

Welcome!

This media-rich portfolio is the most effective means to display our multi-media portfolio. In marketing and public relations, it is sometimes necessary to know the objectives and challenges that effective programs meet, and this format allows me to tell some of the "back story."

This presentation is the future of job hiring for corporations, and I am proud to be on the forefront of this digital technology.

Kerry T. Gleason

kerry@GleasonPR.com
(585) 770-1592

SPECS

Use Adobe Acrobat Reader (6.0 +) and Windows Media Player, or comparable capabilities. Media files may not work with Mac systems.

Some media files may take time to load, and you may need to answer a prompt to initiate video and audio files. To STOP, PAUSE or PLAY, right-click on the media box.

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I'm in business to exceed your expectations.

*For Marketing Communications
& Management*

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I'm in business to exceed your expectations.

AdWorks was initiated in 1994 with a marketing objective to level the playing field between locally owned and operated businesses and big-box chains that threatened their existence.

We offered 15-second TV commercials. Production cost was a mere \$240. For an additional \$250 to \$300, we placed those commercials on the air 20 to 30 times.

Within three years, we became the fastest-growing "new" agency in Rochester, with annual capital billings of more than \$2-million. AdWorks earned a position in Rochester Business Journal's Top Advertising Agencies list in 1998, and peaked from 2000 to 2003, with a client list of more than 100 active clients.

AdWorks still had just one employee.

To meet client demand, Kerry Gleason managed a core network of 15-20 independent service providers, from video production companies to sound studios to graphic designers. In 2000, AdWorks went international, working with businesses in Toronto and helping Western NY companies attract customers around the globe.

We achieved what many said could not be done.

We exceeded their expectations.



*For Marketing Communications
& Management*

Kerry T. Gleason

NEXT

Kerry T. Gleason

278 Orland Road
Rochester, N.Y. 14622-2207

Rochester: (585) 770-1592

St. Simons Island: (912) 434-4670

kerry@gleasonpr.com

PROFESSIONAL PROFILE

Well-rounded senior marketing, public relations and communication professional seeks position that will best utilize his skills as a dynamic leader, change agent and idea magnet. Brings intelligence, creativity and superior writing talent. Willing to learn, willing to teach.

WORK EXPERIENCE

Gleason PR / AdWorks (Rochester, N.Y.)

February 1994 - Present

www.GleasonPR.com

(Full-service marketing agency for entrepreneurship, small corporations and family-operated businesses)

Owner/President, Creative Director, Client Service Director, Business Development Director, Writer

- ◆ Marketing consultant to large and small clients in Food & Beverage, Medical, and Construction/Home Improvement trades
- ◆ Managed successful marketing campaigns for more than 200 companies
- ◆ Built and directed network of 15-20 independent service providers and suppliers; supervised vendor negotiations
- ◆ Developed top-level skills as a copywriter, web/e-commerce design, graphic design and internet marketing

Freelance Writer/ Public Relations Consultant (Rochester, N.Y.)

- ◆ Freelance articles published in national publications
- ◆ Feature Length screenplays – The Feeney Luck (2002) and North Star: The Life of Frederick Douglass (2006)

Hill and Knowlton Public Relations (Rochester, N.Y.)

July 1990-June 1991

(Then world's-largest PR firm with offices in 26 cities worldwide)

Account Supervisor

- Supervised PR consulting for Bausch & Lomb Corporate office, Kodak Copier Division product launches and Kodak's Photo CD

ICE Communications (Rochester, N.Y.)

November 1988 – June 1990

(Then 3rd-largest Rochester advertising agency with a small PR staff)

Account Supervisor

- ◆ Directed five-person PR staff as Interim Supervisor for clients in medical, healthcare and community relations

D.J. Storch & Associates (Summit, N.J.)

August 1987 – September 1988

(Leading PR firm specializing in healthcare and pharmaceutical PR)

Account Group Supervisor

- ◆ Rewrote industry standards with trade/consumer launch for Johnson & Johnson's Acuvue Contact Lens, the most successful product launch ever in that industry
- ◆ Promoted a variety of prescription and OTC products through innovative PR techniques

Burson-Marsteller (Cleveland, New York City)

January 1984 – January 1987

(Then-largest PR firm in the world)

Account Executive, Senior Account Executive

- ◆ Executed PR plans for major corporations: Wendy's International, Coca-Cola, USA General Electric Lighting Group, Nutrasweet, NY Yacht Club (America's Cup), USA for Africa, International Olympic Committee
- Wrote press releases, licensing communications and promotion strategies for the world's 3rd-largest restaurant chain, including the phenomenal "Where's the Beef?" campaign, voted by TV Guide as the most memorable ad campaign ever

EDUCATION

St. Bonaventure University

B.A., Jandoli School of Mass Communication & Journalism

Walden University

Secondary Concentration: English Literature
Enrolled in M.B.A. Program starting April 2008

HONORS

- ◆ Silver Anvil, 1985 (Wendy's "Where's the Beef?"), IABC Award of Excellence, 1988 (Johnson & Johnson Acuvue Launch), Value Added Award 1986 (Burson-Marsteller, AT&T) and numerous other PR and journalism awards.

