

Hello everyone!

As we ease into fall, I hope everyone had a relaxing and fun-filled summer. The PSC Team managed to mix in a little pleasure with business, which made for an enjoyable, yet productive season.

Wonderful things continue to happen with Pulido Sanchez Communications, LLC, many of which are beyond even my wildest dreams. When I hung my shingle out six years to start this entrepreneurial journey, I couldn't have imagined I'd be doing global work. Through our client Navistar®, and their brand International® Truck and Engine, we've been working in Latin America, helping the company to raise its profile. From media relations to community relations, the PSC Team has helped heighten awareness about International's core brand philosophy in Latin America: **Practical Innovation + Simplified Solutions + Connected Customers.**

Besides exciting events and projects on the client front, we're thrilled to add new talent to our staff. In addition, we've just launched our new website, hosted amazing events for clients and spent time out and about in Chicago.

As I said, it's been a busy time! I hope you enjoy this edition of our newsletter and as always, we look forward to hearing from you!

Happy fall!

Pat Pulido Sanchez
President and CEO
Pulido Sanchez Communications, LLC

A New Place in Cyberspace

Just in time for fall, Pulido Sanchez Communications, LLC has re-launched its website, complete with a fresh new look and expanded content that highlights insights, connections and solutions we provide to our clients.

The new site features our client roster, case studies and recent news to keep our visitors up-to-date on the latest and greatest information from our agency.

Check it out at www.pulidosanchez.com and let us know what you think!

Taking AIM at Melanoma

We recently had the opportunity to conduct a media outreach campaign for California-based AIM at Melanoma, the largest international foundation dedicated to melanoma research and patient advocacy. The foundation had been urging California Governor, Jerry Brown, to sign a bill banning minors from using tanning beds, which have been linked to the rapid rise in melanoma rates.

The bill passed in early October and the issue received widespread media attention including ABC News, Huffington Post and the *San Francisco Chronicle*, among many other outlets.

New PSC Team Members

We are pleased to welcome two new dynamic team members to the PSC fold:

Gary Kubo is PSC's Vice President of Planning and Research. His work covers all aspects of marketing and research (qualitative and quantitative) for consumer products, business to business accounts and new product development (both domestic and international). Gary has held senior positions at some of Chicago's top advertising agencies including Ogilvy & Mather Bozell, Euro RSCG, Young & Rubicam and Foote Cone & Belding (now Draftfcb).

Gary is highly skilled in the development of brand and strategic marketing plans and has worked on top brands including Sears, Carnival Cruise Lines, Mercedes-Benz, Bell South, Motorola, Coors Brewing Company, Procter & Gamble and Kraft.

Lucerna Huayanay joined PSC as an Assistant Account Executive after a successful internship with Leo Burnett. She is a graduate of University of Missouri St. Louis with a degree in International Business Marketing. Besides her work at Leo Burnett, Lucerna interned with Fidelity International. Lucerna originally hails from Lima, Peru and is fluent in Spanish.

PSC in TWC

In case you missed it, Pat Pulido Sanchez, a contributing editor for "TCW Magazine," had a featured article in the popular "Diversity Issue" this past August. The article focused on how three major Chicago-area retailers make diversity a top priority – from the C-Suite to the Street. The full article is available on our website www.pulidosanchez.com.



Celebrating Community Leadership

Against the backdrop of the beautiful Shedd Aquarium, our client, Sodexo hosted a fantastic event honoring local organizations that have made every day a better day in the Chicago community.

Chicago-based organizations Allstate, Sinai Health Systems and Namaste Charter School were honored for their leadership and innovation in improving the lives of Chicagoans at the first-ever “Celebrating Community Leadership in Chicago” event at the Shedd Aquarium. The event was established to recognize community leaders who are dedicated to making every day a better day in the Chicagoland area.

Each of the three honorees has longstanding relationships with Sodexo and has demonstrated “best practices” in community leadership and service. When determining which of its partners to recognize as community leaders, Sodexo looked at Chicago-based organizations it had existing relationships with that have tremendous contributions to the Chicago community in the areas of health/wellness, hunger initiatives, diversity and inclusion and sustainability.

The PSC Team helped to plan the event, handling everything from theme development, logistics and promotion.

Around Town with PSC

Attended “The Dialogue: Millennials” event at the **Museum of Contemporary Art** on September 7. Among the info we gleaned is that while Millennials are known to be early adopters, 83 percent sleep with their cell phones and are on track to be the most educated generation in American history...

On September 14, we heard great words about leadership delivered by **Christopher Kennedy**, one of three Chicagoans honored by The Apparel Industries Board, Inc. and the 100 Club of Chicago at the **2011 Leadership Awards Gala**. **Lester Coney** and **Lori Healy** were also recognized for their contributions to the city of Chicago...

On September 15, the PSC team was thrilled to meet **Eduardo Arnal Palomera, the Consul General of Mexico** in Chicago at a reception at the **Field Museum** to celebrate **Mexico’s Independence Day**. The highlight of the evening was the civic ceremony in which the Consul General delivered the cry of independence (El Grito).