

Ed Goldman

Capabilities Statement



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Services Available

- Marketing and Public Relations Strategies for companies, government agencies and nonprofits, including targeted growth and client strategies, branding, tagline creation and collateral development
- Crisis Planning and consultation
- Media Consulting, Spokesperson Training and Business Writing
- Copywriting/Editing of websites, brochures, annual reports, newsletters, articles, speeches, news releases
- Advertising copywriting, design, production, placement/media buying, on-air talent
- Video scripts/production/jingle writing
- Political advising/writing/editorial board meetings

About Ed Goldman

Writing, Media and the Arts

- Daily OnLine, Weekly Print Columnist for the Sacramento Business Journal, since August 2011;
- Author of three book-length collections of those columns:
 - *Don't Cry for Me, Ardent Reader* (to be published in 2018)
 - *But I Digress: Daily Profiles and Punditry from the Sacramento Business Journal*, published June 2013;
 - *And Now, With Further Ado: More Gravitas-Defying Profiles and Punditry from the Sacramento Business Journal*, published December 2015.
- Author of more than 6,000 newspaper and magazine articles, several of which have been collected in two previous humor books: *How To Incorporate Your Dog (And Other Solid Business Tips)*, which was published in 1985, and *On Goldman Pond*, published in 1987. Under contract to Random House, wrote the book, *J. Paul Getty On Wealth* in 2003-04;
- Author of a chapter of the 2001 book, *Baseball Comes Home: The Magic of Raley Field* and is one of the authors profiled in the national book on freelance writing, *Too Lazy To Work, Too Nervous To Steal* (Writer's Digest Books, 2001);
- Monthly columnist (2001-2011) and senior writer for *Sacramento Magazine*;
- Monthly columnist ("Working Lunch") for *Comstock's Business Magazine*, 15 years;
- Correspondent (*Los Angeles Times*: Northern California building industry: 1976-1989);
- Daily newspaper reporter (*Long Beach Press Telegram*: 1970-1972);
- Newspaper editor (weekly *Paramount Journal* and *Long Beach Marina News*: 1972-1975);

- Featured columnist for the former statewide syndicate California News Agency (“The Goldman State”), an early column for the then-new *Sacramento Business Journal* (“Funny Business”) and *Executive Place* magazine (“The Bottom Line”);
- Composer, lyricist and playwright of musical comedy *Friday at Five*, produced twice by the Sacramento Theatre Company in its 2008 season;
- Humor commentator for seven years on National Public Radio affiliate in California’s capital;
- Visual artist whose mixed-media constructions and paintings were represented by the late, nationally renowned art gallery owner Michael Himovitz and have been featured in national, group and solo shows; and
- Adjunct professor/lecturer at six California colleges

Community Boards

- President, Board of Directors, Blue Line Arts, Placer County (2014-2016)
- President, Board of Directors, Arts & Business Council of Sacramento (2010-2013)
- Member, Board of Directors, Capital Stage (2012-2013)
- Vice President, Marketing, Board of Directors, Blue Line Arts (2012-14)
- Member, Board of Directors, Sacramento Philharmonic (2003-04, 2012-2013)
- President of the Board of Trustees of the Sacramento Theatre Company, 2008-2009; Vice President 2002-2008; Board member since 1998, and chairman of the company’s Marketing Committee;
- Vice President (2001, 2004) and board member from 2001-06 of the Board of Directors of the Discovery Museums, and chair of Marketing Committee. Named “Outstanding Board Member of the Year” in July 2004
- President of Advisory Board of University of California, Davis Extension’s Osher Lifelong Learning Institute; member 2003-2006
- Member, 2004-2005, of Women Escaping A Violent Environment (WEAVE) Board of Directors
- Member, 2003-04, of the Board of Directors of the LIFT Foundation, a charitable organization that establishes social services for orphans and abused children in Romania. As chair of the Marketing Committee, arranged for the foundation and its work to be the topic of a five-part series on KOVR-TV News (CBS-TV affiliate) and the subject of a lengthy profile in Sacramento Magazine.

**Current and Recent Strategic Marketing,
Public Relations and Advertising Clients,
By Industry**

Accounting and Human Resources

Silvers HR

Produced and directed video for established human resources firm featuring its founder/owner, Kim Silvers (2016)

Gallina, LLP

Various marketing and writing projects since 2001 for large, multiple-office accounting firm specializing in construction industry. Currently engaged to announce a major merger; have also just completed writing profiles of the firm's 25+ partners.

Bowman & Company

Wrote new website for largest accounting firm in San Joaquin Valley.