COMPUTER LITERACY

Highly proficient in all business programs. Ability to learn programs quickly.

COMMUNITY SERVICE

Serves the community on various boards and volunteer committees, most recently for the ALS Association of Upstate N.Y., Genesee Region Special Olympics and the American Red Cross.

Resume

Let them click here for -

- o Present
- o Past
- o Future

For Marketing Communications
& Management

Kerry T. Gleason

NEXT

The Present

AdWorks International & Gleason Public Relations

Marketing consultant to large and small clients in

- o Food & Beverage/Hospitality
- o Sports Marketing
- o Medical
- o Construction/Home Improvement

Managed marketing campaigns for more than 200 companies with zero margin for error.

Built and directed network of 15-20 independent service providers and suppliers; supervised vendor negotiations

Developed top-level skills as a copywriter, web/e-commerce design, graphic design and internet marketing

We became synonymous with innovation in the digital revolution. AdWorks developed hundreds of websites, e-commerce solutions, media-rich documents and interactive media for clients.

Examples of our work:

“Green Industry” Marketing

Television Commercials

Internet Marketing

Public Relations

Event Management

Media-Rich Newsletters

Business & Marketing Plans



AdWork 

**GLEASON
PR**

*For Marketing Communications
& Management*

Kerry T. Gleason

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The Past

Burson-Marsteller

For three years, I developed PR strategy and managed account responsibilities for prestigious clients that included:

- o **Wendy's International**
- o General Electric
- o AT&T
- o Coca-Cola USA
- o NutraSweet
- o International Olympic Committee
- o The New York Yacht Club / America's Cup Races
- o USA for Africa

D.J. Storch & Associates

Supervised PR and media relations strategy for esteemed clients in the medical, pharmaceutical and health care sectors:

- o **Johnson & Johnson**
- o Centrum Vitamins
- o Caltrate
- o FiberCon
- o Ciba-Geigy
- o Lifecodes (leading-edge DNA processing laboratory)

Hill & Knowlton

Supervised product launch strategies and crisis communications for:

- o Eastman Kodak Company
- o Bausch and Lomb

Other Experience

Supervised technology, travel and tourism and new business acquisition for various clients.



Silver Anvil 1984
Regional Competition
Wendy's International
"Where's the Beef?"



IABC IRIS AWARD. 1987
First Place, Best Product
Launch Communications
Johnson & Johnson
ACUVUE Disposable CLs



Value Added Award. 1986
Burson-Marsteller
AT&T Product Launch,
Long-Distance Gift
Certificates



Society of Professional
Journalists
First Place, 1982
Best Spot News Story

*For Marketing Communications
& Management*



The Future

Full-Time Marketing & PR Management

My primary goal is to use my superior communications skill, ethics, technical savvy and dynamic creative energy for the benefit of a deserving corporation.

The Re-Pizza Delivery System

I am securing patents, manufacturing partners and industry advisors to launch a new pizza delivery operations system that will significantly reduce greenhouse gases and eliminate up to **500 million tons** of single-use cardboard waste annually congesting our landfills. Re-Pizza also realizes millions of dollars in profit for participating stores in the pizza industry.

Green Industry PR

Build on expertise gained in environmental issues to bring vibrant, new products to market that enhance our quality of life and that for generations to follow.

- o Organic Fertilizing Agents
- o Water Purification
- o Public Education Programs

Pizza All-Stars™

Build on successful local-market pizza-tasting events to raise money for the ALS Association to fight Lou Gehrig's Disease, and other charities.

*Be sure they know you are
a phone call or e-mail
away from being a valuable
management asset.
(585) 770-1592*

kerry@gleasonpr.com

*For Marketing Communications
& Management*

Kerry T. Gleason

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Green Industry Marketing

Bringing a new product to market requires precision timing, brilliant execution and a product that can excite marketplace demand.



