



"A problem ignored is a crisis invited."
-- Henry Kissinger

Crisis & Issues Management

Don has successfully handled numerous crisis situations at international, national, regional and local levels. He has received a number of awards for his crisis management skills, including a district award covering a ten-state area from the International Association of Business Communicators.

One of his most high profile crisis communications cases was representing the National Horse Show Commission and the Tennessee Walking Horse National Celebration when the industry was under attack by several news media outlets. He led the development of a campaign that turned the tide of negative publicity, which the chairman of the Celebration's board of directors credited with saving the industry.

When the Teamster's Union in Arizona spread damaging misinformation about one of his client's hospitals, Don developed and helped implement a response plan that included an employee-driven initiative to combat the false charges. Union activity quickly ceased at the hospital and patient levels—which had dropped dramatically—returned to normal.

In another case, after a devastating fire killed two patients at a client's mental health center in Puerto Rico, he managed the crisis onsite by working with local staff to develop a strategy that squelched rumors and reversed negative media coverage. As a result, the mental health center was quickly able to resume normal operations.

Don also helps companies develop crisis communications plans and proactively managing issues *before* they become crises. For example, as part of his public relations work with New York-based Agway Energy Products, he managed a media campaign to educate the public about rising energy costs and ways to save money.

Commenting on the campaign, which generated more than 200 interviews in eight months, Agway Energy Products' vice president of public affairs wrote, "In almost every instance, we were able to turn any negative angle into a positive story."