Winkler & Forner

As-needed public relations, copywriting and promotion for Sacramento-based accounting firm.

Associated Sales Tax Consultants, Inc.

Marketing, promotional services for company that focused on State Board of Equalization conflicts and challenges.

Agriculture

California Agriculture Summit 2011

Public relations, advertising and strategic planning for this new, annual full-day seminar of trends and new realities in the farming business.

Blue Diamond Almond Growers

Wrote, edited growers' co-op magazine(s). Helped create national advertising campaign based on tagline, "A Can A Week, That's All We Ask."

California Cut Flower Commission

Provided writing, media and public relations strategies, including writing/production of recruitment/advocacy video and creation of press tour. State-sanctioned organization of 500 growers and greens producers. 1992-95.

Nutri-Clean, Inc.

Media assistance, strategies.

Construction, Real Estate, Land Use Development and Architecture

Blackpine Communities

Serve as marketing consultant to homebuilder Mike Paris, principally on a new downtown Sacramento community, The Creamery at Alkali Flat, and Curtis Park Village. Copywriting, strategic marketing, tagline creation (“Own the City” for The Creamery). Since 2015.

Teichert, Inc.

Served as marketing/public relations counsel/newsletter writer-editor-designer from 1992-2005 for century-old aggregate/construction corporation. Reported directly to Teichert CEO/President Jud Riggs (and Chairman of the Board Lou Riggs, before him). Created crisis PR media strategy capping 2-year, \$2 million internal investigation of substance/alcohol abuse, theft at firm. Created employee newsletter; wrote, directed, produced and/or narrated various videos, including annual presentation for shareholders meeting.

Serrano (Serrano Partners: Parker Development Company, Pacific Coast Building Products, Inc., and Teichert Land Co.) (1995-2006)

Served, from 1995-2001, as head writer/marketing and political strategist/public relations counsel for 3,500-acre master-planned golf course community, working directly for project CEO William R. Parker. Created project slogan, “RESPECTING THE BALANCE,” and advertising campaign — including writing the music and lyrics for the development's theme song — plus wrote brochures and displays for the community, country club, golf course and other collateral materials. Also created and wrote community newsletter, SERRANO SUNDIAL. Recruited and hired director of marketing, the design studio, video-maker and Internet provider.

Also served as talent for radio, video and print ads.

Kleeman-Roebbelen Construction

Wrote and design newsletter for region's top general contractor, distributed to 600 industry and community leaders; worked directly with the late Patrick Kleeman, partner.

Harbison, Mahony Higgins Builders (HMH)

Drafted initial package for company's successful bid to win Associated General Contractor's “Contractor Award” in 2006 for its work in restoring historic Cathedral of the Blessed Sacrament.

Lakemont Homes

Marketing/advertising/public relations consultants for new Placer County country club/master-planned community, Morgan Creek, which we also named.

Pacific Coast Builders Conference

Directed public relations services for nation's largest regional homebuilders gathering and new products show, held each June at San Francisco's Moscone Center. 1982-86, 1993-94.

Panattoni Development Company

Provided copywriting and public relations counseling services to nation's largest commercial developer.

Cal Sierra Construction

Wrote web, brochure and other collateral materials for site preparation construction firm established in 1976.

Alleghany Properties, Inc.

Copywriting, public relations counseling and advertising for nationwide real estate holding company's current development of commercial/residential in North Natomas region.

Clos du Lac

Wrote new material for website of prime residential real estate offering/exclusive community in Loomis, California.

Capitol Towers (The Scheuer Family Trust)

Provided public relations counseling on \$300 million renovation of residential complex in Sacramento redevelopment area.

Monighan Architects

Public relations, marketing and advertising strategies for Sacramento-based, international firm. Began in June 2001.

The "Fabulous Fifty" Marketing Council

Provided public relations counseling and copywriting for consortium of businesses and agencies wishing to attract San Francisco and East Bay firms to region.

M.R. Farrell & Associates

Writing services for auto-mall developers.

The Concourse, LLC, Auto Complex

Served as member of strategic development team for proposed 350-acre, \$100

million auto complex/water-theme park in Sacramento. Wrote program book on project, created and implemented news release strategy. 2001

Dunnigan Realtors

Copywriting, media placement for region's top-selling, locally owned real estate agency. Worked with individual agents as needed.

Project Management Applications

Website, strategic communications for construction/project management firm.