Re-Pizza
DELIVERY SYSTEMS

A 2005 resurgence in environmental concern, sparked by "An Inconvenient Truth," I re-opened the case, redesigned the product with input from industry experts and forged new partnerships to launch the product. I've created original presentations, based on 2000-plus hours of research, en route to obtaining financing and manufacturing clout to change a half-century of wasteful, costly foodservice operations.

I first developed the **Re-Pizza** concept in 1993 with Jeff Bradbury, who soon bowed out of the project. After two years of toil, I concluded that the industry was not ready to accept change. Literally, the project was shelved.

Experienced horticulturalists, turf specialists and grounds superintendents are excited about **Organix Magix**, a 100% natural soil amendment product made by worms. Developed in Upstate N.Y., the product was sold to consumers through greenhouses and nurseries beginning in 2008. Because it is a new, environmentally friendly alternative to the multi-billion-dollar chemical fertilizer business, consumer education was required.

Gleason PR was tapped to create an e-commerce site to sell product and direct customers to local retailers. Retailers requested product information, which we accomplished with the design of a colorful and effective POS brochure. The brochure is personally created by Kerry Gleason and features a 36-layer Photoshop graphic, and additional design elements created in QuarkXPress, programs which he has mastered. He personally photographed the products, grass and most images, filling other needs with stock images.

Magix
All Natural Soil Amendment

Order NOW!
(585) 509-0383

Home
What is Magix™?
Worm-Ade
Magix Soil Amendment
Product Safety
FAQ
Company Info
Where to Buy Magix
Magix Testimonials
Order Magix™

Dozens of Uses!
Lawns
Play Areas
Flower Gardens
Vegetable Gardens
Window Boxes
Playing Fields
Golf Courses
Turf Farms
& Many More!

Organix Magix™ is an all-natural soil amendment. It is a scientifically formulated combination of worm castings, nutrients, active microbes and organic materials that provides exactly what your lawn, garden and plants need to thrive in almost any soil condition or climate.

Worm castings have been featured on Oprah and in numerous publications, newspapers, agricultural trade publications and broadcast media.

STOP! putting chemicals where you live and play!

Use **Magix™ Worm-Ade** and **Magix™ Soil Amendment**.

... AND I MADE IT !!
Because GREEN is not just a color!

The Organix Magix website features product information, testimonials, online ordering, and an interactive gardening BragBook.



The legend of **Magix** keeps **GROWING**

Here's what other people are saying:

"I would like to express my satisfaction with your organic products... We did one application of your product on our football field. Within two weeks, the field was green and lush. The root structure appeared to be much thicker and stronger. It is my intention to expand our use of your organic products to include all our athletic fields."

- John M. Senik
Director of Buildings and Grounds
Macon Whitman School District

"After one month, my lawn was like a rug!"

- Rolye Pritka, Geneva, N.Y.

"Organix was the 'black gold'!"

- Tom Palonaki, Lucas Greenhouses, Fairport, NY

"Organix is a healthy alternative to the current products used in small towns, especially where the general public may gather. The liquid would be a great alternative to the current fertilizers that are important part of ensuring optimal soil."

- Anne Grever, Farm Magazine, Wagwaan, Oregon

Magix
All Natural Soil Amendment

A Scientifically Formulated
Combination of
Worm Castings,
Nutrients,
Active Microbes
& Organic Materials

Because Green
is not just a color!

Kerry T. Gleason

NEXT

Internet Marketing

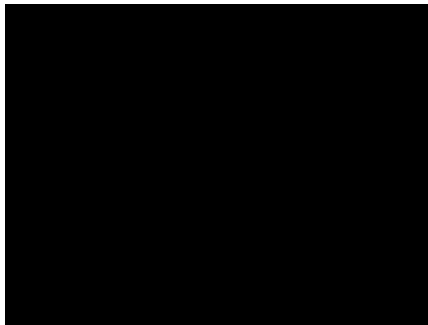
Innovator and expert. My credentials include:

- o First Rochester ad agency to put clients on the web
- o Originator of Catering Calculators™
- o Developer of G-Chip Technology, an original search engine optimization program embedded into our website designs to improve positioning in search engine rankings.
- o Introduction of NY Newswire in 1996 to publish press releases online
- o Design and development for more than 200 websites
- o Participant in web developer groups (ongoing education)
- o Developed e-mail capture campaigns for restaurants & caterers

