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Key clients in 2008

- W.R. Case & Sons Cutlery Co., Bradford, Pa. (www.wrcase.com)
- Bryan Hyde Design, Rochester, N.Y. (bryan@bryanhydedesign.com)

Large-agency experience: 1980-1989, Senior Account Executive, Public Relations, Rumrill-Hoyt Inc. (later part of Saatchi & Saatchi). Clients: *Eastman Kodak Company—Motion Picture and Audiovisual, Graphic Arts, Health Sciences, Photofinishing, Corporate Communications, and some venture groups.*

Work for hire: Strategy, implementation, positioning, and publicity support (*press releases, DVD kits, talking points, one-on-one media involvement, and waving the flag for my clients and their core culture and goals.*)

Examples of communication tools created and implemented following a plan of action are available as PFD files. The clients are: *Party City, Anthony Gallea, and Eastman Kodak Company.*

Other major clients: *DuPont Company, Agricultural Products* (developed on-site case histories and watched how ketchup is made); *Champion Products Inc.* (accompanied Orlando Pizzalato, two-time NYC Marathon winner, on a publicity tour); *Livingston County Department of Social Services* (fee-based account for 7 years. Lots of local exposure for needs like foster care, elder abuse, and adoption); *Carborundum Abrasives* (learned that there are many things you can say about sandpaper); The Locust Club of the Rochester Police Union.

Recent publications: PDFs for *Eventing Magazine*; article: Rochester Subway; Kodak Park Comes Down; Victorian Bridge Saved; Lucille Ball in Jamestown, N.Y.; Air-o-Gami with Larry Moss (*American Profile*); "X" Marks the Spot (*The Los Angeles Times Travel*).

Siegfried. Siegfried, a peacock, is special. Siegfried is white in a colorful world; His story is about tolerance of differences and what it feels like to stand out. He has a book publication due date, but he's not sure which publisher. The buzz at Laurie Mercer PR indicates that Siegfried is talking to some talk show hosts about getting his story out there. Click here if you want any updates. (www.siegfriedthepeacock.com—*not yet live*).

Get the book! Laurie Mercer's *Opportunity Knocks—Using PR*, with co-author Jennifer Singer, is available at Amazon (www.amazon.com).

Formal Education

BFA (summa cum laude), Ohio University
Major: photography; minor: art history
Studied with Minor White, an important influence in American photography and expression