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CLARE MORRIS AGENCY

Maximize Your Economic Development Success

► Our Team:

Clare Morris, President

Jessica Daly, VP for Creative Strategies

Amy Murray, VP for Corporate Communications

Trisha Ostrowski, VP for Public Relations

Karen Owens, Director of Business Development

We recognize the vital role economic development plays in South Carolina's future success and offer a special rate for economic developers looking to maximize their marketing and communications potential. We're ready to visit your community to see your features, learn what types of communications assistance you would like, and devise a strategy that fits your needs and budget. At the Clare Morris Agency we're committed to your success. Please contact us today.

Contact Karen Owens:

Clare Morris Agency

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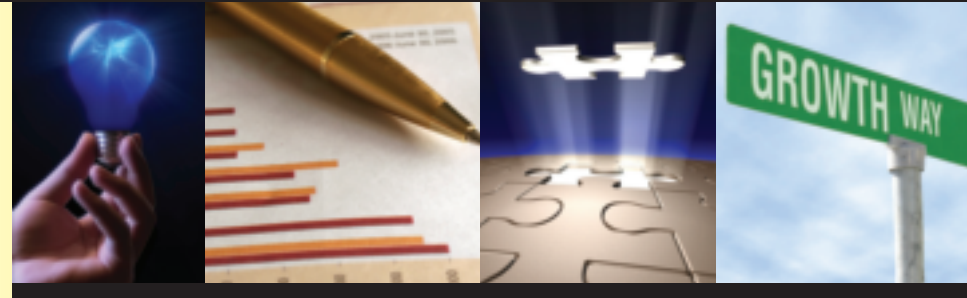
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At the Clare Morris Agency, we understand the challenges and opportunities you face. With our experience in economic development, we are uniquely positioned to help your community or county maximize your success.

► We Understand Your Business

We understand that economic development is a highly competitive business. When you work with the Clare Morris Agency (CMA), you will have a strategic partner who can hit the ground running.

Everyone on the CMA team has worked in marketing and communications for the state's lead economic development agency, the South Carolina Department of Commerce.

In addition, the intangible qualities that we bring to the table include our concern for the economic well-being of the state of South Carolina. CMA maintains a special focus on clients who are working to make our state more competitive in the global economy. It is our mission to contribute, whether directly or indirectly, to efforts to raise the standard of living in the Palmetto State. This is evident from our current client list, which includes the Council on Competitiveness, the Centers of Economic Excellence, and the Palmetto Biotechnology Alliance.

► Knowledge and Experience

On our team, we have united the talents of professionals who have diverse backgrounds. With over 50 years of combined experience spanning the private, non-profit, and government arenas, we have worked extensively with domestic and international firms in long-established industries as well as emerging growth sectors.

We have worked with our clients to develop new brands, design collateral materials, and craft media relations strategies targeting a number of diverse audiences – from the local economic developer community to international companies, research institutions, and foreign governments.

Our ideas, insights, and innovations speak for themselves...

Marketing

- Branding/Logo design
- Master presentation templates
- Ad campaigns
- Business plans
- Strategic marketing/target industry plans
- Trade shows
- Web development
- Collateral materials

Communications

- Government, public & media relations
- Press releases & op-eds
- Crisis communications
- Speech writing
- Special event planning
- Media monitoring
- E-communications
- Stakeholder relations
- Strategic planning

Expertise

- Community development
- Economic development
- International business
- Government
- Knowledge-based economy
- Recycling and sustainable development
- Workforce development

► Industry Appreciation Support

Many communities struggle with how best to highlight the important roles their existing businesses and industries play in enhancing quality of life and adding to their town or county's prosperity. The CMA team can help you develop a comprehensive strategy that will enable you to make the most of your recognition efforts and go beyond simply hosting a luncheon or golf tournament.

Some of our past and present clients include:

- South Carolina Centers of Economic Excellence
- Palmetto Biotech Alliance (PBA)
- Richard W. Riley Institute at Furman University
- Best Companies Group
- South Carolina's Council on Competitiveness
- Vought Aircraft Industries
- Orangeburg County Development Commission
- Medical University of South Carolina