Types of Websites

Corporate	Real Estate
News & Information	Massage Therapy
E-Commerce	Restaurants
Retail	Business-to-Business
Electronic Newsletters	Health & Beauty
Promotions	Environmental Products
Non-Profits	Lingerie
	Events
	E-Counseling

Self-taught in all aspects of web design



For Marketing Communications
& Management

Kenny T. Elias

NEXT

Event Marketing

BETTER CONTRACTORS BUREAU, LTD. HOME FAIR EXPO

Serving as PR and promotion counsel from 1996-2006, AdWorks rebuilt a faltering home show, tripling attendance to 15,000 each year and nearly tripling membership as well. Our work certainly built the organization, and may have saved it. Revenues grew from \$59,000 in 1996 to more than \$195,000 the last three years of AdWorks' marketing management. In 2003, we introduced a novel PR program called Houses on Parade, where school children and scout groups decorated scale model houses, with prizes and pizza parties awarded to participants. Houses on Parade delivered more than \$73,000 in publicity and an immeasurable amount of public exposure for pennies on the dollar.

NY PIZZA SHOW

I was asked by the management of PMQ Pizza Magazine to manage their press room at the 2008 NY Pizza Show. With little prep time, I was able to put a release out and follow up, generating coverage from NY Daily News, Forbes, CNN, media from Asia and a Russian TV crew. A highlight of highlights was placing the U.S. Pizza Team's fastest pizza maker on **Live with Regis and Kelly**. The #3 syndicated show, it's a tough placement for non-celebrity features. Watch the resulting segment -- awesome fun! Using NY Newswire, we made Finland's America's Plate victory over Italy a major news story in Finland.

TUESDAY NIGHT SUPPER CLUB

I created a social organization for people to try a variety of restaurants and meet new friends. We expanded to Buffalo, organizing more than 75 events, winery tours and a two-day international food tour to Toronto.



Got 21.8 seconds? That's how long it took John Howe to make 5 pizza shells with Regis & Kelly Ripa! Click the photo to watch.



It's not your eyes! *For Marketing Communications & Management*
I generated international coverage of the America's Plate Pizza Championship in Finland, Russia and Japan. Give Kerry Gleason 3 days, and he'll give you the world!

Kerry T. Gleason

NEXT

Marketing & Business Plans

Nearly everybody has an idea for a product or business. Less than 1/100th of those people actually act upon them, and even fewer know what to do. Because I have gained a reputation as a successful product-launch specialist, I am sometimes approached by companies and individuals to write business and marketing plans.

This is a skill that is transferrable to nearly every director-level job.

Before there can be a profit, there must be a plan. Before there can be a plan, there must be a vision.

I have developed a keen ability to articulate a vision into an effective plan.

Logo Design

I have designed more than three dozen logos for clients in a variety of different professions.

[Click Here for Samples](#)

Ask Me About...



Graphic Design

I have designed many ads, brochures and am very proficient in Photoshop. In this Bill Gray's ad designs for the Buffalo Bills' Digest, I produced original product photography in addition to graphics.

[Click Here for Samples](#)



For Marketing Communications
& Management

Kerry T. Shear

NEXT

TV Commercials

AdWorks produced more than 200 television commercials for more than 70 small-business clients from 1994 through 2006. My involvement included creative direction, scriptwriting, direction, photography, acting, voiceovers, audio editing, post-production and in one case, pyrotechnics and special effects.

We started our company with the objective to create 15-second video coupons for small businesses, providing inexpensive production for \$240 and then negotiating for low rates and frequency discounts. The problem was none of the local stations were handling 15-second spots. With some visionary backing from the cable company, we began putting our clients on the air, and soon all the network affiliates were airing our 15-second "Cash Clips" spots, and 15-second spots are no longer unusual. Eventually, our growing client roster sought 30-second spots with greater production values, and we obliged.

On this page, you will see our commercial for Clearwater Pools. It is a nice piece, but what makes it exemplary is the jingle.

On subsequent pages, you can see demos that are notable for one reason or another.

Click [HERE](#) to SKIP the demos.

Tracey Door Company "Re-Framing Wizards"

John F. Leyden, Jr. - Political Ad

Ozzies Restaurant - Beautiful Food Photography

I was especially proud of the work we did for Clearwater Pools & Spas. In a half-hour phone conversation, I provided detailed market analysis for musician Steve Bartolotto to create a jingle, and he nailed it. Olympic gold-medal speed skater Cathy Turner sang the Clearwater jingle, and the "Keepin' It Fun" theme I developed is light and airy. This was the first venture into TV for this client, and our strategy was to underscore the company name.

