knowledge is benefiting worthy causes across the United States and Internationally.



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## The Owners

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**Mindy A. Cohen** possesses over 25 years of experience organizing both large and small-scale events at venues throughout New York, New Jersey and around the country. Mindy's knowledge and fundraising skills are a powerful combination.

Whether a black tie gala for thousands—or a smaller, less formal gathering—Mindy's attention to every detail is a hallmark of her work ethic. Mindy's fundraising knowledge and donor development skills distinguish her in the marketplace. Her reputation and results-oriented approach have earned Evergreen Partners national awards and recognition. Her work on behalf of clients has been featured in newspapers and journals, including the *New York Times* and the *Washington Post*.

Mindy is a graduate of George Washington University in Washington, D.C. and began her career on Capitol Hill. In 1976, Mindy established and owned a national fundraising consulting firm. Her clients included U.S. Senators, Congressmen and political organizations.

Mindy serves as Vice Chair of the Board of Trustees of WBGO (Jazz 88 FM), and has served on the boards of the Resource Center for Women and their Families and the Hyacinth Foundation. She has been active with the Paper Mill Playhouse and the Big Brothers/Big Sisters organization of Middlesex and Somerset Counties.

**Karen J. Kessler** has an impressive track record of developing strategic communication programs for a diverse client base. Karen has appeared in the *New York Times*, *Wall Street Journal*, *Star-Ledger* and *W Magazine*, as well as many other national and local publications. Her broad base of high-profile clients value her creative approach to issues and her reassuring counsel.

Karen has been recognized with numerous honors and awards including: Gold Key Award ~ Public Relations Society of America, YWCA Hall of Fame for Female Achievers, Crisis Management Award ~ Public Relations News, Leadership Award ~ Executive Women of New Jersey.

She served as commissioner of the New Jersey Sports and Exposition Authority and currently serves or has served on the following Boards of Directors: Atlantic Health (Vice-Chair), CoVista, Overlook Hospital Board of Trustees (Chair), Blue Cross Blue Shield of New Jersey, The Garden State Arts Center Foundation, The Drumthwacket Foundation and as Trustee of Scholarship Funds at Princeton University and Monmouth University.

Karen's career includes management positions with the Stewart R. Mott Foundation, Vice President of Corporate Communications for the American Stock Exchange and Director of Transition for the State of New Jersey.

She is a graduate of Vassar College and studied at the London School of Economics.