

BULLDOG
Award Winner

Backtalk

News and Views from
Landis Communications Inc (LCI)



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Welcome new LCI
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evoco



Welcome to our new
Public Relations Global
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PR Partners

Ghidotti

Ghidotti Communications
Little Rock, Arkansas

Embracing the Change:

LCI's Robin Carr and Leigh Anne Varney
Share Shelter-in-place Work From Home Wisdom



Robin Carr

What's the best remote working tip you've used since shelter-in-place?

I wake up at the same time each day and turn on my computer for a quick check in of the latest news. Then I enjoy my usual breakfast of tea and cereal, shower, then back to the computer to hit the ground running. Also, I have lunch scheduled on my calendar for the same time every day. Basically, I make sure to keep the same routine day in and day out.

Is there anything you've recently learned about your co-worker(s) that you never knew even when sitting in the same office day after day?

Besides checking out their cool wall hangings, stylish lamps and what's on their book cases? Actually, I think I know more about my co-workers' day-to-day lives now more than ever! Whose freezer broke down? Who takes their dogs out for walks? Who gets up THAT early? The bread baking, the take-out ordering, happy hour beverages. Who knew?



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RECENT LCI ACCOLADES

[LCI Named "Best Marketing Firm" by Expertise.com](#)

[Clutch.co Names LCI to "Best Marketing and Public Relations Firms" list](#)

JUST FOR FUN

And **just for fun**: We all need a pick-me-up during these challenging times. Want to send a celebrity greeting to a friend? [Cameo](#) lets you pick a celebrity for a short personalized video - a great way to send a "gift" while social distancing:



Leigh Anne Varney

What's the best remote working tip you've used since shelter-in-place?

Only one? I've worked remotely for 20+ years so if you'll indulge me I have a bunch of tips that have worked for me:

- *Create boundaries and resist the urge to start a few chores around the house during work hours. For example, don't start a load of laundry in the middle of the day. You will forget about it!*
- *Take Zoom calls in a dedicated place with a door. That way, when the dog starts barking or a crazy neighbor starts yelling, you can maintain some semblance of professionalism.*
- *Check and re-check the WiFi because you KNOW it will go out when you need it most.*
- *Finally, dress for success! None of this "business on the top, party on the bottom" stuff!*
- *Do whatever you need to maintain focus, which is the number one challenge when working from home.*

Favorite tech that allows you to be efficient?

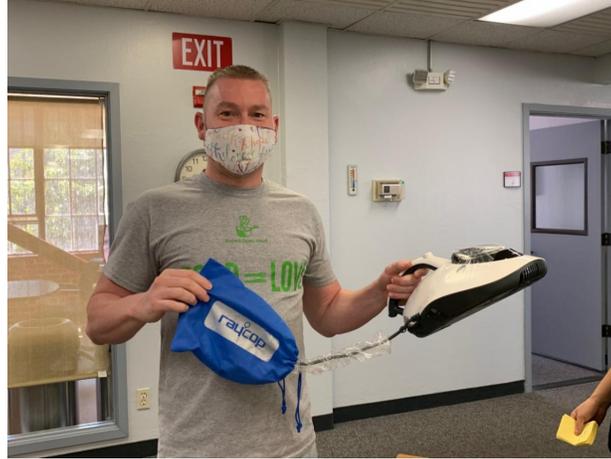
I use a MacBook with that annoying butterfly keyboard. A friend recently gave me his solar-powered Bluetooth keyboard. My fingers fly with abandon!

Client RAYCOP and Project Open Hand Spread the Clean During COVID-19



**NEED COMMUNICATIONS
ADVICE DURING COVID-19
OR BEYOND?**

**LCI is offering free one-hour
communications phone or
Zoom consultations for
businesses. To schedule,
please email
Ms. Brianne Miller
at: brianne@landispr.com**



The RAYCOP RN vacuum with UVC sanitizing light will help keep Project Open Hand clients, volunteers and employees safe from bacteria and viruses

LCI client [RAYCOP](#) donated 100 hand-held units of their [allergen vac](#), the RN, to [Project Open Hand](#) (POH) clients to spread the clean during **Allergy & Asthma Awareness Month** and **COVID-19**. The compact units incorporate UVC sanitizing light used by hospitals to rid soft household surfaces of viruses, bacteria and dust mites. As a result, POH clients will have cleaner and safer homes. Project Open Hand provides nutritious "meals with love" to our sick and vulnerable neighbors in San Francisco and Oakland. LCI is proud to have helped create this new partnership - and even more proud to be a long-time supporter of Project Open Hand.

LCI Awards and Associations:





#1 Social Media Agency in the U.S.



Social Media Award
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