



MASONPR

Agency Credentials



Local Advantage



Global Vision



MASONPR

Expertise

Diverse Industries

- Consumer Products and Services
- Healthcare
- Sports
- Non-Profit
- Finance
- Technology
- Hospitality
- Government /Public Affairs/Legal
- Entertainment



MASONPR

Specialties

Diverse Services

- Strategic planning
- Event management
- Sports management
- Media relations
- Media training
- Crisis planning
- Public affairs
- Writing
- Advertising & Media Buying
- Marketing communications
- Graphic Design
- Web Development
- Community relations
- Branding



MASONPR

Resources

Lauren Mason, *President*

Over 12 years of public relations experience at national communications agencies; conducted award winning campaigns; complex national marketing efforts; and international media events

Lauren has more than 12 years of public relations and marketing experience working with international public relations agencies, large corporations, emerging companies and non-profit associations. Lauren founded MasonPR in February 2003 after years of working for some of the largest public relations firms in the world.

Her specialties include conference media management, event planning, product launches, and corporate and issue-focused media campaigns. Her expertise lies in strategic planning, writing and project management. She develops corporate and marketing collateral, press releases and other media kit materials, websites and corporate documents. Lauren also manages pressrooms and media relations for conferences and annual meetings.

Prior to starting her own agency, Lauren served as Healthcare Account Supervisor at Manning Selvage & Lee where she managed public relations campaigns for biotechnology and consumer healthcare products. Lauren's major clients included SSL Consumer Healthcare, Visible Genetics, Inc., BresaGen and Cogent Neuroscience. Lauren has also worked for Ketchum Public Relations' Washington D.C. and Atlanta offices, providing issues management and public affairs support. There she specialized in women's health, scientific communications and outreach at the grassroots and grassroots levels for clients that included Wyeth-Ayerst, CIBA Vision and Dow Chemical Company.

Lauren's achievements include launching the first FDA-approved HIV-1 genotyping test for drug resistance in the U.S. and Europe, and managing the worldwide media campaign for BresaGen, Inc., which owned four of the embryonic stem cell lines approved by President George W. Bush for research in the U.S. Her work has earned her several national and local public relations awards, including the PRSA Silver Anvil for her work writing and producing the first global Public Report for Dow Chemical.

Lauren has served on the Communications Committee for the American Red Cross and has been active in several public relations and communications organizations. She is also a member of the Healthcare Business Women's Association and the San Antonio Hispanic Chamber of Commerce. Lauren graduated cum laude from American University in Washington, D.C. with a degree in public communication and minor in graphic design and is a member of the Kappa Tau Alpha national honor society for communications.



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Resources

Tanya Sammis, *Account Manager and Sports Management Team Leader*

Specializes in sports marketing and representing non-profit organizations

As an account manager at MasonPR, Tanya Sammis is responsible for day-to-day client management activities and business development strategies. She specializes in sports marketing, materials development, event planning and management, and working with community-based organizations. Some of her clients include the U.S. Army, the Austin Wranglers, Sean Adams, Sunrise Home Health Care of San Antonio, and Assessment Technologies.

Tanya is a graduate of the University of Texas at Austin. She earned her Bachelor of Science in Public Relations in 2004, followed by her Master of Education in Sport Management 2007. While working toward her degrees, Tanya was a member of the Public Relations Student Society of America at UT. She has experience in public relations, community development, event coordination, and sports media relations.

Tanya previously worked with the Houston Astros in the media relations department, where she assisted with press conferences, community events, and development of media materials. Before her time with the Astros, she worked with the American Cancer Society, as well as Youth InterACTIVE, a local non-profit organization in Austin, Texas.

Cristina Elizondo, *Event Coordinator*

Cristina Elizondo specializes in event organization, management and logistics. Her recent projects have included the International Academy of Design and Technology's Grand Opening and Fashion Show, "Imagine," the First Annual Texas Great American Tribute, *NSIDE Magazine's* March Business Mixer, and the San Antonio Community Action Committee Luncheon. Cristina coordinates event projects and oversees responsibilities of the agency's interns. She is originally from Edinburg, TX and is currently enrolled at the University of Texas San Antonio.



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Resources

Mario Ochoa, *Account Manager and Media Team Leader*

Specializes in media relations, advertising and writing

Mario Ochoa works as an Account Manager for Mason PR. A lifelong San Antonio resident, Mario specializes in client management, creative development, writing and editing. After completing his studies at the University of the Incarnate Word, he began work as a freelance writer and editor in the San Antonio area. To date, he has contributed to publications such as the San Antonio Current, the Kingdom Press, the Juice Weekly, Amuze Magazine, NSIDE Business, NSIDE MD, and Prime Time Newspapers.

In addition to his work as a journalist, he has also worked extensively in public relations, producing creative content for agencies such as the Mighty Studio, Avista Products, and most recently Regnier Valdez. Prior to joining Mason PR, he was positioned as Editorial Manager for NSIDE Publications.

Alexa Goldberg, *Graphic Designer*

Alexa is currently an Account Assistant for MasonPR, with a special focus in graphic design. She assists with client research and media relations activities as well as graphic design and layout for marketing and other materials. Alexa also currently oversees the administrative functions for the company's president. Alexa began as an intern with MasonPR in Spring 2008. She graduated from St. Mary's University in San Antonio with a degree in English Communications Arts.



