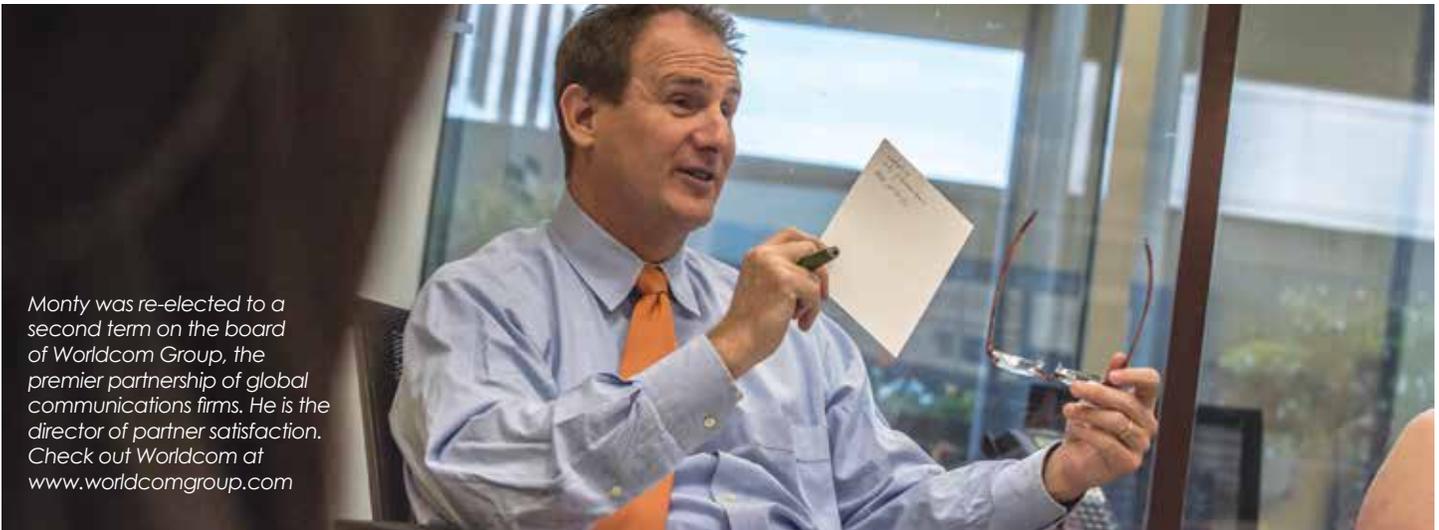




# JUICY BITS

Summer 2015

THE RLF COMMUNICATIONS NEWSLETTER



Monty was re-elected to a second term on the board of Worldcom Group, the premier partnership of global communications firms. He is the director of partner satisfaction. Check out Worldcom at [www.worldcomgroup.com](http://www.worldcomgroup.com)

## UNSTOPPABLE MOMENTUM

by Monty Hagler  
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I'm not sure which event hit me harder this summer – celebrating the last birthday in my 40s or marking the 25th anniversary of when I started working “real” jobs. I have not found these milestones to be depressing, but both of them have triggered moments of reflection.

With the exception of creaky knees and reading glasses, I don't feel much older than when I hung up my lifeguard whistle and started wearing suits and ties after finishing graduate school in 1990. Some 60,000 work hours later, I feel calmer, wiser and fortunate to have engaged so many talented mentors,

co-workers, executives, clients and rivals throughout my career.

While the technology used to communicate with clients and reach key audiences has changed immeasurably over the past 25 years, the fundamentals of public relations and corporate communications remain the same. Stay focused on the end objective. Define the stakeholders who can help you achieve or hurt that objective. Engage audiences with the right channels and the appropriate timing. And always find ways to simplify the story and bring it to life.

Whether I was working for a U.S. Senate campaign, a rapidly growing banking corporation, a small public relations agency expanding its scope of services or an advertising agency fighting hard to remain relevant, I relished each opportunity to learn something new every day. I still do.

In his book *Good to Great*, Jim Collins writes about the flywheel concept – the idea that it is the accumulation of effort applied in a consistent direction that creates unstoppable momentum. It is rarely a single defining action or one big thing that creates

spectacular results.

RLF was started in 2007 with the goal of creating an agency shaped by the very best features of people and organizations we respected, liked and even feared. It's hard work distilling our culture and pushing our flywheel one step at a time, but its turning easier and faster thanks to the tireless efforts of our talented team and the partnership of outstanding clients. I hope there are 25 equally more fun, interesting and challenging years of work – and life – left before me.

