



BUSINESS DEVELOPMENT PROGRAMS: STRATEGIC ALLIANCES

EXPAND MARKET FOOTPRINT & FILL LEADS PIPELINE

Patty Block uncovered alliance opportunities, made introductions, and secured joint venture agreements. Programs generated over \$4 million in sales and significant free PR. Each Thought Leadership Project included market survey and numerous press/social media touch points, including: survey results, white paper, joint press releases, sales presentations, panel talking points, etc.

Organization	Program/Activity	Intro/ Alliance	Deliverables	PR/Press	Revenue
Spencer Stuart Technology, Communications & Media (TCM) Practice (Retained Executive Search)	Market Survey / Study / Thought Leadership Project: Communications Systems & Services Specialty Practice Group	Eric Nelson, VP, Global Network Marketing, Telecommunications Industry Association (TIA)	<ul style="list-style-type: none"> White Paper: “Will You Be Ready? How the Communications Industry is Surviving While Planning for a Robust Future” Dozens of new and strengthened relationships with industry executives and new search work 	“Spencer Stuart and TIA Collaborate on Study: How Companies Survive the Downturn and Implications for Recovery”	\$500K
Spencer Stuart Technology, Communications & Media (TCM) Practice	Market Survey / Study / Thought Leadership Project: Software Specialty Practice Group	John Desmond, Editing Director, Software Magazine	<ul style="list-style-type: none"> White Paper: “How Sales Leadership Differentiates Top-Tier Software Companies” Dozens of new of new/strengthened relationships with industry executives and new search work 	“Best Practices of Successful Software Salespeople” -- Article on study featured in Summer blockbuster ‘Software 500’ issue	\$400K
Spencer Stuart Technology, Communications & Media (TCM) Practice	Market Survey / Study / Thought Leadership Project: Media Specialty Practice Group “Leadership in Media” study examined how media companies are changing their	Bill Gloede, Editor and Vice President, Business Development & Public Affairs, MEDIaweek	<ul style="list-style-type: none"> Two <i>MEDIaweek</i> cover stories Dozens of new of new relationships with media executives and new search work 	MEDIaweek cover story: “Advertisers Size up Media Sellers” MEDIaweek cover story: “Media’s New Mindset”	\$375K

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	business and executive leadership strategies to better serve customers	Magazine			
Meridian Builders & Developers	Introduced Meridian to <i>Sunset</i> Magazine, and secured joint venture with iconic Western home/food/lifestyle magazine	Dan Gregory, Home Editor, Sunset Magazine	<ul style="list-style-type: none"> Meridian led design and build of magazine-relaunching <i>Sunset</i> San Francisco Idea House, one of the world's 12 greenest homes Built relationship with San Francisco Mayor Gavin Newsom's office Company evolution: Meridian CEO launched Whirligig, Inc., the leading provider of wind turbine installations in Northwest U.S. 	<ul style="list-style-type: none"> 10 weekends of Idea House tours and tens of thousands of visitors Two <i>Sunset</i> cover stories, circulation over one million: <ul style="list-style-type: none"> "Inside Our Greenest Idea House" "Ideas to Steal! Our Greenest House Ever" "Living Green," TV broadcast on <i>View from the Bay</i>, San Francisco, KGO, Ch. 7 "Working with the Wind," CNET TV – San Francisco Mayor Gavin Newsom's Idea House walkthrough inspired formation of city Urban Wind Power Task Force to leverage 	\$2M

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				Bay area's natural energy-producing winds • “The Systems and Philosophy of a Green Construction Company,” One of dozens of AllBusiness.com videos featuring Robin Wilson, CEO and General Contractor, Meridian Builders & Developers, John Lum, Architect, and Patty Block	
Crawford & Associates International (Change Management)	Introduced Ric Roi, VP of Change Management, to HR.com and secured joint venture. Ric now serves as SVP with Right Management.	David Whitmarsh, Regional Director, HR.com	“Leadership Practices, Adaptive Culture, and Company Financial Performance”		\$200K
Novatix Corp. (IT Security Software)	Secured interview, introduced CEO Paul Panepinto to Lew McCreary, and secured press coverage	Lew McCreary, Editor-in-chief, CSO (Chief Security Officer) magazine	<ul style="list-style-type: none"> Established market presence Generated industry and media buzz 	“PC Tools leap-frogs the competition” Press coverage in <i>CSO</i> and <i>PC World</i> resulted in acquisition by PC Tools just 6 months later	\$550K

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WESCO (Electrical Industrial Supplier)	WESCO-CSC hosted 10 Sustainability Summits across the US, in Dallas, New York, San Francisco and other cities. These symposium-style events provided education on the opportunities and benefits of green buildings and green data centers. The summits addressed major 21st century issues including energy security, environmental impact, achieving sustainability across the entire supply chain, and ways to make companies more competitive.	Dan Geiger, Executive Director, US Green Building Council, Northern California Chapter USGBC-NCC	Dan served as keynote speaker for WESCO-CSC Sustainability Summit 2009 , San Francisco		\$165K
				Total	\$4.19M