



twi :: thoughts, words & images
people-to-people communications consulting since '96

Representative Client Services

This list represents client work since TWI was founded in 1996. Current clients are shown in bold text.

American Council of Engineering Companies, Washington, DC [engineering association]

- draft strategic, 5-year image plan and manage implementation
- ongoing public relations consulting services over seven years
- total media management and analysis services

American Institute of Architects, Dallas Chapter, Dallas, Texas [architectural association]

- managing editor of Columns magazine
- public relations counsel

American Society of Civil Engineers, Washington, DC [engineering association]

- Web site development, chronicling the history of civil engineering

Air FieldTurf, Dalton, Georgia [airfield turf manufacturer]

- Web site text and project management
- ongoing public relations consulting services
- media management services
- collateral marketing material development
- speaking engagement coordination
- writing, editing, and design
- direct mail campaigns
- PowerPoint assistance
- technical documents

Airport Consultants Council, Alexandria, Virginia [design services association]

- editing of quarterly newsletter
- advisor to executive director

Banctec, Dallas, Texas [financial services]

- analysis of investor road show presentation



City of Fort Worth, Texas [public agency]

- public information program
- CD, PowerPoint and brochure

Clampitt Paper Company, Dallas Texas [wholesale paper distribution]

- ongoing press release campaign
- press coverage monitoring service
- paper distributor survey - data compilation, analysis, and summary document
- strategic marketing plan development

Cool Cuts 4 Kids, Inc., Euless, Texas [salon services company]

- comprehensive policies and procedures manual

Estes, McClure & Associates, Tyler, Texas [engineering]

- leadership succession programming
- Web site renovation
- marketing materials evaluation
- leadership training/development
- employee/client surveys
- presentations assistance

Engineering News Record, New York, New York [engineering]

- writer/editor of over 50 special sections, including Hot Markets, Top Projects, Bridges, Corporate Anniversaries, Award Winning Projects, Mass Transit, Transportation, and Concrete

Goldenrod Research Corporation, Spalding, Nebraska [retail robotics]

- complete corporate image plan
- logo and brand identity development
- investor materials & road show
- strategic marketing plan development and implementation

Graphic Concepts Unlimited, Okemos, Michigan [graphic design firm]

- copy preparation for corporate annual reports for Akorn, Inc. and Cole National

Granite Division, Inc., Tyler, Texas [granite importer]

- corporate branding
- marketing materials
- meetings and tradeshow



- media management
- strategic planning
- marketing plan
- management consultation

HCBeck, Dallas, Texas [construction]

- media blitz for construction of Texas Motor Speedway
- media clipping service
- communications plan
- on-going communications consulting

Hoffman LLC, Appleton, Wisconsin [construction]

- writing and media services
- strategic/creative input
- mission/vision statement assistance
- public relations counsel

International Interior Design Association – Texas/Oklahoma Chapter
[association]

- media relations
- press release campaigns

Irving Drapery & Interiors, Irving, Texas [retail interiors & interior design]

- branding and corporate identity
- logo design
- direct mail campaigns
- employee training
- ongoing consultant to the president
- signage

KAI Texas, Dallas, Texas [design & build]

- press release development
- article placements
- writing and consultation

JPI, Irving, Texas [real estate development]

- total press release program management
- media clipping service and analysis
- article preparation for national publications
- strategic / crisis communications consulting
- development of collateral materials



Lea+Elliott, Arlington, Texas [engineering]

- logo and corporate identity development
- corporate identity brochure
- total quality management program consultation
- quarterly newsletter management
- marketing plan

Linbeck, Houston, Texas [construction]

- award program management
- marketing materials assistance
- development of white papers
- article writing
- media relations
- revise and edit boilerplate materials
- on-going PR consulting
- Web site assistance
- upgrade proposal materials

Leadership Resource & Consulting, Palestine, Texas [business consulting]

- 30-page booklet: System Analysis Workout: Solutions for everyday business challenges
- feature article preparation
- business planning assistance

Lockton Companies, Dallas, Texas [financial services]

- employee press release campaign

Metal Building Manufacturers Association, Cleveland, Ohio [building systems association]

- media consulting
- writing, editing, and research
- media database
- marketing campaigns & materials
- presentations
- newsletter production
- special projects



Morgen-Walke Associates,
New York, New York [PR agency]

- comparative media rate analysis for Gucci
- various writing assignments

My NapPak, Dallas, Texas [retail children's products]

- media consulting
- marketing concepts

Page Two Publications, Cincinnati, Ohio [PR agency]

- Feature story writing, interviews and placements

Route One Publishing, Nottingham, England [engineering publications]

- contributing editor for Bridge Design & Engineering magazine
- contributing writer for World Highways magazine

Skanska, Farmington Hills, Michigan [construction]

- capabilities brochure
- trade publication articles

Suite Images, Dallas, Texas [retail printing]

- developed PR strategies and products
- created press releases
- provided PR counsel to the president

Society for Marketing Professional Services, Alexandria, Virginia [design services association]

- guest editor for bi-monthly magazine
- contributing editor
- feature writer

Texas Credit Union League, Dallas, Texas [financial services]

- surveys of internal & external customers
- situational analysis

Texas Woman's University, Denton, Texas [university]

- special projects
- branding and identity consulting
- brochures and collateral material



T.Y. Lin, San Francisco, California [engineering]

- CEO speech writing
- PowerPoint presentations
- event planning

University of Dallas - Graduate School of Management, Dallas, Texas
[university]

- total image programming for internal and external audiences
- clipping services and media analysis
- annual communications program development and implementation
- magazine editor
- project manager for promotional CD
- orchestrated media tours and TV, radio, and print interviews
- obtained tag line copyright