



[PUBLIC RELATIONS • CAUSE MARKETING • IMAGE MANAGEMENT • PUBLIC INFLUENCE]

Quite Simply: We deliver results through intelligence and extraordinary creativity

TEAM PROFILE

FELICE+WHITNEY has more than 10 years of experience working on high profile projects having multiple constituents where the stakes are high and discretion and critical thinking is absolute. Our individual members each have between 10 to 30 years of experience. We have a track record of success moving projects through the public participation phase with winning outcomes and positive publicity. Our founders hold leadership positions on various community boards and their volunteer work extends to economic development and human rights initiatives throughout the state and beyond. Our experience also includes legislative analysis at the federal level on clean air, clean water and other environmental issues.

In particular, we have experience with public awareness and support of projects involving brand awareness and re-branding of public institutions, public improvements and public health. We assist our clients through crisis communication and brand management through positive public relations.

We are located in Phoenix Arizona, but our reach is global. Our clients come from various parts of the U.S. and abroad. We provide local, regional and national media placements and our crisis communication has extended to the U.K. and E.U. countries.

We are experts in wading through complicated, technical messaging to distill it down to understandable, actionable messages that can be embraced by multiple stakeholders and present that data in creative ways. We are experts in identifying powerful advocates to strengthen the delivery of those messages by endorsement or

Marketing is nothing more mysterious than a systems problem requiring creative intelligent solutions. And causes are the same as peanut butter.

vocal support. In particular we are proficient in delivering the same message to opposite audiences by speaking in the language they understand. But we are most proficient in **keeping our clients focused on those actionable things that will deliver results for their campaign or initiative.** Too often, clients think that “if we get enough positive press,” it will deliver the results they seek. Sadly, that is often not the case. Most political pundits know that even crushing stories, broadcasted 24/7 will eventually blow over. And consumers, while engaged, need simple messaging they can understand along with very clear calls to action. Too often, well meaning organizations

seek to deliver multiple messages in one vehicle; a press release with confusing messages, a website with cumbersome data, or a brochure with every single initiative laid out yet missing a call to action. People need and want simplicity.

When oil prices drop,
Warren Buffet Invests
in Peanut Butter.
Why?

We call them “Arm Chair Activists.” They care, but they want to get involved in simple ways. And while the inclination may be to dismiss them in favor of more grassroots, hard working on-the-ground activists, the truth is sometimes it is numbers that drive change. A petition with 200,000 signatures can sometimes be far more effective than two weeks of news stories. One is not better than the other, but organizations tend to overlook those vicarious supporters and the power they represent.

We excel at the simple and the subtle. Subtle is what causes consumers to purchase on impulse, call their representatives or choose that brand over another. Yet subtlety is often the first thing ignored by institutions and governments. It requires a deft understanding of how actors are motivated to be successful.

Our roster of our most recent projects includes:

The Armory - Incubator space for veteran businesses (Mayor’s initiative)

Institute for Global Self Reliance - Public Awareness of Anti-Trust and National Economic Development

Arizona State Fair & Exposition – Public Image Campaign

Arizona Agribusiness & Equine Center - Urgent Public Relations Campaign to Insulate from Challengers

City of Mesa - Public Impact Projects and Local Reliance

Cruise America - Global Crisis Communication

Pharmacists United for Truth & Transparency - Public Affairs & Public Relations Campaign

Prophecy Investments - Socially Responsible Investing

Focus on Lyme - Lyme disease activism through research and development of real, high-profile science

Greater Phoenix Gay & Lesbian Chamber of Commerce - Advancement of LGBT issues through economic development with emphasis on locally owned businesses

Arizona Summit Law School - Overcoming Negative Image & Recruitment Strategies

Friends of Verde River Greenway - Water Conservation Project Acceptance & Support

Dion Initiative for Bullying Prevention - First Lady of Phoenix Nicole Stanton - Cause Marketing & Public Relations

VisionQuest 20/20 - Childhood Wellness Cause Marketing & PR

Albuquerque Technical Vocational Institute and TVI Workforce Training Center – complete rebranding from 42-year-old name “TVI” to “Central New Mexico Community College”, oversight of communication through all channels and protection of school’s public funding

