



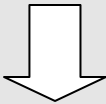
The Cleveland

# Independent Practitioners Group

"Communications in Action"

September 2006

**Wednesday  
September 13, 2006  
11:45 a.m.**



**Reputation Management  
presented by  
Barbara Paynter**

Mitchell's  
Fish Market  
28601 Chagrin Blvd.  
at  
Eton Place

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**RSVP by  
September 7, 2006**

to

[lynnemeyer@cox.net](mailto:lynnemeyer@cox.net)

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*The communications professionals of the Cleveland Independent Practitioners Group (IPG) meet monthly.*

## A company's reputation – a lifetime to build, only seconds to lose

It can happen at any time. A defective product. Executive malfeasance. Environmental damage. Serious compromises in customer service. The list of things that can destroy a company's reputation is practically endless.

A company's reputation is its most valuable asset, and there are many questions that need to be answered. What specific things should be done to build a good reputation in the first place? What's the difference between a good reputation and a positive public image? What role should public relations professionals play in helping clients build and maintain good reputations?

### **She's an expert**

Barbara Paynter, president of Paynter Communications is an expert on reputation management. Before starting her consulting business, she was a senior vice president with Edward Howard. During her nine-year tenure there, she worked with several high-profile clients, including Wal-Mart Stores, 3M, PPG Industries, The Hoover Company and National City Bank.

### **Reputation in a time of crisis**

Barbara will discuss the concrete steps to make sure clients are prepared to protect their good reputations, handle a crisis, come out the other end, and do what's necessary to repair their good names.

This presentation will be a good opportunity to bring a client. It would be helpful for them to hear this information and consider how you can help them.

Our lineup of future topics and speakers is top notch.

### **Get ready, get set . . .**

. . . get out your calendar and mark the dates of our next four meetings.

On October 11, Jan Limpach of [www.Keyphrase-Marketing.com](http://www.Keyphrase-Marketing.com) will have a dynamic presentation about something everyone's talking about. (No it's not Paris Hilton.) It's **search engine optimization**.

We'll welcome Tim Piazza on November 15, who will share his expertise about **podcasting**.

Our holiday luncheon is booked for December 13.

We're going to start the New Year out right with a presentation by our own Rob Felber, who will enlighten us about **trade shows, press conferences at shows** and the all-powerful **traffic builder promotions**.

### **Upcoming Meetings**

**October 11** – Search Engine Optimization

**November** – Podcasting.

**December 13** – Holiday luncheon

**January 10** – Trade shows, news conferences at shows, and traffic-building promotions.

As always, guests (clients, colleagues, etc.) are welcome to attend our meetings. As non-members, they will pay an extra \$8 in addition to the cost of their own lunch.