

CONTACT US::

Gastineau Communications Inc.
P.O. Box 99634
Seattle, WA 98139
P: 206-282-3371
www.gastineaucommunications.com

Preserving industry in a high-tech town

CLIENT

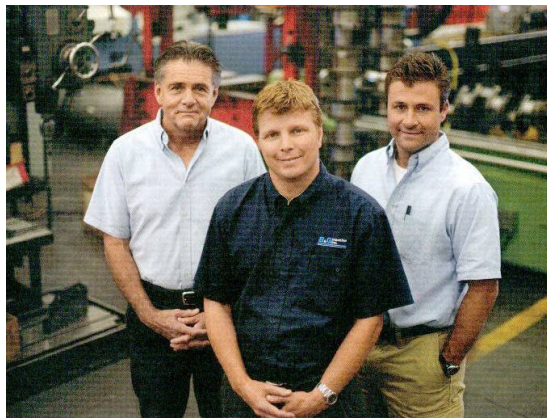
B&G Machine
Seattle, Washington
www.bandgmachine.com

TIMETABLE

Gastineau Communications has provided ongoing communications counsel and strategic coaching for the business owners since 2004.

RESULTS

B&G Machine continues to thrive and expand its operations in Seattle. Positive press about the company has appeared in the *Wall Street Journal*, *The Seattle Times*, *Seattle Magazine* and several other local and regional media.



B&G Machine is a family-owned business in Seattle's Georgetown neighborhood. An anchor business for more than 50-years, B&G Machine is committed to keeping its operations in Seattle and being a good neighbor while the city grows and changes around them. The company remanufactures large diesel engines and employs more than 40 people at its two facilities in the city.

The company faces continued outside pressure to re-zone traditionally industrial land for commercial, high-technology and residential uses. Our firm provides message development and coaching to the firm's owners and spokesman and helps them convey the benefits of industry to the city's economic base and to the surrounding neighborhood.

Project goals:

- Keep messages simple and consistent to communicate a unified message about the company's views and values.
- Increase and maintain support for industrial land use and family-wage jobs in the city's core.
- Demonstrate a willingness to be a good community neighbor to the residents and local businesses surrounding the company's facility.

Solution:

- Created talking points and key messages about the benefits of the company and coached the company spokesman on communicating the messages effectively.
- Track and monitor press clippings about the company to measure the consistency and effectiveness of the communications.
- Hold regular, informal meetings with owner to discuss any community or business-related issues and strategies for communicating with the public as well as employees.