*For Marketing Communications
& Management*

Kenny T. Gleason

NEXT

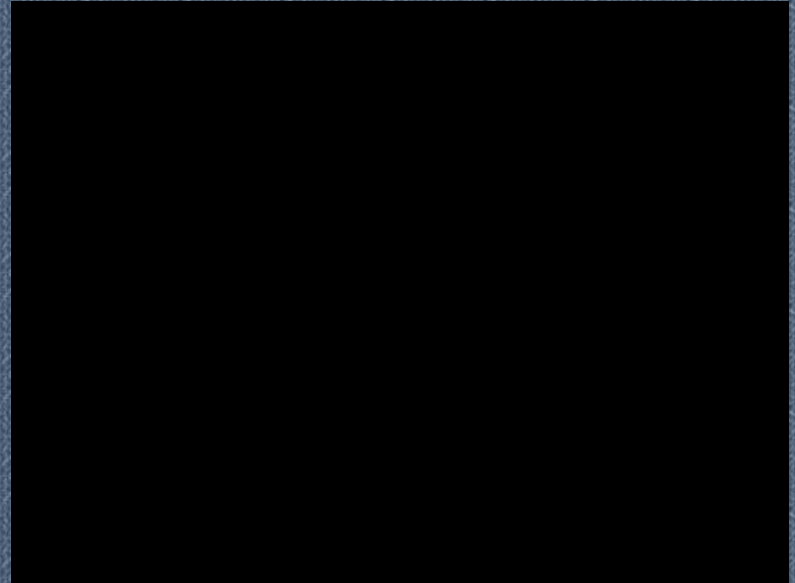
TV Commercials

Speedy Service

Tracey Door Company, :30
Rochester, N.Y. 2005

The Tracey Door Co. is one of the foremost contractors installing and repairing overhead garage doors. The late John Tracey suggested this concept for his company's first foray into TV advertising, and my charge was to make it happen. We secured permission from a Tracey Door customer to videotape an installation. The challenge was to estimate how much footage to shoot in time lapse to be able to fit it in :30 with the lead-in and close to adequately tell the "story." We succeeded, and when it aired, Tracey Door's phones rang off the hook. Later, we successfully edited the spot down to 15-seconds.

Voiceover is by Kurt Schenk, The Write Creative, another one of our esteemed clients.



*For Marketing Communications
& Management*

Kerry T. Glass

NEXT

TV Commercials

John F Leyden, Jr., :30
Political Ad
Steuben County, N.Y. 1998

Family law practitioner John F. Leyden sought the office for Family Court Judge in Steuben County, a region in New York State's Southern Tier nearly identical in size to the state of Rhode Island. Mr. Leyden admitted he started the campaign with "near-zero awareness." The challenge was to give him a public persona in a broad county covered by three different TV markets and three different city daily newspapers.

This television commercial required nearly 300 miles of travel in one day with nearly a dozen set-ups and tear-downs. Wind and bright sunlight were our enemies, but the resulting spot showed a candidate at landmarks in key voting areas in the largest county of the Empire State. Leyden received 20% of the vote in a four-way contest.

*For Marketing Communications
& Management*

Kary T. Shear

NEXT

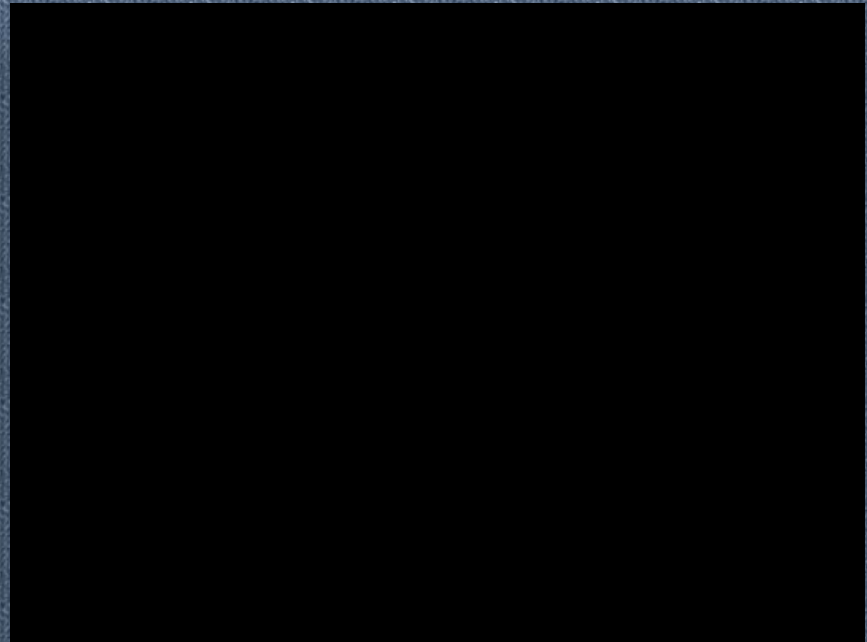
TV Commercials

Where The Food is the Star, :30
Ozzie's Restaurant & N.Y. Style Deli
Rochester, N.Y. 1998

