

# Long Island Business News

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## Marketing

### Edson teams with PR firm to aid Canadian expansion

by CLAUDE SOLNIK

In a move that could open the doors wider to business in Canada, Melville-based Andrew Edson & Associates Inc. has formed an alliance with a public relations firm based in Calgary whose clients include government agencies and many large companies.

Edson, whose PR firm specializes in the financial industry, said his firm is teaming with Donoghue & Associates, which specializes in crisis consulting.

Edson said the two firms would seek to provide additional services to existing clients as well as seek out new clients together.

"It's going to give us access to Canada and my clients will have the services of Tom Donoghue," Edson said. "We're going to be able to provide financial relations services to his clientele. We're going to help his clients in Canada and the United States."

Tom Donoghue, president of Donoghue & Associates, said Edson's firm will give Canadian companies a PR foothold in New York City, "the world's most important financial center."

Both firms remain independent, but Donoghue said they will "cooperate closely in expanding services to clients."

As part of the alliance, Donoghue was named managing director - Canada, for Edson's firm.

Donoghue's clients include U.S.-based companies with a large North American presence, such as Dallas-based Greyhound Lines Inc.

The firm also does work for Laidlaw Education Services, North America's largest operator of school buses, Dow Chemical Canada and Petro-Canada, one of Canada's biggest oil and gas producers.

In addition, Donoghue's clients include a wide range of government agencies such as the Alberta Public Affairs Bureau and Statistics Canada, the Canadian federal government's department responsible for statistics and the census.

Edson said he has done work for Fording Coal, a coal-mining company based in Toronto.

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His firm's clients also include the St. Paul Cos., based in St. Paul, Minn.; the Gold and Silver Institutes, in Washington, D.C.; Seattle-based thrift Washington Mutual; and Data Treasury in Melville.

### **The Marketing Group targets professionals**

When The Marketing Group signed on law firm Cohn, Steinberg, Goldstein & Early-Hubelbank in Westbury, it created a marketing program that combines advertising with PR in what it calls the "radio minute," 60 seconds of on-air radio time.

It's not filled with the usual testimonials or example of a company touting itself as an ad firm might easily have produced.

Instead, Harriette M. Steinberg, managing partner at Cohn, Steinberg in Westbury, gives advice on her specialty - legal issues facing the elderly.

"Every day is a different topic," said Ron Gold, president of The Marketing Group, the marketing and public relations arm of Advertising Works, a boutique ad agency in East Setauket.

"People are referring to her as the WHLI attorney."

Advertising Works has used The Marketing Group not only to expand its services, but also to expand its clientele to include various service professionals.

In the seven months since it was created, The Marketing Group has done work for Port Jefferson-based accounting firm Coughlin, Foundotos, Cullen & Danowski, for whom

it prepared a new logo. And it did a new office opening and then general PR for architecture firm JRS Architects after it moved to Mineola.

"It's a matter of getting the word out about them," said Gold.

Advertising Works also signed on Pro Vista Group, a benefits consultant in Melville.

And The Marketing Group signed on to provide public relations for Central Business Systems, a Farmingdale-based supplier of office supplies.

The firm also signed on a handful of other clients, including The Spare Rib, a Commack-based restaurant chain opening its third unit next month in Island Park; the Atlantic Nursery and Garden Shop in Freeport as well as Tire Town Automotive Center, also in Freeport.

"A lot of traditional advertising has been cut," said Gold, arguing that PR is more timely than ever. "They'd rather pay a monthly retainer to keep their name in front of everyone."

In addition to producing newsletters and setting up speeches at events, the firm's marketing arm is hooking up professionals with events.

All of this is a major change for Advertising Works, whose clients over the years have included companies such as The Rinx, Steamboat Restaurant in Glen Cove and The Watermill catering hall.

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