

CoreMessage, Inc.

Status quo communications plans no longer work if you want to get noticed in today's world. It takes creative energy and careful planning to grab the attention of the public and your key stakeholders. You need the ability to cut through the noise, and get your message — your core message — heard.

With decades of experience in public relations, media and government communications, CoreMessage helps you break through the clutter. Whether it is a political campaign in need of a media strategy, an organization or product striving to build its brand, or a government agency searching for a creative angle to disseminate its message — the award-winning CoreMessage team has the tools, the experience, and the resolve to ensure that you meet your objectives.

At CoreMessage, we pledge to exceed your expectations. We want to know every aspect of your organization, what it stands for and how it is perceived. Equipped with this breadth of knowledge and understanding, we help you define and achieve measurable communications goals by developing an integrated communications strategy uniquely designed to fit your needs.

Call us creative.

Call us innovative.

Call us effective.

Just call us!



CoreMessage, Inc.

Clients

CoreMessage clients include a diverse group of respected organizations and corporations in Florida and throughout the nation such as:

Alliance for a Better Florida
Altria Group
Angelo's Recycled Materials
ARAMARK
Associated Industries of Florida
AT&T
Avantair
Bethesda Healthcare System
Bryant / Miller / Olive
Bush-Brogan 2002
Charles Bronson for Commissioner of
Agriculture
Coalition to Protect Florida's Economy
Crist-Kottkamp 2007 Florida
Inaugural Committee

Florida Association of Court Clerks
and Comptrollers
Florida Leadership Council
Florida Manufacturing Extension Partnership
Floridians for Responsible Spending
Generations Together/COMPASS
HNTB
Institute for Human and Machine Cognition
Iraq-America Freedom Alliance
Joe DiMaggio Children's Hospital
M/A-COM
Memorial Healthcare System
National Hurricane Safety Initiative
Wal-Mart
Wine Institute



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Services

CoreMessage offers a broad range of services, providing clients with fully integrated, innovative and effective public relations strategies that advocate and position key messages to specific audiences. Through a variety of services we help manage communication to build strong, positive relationships between you and your key stakeholders.

The following services may be creatively combined into a comprehensive public relations campaign or provided separately on a project-by-project basis.

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| Brand Awareness | Internal Communications Consulting |
| Crisis Management | Web Site Development |
| Public Outreach and Education | Advertising |
| Issue Advocacy | Cooperative Promotions |
| Grassroots Initiatives | Direct Mail Marketing |
| Special Event Planning | Collateral Material Design |
| Public Opinion Research | Video Production |
| Political Campaigns | Press Kit Development |
| Message Development | Media Relations |
| Corporate and Political Speech Writing | Media Monitoring |
| Media Training | Trend Research |



CoreMessage, Inc.

CoreMessage Team

Vivian Myrtetus | VICE PRESIDENT

Vivian Myrtetus is a veteran communications expert with more than 15 years of experience in corporate and government communications. Her background includes strategic public relations management with a strong focus in public policy and issue development, corporate brand and reputation management, and television news and talk show production.

Prior to joining CoreMessage, Vivian was a top adviser and communications director for Florida Governor Charlie Crist. As a senior member of the Crist administration, she served as spokesperson for the administration and key strategist for the governor's policy priorities, which included directing statewide and national media campaigns to raise public awareness and support for those initiatives.

Vivian was also the director of communications for the Crist-Kottkamp Transition Team and managed all communications for the successful Crist-Kottkamp gubernatorial campaign.

Vivian previously served in communications roles with the Attorney General's Office, Department of Education, and Department of Agriculture and Consumer Services. In addition, Vivian was an account supervisor at one of Florida's largest public relations firms where her responsibilities included managing client accounts for public and private companies in the technology, legal and health care industries and developing and implementing client public relations strategies.

Vivian started her communications career in South Florida where she spent years managing broadcast news operations at several top-rated TV stations and was responsible for story planning and special project development for several live television programs. She also managed news desk operations for an international Hispanic television network and coordinated live field reports and special programming.

Vivian graduated cum laude from San Francisco State University and with honors from Miami Dade College.



CoreMessage Team

Jennifer Fennell, APR | MANAGING DIRECTOR OF PUBLIC RELATIONS

Jennifer Fennell brings more than a decade of communications experience to the CoreMessage team. A seasoned public relations counselor, Jennifer's expertise in message development, crisis communications, public affairs and publication production have advanced the communication goals of CEOs to state agency heads.

As the managing director of public relations, Jennifer's responsibilities include client service, strategic communications planning and management of CoreMessage's public relations staff.

Prior to joining CoreMessage, Jennifer served as the director of communications and public affairs for the Florida Department of Education. In addition to acting as a Department spokesperson, she coordinated the agency's overall public information and community outreach efforts. Jennifer also served as the director of communications for the Florida Department of Management Services where she developed and executed media relations and internal communications plans. Previously, she honed her event planning and marketing skills as the director of marketing and membership for the Florida Association of the American Institute of Architects.

Earlier in her career, Jennifer managed client accounts at several top Tallahassee public relations firms where she was responsible for the public relations, marketing and advertising activities of statewide, regional and national clients.

Jennifer is Accredited in Public Relations and is the recipient of more than 30 statewide and local public relations and advertising awards. She is a past president of the Florida Public Relations Association Capital Chapter.

A graduate of Florida State University, Jennifer earned a bachelor's degree in communication with an emphasis in public relations.