Prudential Property Company

In partnership with Teichert Land Co. 1988-89 bid to develop "Lot A," a prime downtown Sacramento land parcel owned by the Sacramento Housing and Redevelopment Agency. Work included the preparation of the response to the Request For Qualifications and Request For Proposal, media-marketing strategies and public affairs counseling.

Renwick Square Senior Apartment Community.

Public relations, advertising services (including writing, producing and performing radio spots) for affordable-housing development.

Castle Companies

Copywriting and theme creation of major investor/consumer brochure for hugely successful Bay Area residential and commercial builder. June 2000.

Reneé Catricala/Dunnigan Real Estate

Print ad copywriting and design for Realtor. Since 1998.

Arciero Motorplex

Provided public relations counseling, advertising and political strategy for proposed (never built) Indianapolis 500-style racetrack in Yuba County, California.

Catlin Properties

Developed marketing/public relations/advertising strategy for major commercial developer's first foray into building a residential/vineyards community in Penn Valley, California. (Project discontinued due to economy)

Weidner Architectural Signage

Have written a variety of promotional materials and serve as occasional public relations counsel to 50-year-old national sign company, including creation (with The Dunlavey Studio) of its website. Have placed front-page stories on the firm's improved financial position in two major regional business publications. Created taglines (including "The Art of Craft"). Since 1995.

Trimark Communities: Mountain House

Prepared narrative statement (to be used as basis for brochures and other collateral materials) in 1998 for 5,000-acre master-planned community located between the San Joaquin Valley and San Francisco/San Jose Bay Areas.

US Home/Thomas Kinkade Signature Series

In 1999, wrote copy and worked with designers to create thematic consistency of brochures advertising homes based on painter's inexplicably popular works.

Woodbridge at Portola/Wade Associates

Marketing/advertising consultant to major new residential community being developed by Wade Associates in Plumas County, California. Since 2006.

Yolo County Aggregate Producers Association

Advised association of mining companies on public relations/political strategies leading to March 1994 adoption of new studies favorable to industry.

Nehemiah Housing Corporation

Helped Sacramento-based, charitable down-payment assistance program grow into a national player and served for five years as a confidential adviser and strategist.

First Corporate Solutions

(2006) Served as marketing consultant/copywriter for national title/document search company serving the legal profession and real estate industry.

B&Z Properties, Inc.

Wrote promotional materials and advised established commercial real estate on public relations issues.

Sun Lake, Ltd.

Provided public relations counseling and media relations to investor Chun-Mei Dodge for Sun Lake Estates, a proposed golf course retirement community in Galt to be developed by Robson Communities. 1995.

Economic Development

California Strategies Magazine

Served as senior editor/writer of quarterly statewide magazine devoted to business retention (controlled circulation: 40,000). Worked with California Trade & Commerce Agency and California Association For Local Economic Development (CALED).

Sacramento Area Commerce and Trade Organization

Produced, directed and co-wrote 2014 video honoring sustaining and new members of the economic development group (now called Greater Sacramento).

Education

School Innovations & Achievement

Served as Chief Marketing Officer on a consulting basis from 2001-2006 for back-office services and lobbying firm whose clients include school districts and offices of education in nearly every California county. Wrote, edited and/or designed all collateral materials, branded and named variety of software products and services. Continue to consult with group on project-by-project basis.

California Business Roundtable

Statewide news conferences on education reform.

Sacramento City Unified School District

In 1998-99, provided media training for more than 200 elected officials, managers and key staff, and assisting with public relations counseling.

Ed Goldman has also taught journalism, broadcast, broadcast writing, English, mass media, advertising, and public relations—as an adjunct professor or lecturer—at the following campuses:

California State University, Fullerton
California State University, Long Beach
California State University, Sacramento
Long Beach City College
Sacramento City College
University of California Davis, Extension

Energy

Aztec Solar, Inc.

Marketing strategies for solar-heating company, including 2005-2006 push based on federal tax credit program. Assisted with positioning of company for international acquisition in 2007.

EM Assist

Created market strategies for established energy compliance/construction company based in Folsom, California. Worked on major marketing plan that was funded by federal government. July 2003.

William R. Murray & Sun, Inc.

Solar Specialists. Publicity services, 1993-95

Sacramento Municipal Utility District (SMUD)

Writing, graphic design coordination for Electric Transportation Department program portfolio inserts. 1994.

Silec and Interstate Construction

Wrote brochure announcing new joint venture for turn-key projects on a worldwide basis between France-based Silec, a high-technology products/services firm, and CA-based Interstate Construction, builder of mechanical/electrical plants and power distribution systems.