New Mexico Schools General Obligation Bond – 8 times successfully passed by taxpayers

CASE STUDIES

FRIENDS OF VERDE RIVER GREENWAY

Challenge

Friends of Verde River Greenway (FVRG) is a non-profit 501 (c) whose mission is to restore, preserve and promote the natural, cultural, scenic and recreational resources of the Verde River and its tributaries. For years, they have been concerned that the Verde River, the last free flowing perennial river in Arizona, will become depleted as groundwater pumping in the Verde Valley continues to increase. FVRG alongside their funding partners established a pilot mechanism to protect the Verde River called the “Verde River Groundwater Mitigation Program.” The program provides a vehicle for current and potential water users to voluntarily work in concert to reduce the amount of water removed from the river and groundwater system through a balancing mechanism moving toward water neutrality. FVRG’s challenges included bringing together a politically divided community to work together; working with the two pilot partners— wineries whose owners had a public falling out and are still not on speaking terms; balancing acknowledging the funding and program partners as well as the advisory council— all of whom belong to different organizations, environmentalists committees, and political parties.

Strategy

Our multi-tier strategy involved developing an uplifting and engaging brand that would resonate with the Verde Valley communities and ultimately increase awareness of the risk groundwater pumping posed to the Verde River as well as holding a press-driven launch to inaugurate the program.

Our Approach:

After conducting a series of branding creative sessions, we learned FVRG is at its heart wildly passionate about the beauty and the contributions of the Verde River because they are wildly passionate about the well-being of the



people, the animals, and the biodiversity whose sustenance is enhanced and is often dependent on the river. Through understanding their core, we understood the profound subtleties of FVRG: to be youthful but serious, to feel welcoming and innovative rather than preachy or self-righteous, and to feel cool yet authoritative. We responded by changing the name to “Verde River Exchange” and designing a logo and website that exemplifies

the ethos of the Exchange. We wanted to express the campaign in simple terms that anyone, even school kids can understand. The logo is a mashup of a wine label and a state park logo.

For local and national media coverage, we connected the story of the Verde River to the national story of how groundwater pumping is actively depleting rivers across the United States. We focused on urban sprawl and the inability of legislation to keep up with the increase in population, and therefore groundwater pumping. We also highlighted the blossoming wine prominence of the Verde Valley and how wineries can become more sustainable and community focused. Lastly, we pitched stories focusing on the community driven nature of the exchange. Other states have a mechanism similar to the exchange, but they are government enforced. The Exchange is strictly voluntary and depends upon the agreements of the stakeholders involved.

Results

By its launch on July 21, 2016, the Verde River Exchange was picked up by a number of local and national news sources including the Arizona Republic and National Geographic. The exchange was nominated as one of five finalists for the \$250,000 cash prize for the Arizona Community Foundation's Water Innovation Challenge. To enter, participants had to be part of a collaborative team in Arizona that developed an innovative and scalable market-based, technological or entrepreneurial solution to advance water sustainability. The exchange was also lauded by the Mayors of the major Verde Valley cities, as well as, local community leaders for their efforts.

PHARMACISTS UNITED FOR TRUTH & TRANSPARENCY

Challenge

Pharmacists United for Truth and Transparency (PUTT) is a not for profit watchdog organization whose mission is to monitor and expose the abusive practices of Pharmacy Benefit Managers in the interest of improving the quality, safety and cost of patient care. Pharmacy Benefit Managers (PBMs) act as third party intermediaries for



