

**BUSINESS DEVELOPMENT PROGRAMS: STRATEGIC ALLIANCES EXPAND MARKET  
FOOTPRINT & FILL QUALIFIED LEADS PIPELINE**



Patty Block uncovers alliance opportunities, makes introductions, and secures joint venture agreements. Alliances below generated over \$4 million in sales and significant complimentary PR. Each initiative included market surveys, white papers and numerous press, social media and face to face touch points: industry conference presentations, press releases/interviews, sales meetings, and panel participation.

<b>Organization</b>	<b>Program/Activity</b>	<b>Intro/ Alliance</b>	<b>Deliverables</b>	<b>PR/Press</b>	<b>Revenue</b>
<a href="#">Spencer Stuart</a> Technology, Communications & Media (TCM) Practice (Retained Executive Search)	<b>Market Survey / Study / Intellectual Capital Project:</b>  Communications Systems & Services Specialty Practice Group	Eric Nelson, VP, Global Network Marketing, <a href="#">Telecommunications Industry Association</a> (TIA)	<ul style="list-style-type: none"> <li>White Paper: <a href="#">“Will You Be Ready? How the Communications Industry is Surviving While Planning for a Robust Future”</a></li> <li>Dozens of new and strengthened relationships with industry executives and new search work</li> </ul>	<a href="#">“Spencer Stuart and TIA Collaborate on Study: How Companies Survive the Downturn and Implications for Recovery”</a>	\$500K
<a href="#">Spencer Stuart</a> Technology, Communications & Media (TCM) Practice	<b>Market Survey / Study / Intellectual Capital Project:</b>  Software Specialty Practice Group	John Desmond, Editing Director, <a href="#">Software Magazine</a>	<ul style="list-style-type: none"> <li>White Paper: <a href="#">“How Sales Leadership Differentiates Top-Tier Software Companies”</a></li> <li>Dozens of new of new/strengthened relationships with industry executives and new search work</li> </ul>	<a href="#">“Best Practices of Successful Software Salespeople”</a> -- Article on study featured in Summer blockbuster ‘Software 500’ issue	\$400K
<a href="#">Spencer Stuart</a> Technology, Communications & Media (TCM) Practice	<b>Market Survey / Study / Intellectual Capital Project:</b>  <a href="#">Media Specialty Practice Group</a> “Leadership in Media” study examined how media companies are changing their	Bill Gloede, Editor and Vice President, Business Development & Public Affairs, <a href="#">MEDIaweek</a>	<ul style="list-style-type: none"> <li>Two <i>MEDIaweek</i> cover stories</li> <li>Dozens of new of new relationships with media executives and new search work</li> </ul>	<i>MEDIaweek</i> cover story: <a href="#">“Advertisers Size up Media Sellers”</a>  <i>MEDIaweek</i> cover story: <a href="#">“Media’s New Mindset”</a>	\$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, <a href="#">Sunset</a> Magazine	<ul style="list-style-type: none"> <li>Meridian led design and build of magazine-relaunching <i>Sunset</i> San Francisco Idea House, one of the world's 12 greenest homes</li> <li>Built relationship with San Francisco Mayor Gavin Newsom's office</li> <li>Company evolution: Meridian CEO launched <a href="#">Whirligig, Inc.</a>, the leading provider of wind turbine installations in Northwest U.S.</li> </ul>	<ul style="list-style-type: none"> <li>10 weekends of Idea House tours and tens of thousands of visitors</li> <li>Two <i>Sunset</i> cover stories, circulation over one million:                             <ul style="list-style-type: none"> <li><a href="#">"Inside Our Greenest Idea House"</a></li> <li><a href="#">"Ideas to Steal! Our Greenest House Ever"</a></li> </ul> </li> <li><a href="#">"Living Green,"</a> TV broadcast on <i>View from the Bay</i>, San Francisco, KGO, Ch. 7</li> <li><a href="#">"Working with the Wind,"</a> CNET TV – San Francisco Mayor Gavin Newsom's Idea House walkthrough inspired formation of city <a href="#">Urban Wind Power Task Force</a> to leverage</li> </ul>	\$2M



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				<p>Bay area's natural energy-producing winds</p> <ul style="list-style-type: none"> <li>• <a href="#">"Finding a Niche and Bringing Subcontractors on Staff,"</a> One of dozens of AllBusiness.com videos featuring Robin Wilson, former CEO and General Contractor, Meridian Builders &amp; Developers, John Lum, Architect, and Patty Block</li> </ul>	
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, former Regional Director, <a href="#">HR.com</a>	<a href="#">"Leadership Practices, Adaptive Culture, and Company Financial Performance"</a>		\$200K
Novatix Corp. (IT Security Software)	Secured interview, introduced CEO Paul Panepinto to Lew McCreary, and secured press coverage	Lew McCreary, Editor-in-chief, <a href="#">CSO</a> (Chief Security Officer) magazine	<ul style="list-style-type: none"> <li>• Established market presence</li> <li>• Generated industry and media buzz</li> </ul>	<p><a href="#">"PC Tools leap-frogs the competition"</a></p> <p>Press coverage in <i>CSO</i> and <i>PC World</i> resulted in acquisition by PC Tools just 6 months later</p>	\$550K



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<a href="#">WESCO</a> (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 <a href="#">USGBC-NCC</a>	Dan served as keynote speaker for <a href="#">WESCO-CSC Sustainability Summit 2009</a> , San Francisco		\$165K
				<b>Total</b>	<b>\$4.19M</b>