

ROLAND COMMUNICATIONS

11333 Moorpark St. #417 Studio City, CA 91602 ■ 818-509-3080 ■ Fax 818-763-2113 ■ roland4pr@sbcglobal.net ■ www.rolandcommunications.com

A full-service marketing, event production, advertising, and public relations company with headquarters in Studio City, California. Winner of the Public Relations Society of America Prism Award.

PHILOSOPHY

Creative, hands-on services executed from traditional and alternative perspectives. An aggressive team marked by conviction—the foundation of inspired and passionate performance. A belief in Integrated Marketing Communications to ensure cohesive, complementary, and consistent campaigns. An emphasis on client originality and innovation... and distinction from the competition. A commitment to uncover the concepts, hooks, and angles that increase response potential—or create them through concept development or brand reinvention. A determination to utilize all existing outlets to achieve the ultimate result: Buzz—the placement of a brand in the ether and the consciousness of the masses.

SERVICES

MARKETING Integrated Marketing Communications. Brand Marketing. Concept Development. Strategy Development. Strategic Planning. Promotions. Cross Promotions. Cause-Related Campaigns. Internet Marketing. Website Design & Development. E-mail Marketing. Search Engine Optimization (SEO). Blog Development. Social Media Campaigns. **ADVERTISING CAMPAIGNS & DESIGN** Print. Television. Cable. Radio. Internet. Direct Mail. Direct Marketing... Logos. Banners. Brochures. Fliers. Posters. Signs. Outdoor. Websites. **WRITING** Copywriting. Speechwriting. Ghostwriting. Program Scripts. Press Releases. Fact Sheets. Backgrounders. Biographies. Proposals / Prospectuses. **EVENT PRODUCTION & ENTERTAINMENT** Concerts. Festivals. Parties. Galas. Open Houses. Receptions. Full production services for audiences of 30 to 30,000+. **PUBLIC RELATIONS** Audience Targeting. Community Relations & Outreach. The Public Message. Staff Relations & Incentive Programs. **PUBLICITY** Targeted media and internet exposure campaigns. Publicity Stunts & Promotions.

RECENT HIGHLIGHTS... **Southern California Harley-Davidson Dealers** (through 2018): agency of record of the association of over 25 Harley-Davidson dealerships for the design and production of all advertising and marketing materials, retail campaigns and promotions... **L.A. Art Show** (2018, 2019): sponsorship programs for the largest international art fair in the United States... **Sherman Oaks Street Fair** (2014, 2015, 2016): comprehensive marketing and production services for the Sherman Oaks Street Fair, the largest event in the San Fernando Valley with over 100,000 people on 9 city blocks... **Beverly Hills Culinary Week** (2016): project management, marketing, and promotion for the citywide event featuring over 50 restaurants, hotels, retail stores. Presented by the Beverly Hills Chamber of Commerce in partnership with the City of Beverly Hills... Production services for the gala celebration of the **100th Anniversary of ITP (Ishida Taiseisha Inc.)**... **City of Los Angeles Council District 4** (2008-2016): development and production of special events for CD4 for seven consecutive years from 2008-2015, working with numerous City departments, including LAPD and LAFD... **City of Los Angeles St. Patrick's Day Festivities** (2008-2015): production of parades and festivals for seven consecutive years at venues ranging from L.A. LIVE to Pershing Square... **Sister Cities of Los Angeles** (2008-2015): production of citywide events and fundraising galas, including the Annual Cultural Day at the Grove... **Glendale Community College / Professional Development Center** (2011-2016): comprehensive marketing and promotional services for state-funded training for over 4,300 companies... **20th Anniversary of the 1994 Northridge Earthquake** (2014): coordinated, marketed, promoted, and produced all festivities and promotions. Presented by The Valley Economic Alliance and honoring President Bill Clinton, former Councilman Hal Bernson, former Mayor of Los Angeles Richard Riordan, and others... **JAX Bar & Grill** (2016): bookers and promoters of all entertainment for SoCal's longest-running jazz club.