Oscar's underwent a name-change after the Academy of Motion Picture Arts sued, and owners Bill and Julie Petsos wanted to promote the newly named "Ozzie's," especially to a business and professional crowd. Patrons would no longer be able to see the Oscar memorabilia, but could still dine in an chic atmosphere surrounded by photos of movie stars and film props.

The key to the success of this commercial is the fantastic food videography by Vico Media. Wayne Sherman, a lighting expert, supervised Ozzie's chefs in preparing signature dishes for film purposes, and then added elegant lighting and deft camera movement to showcase Ozzies' popular food items in a deliciously appetizing fashion.

Food photography is tricky, but at AdWorks, we know how to do it all.



*For Marketing Communications
& Management*

Kenneth T. Shear

NEXT

Public Relations

Where does one begin to summarize more than a quarter-century of PR success for a visual portfolio? Our resume tells part of the story. Here are a few brief case histories that embody the creativity and skillful implementation of programs, monumental and modest, that have made fortunes and changes lives.

WENDY'S "WHERE'S THE BEEF?"

I joined Burson-Marsteller's Cleveland office in January 1984. On my first day, I was introduced to other staffers, who were on the floor stuffing press kits between what appeared to be halves of giant hamburger buns. Soon, I was on the floor helping, and when Wendy's famous ad, written by Cliff Freeman and produced by the legendary Josef Sedelmaier, resounded with consumers, B-M's public relations support for the campaign kicked into an even higher level. I wrote most of the press releases that made Clara Peller a household name, supervised some of Wendy's licensing and merchandising promotion and was architect for others, including parts of Wendy's NFL Monday Night Football in-store promotion.

The slogan still lives on today as part of an iconic campaign.

Wendy's achieved 24 percent growth in 1984, thanks largely to worldwide publicity that totaled more than 36 billion impressions and creating near-100 percent awareness levels.



For Marketing Communications
& Management

Kerry T. Gleason

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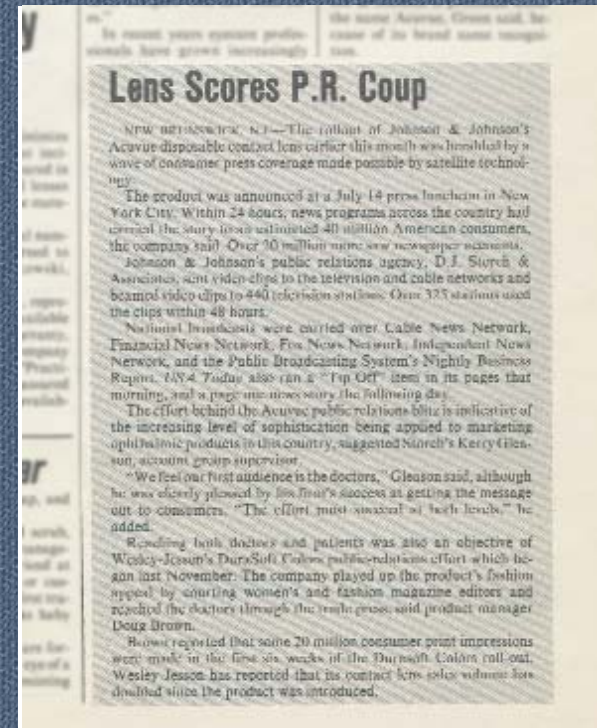
Public Relations

JOHNSON & JOHNSON'S ACUVUE LAUNCH

It was deemed the most successful product launch in the contact lens category since soft contact lenses were first introduced. Through a superbly constructed and implemented communications launch, which I supervised, Johnson & Johnson's Vistakon contact lens division and its Acuvue Disposable Contact Lens became an overnight phenomenon. Our New York press conference attracted worldwide media attention from professional trade media and practically every major network, wire service and top consumer publication in the nation.

Our strategic communications overcame nearly every objection raised by eye care professionals, and within two years, Acuvue became the best-selling contact lens in the world.