MASONPR

Strategy

- We build virtual teams to fit your business needs
 - MasonPR coordinates teams of experts with the skills necessary to achieve results
- We deliver unparalleled customer service
 - You work directly with our experts, not simply junior-level staff



MASONPR

Details

- Founded in 2003
- Headquartered in San Antonio, TX
- 50% sustained billings growth
- Client list spans Fortune 500 companies to medium and small businesses/organizations
- SCTRCA-Certified Small Business Enterprise (SBE) and Women Business Enterprise (WBE)
- Listed as 7th largest PR firm in San Antonio (*SA Business Journal*, February 2008)



MASON PR

Clients

THE SAN ANTONIO
MEMORY
INITIATIVE



Center for Orthopaedic Surgery
& Sports Medicine
OF SAN ANTONIO



International Academy of
Design & Technology



ARMY STRONG.™



Eva's Heroes™
INSPIRE TO IMAGINE.





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Clients

- American Diabetes Association, San Antonio Chapter
- Assessment Technologies, Ltd.
- AstraZeneca
- Aureus Partners, Inc.
- Austin Wranglers, Arena Football League
- Beta Dermaceuticals
- Center for Orthopaedic Surgery & Sports Medicine
- Deloitte+
- Freewebs.com+
- GlaxoSmithKline+
- Hispanic Women's Network of Texas
- Hunkydory *paper products
- International Academy of Design & Technology
- International Society for Heart & Lung Transplantation
- Johns Hopkins University Mexican American Hispanic Physicians Association
- Longhorn Live
- My Gene Image
- Nancy Corwin, Realtor
- Nina Duran, author of *Elijah on My Mind*
- Nokia+
- Pfizer+
- Positive Beginnings, Inc.
- Priest Holmes Foundation Golf Tournament
- Reggiano's
- San Antonio Women's Hall of Fame
- San Fernando Health & Safety Fair
- Sean Adams, ESPN-Austin
- SSL Americas / Durex Consumer Products
- Stryker Orthopaedics
- Sunrise Home Health Care of San Antonio, Inc.
- The Texas Great American Foundation
- Time Warner Cable San Antonio
- Time Warner Cable Business Class+
- Voices for Children of San Antonio
- The Westin Riverwalk
- The Wireless Foundation+
- United States Army

*Includes past and present clients
+ In partnership with other agencies*



MASONPR

Why MasonPR?

- Unique Combination of Experience
- Proven Results
- Ability to work in local markets

“MasonPR has successfully designed and implemented a creative image campaign for Assessment Technologies that is generating a buzz among our customers, employees and some other local businesses. Their strategic counsel on key messaging and re-branding elements for the campaign has been invaluable.”

*Michelle Solis, Vice President of Sales and Marketing
Assessment Technologies, Ltd.*

“MasonPR is extremely capable and gifted at what they do. They have integrity and that’s what we’re looking for. They are a results-oriented company that markets with integrity.”

*LTC Rene Brown, Battalion Commander
United States Army
San Antonio Recruiting Battalion*



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Case Studies

The International Academy of Design and Technology



The International Academy of Design and Technology in San Antonio (IADT) offers specialized Associate Degrees in Graphic Design and Fashion Design & Marketing. The Academy has been an established institution for over 25 years and was founded by Cleim Stein, Jr., a former Sears executive. Currently, the Academy has ten other campuses across the United States. IADT prides itself on offering students a unique experience by providing them with smaller class sizes in order to create a more dynamic classroom experience that pushes every student to their fullest potential.

MasonPR was instrumental in the planning of *Imagine 2008* the IADT Grand Opening and Fashion Show, hosted by Nick Verreos of *Project Runway*, Season 2. MasonPR constructed and distributed media kits to the press for the event. MasonPR drove the publicity efforts, management and development of the entirety of the project. MasonPR has worked closely with IADT to spread the word about the programs they offer for those in the San Antonio area who aspire to have careers in fashion, design, or other creative industries. MasonPR has secured media coverage for The Academy in The Express-News, in addition to other San Antonio publications.



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Case Studies

Assessment Technologies Ltd.



Assessment Technologies Ltd. was founded in 1986 and has been a moving force in the reduction of property taxes for large and commercial industrial properties ever since. Today Assessment Technologies represents over \$23 billion of real and business personal property in over twenty US states. Assessment Technologies has been a client of MasonPR since 2007. MasonPR compiled a press kit to distribute to local media on behalf of Assessment Technologies. MasonPR researches target audiences and solicits speaking opportunities for Assessment Technologies' senior-level staff to reach business, real estate, and tax audiences.

MasonPR also assists Assessment Technologies with an ongoing low-level advertising campaign in local real estate publications and business journals. MasonPR manages the concept, content, and design process for all of Assessment Technologies' marketing materials including a monthly e-newsletter, which includes information and updates about the company and clients. The e-newsletter is formatted, created and written by MasonPR staff and is distributed to a variety of professional corporations, groups and individuals.



MASONPR

Case Studies

San Antonio Community Action Committee



In an effort to support the San Antonio Recruiting Battalion, MasonPR is currently managing the initiative to create, develop and progress a committee of civilian supporters in the local community. The San Antonio Community Action Committee is made up of an array of influential members in industries across the city—including business, education, political, military, and sports & entertainment. MasonPR organizes quarterly meetings and subcommittee meetings for members to discuss myriad ways in which our community can effectively support our local Army's mission.

ARMY STRONG.™

Our agency manages all organizational development and communication, in addition to the meeting and event management. Members of the MasonPR staff are intricately involved in successfully maintaining the operation of this committee and creating a professional environment at each of the committee and subcommittee meetings. MasonPR oversees all promotional, marketing and administrative responsibilities for this project and works in direct collaboration with the U.S. Army, as well as high profile companies across the city.



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