



FACT SHEET

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MARY SCHNACK

A specialist in communications, Mary Schnack is an award winning writer, business owner and public relations practitioner.

She has helped small businesses, associations and corporations with a variety of public relations needs and speaks on communications and business topics throughout the world. She is particularly known for her work with crisis communications, media training and advocacy for small business.



Mary graduated with a bachelor's degree in journalism and wrote for major national magazines and newspapers, including Newsweek, McCall's, and the Los Angeles Times. She was a field producer and director for Newsweek Video.

After starting her own public relations consulting agency in 1992, Mary quickly became known as a crisis communications expert by working such crises as the Waco cult crisis, Rwanda Civil War, Los Angeles Civil Unrest, AIDS research, corporate firings of executives, business loss due to arson, human subject research and legislative impacts on industry.

Mary is a public relations consultant and represents associations, corporations, entrepreneurs, government entities, small businesses, and non-profit organizations. Mary Schnack & Associates has placed client's stories in national publications, regional and local newspapers, radio shows and programs, television



news programs and internet-based media. Mary also works extensively on public involvement for government projects.

INTERNATIONAL COMMUNICATIONS SPEAKER

Noted communications specialist Mary Schnack has been giving speeches and presentations worldwide for more than 30 years. Mary is articulate, witty and knowledgeable about communications for both business and personal relevance. Her topics are interesting and thought provoking and offer communication tips that you can put to immediate use. By peppering her presentations with examples from her personal experiences in such places as Waco, Rwanda, Russia and Los Angeles, Mary offers real world perspective and not just textbook examples from other people's work.

Mary speaks on a variety of subjects pertaining to communications that is of interest to small business owners, corporate professionals and associations. Her warm easy style, command of her subject and keen awareness guarantee that her audiences come away entertained, enlightened and informed. Mary's speech topics can be adjusted for keynote addresses, seminars or multi-day training, and can be adapted to specific industries or audiences. Her keynote presentations have garnered rave reviews.

TESTIMONIALS

"Our African women entrepreneurs continue to face problems bigger and more unique than their male counterparts. Mary's creative and well-tailored communication workshops have been most beneficial in the development of African women businesses. Her workshops are an essential tool in the ongoing "struggle" for equal opportunities for African women entrepreneurs. We are fortunate for her contribution to our work."

— Josephine C. Sefuke, Founder and President, Project Finance Forum for Africa (PFFA)

"Mary's media training has changed the way we do business at DMJM+Harris. We now integrate communication strategies and message points with every project and virtually every meeting. This has helped us not only 1 communications with clients and community members, but also work together more cohesively as a team."

— John McNamara, AIA, AICP Assoc. VP, DMJM+HARRIS Planning (now AECOMM)

SOME INTERNATIONAL CONFERENCES

WHERE MARY HAS SPOKEN:

- FCEM, World Association of Women Entrepreneurs: Cairo, Egypt
- European American Women's Council (EAWC): Athens, Greece
- Global Women's Summit: Mexico City, Mexico; Cairo, Egypt; Berlin, Germany
- Vital Voices of Eurasia: Kiev, Ukraine
- World Islamic Economic Forum: Jakarta, Indonesia
- Business Women's Network: Ramallah, West Bank
- W.I.N. Annual Global Leadership Forum: Geneva, Switzerland
- International Business Women Conference: London, England
- Pan-African Women Invent and Innovate: Accra, Ghana
- Kenya Association of Women Business Owners: Nairobi
- Vital Voices of Africa: Capetown, South Africa
- Reykjavik University, Iceland

SOME OF MARY’S SPEACHES ...

Mary gives motivational speeches, such as “*Let Your Voice Be Heard*,” to a two-day or two-week business communication seminars/trainings. Topics are personalized (sometimes combined) for each client and audience.

The Power of PR in Growing Your Business

Public relations is a powerful, cost-effective means to promote your business. It is important to know how to utilize all the components of a well-rounded public relations campaign.

