

**Welcome LCI's
new clients!**

LS9

renewable petroleum
products

**Port of San
Francisco**

managing San Francisco's
waterfront

Keeping Score

San Francisco Symphony's
national program to expand
audiences for classical
music

**Blind Babies
Foundation**

providing critical early
intervention services to
infants who are blind or
visually impaired

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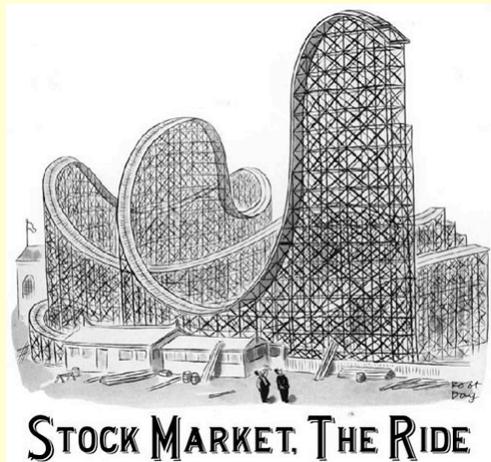
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**LCI's Blog
"Backtalk"**

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March 2009

Is the sky falling?



In a word, no.

Doom and gloom dominate the media, and call us crazy optimists, but we're coming off of one of the best years ever at LCI! How? We got creative. And we're fortunate to call the San Francisco Bay Area home...a place that innovates consistently.

There are definite signs of hope for this economy. *BusinessWeek's* Michael Mandel recently wrote, "The war between the intangible and tangible sectors of the U.S. economy is over-and intangibles have won. Since the economy went into recession a year ago, the industries producing or distributing physical or tangible goods-including construction, manufacturing, retail trade, and transportation-have lost an astounding 1.8 million jobs. That includes a decline of 260,000 jobs in the much-beleaguered auto industry and its dealer network, and a drop of 300,000 in residential construction employment. Meanwhile, the intangible sector, which includes such industries as education and health care, has received far less attention than autos and housing. But since the recession start date of December

2007, the intangible-producing industries have gained about 500,000 jobs." Add to that MSN's Jim Jubak, talking about investments in green business, "growth in the future may be slower than we'd like -- even as the debt load we carry will be heavier than we'd wish. But especially on those days when everything looks grimmest, it's important to stop a moment, think about the future and look for a crocus or two poking through the snow. There are more of them out there than you think."

Creativity and innovation are the two tools we've used successfully to weather economic storms. Whether we've devised new ways to service our clients (PRomised Results©, JumpStart© program, Magnetic Messages©) or created efficiencies in our day to day business...it's the stellar team here that bubbles up new and interesting ideas every day.

So, sure, we're preparing for an economy that may be unpredictable. And yes, we are (always) on the prowl for new clients who have a great story to tell. But we prefer to think of it as a creative challenge. We'd like to use this space to help all of our friends benefit from sharing ideas that help businesses in a stressed economic climate.

Please drop us a line and tell us your great breakthrough thoughts: david@landispr.com.

FIVE THINGS EVERYONE SHOULD DO IN A DOWN ECONOMY:

1. **Get your story out.** The media still wants news...but in troubled times, you'll get more ink if you find an angle that references topics that are currently top of mind.
2. **Be fastidious.** Success is in the details...don't forget to dot every i and cross every t. It could mean the difference between success and failure when competition is fierce.
3. **Know your market.** Now is still the time to innovate, by building on what you know.
4. **Don't forget the golden rule.** Help others, it'll bring you more rewards than you can imagine.
5. **Don't let up.** Market as diligently in a down economy as you do in a boom time.

Backtalk's Non Profit Spotlight: Project Open Hand



In celebration of the new year, LCI made a donation to Project Open Hand - which serves meals to people with terminal illnesses in the Greater San Francisco Bay Area. They're one of the many terrific non-profits we've worked with here in San Francisco. If you're interested in learning more about Project Open Hand, please visit www.openhand.org

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