



Todd Templin, Julie Talenfeld, Don Silver & Caren Berg

BOARDROOM COMMUNICATIONS:

Delivering Results When Media Matters

The economy has taken its toll on many South Florida companies. But one which hasn't slowed down is Boardroom Communications.

"No matter what kind of business cycle we're in, there's always a business that needs help with marketing and getting their story out to the media," said Julie Talenfeld, a journalist who founded the firm in 1989.

With offices in Plantation, Tampa and Orlando, Boardroom provides traditional public relations services, crisis communications, business introductions and interactive media services. Entrepreneurs and established corporations alike turn to Boardroom for assistance crafting and targeting their messages to the right audiences. Today there is an emphasis on social media.

"Traditional media is still important. But clients recognize they must use social media to not only be heard, but to engage target audiences," Talenfeld said. "Social media enhances traditional media. The newspaper article that ran one time in the local or national paper is now posted and positioned by our search engine optimization experts to potentially be seen by millions."

Talenfeld launched Boardroom at the age of twenty five. Today, the firm has a staff of fifteen, with 2008 revenues topping \$2.35 million. The South Florida Business Journal lists the agency among the Top 10 largest Public Relations firms and a Top-25 Woman-Owned Business. Boardroom was named "Small Business of the Year" by the Greater Fort Lauderdale Chamber of Commerce and South Florida Business Leader Magazine readers selected Boardroom second out of the Top 200 Small Businesses in the region.

Boardroom clients know firsthand the firm's accolades and talents. "Talenfeld and her team of publicists have great contacts, a terrific feel for working with us, and experience in all types of media and marketing," said Eric Stillman, President / CEO of the Jewish Federation of Broward County. "They just helped us create our television branding campaign."

"Other Boardroom clients include Tenet Health, Field of Flowers, Florida Property and Casualty Association, Berger Singerman law firm and the Multiple Sclerosis Society," said Don Silver, a firm partner and twenty five year marketing communications veteran.

"If you're an established company, an emerging one, or a non-profit trying to reach new donors, we work to accomplish your goals cost effectively," Silver added.

Boardroom executives are very active in the community. Silver Chairs the Executive Council for Legal Aid Services of Broward County. Executive Vice President and former WPLG-TV newsman Todd Templin sits on the board of the American Red Cross. Sr. V.P. Caren Berg is a Director of Junior Achievement and Talenfeld serves on the boards of Florida's Children First and Margaux's Miracle Foundation. The firm was honored with JAFCO's 2009 Jacobs Ladder Award, for its commitment to child advocacy.

Talenfeld is proud of her firm's success, its legacy of delivering the media, and especially its community involvement.

"I feel very fortunate for the success we've achieved. We have a talented team who work hard every day to make a difference for our clients, and in the community."