Entertainment

Julia Antopol Hirsch

Publicist for her 1993 book, *The Sound of Music: The Making of America's Favorite Movie* (Contemporary Books). Placed major feature story on the author and book in the *Los Angeles Times*. Reissued 2018.

Jubilee Minstrels

Publicized five-week 1980 engagement in Sacramento, including a major story in the *Los Angeles Times*.

Lorena Andrea

Publicist and advisor for teenage electronica singer/songwriter: Television, radio and live appearances

Sacramento Opera Association

Public relations/writing/advertising services (including creative and buying; wrote and designed promotional brochures for the 1999-2000 season, wrote, directed and appeared in TV and radio spots, advised on marketing strategies. Also wrote materials for 1995-96, 1996-1997 seasons.

Sacramento Outdoor Adventure & Fitness Expo

Provided public relations, advertising, writing services for first annual regional trade show. 1995.

Sacramento Theatre Company

Pro bono (Board Member) promotional, marketing strategies.

Dr. Daniel E. White, author

Promotion of longtime educator's first book, *"So Help Me, God": The U.S. Presidents in Perspective*. Included revising, rewriting and placing of articles excerpted from book, arranging for media coverage and feature articles, booking him on TV and radio talk shows and speakers circuit. 1996-7.

Tim Russ

Promotional work for Russ, former co-star of *Star Trek: The Next Generation*, and his "Bugsters" audiotapes for children. 2003

Tiny Octopus Productions

Voiceover work for political radio advertisements.

David Ligon Films/Ligonmedia

Voiceover and on-camera work for independent filmmaker/advertising agency.

Government

City of Sacramento Convention, Culture and Leisure Department (CC&L)

Multi-year contract included writing, designing and editing bi-monthly newsletter, Engagements, for Sacramento Convention Center. Served as writing, marketing, media and PR consultant from 1993-2006. First contracted to create and direct 1993-95 national advertising campaign "Sacramento: The Adventure Capital" to publicize \$80 million Convention Center expansion; followed up with 1996 campaign "Sacramento?! What An Idea!" and 1997 "Sacramento: Pure Gold." Promoted grand openings for Phase I in April 1995, Phase II in February 1996 and Memorial Auditorium renovation November 1996/February 1997. Wrote, produced, appeared in video on economic impact of tourism. Currently write and design bi-monthly newsletter Sacramento Convention Center customers, community leaders and other stakeholders. Advise on public relations, advertising and strategy issues. The CC& L Department includes the Crocker Art Museum, City Golf Courses, Sacramento Zoo, Fairytale Town, the two Discovery Museums, Old City Cemetery, Old Sacramento, Archives and Sacramento Metropolitan Arts Commission. Our project to unite these activities/venues, for promotional purposes, included our branding the group "SacRAMENITIES," preparing advertising, collaterals and public broadcasting sponsorships.

Sacramento Housing and Redevelopment Agency

Advised city/county agency on public information and community outreach issues. Most recent contract ran from May 2006-January 2007 to work on a national homeless census. The Agency has also been an occasional client on a project basis since 1981.

California Redevelopment Association

Served as consulting editor of 2006 edition of the *Affordable Housing Handbook* as well as assisting with marketing of book, and as consulting editor of the 2007 *Community Guide to Redevelopment*. Provided public relations counseling and strategic advice to association from November 1998-June 2000. Several years earlier, had served for five years as editor of CRA's monthly newsletter, and wrote a regular column on how to market redevelopment efforts.

State of Arizona Department of Transportation (ADOT)

Newly signed (2011) contract to provide marketing and research support for various programs intended to enhance awareness of the agency's "brand."

State of Arizona Department of Health Services

Signed a contract in 2010 to provide marketing evaluation and review services.

State of California Department of Alcohol and Drug Programs

Provided public relations, writing services and media training. Wrote articles on behalf of the director, for national and statewide media from 1989-1995.

State of California Department of Consumer Affairs

Under contract to Edelman Public Relations Worldwide, provided writing services for Bureau of Automotive Repairs' statewide smog-check program. July-December 1994.

State of California Energy Commission

Wrote, edited, illustrated, narrated two-hour video program on non-residential energy standards and was a consulting editor on the 1981 *Biennial Report to the Legislature*.

State of California Department of Health Services: Toxic Substances Control Program

Prepared video-training tapes for inspectors and advised on restructuring of employee orientation program (cut from five days to one morning); wrote, directed, narrated materials for additional video projects, on behalf of department's director and assistant director. 1992-94.