Media Training: Don’t Let Them See You Sweat

Few things are more exciting or stressful than talking to the media. Media training helps us effectively handle both friendly and difficult media situations.

The Secrets of Success For Crisis Communications

If a crisis were to happen at your place of business, would you be prepared to handle the media, your employees, your stockholders and your competition? Once a crisis hits, it’s too late to develop a plan. Learn everything that you need to know to handle a crisis quickly and effectively.

The Brand Called YOU

You are a brand. What do you stand for? It’s not an easy question for most people to answer. It doesn’t matter what size your business is, how much revenue or how many employees – or even if you work for someone else.

Be The Expert That You Are

We are constantly vying for attention in a crowded marketplace. Are you known as an expert? How do you get recognized for your area(s) of expertise?

The Ten Dumb Things People Say to Someone With Cancer

A six-time cancer survivor, Mary takes an upbeat and humorous approach for how to help someone who has recently received the “Big C” diagnosis.

MORE TESTIMONIALS

“Most of my staff didn’t believe we could control media interviews, especially since we have such a controversial topic. After their professional media training, every single staff member felt not only confident about handling media interviews, but was convinced that we needed to do more proactive media outreach.”

— Peter Kerndt, M.D., Medical Director, HIV/Epidemiology, Department of Health, County of Los Angeles

“Her presentation to our chapter on Communicating During Life’s Crises was perhaps the best meeting we had during my year.”

— Vicki Arndt, former President, NAWBO–Ventura County

“Mary’s presentation on ‘Communicating During a Life’s Crises’ was helpful and interesting. She blends her own experiences and stories with strategies that even an amateur can duplicate. Her style is refreshing and entertaining, while the tips and suggestions she shares are top-notch. It was so refreshing to leave a workshop with real world tools that I can use immediately.”

— Dana Burke, Owner, Mind Your Business



A FEW OF OUR SPEAKING CLIENTS...

<p>OFFICE DEPOT’S SUCCESS STRATEGIES FOR BUSINESSWOMEN “The Power of Public Relations To Build Your Business” Boca Raton, FL www.officedepotsuccess.com</p> <p>ESSENTIALLY WOMEN NATIONAL EDUCATIONAL CONFERENCE “Focus on the Future”</p> <p>AMERICAN CANCER SOCIETY</p> <p>SMALL BUSINESS DEVELOPMENT CENTER</p> <p>INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS (IABC)</p> <p>ATHENA AWARDS • Hamilton, Bermuda • Madison, Wisconsin</p>	<p>NATIONAL ASSOCIATION OF WOMEN BUSINESS OWNERS (NAWBO) National conference, and chapters throughout California; Spokane, WA; Sedona, AZ; Phoenix, AZ; Central Iowa; Albuquerque, NM; New Orleans; LA; Dallas/Fort Worth, TX; and Atlantic Region Conference in Virginia Beach, VA</p> <p>MCKESSON HBOC SUPPLIER WORKSHOP “Moving Product to Market”</p> <p>WOMEN & BUSINESS EXPO Ontario, CA Convention Center</p> <p>NATIONAL ASSOCIATION OF HOUSING AND REDEVELOPMENT OFFICIALS National, Regional and State Conferences</p> <p>CULVER CITY UNIFIED SCHOOL DISTRICT</p> <p>SEDONA UNIFIED SCHOOL DISTRICT</p>	<p>SEVENTH-DAY ADVENTIST WORLD CHURCH • World Communications Advisory • North American Crisis • Communication Seminar • Pacific Union Media Training</p> <p>ADVENTIST DEVELOPMENT AND RELIEF AGENCY Public Relations seminars in Ghana, Guinea, Azerbaijan, Moscow, Peru, Bolivia, Brazil and Washington D.C.</p> <p>CHURCH OF THE RED ROCKS Sedona, AZ</p> <p>BRENTWOOD PRESBYTERIAN CHURCH Los Angeles, CA</p> <p>CHAMBER OF COMMERCE: • Marina Del Rey, CA • Sedona-Oak Creek, AZ • San Dimas, CA</p>
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