

BULLDOG
Award Winner

Backtalk

News and Views from
Landis Communications INC. (LCI)



landis communications inc.
public relations • social media • digital

Share. Engage. Participate. Influence.

LCI is pleased to
welcome our
newest (and returning!)
clients:



TISHMAN SPEYER



All Hail the (Humble) New Chief!



DDG Partners

LCI Clients in Focus:



Taking a cue from our esteemed **PRGN colleagues in Boston, [The Castle Group](#)**, we've stepped back to view **The Big Picture** as it relates to our clients. In the hectic daily pace of working with our valued clients at LCI, it's easy to lose sight of what, actually, we are helping to achieve as we



[Landis Communications Inc.'s](#) own [David Landis](#) has assumed the presidency of the [Public Relations Global Network \(PRGN\)](#), one of the world's leading international networks of independent public relations agencies. LCI's fearless leader will lead the worldwide network of 47 independently owned public relations agencies on six continents. It's quite an accomplishment on many levels, not least of which David becomes the first gay leader of the network. LCI, a National Gay and Lesbian Chamber of Commerce (NGLCC)-certified agency, was launched by David nearly a quarter century ago in San Francisco. Since then, David has shepherded the agency toward globally connected success. LCI is continually named "one of the Bay Area's top PR firms" by the San Francisco Business Times, PR Source Code, and PR Week.

Over the years LCI has provided public relations support and

develop plans and execute strategies on their behalf. The larger view of what we're working on with our clients is far greater than the sum of its parts. It's what makes us proud to have such great clients. Each day, we're helping in their respective missions to:

Provide food, clothing and other necessities at an affordable price and, often, in disenfranchised areas ([Walmart](#))

Help improve the environment while offering reliable, accessible transportation options for communities ([City CarShare](#))

Create opportunities for women and minority-owned businesses in under-served communities ([California Bank & Trust](#))

Enhance awareness of public's right to know their options in the operating room ([California Society of Anesthesiologists](#))

successful strategic counsel for such top-name companies as MetLife, Walmart, California Bank & Trust, Emirates Airline, Match.com, Whole Foods Market, NBC Universal, Old Navy, Tishman Speyer, Sony, Cold Stone Creamery, Port of San Francisco, California Society of Anesthesiologists, Tiffany & Co., Pottery Barn, City CarShare, and many others.

David's 35 years experience in public relations, social media, digital strategies, content and brand management, marketing, analyst relations, media training, crisis communications, public affairs and community relations, has been shaped by work with a variety of national and Bay Area-based corporations and nonprofit organizations.

"It is a privilege and an honor to lead and partner with this esteemed group of PR firms," David says. "PRGN continues to grow and thrive and I look forward to further expanding our global reach and our international foothold on behalf of our members and esteemed clients. Leading this organization helps LCI by providing a more comprehensive and global perspective to each of our clients."



David Landis, PRGN President

David's appointment to PRGN president succeeds **Mark Paterson** of [Currie Communications](#) in Australia who previously held the role.

Connected thinking. Globally: That's the motto of the **Public Relations Global Network (PRGN)**. Clients across six

Gain a better understanding of how families take care of their loved ones and make informed end-of-life choices ([Northstar Memorial Group](#))

[LCI](#) is part of the **[Public Relations Global Network \(PRGN\)](#)**

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continents depend on the combined resources of the network to deliver targeted public relations campaigns in markets around the world. With revenues of more than (\$110) million (U.S.D.), PRGN is among the world's top four international public relations networks. PRGN harnesses the resources of nearly 50 independent public relations firms and more than 800 communications professionals to connect international companies and organizations with individual and culturally diverse markets globally. Visit PRGN online at: www.prgn.com.



Let's get social. Follow, like and engage with LCI!



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