Mosquito and Vector Control Association of California

Redrafted brochure for statewide group. February 1996.

National Association of Redevelopment Agencies

Writing, editing services on as-needed basis.

Paratransit, Inc.

Wrote new brochure to promote agency's mobility training program, to help foster independence for transit users who are developmentally disabled, physically impaired, mentally disabled or elderly. 1996.

Hospitality, Restaurants and Travel

Sacramento Convention & Visitors Bureau

Provided public relations/copywriting services to public/private enterprise. Have created various print campaigns — including the writing and drawing of a comic strip, “BureauCATS” — for Convention Sales. Also created elements of additional regional campaign, for Travel Industry Sales, and created comic strip for that effort as well (“The Otter-Towners”). Created, named, write and edit quarterly magazine, *The Gold Standard*. July 1993-2005.

L’Image French Bistro and L’Image Beauty Boutique

Served as public relations/marketing/advertising counsel to upscale French restaurant and specialty store owned by NBA’s Vlade Divac and his wife Ana. May 2005-January 2006.

Trader Vic's Food and Beverage Products

Handled national public relations/advertising/marketing campaign and copywriting for international, family-owned business based in Emeryville, CA (Oakland/Bay Area). We created a new tagline for the products division (“Taste the World”), wrote and recorded radio spots for special events, and suggested and coordinated huge August 1999 promotional event at popular gourmet store in Sacramento to test-pilot consumer outreach. We also developed a book proposal on the company's history and recipes.

The Firehouse Restaurant, Old Sacramento

Public relations, advertising and strategic marketing services. Six-month contract to help new owner revive interest in historic eatery included creation of tagline, print and broadcast advertising (and purchase of same), demographic strategy, direct- mail and public relations, including major “plants” in area and regional newspapers and magazines. July 1-November 30, 2000.

Anik's Movable Feast Restaurant, Sacramento

Advertising, PR counseling. Wrote and voiced humorous radio commercials. Goal was to build restaurant’s revenues and position it for sale, which was accomplished in six months.

Classique Catering

Public relations/advertising/strategy for exclusive caterer of Sacramento Convention Center; helped launch spin-off business, 2001.

East End Bar & Grill

Created advertising, public relations and marketing plans for new casual/upscale restaurant in the historic Original Shakey's building in East Sacramento, including creation of its tagline ("Right Where You Live"), theme song, menus and other collaterals. Arranged for prominent local media critics to review the restaurant. Since July 2001.

Fat's Asian Bistro and Dim Sum Bar

Wrote menus and made design suggestions for highly successful new restaurant in Roseville, California, owned and operated by longtime industry family-business entrepreneurs.

Huey's Restaurant

Wrote novelty menu; updates as needed for 1950s-style diner.

Giselle's Travel, Inc.

PR/advertising for Sacramento region's oldest and largest travel bureaus, including writing, production and voicing of radio ads. Created tagline: "We'll Give You the World."

Institutional

US Monuments Plus

Strategic marketing, video direction, rebranding and website redo for consulting firm that helps create monuments for institutions, such as UCLA's massive bruin statue and UC Irvine's anteatater statue

Insurance

Newsura Insurance Services

Public relations strategies for online and traditional insurance broker. Also served (in consulting role) as Vice President/Communications. Projects have included writing, directing and narrating a promotional video, product creation, website development, all collateral materials.

Warren G. Bender Co

Marketing, public relations, advertising, web and video services for regional Top 25 insurance broker, from 2001-2005. Helped create 2003-04 and 2004-05 advertising campaigns; wrote and produced sales videos for the company and for its professional association.

Pension Specialists, Inc. and Blue Denim, Inc.

Strategic marketing plus writing of brochures and collaterals for national pension plan management firm, as well as for its spin-off website design company.

Non Profits United (NPU)

Wrote new brochure/website copy, in 2010, for company that provides a self-insurance program for nonprofit organizations in California.

Law and Technology

CLIENT TICKLER

Public relations for software developer, 2014-15

KISTERS Public Relations consulting for international data storage software firm, based in Germany, to shore up its North American market. Began assignment May 2013.

Downey Brand Attorneys LLP Writing, marketing, public relations consulting, from 2003-2005, for area's largest locally owned law firm.

McDonough, Holland & Allen

Once Sacramento's largest locally owned law firm. Served as firm's public relations consultant: advised on all media strategies, wrote and designed advertisements, drafted "lay" articles for business press; created and co-edited firm's quarterly newsletter; helped plan client development seminars; advised on firm's charitable and cultural contributions; wrote, produced and directed training video for new attorneys. Consultancy began in 1986; since 1996, advised individual attorneys in firm on various media issues.

