



**LAER PEARCE
& ASSOCIATES**

Solutions through Strategic
Communications

*Winning the most awards
is hardly enough...*



...Having the best winning record is

Seventy-one wins. Four losses. Over the past 30 years we have earned the state's best winning record on public affairs campaigns by helping businesses, industry groups, municipalities and public agencies navigate complex regulations and win community support.

With a record like that, it's no surprise we've won more than 100 awards as well. But it's client wins that drive us.

We've learned from those wins, but we took away even more knowledge from the losses. And we've used that knowledge to help more clients achieve their goals.

71-4

California's Best **Winning** Record



LAND USE



WATER



HEALTH CARE



CORPORATE



GOVERNMENT



ASSOCIATIONS

Clutter In. Clarity Out.

The LP&A Difference

More than thirty 30 years ago, I set my mission as “Helping Important Clients Do Important Work.” It’s driven me ever since to win high-level, big-stakes campaigns through strategic communications and outreach. I’ve done it by transforming the clutter of this overly complex era into clarity, greater understanding and the support you need to achieve your strategic objectives.



Laer Pearce

What can LP&A do for **You?**

Opinion Research
Crisis Management **GRASSROOTS**
SPOKESPERSON TRAINING **STRATEGIC** B2B Marketing **CAMPAIGNS**
Collateral Materials **COMMUNICATIONS** Websites
Legislative Outreach Messaging **COMMUNITY OUTREACH**
Direct Mail **COALITION BUILDING** Workshop Facilitation
Brand Development Social Media CORPORATE COMMUNICATIONS

Large Clients. Small Clients. Big Results.



Post-Bankruptcy Communications



Land-Use Entitlement Support



Groundwater Project Entitlement



Statewide Ocean Desal Advocacy



Federal Healthcare Reform Communications



Endangered Species and Wetland Campaigns



Land-Use Entitlement Support



Quarry Operations Community Outreach



Transportation Ballot Measure



Charter School Approval



A PASSION FOR GREAT PLACES

Stakeholder Engagement



Land-Use Entitlement Support



Website Organization and Content



Stormwater Regulation Advocacy



Outreach for Capital Improvement Projects



Comprehensive Customer Outreach



Sales Tax Revenue Enhancement Campaign



Land-Use Entitlement Support



A little of what our 71 wins have accomplished

- 6 million Southern California water customers reached
- 400,000 homes entitled – projects as small as 14 homes and as large as 21,000 homes
- 2 million square feet of commercial real estate entitled
- 350 square miles of open space protected

Can we make you our 72nd?

	Expansion Plan Outreach		Social Media Planning
	Defeated Referendum Attempt		Water Budget Rates Implementation
	Land-Use Entitlement Support		Strategic Messaging and Branding
	Utility Tax Defeat		Community Outreach
	Wastewater Regulatory Communications		Strategic Messaging and Collateral
	Land-Use Entitlement Support and Corporate Communications		Land-Use Entitlement Support
	Airport Messaging and Outreach		Labor Dispute Strategic Messaging
	Job Loss Strategic Messaging		Defeated Hostile Takeover Attempt
	Land-Use Entitlement Support		Litigation Strategic Messaging

Local Roots

LP&A has helped clients win in nearly every corner of California. From San Diego to Sacramento to San Bernardino, this experience has allowed us to gain the regional knowledge and trusted relationships needed to always hit the ground running.

BAY AREA

IMPERIAL COUNTY

KERN COUNTY

LOS ANGELES COUNTY

ORANGE COUNTY

RIVERSIDE COUNTY

SACRAMENTO

SAN BERNARDINO COUNTY

SAN DIEGO COUNTY

VENTURA COUNTY

Helping You Through

A Strategic Advisor

The paths our clients travel are riddled with obstacles. That's why they turn to Laer Pearce & Associates as a trusted partner. We provide *Solutions Through Strategic Communications*. We see the big picture and the minutia, foresee the unexpected and help set a course toward victory.

“I truly believe LP&A has been the best addition to our team! Your brilliance, keen awareness of environmental matters, writing skills, thought-provoking strategy contributions, impressive PR materials and the stomach to deal with the media has made our team go from good to GREAT.”

— *Ron Metzler, Shea Homes*

“We have lots of consultants, but I tell people Laer Pearce & Associates is the one that always delivers.”

— *Lisa Hansen, Cadiz, Inc.*

“Laer Pearce is one of the best PR guys in the Golden State.”

— *Hugh Hewitt, land-use attorney and nationally syndicated radio host*

“Thank you again for your insights and guidance. I truly cannot thank you enough. You are stellar in every way!”

— *Christina Noonan, Los Angeles Department of Water & Power Commissioner*

“You guys are one of the most valuable team members I’ve worked with in my years of entitlement communications experience.”

— *Jay Reed, DMB Associates*



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