



LCI is the 2010 Bronze Bulldog Award Winner for Social Media

September 2010

LCI Client News:

California Academy of Sciences research featured in [Time](#), [USA Today](#), [Reuters](#), [UPI](#), [AP](#), [NPR](#), [Wall Street Journal](#), [Scientific American](#), [New York Times](#) and more

[Hip Mama's Place Blog](#) and [Hungry Girl](#) feature [Biscoff Cookies](#)

[VIA Magazine](#) and [SkyWest](#) promote [Save-the-Redwoods League](#) and 50th anniversary of [California's Avenue of the Giants](#)

LCI welcomes new client [Fairmont Heritage Place Ghirardelli Square](#)

[LCI is part of the Public Relations](#)



And onto the next 20 years

Major milestone here at LCI - we're celebrating 20 years in business this Fall. While we are so grateful for the success, friendships, partnerships and good works of the past, we're always looking forward...so here are 20 things we are looking forward to:

1. [Social media](#) is part of the strategy for each and every client, not a stand-alone task.
2. Print media figures out how not only to survive, but thrive.
3. PR professionals and all businesses adhere to a [code of ethics](#) that allows competition and fair play.
4. We're open to all new forms of media, and embrace the technology that drives it - whatever that may be.
5. Those [geniuses in garages](#) creating the next big thing? We hope that next big thing aids all of mankind, not just the pockets of a few.
6. The creative expression allowed by art, literature, [music and performing arts](#) is valued, taught and compensated appropriately.
7. [Giving back to the community](#) is a given, not an afterthought. Businesses everywhere take on a non-profit project and allow team members to contribute of

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"Backtalk"](#)

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themselves.

8. We continue to believe in the overwhelming importance of [sitting down and meeting with people](#).

9. PR is understood to be a revenue generator - not an expense line item - by everyone, not just the marketers.

10. Where are those [jet packs](#) we were promised? Traffic just stinks. Long live public transportation!

11. Being eco-conscious is a given, not an acquired taste.

12. Nice is the new snarky.

13. Lunch is eaten with conversation, not the keyboard.

14. Paper files finally, unequivocally, die.

15. [Doodling is a billable task](#). Along with thinking in the shower and wondering on the treadmill.

16. Employees are valued as people, not just "heads."

17. Someday, timesheets will write themselves.

18. Being organized is a job requirement for everyone from your drycleaner to your health insurance provider.

19. We will all know the definition of real [friend](#), Facebook friend, and friend of a friend.

20. And one to grow on: that LCI will be celebrating its next 20 years with continued success, great clients, [wonderful PRGN partners](#) and its [fabulous staff](#).

To help us celebrate at LCI, please drop us a line and let us know your 20 forward-thinking predictions. We'll publish the best of the best in our next newsletter. Please send them to me at: david@landispr.com.



LCI's Hit of the Quarter

We'll admit it. Cookie Monster has nothing on us. Luckily, we have our client, Lotus Bakeries, maker of the yummy Biscoff cookie, to supply us with our snacks. One bite and

we knew that the social media value was delicious. Our blogger outreach yielded a bunch of hits, but we loved the entry in [Hip Mama's Place](#) ("Biscoff cookies are an ideal alternative for when you want to throw in a piece of sweet cookie to complete your kid's school lunches. And since Biscoff cookies are individually wrapped, they can be stored almost anywhere and will stay pantry-fresh all school year long!"). The enormously popular [Hungry Girl](#) was another rave ("We have our fantasies of sitting in a cute European café, enjoying coffee with biscuits while peering mysteriously over our oversized sunglasses. For now, though, we'll be nibbling on these Belgian-style cookies.") Next time you stop by the office, you're (literally) in for a treat. Or better yet, visit Biscoff online: www.biscoff.com.

Backtalk's Nonprofit Spotlight:



LCI client NatureBridge is connecting youth to the natural world - one student at a time. Serving over 40,000 participants annually, NatureBridge is the largest nonprofit residential environmental education partner of the National Park Service. Since 1971 they have introduced almost one million students to national parks through field science education programs for schools and youth leadership programs. And with all of us tethered to cell phones and keyboards, it's great to know that someone is out there providing the introduction for the environment's next generation of stewards. Visit NatureBridge online at: www.naturebridge.org.

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