Segal & Kirby, Attorneys at Law

Project-specific work for Sacramento law firm's partner, Malcolm Segal.

Balfrey, Beaver & Abbott, Attorneys-at-Law

Wrote, designed and provided photographic services for now-disbanded law firm's initial brochure.

Sacramento County Bar Association

PR services, 1992-1995. Promoted Lawyer Referral Service, Tel-Law, Law Day; wrote, produced radio ads.

Examen, Inc. (now merged with Lexis/Nexis)

Public relations counseling, media strategy and copywriting of brochures, articles, news releases and website for national legal services management firm. Helped position firm to compete in and win University of California Davis award for Most Innovative New Media (Software) in March 2001; Examen was named one of *Inc. Magazine's* 500 Fastest Growing Companies in 2000.

Hall's Benchmarks/LexTech, Inc.

Public relations/advertising/strategy for online legal resource management business targeted to corporate counsels of Fortune 500 companies and others. Since April 2002. Member, Board of Directors, September 2002.

McMonagle, Steinberg & Hester

Helped workers-comp law firm create advertising and other market strategies in September 2003.

Prem Hunji Turner, Attorney-At-Law

Editing and speechwriting services, 1985-1990.

Square Tree

Provided public relations and advertising services to multi-dimensional high-tech service firm.

MedLLege

Wrote brochure, offered PR counsel to nurses' expert-witness firm.

O'Banion & Ritchey, LLP

Public relations counseling, advertising, strategic marketing services for widely respected patent, trademark, and copyright law firm.

Prepaid Legal Services, Inc.

Wrote copy for radio spots: 12/98

Media and Communications

AirTouch Cellular

Conducted annual interviews, written reports and advised on annual employee Service Legend Awards.

Anytime Access

Wrote new brochure and additional materials for national provider of call center services for the e-commerce and financial service industries: 1996-1997.

Business Partner

Marketing for computer software distributor.

Capitol Audio Access

Designed logo, suggested name for legislative hearings radio service.

Tim Russ

Promotional work for Russ, former co-star of *Star Trek: The Next Generation*, and his "Bugsters" audiotapes for children. 2003

Tiny Octopus Productions

Voiceover work for political radio advertisements.

David Ligon Films

Voiceover and on-camera work for independent filmmaker and advertising agency.

Central Valley Press

Occasional writing assistance for printer/publisher.

Citadel Press

Drafted promotional brochure for printer.

Runyon-Saltzman-Weagraff & Siegel (now Runyon Saltzman & Einhorn)

Copywriting services, on-air talent.

Medical and Science

University of California, Davis, Medical Center

Served, on salary, as assistant director of hospitals and clinics/director of community relations from 1981-1984. Recruited to help solve a public relations crisis at this teaching/community hospital.

Lawrence Livermore National Laboratory

Have provided writing services for United States Department of Energy-operated laboratory.

Access Health Marketing

Wrote a variety of product materials for major national managed health care provider. 1995-96.

Dr. Michael Basque, Podiatrist

Created preliminary marketing plan for doctor's shoe-insert invention. 1996.

Bliss Eye Associates

Copywriting and placement strategy to advertise region's leading laser eye surgery practice: newspapers, magazines, and direct mail.

Drs. Robert Buffington and Joseph Lilley, Optometrists

Writing, promotion and media coaching.

Dr. Kenneth Fat, DDS

Writing and design of newsletter for established regional dental practice.

Dr. Douglas Hershey/Prenatal Diagnosis of Northern California Medical Group, Inc.

Wrote collateral materials for physician's practice in 2005.

Jonathan Sykes, M.D., F.A.C.S.

Provided public relations, advertising and practice development services to the Director of Facial and Reconstructive Plastic Surgery at the University of California, Davis Medical Center.

Dr. Mark Taylor, Cardiologist

Created preliminary marketing plan for California-based heart surgeon's private practice development. 1996.

Nonprofits

Sacramento Metropolitan Arts Commission

Conducted publicity seminars in 1980 for community arts groups in the Lake Tahoe area.

Nonprofit Resource Center

Served as on-call public relations consultant for long-established agency that trains and assists nonprofits, as well as private companies' activities in the volunteer sector.

Sacramento Camellia Festival

PR, arranged national ABC-TV coverage. 1986.

The American River Parkway Foundation

News releases. 1995.

Political

California Wild Heritage Campaign

Developed consumer awareness campaign on Sierra Nevada Framework Decision. Components to date have included print collaterals.