PAST HIGHLIGHTS... **20th Anniversary of the Fall of the Berlin Wall** (2009): production and promotion of all elements, including a gala and the closing of Wilshire Blvd on the Miracle Mile, for a recreation of the Fall of the Wall, the largest celebration outside of Berlin. **Lee Iacocca**: Walter Moore served as official speechwriter for automotive legend Lee Iacocca on numerous events ranging from unveiling the \$350,000 Mercedes-Benz Maybach 57S to raising funds for the Iacocca Foundation for the cure of diabetes... **ConocoPhillips**: contracted all entertainment for national marketing conventions at the Venetian Hotel in Las Vegas, including Jay Leno and KC & the Sunshine Band... **Disney Pixar CARS**: designed and produced all point-of-sale creative and production for US automotive dealerships.

HARLEY-DAVIDSON: 14-year representation as agency of record for an association of over 20 Harley-Davidson dealerships in California, serving as a liaison with corporate offices in Milwaukee on co-op advertising campaigns and special promotions... Coordinated numerous million-dollar media cross promotions: GMC/Pontiac, Miller Genuine Draft, Ralphs Markets, In-N-Out Burger, Food For Less, and others; special promotions with the House of Blues, Sony/Legacy, Fender Guitars, Gibson Guitars, Capitol Records, and more... Coordinated Harley-Davidson sponsorship of rock concerts at Dodger Stadium, Angels Stadium of Anaheim, the Greek Theatre, Hyundai Pavilion at Glen Helen, and more... Implemented the **Harley-Davidson 90th and 95th Anniversary** promotions in Southern California.

CONCERTS / FESTIVALS: Produced the **Harley-Davidson 100th Anniversary** Celebration in Southern California... Produced Harley-Davidson concerts and events at **Harrah's** and **The Flamingo** hotels/casinos in Laughlin, Nevada, during the annual **Laughlin River Run**... Produced the Harley-Davidson **California Bikefest** featuring the 30th anniversary tour of George Thorogood... Produced the **Southern California Bikefest** for Harley-Davidson dealerships to benefit Susan G. Komen Breast Cancer Foundation with Cheap Trick, 38 Special, Marshall Tucker Band, Blue Oyster Cult, and Lee Rocker...

... Marketed and promoted the **Harley-Davidson Love Ride** for 16 years (#8 to #20, #23, #29), the largest motorcycle fund-raising event in the world, raising over \$20 million. Structured and implemented all marketing and promotion; booked all talent (ZZ Top, Sheryl Crow, Crosby, Stills & Nash, Steve Miller, Sammy Hagar, etc.); coordinated celebrities (Jay Leno, Peter Fonda, etc.), solicited 500+ major media sources; coordinated all sponsorships: Ford, Adelphia, Coca-Cola, GMC, McDonalds, Los Angeles Times, Budweiser, Fender & Gibson Guitars, and more...

... Produced and promoted six Glendale **Summer Street Parties**, each attracting 20,000-30,000 people... For 13 years, developed, marketed, booked, and promoted one of the most successful free public events in Southern California: the annual Glendale **"Cruise Night"**—a classic car show and oldies concert for 35,000 people on 6 closed blocks... Produced two **Redondo Beach Lobster Festivals**—three-day celebrations of food and beach culture that attracted over 30,000 people. Coordinated food specialties from South Bay restaurants and live entertainment by Three Dog Night, Dick Dale, Jan & Dean, Dave Mason, The Nelsons, The Surfaris, and more...

CITY OF GLENDALE: Comprehensive public relations, marketing, and promotional services: Public Works Division, Integrated Waste Management Section, Fire Department, Police Department, Redevelopment Agency, and Glendale Water & Power... Mass-market communications on automated refuse collection, recycling, transportation and more... Structured, implemented, and promoted every facet of the premiere of **Metrolink** and **Express Shuttle** services, and **Glendale Beeline** shuttle bus expansion program, including new logo design and identification system... Promoted opening of **Southern California Environmental Management Center**—the first city-operated hazardous waste disposal facility in the U.S.