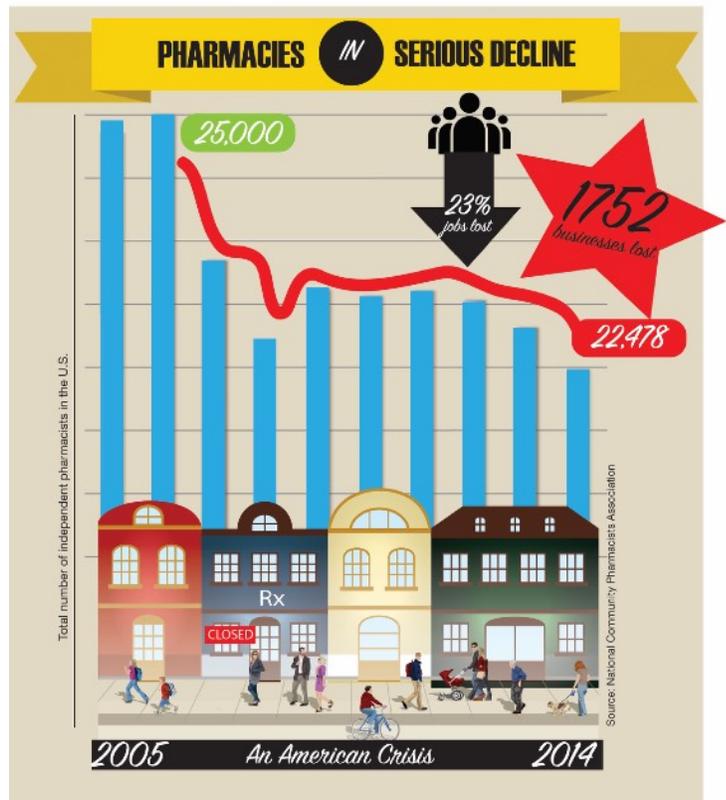
prescription drug programs between pharmacies and health plan enrollees. Three of the largest PBMs currently control more than 80% of prescription drug coverage. They allege to help reduce costs by managing pharmacy benefits, but PUTT has monitored that over the last 10 years PBMs have increasingly used exploitative tactics and pay to play opaque pricing schemes to increase drug pricing and to collect higher fees from patients, pharmacies, manufacturers and wholesalers. However because of their middleman and often complex relations in the pharmaceutical industry, taxpayers, legislators and even pharmacy professionals do not know the extent of PBM abuse and malfeasance. PUTT's challenge has been to educate the general public about PBM malpractice.

Strategy

Our comprehensive strategy involves developing a multi-pronged educational campaign around PBM abuse; supporting the grassroots mobilization of community and independent pharmacists to petition their local legislators to take up the PBM reform cause; developing viral campaigns.

Our Approach

We quickly realized that PUTT's network of healthcare economists, transparent PBMs, brokers, pharmaceutical executives, and independent pharmacy business owners as formidable and a highly rich source of knowledge. As part of developing a multi-pronged educational campaign, we consistently leverage PUTT's knowledge and human capital in order to develop and nurture relationships with high influencers and national and local media. We write and pitch highly detailed, timely and culturally/ politically relevant press releases that demonstrate PUTT's objectives. We support the grassroots mobilization of community and independent pharmacists by providing talking points and advisory council to PUTT members who call or engage their local legislators and state officials. We create viral campaigns by designing aesthetically stunning infographics and creating social media campaigns to ensure their "shareability."



Infograph designed by the FWA to depict economic data to support press announcement for PUTT

Results

FELICE+WHITNEY has secured collaborative relationships with [Business Insider](#) and the [Wall Street Journal](#) to promote stories that explain what PBMs are and how they impact drug pricing. Business Insider and the Wall Street Journal also use PUTT as a regular source for interviews, statistics, analysis, and quotations for their articles. PUTT's press releases have been picked up by more than 236 news sources including the Arizona Republic, the Miami Herald, the International Business Times and Yahoo Finance. PUTT's infographic showing the financial breakdown of the EpiPen during the Mylan EpiPen crisis in 2016 was featured and used by almost every television mainstream media source outlet in the United States.

ARIZONA AGRIBUSINESS & EQUINE CENTER

Challenge

Arizona Agribusiness & Equine Center (AAEC) is an early college prep charter high school whose innovative model consistently places the school in the U.S. News & World Reports ranking of the top high schools in the nation. Despite this feat, the school faces the constant threat of losing funding because legislators weary of charter schools form provisions for charter schools to access funding. The school has five campuses and has been in operation for 19 years, but they remain largely invisibly unknown in the larger educational ecosystem. Majority of families living around the school locations are unaware the school exists.