Capital Unity Council

Statewide public relations, advertising, marketing and copywriting for nonprofit organization that creates and operates education and outreach programs, coalition building and grass roots organizing to prevent and ultimately eliminate hate crimes. Two-year contract, October 15, 2001-October 15, 2003. Created slogan (“Celebrating Dialogue and Diversity”), brochures, wrote website, produce TV spots, advised executive director, program manager and development director.

J.P. Fraser for El Dorado Irrigation District, Division 2

Advised and wrote both advertising and editorial materials for candidate, who ended up beating two opponents by a wide margin in November 2001 election.

Friends of Light Rail

Wrote media advisory, arranged media coverage for Car 65 historic trolley move on April 17, 1993.

John T. Kehoe For Sacramento Municipal Utility District

Writing, public relations, strategic advice.

John T. Kehoe, Inc.

Wrote, produced marketing brochure for Mr. Kehoe’s governmental liaison consultancy.

Manuel Valencia and Company

Political consulting for Los Angeles firm.

Carmichael Honda

Advised general manager and company president on crisis management strategy. February 1996.

Retail

Graphics & More

Public relations and strategic marketing assistance for Sacramento-based, national novelty and recognition company. Since June 2015.

Perfect Image

Public relations, strategic marketing assistance and video creation for online, international cosmetics firm specializing in chemical peel. 2014-15

Dish!

Public relations, advertising and strategic planning for specialty boutique located in Sacramento region's upscale Pavilions shopping mall.

Hamilton Jewelers

Public relations, advertising and marketing for area's most successful high-end jewelry store, also located in the Pavilions shopping mall.

Instant Replay

Developed, wrote, edited newsletter for video stores.

Social Services

River Oak Center For Children

Served as marketing/advertising/public relations consultants to multi-faceted facility for severely emotionally troubled children, and their families. 1997-99. Contract ended due to budget cuts made necessary by endowment campaign.

Stanford Home for Children

Public relations/marketing contract in 2000 included writing of major brochures, articles, news releases, magazine profile of executive director, fund-raising assistance, production of video and assistance on planning and assistance with execution of 100-year anniversary event for facility that re-unites troubled children and families.

Families First

Served on as-needed basis as writer/public relations adviser to multi-county social health system for emotionally troubled children, families, adoption and foster family services, from 1999-2005.

Girl Scouts USA: Tierra Del Oro Council

Wrote 90th anniversary script for April 2002 extravaganza at Arco Arena, as well as planned giving and alumni brochures.

Trade Associations

Builder Digest of Northern California

Wrote cover stories (6 issues per year) for popular industry publication.

Building Industry Association of Superior California

Write occasional cover stories and features for association's monthly magazine, including profiles of builders/officers, and overviews of economic issues facing the industry.

California Apartment Association

Provided ongoing public relations counseling for statewide rental housing trade association representing 25,000 property owners/managers and 1.5 million units in California. 1993-96.

California Building Industry Association

Consulted on public affairs, media relations and video production services for 5,000-member association of home builders/developers. Wrote, produced and directed video annual report. 1982-86, 1993-94.

California Building Industry Foundation

Ran association's fundraising arm on a consulting basis and helped create its Hall of Fame annual major fundraising event.

Californians For Housing

Edited, designed report for ad hoc association of bankers, builders, elected officials.

Urban Planning/Engineering

Mintier Harnish

Strategic marketing and in-house writing seminars for established urban/regional planning firm. Wrote new website, helped coordinate business development and RFP responses.

Westin Engineering

Media and public relations counseling for national engineering/information technology firm based in Sacramento, including preparation of materials and executive media training for annual Washington DC conference of May 2001 that featured the unveiling of a new product, the Electronic Visual Management System (eVMS), an aid to water/wastewater and other utilities.

The River District (formerly Capitol Station District)

Copywriting and strategic support for urban business improvement district whose property owners wish to retain control over their destiny in light of a proposal to construct a huge regional park in 2004 (the measure was defeated).

Andrew Plescia & Associates

Brochure, publicity, photography for land use planning firm.

Hugh Carter Engineering

PR counsel from 1971-1976 for now-closed firm, which had offices in Garden Grove (California), Hawaii and Nebraska.

Water Agencies and Purveyors

El Dorado Irrigation District

Serve as marketing counsel and public information writer /editor for water purveyor serving a 220-square-mile service territory in El Dorado County. Advertising and public relations campaign helped lead, in 1998, to major settlement between EID and Pacific Gas & Electric Company for EID's long sought ownership of hydroelectric Project 184. Since 1995.

