



Dear Reader,

Happy New Year 2012 and Happy Year of the Water Dragon to our clients, colleagues and friends across the globe.

Each of us at Walek & Associates would like to take this opportunity to thank you for your business, your support and your friendship in the past year and express our best wishes to you for the year ahead.

We also want to update you on important events at our firm in 2011 and look ahead to 2012.

In December, Walek & Associates was named a finalist in the 2012 Boutique Agency of the Year awards by *PRWeek*. We were the only financial and corporate agency in the country to be so named and we are highly honored by this designation. As with every achievement at our firm, we thank our employees and clients for their support and dedication. The winner will be announced at a dinner in New York on March 1 and we will be enthusiastically present to see if we are twice honored. Please see an announcement in *PRWeek* at the end of this email, along with our 2011 award from *Hedgeweek* for Best PR firm, our second consecutive award from this UK publisher.

Our position as an independent, global financial and corporate agency was strengthened in September when we opened a western US office in Boulder, Colorado. Headed by our long-time colleague and now Walek & Associates Vice President, Mo Shafroth, the Boulder office extends our geographic reach and deepens our expertise in financial tech, professional services and financial services. Mo's background includes editorial roles at *The San Francisco Examiner* and *The San Francisco Business Journal*, as well as PR positions at the Pacific Stock Exchange and Charles Schwab. Many Walek clients nationwide are taking advantage of this new resource. If you have not met Mo, I would be delighted to arrange a meeting.

Last year also saw the blossoming of our Walek Book Projects and Promotions division. Launched in 2010 to provide book publishers and authors with a seasoned team of business/financial communicators steeped in the needs and brand-building opportunities of digital and print publishing, Walek Book Projects and Promotions took off in 2011. We worked with numerous authors and publishers helping them package book projects and promote new releases. At one point, our clients represented three of the top five best-selling finance books on Amazon.

Reflecting our increased work in social media and fundamental shifts in the media landscape, in 2012 we are rolling out a Walek Social Media resource for financial and corporate clients. Walek Social Media consolidates our firm's extensive experience in this arena and introduces several powerful new tools designed to give clients the same comprehensive approach to online media that we provide in approaching traditional media outlets. Walek Social Media contains two main components: 1) Social Media Monitoring and 2) Social Messaging and Response, comprised of evaluation, design and execution. You will be receiving more information regarding this resource in the weeks ahead.


Covering all types of media interactions, "Off the Cuff or On the Record" is the latest in our *Alternative Views* series of papers. This paper adds traction to the often slippery slope of terms that govern media interviews. Examining common definitions, common misconceptions and featuring quoted insights from professional journalists and editors, this is a must-read for anyone interacting with today's media. Please find this paper at www.walek.com and click on "News and Alternative Views."

As an independent, focused organization of seasoned professionals, we have the pleasure of thinking about our clients and strategizing for their continued success all the time. That's what we do. As we look ahead to the challenges and opportunities in this new year, we are excited to be working in New York, Boulder, Hong Kong and London with a growing list of local market and global clients who share our commitment to professional communications as an integral part of everyday business.

It is truly a pleasure to work with you and we look forward to being of continued service in the months and years ahead.

Warmest Regards,

Thomas Walek
President and Founder
Walek & Associates



Boutique Agency. Global Presence.

Walek & Associates is honored to be a finalist for
PRWeek's 2012 Boutique PR Agency of the Year.

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