



Evergreen Partners, Inc.

The Evergreen Times

Making History

Evergreen Principals, Karen Kessler and Mindy Cohen have both recently been named Chairs of non-profit Boards. Both are the first women in the history of their organizations to serve as Board Chairs.

Karen has been elected **Chair** of the Board of Directors of **Atlantic Health Systems**, which includes Morristown Memorial Hospital and Overlook Hospital. This billion dollar a year health care system is on the forefront of hospital care and medical technology, and is a recognized leader in quality health care in New Jersey and nationwide. Karen is the first women in Atlantic Health's history to be named Chair of the Board.



Contact Karen at kkessler@evergreenpr.com



Contact Mindy at mcohen@evergreenpr.com

Mindy has assume the position of **Chair** of the Board of Trustees for Newark Public Radio, **WBGO Jazz 88**. Mindy is the first women in WBGO history to assume this post. WBGO is a publicly-supported, cultural institution that champions jazz and presents news to a worldwide audience through radio, other technologies and events.

Managing Reputations

Warren Buffett once noted, "It takes 20 years to build a reputation and five minutes to ruin it." If you find yourself in that situation, let Evergreen take over to get you back on top.

- ❑ We handle crisis communications and reputation repair for the communities affected by the July Federal corruption investigation which yielded 44 arrests across New Jersey and Brooklyn.
- ❑ Many of the Tri-State's leading attorneys and legal minds turn to Evergreen to provide crisis communication and reputation management support for prominent litigation, tax, white collar crime and environmental law cases.
- ❑ Our regular column in the NJ Law Journal informs lawyers about "the art of persuasion"

Evergreen delivers public relations, crisis communications and reputation management. Look no further for event management, fundraising expertise, volunteer and professional leadership guidance, and on-site management for large to small scale special events.

Evergreen Updates

Evergreen is proud to celebrate our one year anniversary in our new offices in Warren, NJ, named the **sixth Best Small Town in America** by CNN's *Money Magazine*. We share our pride in our community and were delighted to have served as the Public Relations firm for Warren's Bicentennial Celebration. **We invite you to visit us at any time for a tour.**

Stop by for a visit:
51 Mt. Bethel Rd.
Warren, NJ 07059

Give us a call:
908-322-1100
800-549-3199

Check us out:
www.evergreenpr.com

Successful Non-Profit Fundraising in Challenging Times

Is the economy making you a little frightful of the funds available for your organization? The only thing to fear is fear itself – **Our clients continue to experience fundraising success**, and benefit from our ideas and strategies to make every event a sensation.

During the fall of 2009, Evergreen will be working with David Geffen, founder of DreamWorks and Richard Plepler, co-president of HBO as the **International Women's Media Foundation** begins its celebratory 20th Anniversary of the *Courage in Journalism Awards*. Evergreen has worked with the IWMF on executing this event for the past 10 years. Our clients enjoy the benefits of having Evergreen manage their budgets to reduce costs while brainstorming new, creative ways to retain current donors and develop new funding sources.

We are pleased to continue to partner with the **New Jersey Performing Arts Center** on their annual Spotlight Gala and with the **Jewish National Fund** on their Tree of Life Award dinner, honoring Newark Mayor, Cory A. Booker.

Celebrity Sightings and Event Shots



A Busy Season at Evergreen

Life Time Fitness Grand Openings, Feb., 5
SUNY News Literacy Conference, March 11-13,
New Jersey After 3, Fifth Anniversary, April 27
NJPAC Women's Association Luncheon, April 29
CUNY Graduate School of Journalism,
Awards for Excellence, May 12
State Theatre, Hollywood at the State and
The After Party, May 16
Boys & Girls Clubs of Newark,
Evening of the Stars, May 28

Grand Opening & Ribbon Cutting, Edison Park & Ride, June 1
NJN Benefit Celebration, June 2
Team Schools' *Be the Change* Celebration, June 3
Governor James Florio Reunion,
Rutgers Eagleton Program on the Governor, July 14
NJPAC Women's Association Spotlight Gala, Oct. 3
International Women's Media Foundation's
2009 Courage in Journalism Awards
New York, Oct., 20
Los Angeles, Oct., 28

Did you hear...

Evergreen delivered **12** amazing events this spring for our clients. Our efforts raised more than **2.8 million** dollars and the events entertained more than **8,000** guests.

This year our clients saved an average of **\$25,000** in expenses per event.

Events were held to support organizations including arts and cultural institutions, after-school programs, grammar and graduate schools, grand openings and reunions.

Held at premier venues from **New Jersey to Los Angeles**, our events were held in grand ballrooms, the Governor's Mansion, schools, theatres, conference centers and auditoriums.

Evergreen secured media coverage in outlets across the country, reaching more than **one million people**.

Evergreen welcomed DRG International as a new client. DRG has operations in more than **110 countries** across the globe. We also welcome the law firm, Schlam Stone Dolan, and Sephardic Community Alliance.



John knows how to work hard with six years experience in areas such as crisis communications, healthcare, and the green sector. When it comes to playing hard, he enjoys the outdoors, camping, rock climbing and nature photography, to name a few.

Contact John at jcolumbus@evergreenpr.com

Our own Kelly not only acted as the point person for the Governor Florio Reunion this summer, but starred on the stage of Plays in the Park's production of *Singin' in the Rain*.

Contact Kelly at kmaizenaski@evergreenpr.com



Liz planned more than six events this spring, including one honoring Barbara Walters. This fall, she and her husband-to-be will be the honored ones as their family and friends attend their self-planned wedding.

Contact Liz at edurner@evergreenpr.com



Guests of the Boys & Girls Clubs of Newark's event included 200 deserving children. Jenn was delighted to not only plan this event, but serve these young guests great food & wonderful memories. Making her own vacation memories, Jenn traveled to the Galapagos Islands in February.

Contact Jenn at jshetsen@evergreenpr.com