

Equals Three Communications, Inc. - Year-End Review

New Year's resolutions are often forgotten long before end of the day on Jan. 1st, but at Equals Three each year we resolve and successfully implement our goal to keep our clients first and, in 2009, we did just that. This week we take a look back at 2009 and review our success.

Awards & Community Service

Early in 2009 we graciously accepted three Addy Awards from the DC Ad Club of Metropolitan Washington. The Addy Awards competition, sponsored by the American Advertising Federation, is the advertising industry's leading competition for artistic quality. The Gold Addy was awarded for the Public Service – Collateral Brochure and Sales Kit Brochure, one Silver Addy was awarded in the category of Elements of Advertising – Logo Design and the second Silver Addy was awarded to for the Advertising for the Arts and Sciences – Collateral Brochure category.

In March, Equals Three celebrated International Women's Day by co-sponsoring an event, entitled "*Rejuvenating Communities with Creativity: A Dialogue around Art Therapy, Socio-economic and Gender Specific Development.*" During this event, we welcomed over 100 guests who experienced a fantastic international arts exhibit and enjoyed the engaging panel discussion featuring women leaders who use or advocate the arts and culture in development. Among the panelists were *Paula Howie*, the former President of the American Art Therapy Association and Associate Professorial Lecturer at George Washington University; *Yildiz Yagci*, President and CEO of Anatolian Artisans; *Joy Ford Austin*, Executive Director of Humanities Council of Washington D.C., and *Deborah Riley*, Director of Dance Place. We joined with Arts for Global Development, Touchstone Gallery and the American Turkish Association of Washington DC to raise awareness on women while also raising money for Friends of Orphans, an award winning organization in the Pader district of northern Uganda, and Anatolian Artisans, a non-profit that provides primarily sustainable economic benefits to low income artisans through product development, marketing and training.

Along with honors for our work in communications, Equals Three was awarded the Workplace Excellence Seal of Approval from the Maryland Work-Life Alliance. The Alliance for Workplace Excellence (AWE) is a non-profit organization dedicated to helping companies in the greater Washington, D.C., area become great places to work. Winners are selected based on their ability to demonstrate an outstanding commitment to balanced leadership and the overall success of their workforce.

Then, in June, Equals Three was featured in O'Dwyer's PR Report industry magazine as one of over a dozen multicultural firms in the U.S who recognize the importance of reaching diverse audiences in the U.S. and around the world.

Business Was Booming in 2009

Equals Three welcomed several new clients in 2009. We were delighted to be the agency selected to assist the National Academy of Public Administration (NAPA) with its Budgetball Civic Engagement Initiative. Budgetball is an active sport of quick passes, tough defense, and bold comebacks designed to increase awareness of the national debt and reward strategic thinking and collaborative problem-

solving around the issues of fiscal responsibility. NAPA will implement Budgetball and empower young adults at 10 Historically Black Colleges and Universities.

Around the same time, we were awarded a contract to assist The Cultural Center of Spain (CCE) identify opportunities to implement cultural initiatives in conjunction with the Millennium Development Goals (MDGs), which range from halving extreme poverty to halting the spread of HIV/AIDS, all by the target date of 2015. The initiative aims to strengthen the cultural industries in Latin America while addressing issues from human capacity building to cultural rights.

More recently, we were selected as Agency of Record for Washington, DC/Baltimore based food service and catering company Nutrition, Inc. Nutrition, Inc. serves government agencies and private sector entities throughout the Washington, D.C./Baltimore region. We are working together to create and implement a comprehensive marketing and communications program designed to strengthen its brand share within the food service industry. Finally, to end 2009, we welcomed the wonderful opportunity to develop marketing and outreach services for the Metropolitan Washington Council of Governments' Diesel Anti-Idling Campaign.

At Equals Three we don't just set resolutions. We set milestones. Each New Year is a chance to welcome new opportunities, cultivate our current relationships and remain actively engaged in an ever changing social environment.

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