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new york news

rbb Public Relations Merges with Local Sports Marketing Specialist

MIAMI—**rbb Public Relations**, the independent South Florida agency created two years ago when Christine Barney bought the former Rubin Barney & Berger firm back from Weber Shandwick Worldwide, is merging with local sports marketing specialist **Alan T. Brown Associates** to create a \$3 million firm.

rbb has a blue-chip client list that includes MasterFoods USA, Florida Power & Light, Verizon Wireless and The Florida Bar. Brown's current clients, which will follow him to the new firm, include the Downtown Hollywood Community Redevelopment Agency, Microsoft X-Box, Woodlands Country Club and Jay Fiedler's Reach for the Stars Foundation.

Brown will close his firm's Hollywood office and become a vice president in the Coral Gables offices of rbb. A former director of PR and celebrity endorsements with SlimFast, Brown had worked with celebrities including Tommy Lasorda, Kathie Lee Gifford, and six NFL coaches. He has also worked with the Florida Marlins and

(Continued on page 14)

new york news

Makovsky to Promote 2004 CeBIT America Trade Show

NEW YORK—**Makovsky & Company**, one of the largest independent public relations firms in New York, has been selected by **CeBIT America**, a leading information and communications technology trade show for the enterprise business marketplace, to drive positioning and publicity for the 2004 show, scheduled to take place in May at the Jacob Javits Convention Center in New York.

The exhibition floor will focus on business-to-business providers of software, hardware, Internet solutions, networking and communications solutions and conference programming keyed to the interests of CIOs, senior IT management, CFOs, COOs, CEOs and divisional management.

According to Robbin Goodman, executive vice president, who heads the technology practice at Makovsky, "CeBIT's parent company, Deutsche Messe, is focusing on the right strategic elements to take a business-focused tech show to the heart of the business community in New York. One of the big accomplishments CeBIT America

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The Beef Industry's Successful Attempt to Undermine Its Own Credibility

More than a decade has passed since an epidemic of bovine spongiform encephalopathy, better known as mad cow disease, ravaged British beef and dairy herds, so it's fair to say American cattlemen have had every opportunity to study that outbreak and learn from it. Yet to say the industry failed to learn would be an understatement. It's almost as if American cattlemen looked at the catastrophic events in the U.K. and decided to ignore every lesson while duplicating—and if possible exacerbating—every mistake.

Last year, the American beef industry spent millions of dollars in lobbying fees and campaign donations to ensure that when mad cow disease eventually showed up on these shores, consumer confidence—and more importantly, the confidence of our trading partners—in the safety of U.S. beef would be as low as possible. Has any industry ever gone to such extraordinary lengths to undermine its own credibility?

The industry could have insured itself against devastating market loss relatively cheaply—the whining and wailing of its representatives in Washington notwithstanding. It could have accepted safety measures that cattle pro-

ALSO IN THIS ISSUE: PR agency M&A activity, page 2; Best books for PR people, page 3