Strategy

Our strategy for Arizona Agribusiness & Equine Center includes insulating the high school from legislative attacks that lead to a loss of funding and to increase the visibility of the school and its achievements in order to increase recruitment and enrollment. Raising awareness of the schools' impact on economic development, cultivation of talent from otherwise overlooked lower eco-socio-demographic communities and it's overall "cool factor" in elevating the DNA of Phoenix and the State. By involving high-profile alumnus and influencers in the state, we seek to gain outspoken representatives who can rise against challengers. It also makes good business sense. Often charter schools fly under the radar and miss opportunities to leverage their popularity and effectiveness into fundraising efforts that sustain them and keep them competitive.

Our Approach:

We began by assessing AAEC's unique selling proposition in order to differentiate the charter school from other charter and public schools. We then developed three main talking and messaging points for the school:

1. AAEC pays for its students to take community college classes concurrently with their high school classes. 40% of AAEC seniors graduate with an Associates degree which inevitably offsets the cost of attaining a Bachelors.

2. AAEC has an intensive agribusiness, equine, and veterinary program. Almost every campus, of which there are five, has horses, barns, greenhouses, and animals (including service dogs, tortoises, and porcupines).
3. AAEC takes students of international veterinary and equine trips to South Africa and Ireland. Students treat and work with safari game in real life African wild life preserves, and they are also able to ride with Olympian show jumpers in an equine bootcamp in Ireland.

By creating key differentiators, we were able to develop rebranding strategies for the school that are still underway. Rebranding includes creating creative marketing materials, developing and producing radio and television commercials, buying and selling media, and working with award winning developers to redesign the website.

Results

The President of the Arizona Charter School Association regularly refers to AAEC's model as the most innovative in Arizona. AAEC's founder was recently inducted onto the board of Metro Phoenix's Boys and Girls Club. AAEC is cultivating a relationship with the Arizona State Fair to ensure AAEC students play an integral role in the reshaping of the fair. AAEC is regularly featured in local media including KTAR. FELICE+WHITNEY is currently in discussions with U.S. News and World Report to modify its ranking criteria such that charter schools like AAEC, who graduate high school students with fully-accredited associates degrees, maybe fairly assessed against their competition. Currently there exists no complete range of assessment criteria for AAEC and its counterparts, rendering the school stuck with a bronze level ranking. AAEC continually demonstrates excellence over and above standard high school and charter school programs with its testing scores, percentage of students going on to complete four year degrees and infusion of educated, work-ready individuals into the local economy through its agribusiness-centered curriculum. Except for A rigid and restricted set a ranking criteria, there's no reason AAEC shouldn't be leading the nation on U.S. News' Best Charter Schools list.

OTHER MAJOR ACCOMPLISHMENTS

- Vision Quest 20/20 Named Best Small Business of the Year (even though it is a non-profit)— NBC Nightly News
- Established the first city Business Equality Index for LGBT Equality - helped to elect LGBT friendly candidates
- Consistently ranked in the top 10 PR Firms by Ranking Arizona and Arizona Foothills Magazine
- Helped to stimulate small business development through City of Phoenix small business development initiative
- Leveraged publicity to assist with major fundraising for DNA based Lyme Disease Research resulting in first ever nearly 100 percent accurate test for 30 species of Lyme (and subsequent co-infections and non-Lyme causes of disease).
- Hand-picked by Mayor of Phoenix to lead publicity and public affairs efforts for two of his initiatives: economic development and bullying prevention.
- Created the first ever state-wide summit on bullying at Arizona State University



Tony Felice, Chief Creative

Tony's 30-year career has taken him from the halls of the U.S. Congress to the studios of Hollywood California. He has worked on public policy, strategy and media relations for large multi-national corporations and small businesses alike. He has particular expertise in economic development, cause marketing and political movements.

Previously he was an Associate Partner with Armstrong Troyky, worked in corporate PR for GoDaddy.com, Beati Productions, the City of Mesa and in Los Angeles, he managed PR for Steven Spielberg's Manhattan Beach Studios. In Washington, D.C. he led communications for KPMG Peat Marwick/Foster Partners, was a legislative analyst on Capitol Hill for Chrysler Motors and Marketing Director for Robert Half International.