My personal knowledge of contact lenses became so vast that at optometry and ophthalmology conventions, I had a hard time convincing people that I was not a doctor.



For Marketing Communications
& Management

Kerry T. Gleason

NEXT

Public Relations

NY NEWswire

With the folding of Gannett's Rochester Times Union in the mid-'90s, it became necessary to look at alternatives to promoting small businesses. Since that time, small business coverage has been the prerogative of the various news editors.

As I am ever on the forefront of innovation, I created NY Newswire in 1996, an electronic, web-based press release distribution service. I publish press releases online, and have instant distribution capabilities to more than 500 editors and reporters throughout New York State. I am prepared to expand this service, if necessary, as I relocate to other states, under the name "News Now Network." I have additional capabilities for clients seeking national media relations.

I've been responsible for thousands of print, radio and television coverage events in local, national and international media.

www.NYNewswire.com

SMALL BUSINESS

Rising from the ashes



Richard Katz, owner of JF Katz, stands outside the new building at 100 East...

Photo restoration surges

Consumers are embracing their memories as they seek to restore old photos. The industry is booming, with many people turning to professional services to bring their old photos back to life. This surge in demand is driven by the desire to preserve memories and the availability of advanced restoration techniques.



Partners launch Tuesday Night Supper Club. The goal of the two friends was to provide a place where...

Can't find your shampoo? READ VALUE, WASH UP

As consumers become more price-conscious, they are looking for ways to save money on everyday items. One area where savings can be found is in the purchase of shampoo. Many brands offer multi-packs or larger sizes that provide better value for the money.

You can think a better golf game

Golfers are always looking for ways to improve their game. One key factor is mental preparation. A clear mind and focused attention can lead to better performance on the course. Many golfers use visualization and positive self-talk to stay motivated and confident.

Gleason products

What does the Brooklyn Bagel Slicer, the Buddy System ice cream cone holders and the Nite-Cap have in common? Kerry Gleason and his company, Gleason Public Relations.

You can't say Kerry won't take a chance on a different client or a different approach. The PR guy has been the vehicle for a ton of publicity over the years for the Cone Buddy's Corp., a local manufacturer of the ice cream cone holders.

The Brooklyn Bagel Slicer firm has tapped him to handle its Web site design and national PR. Rochester-area inventor Dennis Moss and his son, Michael, are "leading a crusade to end BRIs [bagel-related injuries]."

And then there is the Nite-Cap, a disposable protective barrier that "keeps fruit flies from hitting sauce after last call at the bar." It claims to be the world's first disposable, stockable, impenetrable barrier protection for liquor and wine bottles against fruit flies, houseflies, bees, ants and more.

Gleason says he is best known as the "Where's the Beef?" guy. He wrote most of the press releases making Clara Feller a household name in that Wendy's campaign.

Partners launch Tuesday Night Supper Club

The goal of the two friends was to provide a place where...

Upcoming suppers

April 15: Tapes 177
 April 29: Proietti's Italian Restaurant in Webster.

ARTISTIC MERCHANDISE

the tuesday night supper club

BUSINESSPEOPLE

Still cooking after 10 years

Area catering company is ready for next level

W... [text about catering company]

ARTISTIC MERCHANDISE

to do on Tuesday

Don't have dinner plans for Tuesday? Consider the Tuesday Night Supper Club, a group of food-minded singles and couples who meet every other Tuesday for VIP treatment at area restaurants. Here's a schedule of upcoming dinners:

- Tuesday: Boale Street Cafe
- April 1: Moscow's Eclectic Dining in Greece
- April 15: Tapes 177
- April 29: Proietti's Italian Restaurant in Webster.

For reservations and information about prices and joining the club, call Kerry Gleason at (585) 785-4600 or visit www.RochesterDiningClub.com.

For Marketing Communications & Management

Kerry T. Gleason

NEXT

Cause-Related Marketing

Be generous, and the rewards are plentiful.

Throughout my career, I have been involved with many non-profit organizations and causes, working to leverage corporate contributions for a greater social good. I dare say, I've been very successful.

The key is to create win-win situations. These are a few of the cause-related marketing programs where my talents contributed to the benefit of the local or global community.

USA for AFRICA

Music Producer Ken Kragen and Michael Jackson spearheaded this 1986 venture to raise awareness and dollars to provide much necessary foodstuffs and medicine to impoverished areas of Africa. I wrote some of the press releases for the inaugural relief flight to Africa, which garnered national coverage and lent credibility to the cause.

