



## News Release

### **New Colorado PR Firm Cites Economy as “Bonus of the Timing”**

(Feb 18, 2009) Colorado Springs, Colo. – Two Colorado public-relations veterans are taking advantage of the economic downturn to start a new public relations agency.

Lisa Bachman and Barry Grossman, coworkers for more than a decade, have joined forces to form the Lisa Bachman PR Group. Both have more than 30 years corporate public relations and government public involvement experience, served in the Air Force together and have been in Colorado for 20 years.

“Some would question the motivation behind starting a business in a down economy, but we think this is the perfect time to be launching our agency,” said Bachman, agency principal. “There are many organizations, both public and private, that need help communicating with their audiences, particularly as many are downsizing their in-house public relations and communications staffs and are struggling with tight budgets and uncertain futures. Our extensive experience, our relationships throughout the state and our passion for this business are the drivers.”

Bachman and Grossman have provided public involvement and communications services for some of Colorado’s largest and most complex government infrastructure projects such as the Transportation Expansion (T-REX) Project in metro Denver and the Colorado Springs Metro Interstate Expansion (COSMIX) Project, several environmental planning studies and have handled public relations for numerous notable clients throughout the state. “Our business philosophy is to take the complex and make it comprehensible, breaking down barriers to understanding, creating joint visions between an organization and its stakeholders, and helping clients build partnerships . . . not just for an immediate need, but for the long haul,” said Bachman. “Our communications strategies are about improving relationships and building trust that ultimately enhances the credibility of our client organizations.”

“Our experience on government projects positions us well for the federal economic stimulus package to work on those projects that are ‘shovel ready,’” said Grossman, also an agency principal. “While we didn’t go into business because of the economic stimulus package, it’s a bonus of the timing.”

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Bachman and Grossman agree that the Obama administration's emphasis on governmental transparency affects all levels of government and the American public expect the same from corporate America. "Open and honest communication is expected, and demanded," said Bachman. "As transparency brokers, we help our clients, both public and private, develop communication strategies that ensure transparency and provide the opportunity for two-way dialogue using the newest communications technologies."

In addition to their government background, Bachman and Grossman assist clients with strategic planning, media relations, spokesperson training, crisis communications, community relations, issues/reputation management, and corporate responsibility. They have counseled organizations nationally with very complex communications and crisis situations.

As more Americans get their news and information online and as the way people interact and communicate changes, the Lisa Bachman PR Group also works with clients to understand the influence and impact social media can have on their organizations, developing and monitoring the most appropriate outlets to tell their story and helping to build support among their audiences, customers and stakeholders. Whether it's a blog, a Facebook page, or a Twitter site, we assist our clients in adapting to the new communication opportunities and challenges.

With collaborative partnerships no longer an option, but rather, a necessity in all areas of business and government, Bachman and Grossman are capitalizing on their experience and longevity working together to create this new collaboration of their own. The collaboration is already paying off with selection of their team for a Colorado Department of Transportation contract in Pueblo. The two will be handling public involvement and public communications for a Planning and Environmental Linkage study on US 50, west of I-25.

Both Bachman and Grossman are accredited in public relations (APR) by the Public Relations Society of America and are active in the Colorado Chapter in Denver and the Pikes Peak Chapter in Colorado Springs.