Tony's volunteer work includes serving as Phoenix First Lady Nicole Stanton's personal communication advisor, on the Leadership Team of FocusOnLyme.org, an officer of the Local First Arizona Board, StopBullyingAZ, Pride Fund Advisory Board of the Arizona Community Foundation formerly serving chair of the Greater Phoenix Gay & Lesbian Chamber of Commerce and Phoenix Art Museum Contemporary Art Forum. He was a founding member of the entrepreneurial collaborative co-working space Co+Hoots, located in downtown Phoenix.

Tony graduated *summa cum laude* from Arizona State University's College of Engineering with a Bachelor's in management and communications.



Monique Whitney, Chief Strategist

Monique Whitney describes herself as a “relentless advocate” for the power of communication. Dedicated to proving that communication – when practiced responsibly – makes communities stronger, environments healthier and businesses abundantly prosperous, she focuses her efforts on the recycling, processing and manufacturing sectors and advises select not-for-profit organizations pro bono.

Ms. Whitney's career has spanned 20+ years among the U.S.' most heavily-regulated industries, including banking, healthcare, post-secondary education and environmental regulatory compliance. She is an expert in building and maintaining long-term relationships with stakeholders and restoring damaged reputations. She is a tactical specialist in message development, media relations, search engine optimization and social media networking. She is Accredited in Public Relations (APR) and holds an MBA from Arizona State University.

Ms. Whitney resides in Phoenix with her husband, Rev. Dr. Wayne Whitney. She is mom to possibly the two best teenagers on the planet. Although she grew up in an AFC Central (now AFC North) family, she is a hopelessly-committed Arizona Cardinals fan who, contrary to popular belief, doesn't enjoy getting her heart smashed against a rock most football Sundays. She is originally from Albuquerque, NM and is a proud alumna of the University of New Mexico.



David Lux, Executive Vice President, Entertainment & Executive Division

David Lux is an Arizona native who has recently journeyed home after a career in Hollywood. His background touches on media relations, crisis communications and corporate branding for companies ranging from global behemoths to digital startups.

Beginning with an internship at one of the big talent agencies in college, Lux quickly worked his way up at William Morris to the Director of Public Relations before switching to rival International Creative Management as Senior Vice President. At ICM, Lux engineered the public face of the agency's comeback.

After ICM, Lux joined Twentieth Century Fox as Senior Vice President, tasked with the film studio's corporate profile and executive positioning as well as overseeing the Academy Award campaigns for the studio's slate. David will represent clients and companies in the entertainment industry and will elevate the personal brands of our executive clients.

He is also working to bring film making back to Arizona and to elevate the status of the Arizona brand through economic development and entertainment initiatives that will place our state in a more favorable light.



Melissa Kiguwa, Managing Editor & Assistant Art Director

Melissa received her Masters in Media, Communications, and Development from the London School of Economics and her Bachelors in Political Science from the University of Arizona.

Melissa worked as a research assistant in East Africa specifically conducting human rights research in Uganda. Her research allowed her to work with refugee women and the Ugandan LGBT community during the height of the drafting and passing of the Anti-Homosexuality Bill in 2009. Despite finishing an internship at the BBC World Service, Melissa returned to the valley in order to work with local businesses and to enjoy the sun. She is incredibly passionate about the intersection of creative representation and entrepreneurship. She loves to explore how branding and narrative can align a business's presence with the business's core values.

She founded her own high-luxury jewelry company which is regularly modeled by influential women including New York Time's bestselling author and MSNBC TV Host, Janet Mock, and Grammy nominated Blues singer, Chaney Sims. Melissa is also an avid nonfiction writer and is currently considered an emerging writing talent to look our for. Her poetry collection, "Reveries of Longing" was published in 2014 and was selected as one of This is Africa's 100 best books in fiction, poetry, memoir and non-fiction, published between 2010-2014.

Additional Staff:

Tim San Felice, Chief Operations Manager

Noah Andersen, Senior Designer

Tara Allen, Social Media Manager

Mindee Webster, Social Media Coordinator

Amalia Emma, Designer

Shaunte' Glover, Video Storyteller

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