

Makovsky & Company was recently named

BEST MANAGED AGENCY IN THE NATION

among niche agencies, and also among the...

TOP 9

BUSINESS-TO-BUSINESS FIRMS

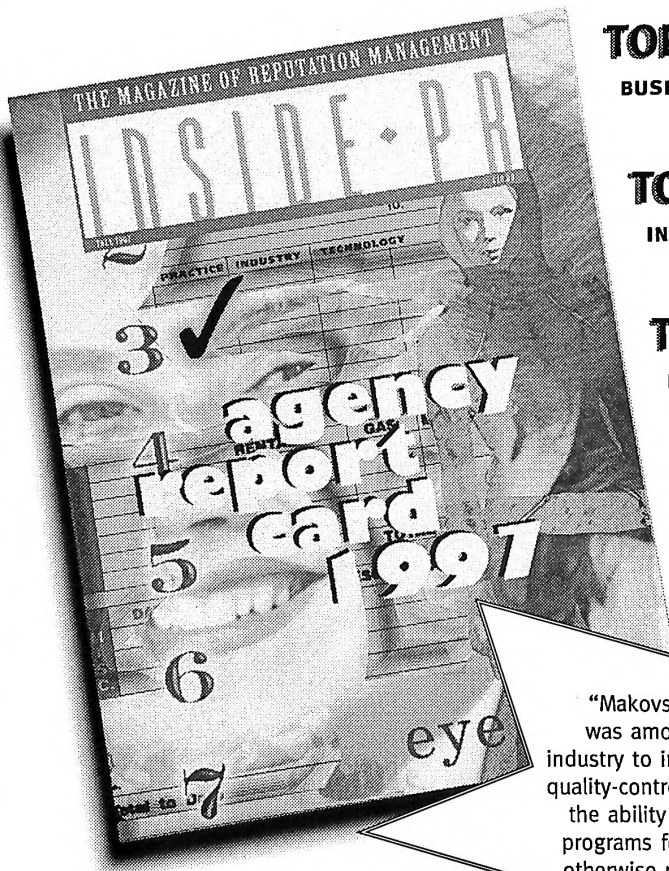
TOP 16

INVESTOR RELATIONS FIRMS

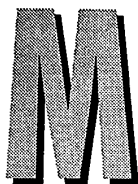
TOP 16

**FIRMS WITH
NATIONAL CAPABILITIES**

— *Inside PR*, Fall 1997



"Makovsky & Company ... was among the first in the industry to introduce a meaningful quality-control program ... and has the ability to manage national programs for clients who would otherwise never consider a firm outside the top ten."

A large, bold, black letter 'M' with a textured, stippled appearance, serving as a drop cap for the first paragraph.

akovsky & Company is the master of controlled, consistent growth. In 1996, the firm grew by about 25 percent, breaking \$6.5 million in fees, and this year it's on track for better than 10 percent growth and fees of more than \$7 million. The main reason for its success is that founder and president Ken Makovsky is one of the few PR agency principals who seems to enjoy the challenges of managing a business as much as he enjoys practicing the craft of public relations. That's a priority that has been reflected in the agency's focus on client service — it was among the first in the industry to introduce a meaningful quality-control program — and its ability to manage national programs for clients who would otherwise never consider a firm outside of the top ten.

Makovsky continues to focus on five centers of excellence: technology and telecommunications; investor relations (billings up 32 percent last year); financial and professional services; health sciences (billings up 34 percent); and industrial. In the latter area, Makovsky offers particular expertise in the newly competitive utilities industry, having hired former journalist and lobbyist Jeff Dennard as senior vice president to spearhead that capability. The firm is also expanding into interactive services.

In the past 12 months, Makovsky has handled high-profile assignments for clients including ABB; Ernst & Young; IIT Industries; the Smart Card alliance of Citibank, Chase Manhattan, Visa, and Mastercard; Warner-Lambert; Allergan; and Celgene. For Ernst & Young, Makovsky manages communication surrounding firmwide issues such as knowledge sharing and life/work balance issues, as well as PR for the tax consulting and compliance services practice. For Celgene, the firm is working on the reintroduction of thalidomide, which the FDA recently recommended for approval.

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