CoreMessage Team

J. Rachel Gustafson | SENIOR ACCOUNT EXECUTIVE

J. Rachel Gustafson joined CoreMessage in May 2007 as an account executive. From coordinating press conferences and pitching client news to drafting content for collateral materials and conducting media and marketing research, Rachel works to ensure that each client achieves optimal results.

Since joining CoreMessage, Rachel has worked with Associated Industries of Florida, Florida Association of Clerks and Comptrollers, Tyco Electronics' Statewide Law Enforcement Radio System and other clients to develop strategic communications plans and execute initiatives spanning from community outreach efforts and stakeholder relations to event planning and internal communication assessments.

In her role as account executive, Rachel assisted in organizing press logistics and coverage for all events leading up to the 2007 Republican Party of Florida's Presidency Four convention and Fox News Presidential Debates, in addition to the CNN/YouTube Republican Presidential Debates. The combined events garnered over 43 million media impressions throughout Florida's ten media markets and nationally. In April 2008, Rachel was promoted to senior account executive where she assisted in the execution of the *Explore Adoption* campaign, a six month public awareness initiative aimed to promote public adoption and encourage Floridians to consider adopting children from their own communities.

Prior to joining the CoreMessage team, Rachel served at the Claude Pepper Museum and Library at Florida State University as the center's public outreach coordinator, where she facilitated public opinion surveys, coordinated events and collaborating with the university's Media Relations Department. Rachel graduated from Florida State University's College of Communication with a Bachelor of Arts degree in public relations and was presented with the College's Academic Leadership Award.



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CoreMessage Team

Melissa Silas | ACCOUNT EXECUTIVE

Melissa Silas has spent her career working with internationally recognized clients on advertising and brand promotion initiatives. In 2008, she joined CoreMessage as an account executive and works closely with the CoreMessage team to develop and implement strategic communication efforts for government and corporate clients. Melissa's responsibilities include developing creative collateral materials, preparing client statements, executing grassroots initiatives and pitching stories to media outlets statewide.

Prior to joining CoreMessage, Melissa worked in account service at one of the nation's leading creative-driven advertising agencies. As an account manager on the Volkswagen account, she gained experience in traditional advertising as well as event marketing. Through brand promotions, Melissa planned and executed events at the 2007 Sundance Film Festival, the 2006 Bonnaroo Music & Arts Festival and the 2006 Teva Mountain Games.

Additionally, Melissa's advertising experience also includes working on The Ritz-Carlton® Clubs & Residences account where she acted as the lead client contact for properties throughout the United States and Caribbean. She was also responsible for coordinating marketing strategies and objectives with the company's corporate office in Orlando, FL.

Melissa is a graduate of the University of Florida's College of Journalism and holds a Bachelor of Science degree in Advertising. While attending UF, she served as an official student ambassador to the university through Florida Cicerones. Following graduation, Melissa studied art direction at Miami Ad School on Miami Beach.



CoreMessage Team

Kara Menendez | ACCOUNT EXECUTIVE

Kara Menendez joined CoreMessage in 2008 as an account executive. At CoreMessage, Kara works with clients to develop communication strategies in order to convey each client's unique message.

Prior to joining the CoreMessage team, Kara served in the Executive Office of the Governor for both Governor Jeb Bush and Governor Charlie Crist. Kara served in several capacities under Governor Crist, first working on the Crist-Kottkamp Transition Team providing administrative support to senior campaign and administration officials. Once Governor Crist took office, Kara worked in the Appointments Office, providing input and research on appointments for constitutional officers and judges around the state.

Kara joined the Governor's Press & Communications Office in 2007 as a speechwriter for Governor Crist and Lt. Governor Jeff Kottkamp. Kara was responsible for writing press releases, media advisories and related media material, as well as assisted the communications team on special projects.

Under Governor Bush, Kara worked as an analyst in the Appointments Office, vetting applicants and reaching out to local leaders around the state to receive input. She also prepared briefing materials and offered recommendations for appointments.

A native of Florida, Kara graduated from Florida State University with a degree in English and a minor in business.



Cory Tilley

Cory Tilley | PRESIDENT

Cory Tilley, a veteran of the public relations, political communications and government arenas in Florida, founded CoreMessage in 2001 after working as a top adviser to former Florida Governor Jeb Bush for nearly eight years.

From 1999 to 2001, Cory served as Governor Bush's deputy chief of staff where he was responsible for the oversight of several state agencies and numerous policy units. Among other responsibilities, Cory coordinated the development and passage of the state's major elections reform legislation that passed during the 2001 legislative session.

Before serving as deputy chief of staff, Cory was the communications director for Governor Bush during his first year in office. Cory was also the communications director for the Bush-Brogan Transition Team in the fall of 1998 and for the successful 1998 Bush-Brogan gubernatorial campaign. In these roles, Cory managed all communications and public relations efforts for the Governor's Office and campaign, and acted as chief spokesperson for the governor and lieutenant governor. Cory oversaw media strategies for the Governor's Office and coordinated speechwriting efforts for the governor, as well as media events and crisis communications planning with the Florida Emergency Operations Center.

Prior to joining the 1998 Bush-Brogan campaign, Cory served as executive and deputy executive director of the Foundation for Florida's Future in Coral Gables, Fla., where he managed the Foundation's headquarters and oversaw a significant communications and public policy operation.

Cory also served as communications director for the Republican Party of Florida, press secretary for the Bush-Feeney 1994 gubernatorial campaign, press secretary to Maine Governor John R. McKernan and executive director of the 1992 Maine Bush-Quayle campaign.

Cory, a native of Stamford, Connecticut, earned a Bachelor of Science degree in political science from The Ohio State University.