El Dorado County Water Agency and El Dorado Water & Power Authority

Have provided strategic public information counseling and implementation on behalf of the Agency and the El Dorado Water & Power Authority (which includes several governmental and water agencies) in their ongoing negotiations with the Sacramento Municipal Utility District (SMUD), which sought renewal of a FERC license for its Upper American River Project, and the City of Sacramento. Since September 2003.

Chino Basin Wastermaster

Strategic public relations for tri-county agency, formed by San Bernardino County Superior Court, in Southern California's "Inland Empire." CBWM will sell 36,000 acre-feet of water in an electronic auction—the first of its kind in the water industry—in November 2009.

Solano Irrigation District

Marketing/grass roots strategy for major capital improvement project.

Resource Insights

Public relations consulting on FERC (Federal Energy Regulatory Commission) relicensing for El Dorado Irrigation District. To fulfill similar goals, we also held a contract with the grass roots organization, **El Dorado County Citizens for Water**.

The Shibatani Group

Public relations, strategic marketing for hydrological consulting firm.

KISTERS International

Public relations, video production, copywriting for German-based developer of water and energy software.

Selected Awards and Recognition

SACRAMENTO CONVENTION & VISITORS BUREAU

5-Star Hospitality Award was presented to Jane and Ed Goldman Communications, Inc. in June 2000 by the 600-member public/private marketing bureau for our advertising and public relations campaigns.

ASSOCIATION OF BUSINESS PUBLICATION EDITORS

1999 Bronze Award (“Best in Region”) was presented to Ed Goldman for his monthly column, “Working Lunch” in Comstock’s Business Magazine

BUILDING INDUSTRY ASSOCIATION OF SUPERIOR CALIFORNIA

CLIENT: Serrano, a 3,500-acre golf course community in El Dorado Hills, CA
1998 Awards for Major Achievements in Marketing Excellence (MAME):

- Master-Planned Community of the Year
Shared with the Management and In-House Marketing Team
- Best Radio Commercial
Written, Produced and Voiced by Jane and Ed Goldman
[Song, "Serrano El Dorado: It Means Home": Music and Lyrics by Ed Goldman]
- Best Print Advertising (color)
Written by Ed Goldman
- Best Brochure
Written by Ed Goldman
- Best Overall Advertising, Community with Multiple Builders
Jane and Ed Goldman Communications, Inc.
- Best Special Event or Promotion: Serrano Showcase of Classic Architecture
Shared with the Management and In-House Marketing Team

1997 Awards for Major Achievements in Marketing Excellence (MAME):

- Master-Planned Community of the Year
Shared with the Management and In-House Marketing Team
- Best Overall Advertising, Community with Multiple Builders
Jane and Ed Goldman Communications, Inc.
- Best Special Event or Overall Public Relations Program
Jane and Ed Goldman Communications, Inc.
- Best Color Print Ad for Community with Multiple Builders
"Serrano: Everything from A to Z. And K through 12"
Written by Ed Goldman
- Best Brochure for Community with Multiple Builders
Written by Ed Goldman

1996 Awards for Major Achievements in Marketing Excellence (MAME):

- Best Overall Advertising, Community with Multiple Builders
Jane and Ed Goldman Communications, Inc.

- Best Color Print Ad for Community with Multiple Builders
"Respecting the Balance" Written by Ed Goldman

- Best Brochure for Community with Multiple Builders
Written by Ed Goldman

1998 Awards for Major Achievements in Marketing Excellence (MAME):

CLIENT: Parker Development Company, developers and homebuilders

DESIGNER: The Dunlavey Studio

- Best Corporate Brochure

Written by Ed Goldman

- Best Overall Advertising: Destinations at Riverlake, new-home community
Shared with the Management and In-House Marketing Team

NATIONAL ASSOCIATION OF HOME BUILDERS

Gold Award, 1997: National Community of the Year

Shared with the Management and Marketing Team of Serrano

Silver Awards, 1998:

- Best Brochure

Written by Ed Goldman

- Best Overall Advertising Campaign

Jane and Ed Goldman Communications, Inc.

Silver Awards, 1997:

- Best Radio Commercial

Written, Produced and Voiced by Jane and Ed Goldman

[Song, "Serrano El Dorado: It Means Home": Music and Lyrics by Ed Goldman]

- Best Brochure

Written by Ed Goldman

- Best Overall Advertising Campaign for Community with Multiple Builders

Jane and Ed Goldman Communications, Inc.