

Backtalk

News and Views from
Landis Communications INC. (LCI)



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**Welcome to our
new client:**

Velodyne LiDAR®

[Velodyne](#) invented and is the industry leader in providing laser-vision sensor systems called LiDAR to autonomous vehicles, advanced driver-assistance systems, mobile and aerial mapping, security and other applications.

Clients in the News



[CBS Sunday Morning](#) featured LCI client [Save the Redwoods League](#) on the eve of its Centennial year, showcasing the great work the organization does to protect these giants of

7 Ways to Tell Your Story by David Landis, (as seen in Forbes)

LCI President [David Landis](#) is a new member of the invite-only [Forbes San Francisco Business Council](#) and as such, contributes to [Forbes](#). He recently shared 7 quick tips on how best to communicate your business story:



- **Do your research.** What is unique about your company?
- **Find your voice.** Stay authentic and on brand.
- **Find your "Why?"** Go beyond what you do to find out why you do it.
- **Identify how your business contributes to the community as a whole.** Look beyond your industry - what does your company do to contribute?
- **Make it a good story.** Reveal news and innovation - bragging is boring.
- **Use your best spokesperson.** Often it's not the CEO.
- **Celebrate success.** Tell the stories that elevate your clients, employees and partners.

Want to learn more? You can read the article [here](#).

Welcome to new LCI staffers!

We're excited to welcome (L-R) Senior Counselor Robin Carr, jack-of-all-trades Sharon London and Senior Account Executive Craig

nature.



[Island Style TV](#) in Hawaii spotlighted the 50th anniversary of Hawaii's beautiful [Byodo-In Temple](#), another LCI client.

MacLellan to LCI.



left to right: Robin, Sharon and Craig



LCI Awards:



#1 Social Media Agency in the U.S.



US' Best Small PR Agency
US' Best Healthcare PR Agency



Social Media Award
Breaking News Award



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



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