HAVE YOU SEEN OUR NEW WEBSITE?

CHECK IT OUT AT [RLFCOMMUNICATIONS.COM](http://RLFCOMMUNICATIONS.COM).

RLF IN ACTION



### Digging deep to spur safety awareness

For the past two years, RLF has worked with Colonial Pipeline to promote National Safe Digging Month and raise awareness of calling 811 to locate utility lines before you dig. This year, we created Diggin' Day to generate more direct conversation with consumers. Set at a Tractor Supply location, the daylong event featured free pizza, giveaways and a live radio broadcast. Colonial Pipeline and RLF team members staffed the event, which was promoted through media relations, social media and advertising to reach an even wider audience. Check out our Call 811 man-on-the-street video at [tinyurl.com/digginday](http://tinyurl.com/digginday).



### Getting a charge out of new products

RLF team members supported product launches by LP Smart Products at the Hospitality Design Expo in Las Vegas in May. To promote its Helios wireless charging and other technology innovations, RLF pitched on-site media interviews, live-Tweeted event updates and handled overall communications efforts. Read Furniture Today's profile of LP Smart Products for insight into the role LP Smart Products is playing to shape the Internet of Things: [www.furnituretoday.com/article/521049-leggett-platt-launches-high-tech-products-division](http://www.furnituretoday.com/article/521049-leggett-platt-launches-high-tech-products-division).



### Enlisting mommy blogger support for new package and drink formulations

To support the launch of a Tum-E Yummies line extension, RLF handled regional and trade media relations and outreach to mommy bloggers in the Southeast and Mid-Atlantic. The new 6-packs, sweetened with a blend of stevia and real sugar, are a hit with consumers and influencers. Check out one of the stories published because of our efforts: [columbiasc.citymomsblog.com/tum-e-yummies-fun-hydration-kids-love-giveaway](http://columbiasc.citymomsblog.com/tum-e-yummies-fun-hydration-kids-love-giveaway).



## Creating a new brand

RLF worked hand-in-hand with the leadership team at financial services company Unity FI Solutions to launch a new name that better reflects their expanded service offerings. Unity FI Solutions offers technology payment solutions for banks, businesses and educational institutions. Our work included the creation of branding, a new website, collateral materials, media relations and online marketing.



## Powering home ownership possibilities

In addition to working with PBI Bank on a brand refresh reflected in our creation of its new website and collateral materials, RLF and the PBI marketing team designed and executed a campaign to reinforce mortgage lending options to residents in the bank's 14 Kentucky markets. The campaign included out-of-home and print advertising, collateral and direct mail components.



## RLF is proud to welcome five new employees:

*communications specialist Carolyn Kuzmin, communications managers Alice Lee and Marissa Pierre, director Amanda Lehmert and graphic designer Kent Chilton.*



Carolyn is a recent Elon University graduate. She received her Bachelor's degree in marketing with a minor in communications. She worked at Elon's student-run integrated marketing agency and interned with designer Elie Tahari.



Alice graduated from UNC-Chapel Hill with a degree in journalism and a concentration in public relations. She also served in the Peace Corps and worked as an international flight attendant for United Airlines.



Amanda worked for 12 years as an award-winning journalist for newspapers, including the Greensboro News & Record and the Cape Cod Times. She has a Bachelor's of Science from Emerson College.



Marissa is a recent High Point University graduate. She received a Bachelor's degree in strategic communication with a minor in marketing. Marissa held internships at Wildfire, Mullen and Hanesbrands.



Kent has more than 19 years of experience in design, ideation and art direction. Kent has led design projects for various industries, including software, packaging, manufacturing, healthcare, retail, furniture and higher education.

MOVIN'  
ON UP  
RLF HEADS FOR NEW  
HEADQUARTERS



**RLF will soon be a part of South Elm Street's renaissance.**

In 2016, we'll move to a new home at 532 S. Elm Street, in the center of some of the most exciting downtown redevelopment. We'll occupy the third floor and rooftop deck on the northwest corner of Lewis Street,

sandwiched between Jules Antiques and Dixie Lock & Key.

The building is under redevelopment by Andy Zimmerman, who has transformed the South Elm Railyard District with Gibb's Hundred Brewery and the entrepreneur space HQ Greensboro.

Our new space will integrate the past and the future. We'll keep some of the unique

features of this 115-year-old building, like the exposed brick walls and large windows with their streetscape and courtyard garden views. But we'll design a thoroughly modern office space with an open floor plan that will allow us to collaborate better as a team.

It'll be a place we can grow as a company and better serve your needs.