HOSPITAL FOUNDATIONS: Produced annual galas and special events for **Providence Saint Joseph** Medical Center Foundation in Burbank and **Providence Holy Cross** Medical Center Foundation in Mission Hills since. Produced fund-raising galas, walk/runs, and food and wine tastings for the medical Foundations of **Methodist Hospital in Arcadia**, **San Gabriel Valley Medical Center in San Gabriel**, and **Glendale Memorial Hospital**.

FOOD, RESTAURANT, AND HOSPITALITY public relations, advertising, and marketing—from the grand opening of the Red Lion Hotel to the launch of the Central California Coast’s Silver Oak Winery. Agency of record for the **Jeff Williams-What’s Cookin, Inc.** chain of restaurants (**Clancy’s Crab Broiler, Noodles, Black Cow Cafe, The Star Cafe, JAX Bar & Grill, and Hondo’s**); Former marketing and public relations agency of record for the **Tri-City Restaurant Association**, representing over 75 restaurants from Glendale, Burbank, and Pasadena, and producing annual restaurant awards galas. Comprehensive public relations, advertising, and marketing services for the **DuPar’s** restaurant chain; the **La Salsa** chain; **Green Street Restaurant; Mackey’s; Gourmet 88; Sushi Zawa**; and many others. In recent years, implemented various cross promotions with the **Tony Roma’s** chain and **Original Roadhouse Grill** chain. Production of Food and Wine Galas included coordinating and promoting 20-30 restaurants and 50-60 wineries, including **Tam O’Shanter; Celestino; Bistro 45; Ca Del Sole; Far Niente; Campanille; El Cholo; Fresco; and Gennaro’s.**

PROFESSIONAL DEVELOPMENT CENTER: Provided public relations, marketing, advertising, and community relations for state-funded training for over 35,000 employees from over 4,500 California companies. **Glendale Community College:** Produced a quarterly newsletter—including all copywriting, art design, production, coordination of print runs of 80,000 pieces, and distribution as a Los Angeles Times and Glendale News Press insert; promoted numerous fundraising and special events.

LOS ANGELES COUNTY SUSAN G. KOMEN 2007 “RACE FOR THE CURE”: Collaborated on public relations and marketing; designed the survivor’s ceremony; provided copy and design guidelines for the event’s brochure; recruited Lorenzo Lamas for Celebrity Spokesperson.

EAST SAN GABRIEL VALLEY INTEGRATED WASTE MANAGEMENT AUTHORITY: created waste management and recycling media kits and materials for 16 cities in **Los Angeles County.**

CHARTER COMMUNICATIONS: Public relations and marketing services; special events and sponsorship programs for one of the largest cable companies in U.S. Liaison with **Disney Channel, Bravo, Lifetime, Turner Movie Classics, Fox Sports West, A&E, History Channel,** and many others.

THE CASTING SOCIETY OF AMERICA (CSA): Public relations and promotional services for a society of over 300 casting directors for motion pictures, television, and live theater, including CSA’s annual Artios Awards with media receptions for Leslie Moonves, Patrick Swayze, Jason Alexander, Christine Lahti, Frederic Forrest, Traci Lords, James Woods, David Arquette, Rosie Perez, Laura San Giacomo, William Petersen, the late John Frankenheimer, and others.

FILM / MUSIC MISCELLANY: WARNER HOME VIDEO: Promoted video releases for Mars Attacks!, Ace Ventura, Sleepers, and The Long Kiss Goodnight, and more. **Sony Records:** public relations and marketing support for CD releases of the **Spirit** catalog. **Dick Dale:** public relations and marketing campaign for surf guitar legend’s 1990s reemergence with “Tribal Thunder.”

11333 Moorpark St., #417, Studio City, CA 91602

818.509.3080 | roland4pr@sbcglobal.net | www.RolandCommunications.com

Contact: Annet Stanovich Peairs (cell: 818-486-7497)