AT&T "EVENT OF THE DECADE"

While at Burson-Marsteller in NY, I was put in charge of a marketing research project for one of the agency's biggest clients, AT&T. The telecommunications giant wanted to make a big splash in Hawaii with its Long-Distance Gift Certificates, and turned to the Burson-Marsteller Sports Marketing Group to identify which sports event would draw a sufficient crowd. Our deadline was the following morning at 8:30 a.m. I delegated assignments to about a dozen colleagues, and with their help, we assembled a 560-page research document in less than one business day. Our finding? We advised against a sports competition, and advocated an entertainment event, which turned into "The Event of the Decade," a concert at Aloha Stadium with Frank Sinatra, who had never performed in Hawaii. The sold-out event drew more than 200,000 fans.

AT&T JUNIOR BASEBALL CHALLENGE

Phone-service provider AT&T sponsored regional hit, run and throw competitions for kids with major league superstars as guest instructors. Who better to write the copy for the tip book than Kerry Gleason, a baseball nut with a deep appreciation for the game?

PIZZA ALL-STARS

Baseball legend Lou Gehrig died from Amyotrophic Lateral Sclerosis, a disease which now bears his name. It is a horrible neuromuscular affliction that devastates families, and creates special needs for its sufferers. The ALS Association provides special training, loans equipment and lends support through its chapters nationwide. I've created a special event that brings minor league baseball and pizza together to raise awareness and much-necessary funding for ALS programs.

www.pizzaallstars.com



For Marketing Communications
& Management

Kerry T. Gleason

NEXT

Media-Rich Newsletters

The technology used in presenting this portfolio is neither new, nor original. It is vastly under-utilized.

With multi-disciplined communications, coherent scripting, a little talent and video- and audio-editing skills, it is possible to create compressed digital communications that fit comfortably into an e-mail attachment. These allow companies, perhaps one like yours, to infuse newsletters and sales pieces with actual video, pictorials, messages from the president or customer testimonials.

At Gleason PR, we have developed “talking newsletters” for ourselves and other clients, with astounding results.

We see media-rich newsletters and interactive DVDs as the next innovative PR plateau.

*For Marketing Communications
& Management*

Kenn T. Gleason

NEXT

Recommendations

I have known Kerry for many years, not just as an alumni of St. Bonaventure, but also as a former manager of his. We worked together at a marketing communications firm where the mantra was excellent service to our clients. He knows how to tackle projects and manage them flawlessly. He has excellent attention to detail, especially on projects that involve numerous people and tasks. He knows how to juggle many things at once. And, he's creative while doing the job.

Carol Schumacher
Vice President, Investor Relations, Wal-Mart Stores, Inc.
managed Kerry as VP, Consumer Group at Burson-Marsteller

Kerry is a hard-working practitioner, a diligent account director, and an excellent writer.

Robert McEwen
Former SVP & Regional Manager , Hill and Knowlton
managed Kerry at Hill and Knowlton

We, at Pegasus Environmental Company, owe a lot to Kerry Gleason. He has designed both our web-site and our various brochures. He has the uncanny perceptual ability to understand even technical issues that are out of his realm, and present them in a very comprehensive and persuasive manner. Numerous times he has shown up on project sites to subtly gather data to process and use as grist for a particularly unique application.

His professionalism is unparalleled.

Zeke Hurd
President, Pegasus Environmental Company

*For Marketing Communications
& Management*

Kerry T. Gleason

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Recommendations

I first started doing business with Kerry Gleason and his company in 1994. In those 15 years we have worked together to concept, develop and implement many marketing and advertising tools geared towards the success of my company. The full-scale development of our "Catering Calculators" on our website in 2000 has secured Tasteful Events as an innovator in the field of catering. What I like best is the one-on-one personal touch that Mr. Gleason brings to the table. I always look forward to working with Kerry on all of our endeavors.

Kevin P. Murray
Owner, Tasteful Events, Inc.

Kerry's positive approach and creative ideas were an essential part of the programs we worked on together. He always comes up with great ideas!

Ken Love
Project Manager, University of Hawaii Dept. of Agriculture
worked with Kerry as a professional photographer

Kerry and I both wrote for a sports publication and I always admired his work. He's a thoughtful and thorough reporter and an excellent writer.

Paul Hartwick
SVP, Communication & Public Affairs at JPMorgan Chase
worked with Kerry as freelancer writer at Shout Newspaper.

*For Marketing Communications
& Management*

Kerry T. Gleason

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