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From retail to restaurants and entertainment to event management-- **we get it**

The Andrews Agency Background Information

The Andrews Agency is a full service public relations, advertising and event management firm. Founded in 1990, our number one goal is to develop and execute the needs of our clients.

The synergy of the company comes from a true understanding of the public relations business and how it interfaces with a variety of clients from retail to restaurants and entertainment to event management.

Agency Services:

- Creative Concepts
- Strategic Planning
- Public Relations
- Communications Audits
- Publicity
(Consumer & Trade)
- Promotions
- Advertising
- Creative Production
Coordination
- Invitations
- Media Lists
- Media Relations
- Special Events
- Press Conferences
- Community Relations
- Media Training
- Crisis Management
- Crisis Strategic Planning
- Novelties
- Weekly Status Reports
- Monthly Publicity Reports
- Evaluation of Services





Susan Andrews graduated from Middle Tennessee State University in 1978 with a Bachelor of Science Degree in Mass Communications. After college she joined Bill Hudson & Associates, a Nashville advertising and public relations firm where she became vice president of public relations. Andrews left the firm to start her own company specializing in public relations and event management in 1990. In 1995, The Andrews Agency merged with The Ingram Group for two years. In 1998, The Andrews Agency was reformed with previous staff and clients. Some call it a de-merge, but we think of it more as an “e-merge.” Susan is an accredited member of the Public Relations Society of America where she has served on the board numerous times over the past ten years. She also serves on the advisory board of the Ronald McDonald House, the Comprehensive Care Center and is a member of the Nashville Area Chamber of Commerce and Cool Springs Chamber of Commerce.



Amanda Virgillito Saad is an Account Supervisor with the agency. She graduated from Middle Tennessee State University in 2002 with a Bachelor of Science Degree in Mass Communications. After college she spent nearly seven years with the Tennessee Performing Arts Center, handling public and community relations. During her time there she received multiple promotions, ultimately holding the title of Director of Public Relations. She handled roughly 30 ongoing campaigns annually, including TPAC’s Broadway series, TPAC Presents series, TPAC Family Field Trips, TPAC Education, and a variety of society, entertainment and institutional engagements. During that time she consistently averaged more than 150 substantial local and regional press features per year, and cultivated strong working relationships with the media. She supervises accounts including Watermark, The Palm, Woodhouse Day Spa, F|H Design among others. Clients rave about her ability to secure feature stories both locally and nationally. Amanda is an active member of the Public Relations Society of America, and continues to stay active in the arts community.



Landin E. King recently joined the Andrews Agency public relations firm as a full-time account services representative. Landin graduated from Middle Tennessee State University with a degree in mass communication focusing in public relations and marketing. He was the vice president of the MTSU chapter of the Public Relations Student Society of America. Landin has completed internships with both the Nashville Area Chamber of Commerce and the Tennessee Performing Arts Center. He was recently honored by MTSU as one of their outstanding public relations graduates for 2010. Landin has worked in event planning, campaign development, social media strategy, media relations and online marketing. He is currently working on developing new strategies for the Andrews Agency to further utilize social media and online resources for clients.

CURRENT PUBLIC RELATIONS CLIENTS:

Nashville Lifestyles Magazine – We work with the publisher of Nashville’s premiere magazine on strategic planning, public relations and special event management for select sponsored events.

The Palm – We were hired to handle the public relations and event management for the prestigious Palm, a new restaurant for Nashville, which opened in December with 500 guests. We were also responsible for selecting 200 prominent Nashvillians to be included as “celebrities” on the walls of the restaurant. They continue today as an on-going client.

The Lipman Group/Sotheby’s International Realty – Public relations and community relations for one of Nashville’s premiere residential real estate firms with national networking capabilities.

Porta Via Italian Kitchen – Handling the grand opening, event management and public relations for Nashville’s only Neapolitan Pizza Italian Kitchen.

“Kevin Carter Waiting For Wishes” – Our 10th year to handle event management and public relations for this fundraiser at The Palm where Kevin and his teammates wait tables for tips to benefit The Kevin Carter Foundation and Make-A Wish. The event raises approximately \$200,000 annually.

Lotz House – Advertising, marketing and public relations for Franklin, Tennessee’s newly opened Civil War house museum across from the historic Carter House.

Battle of Franklin Trust – Advertising, marketing and public relations for the management organization of Franklin’s 2 most visited attractions Carnton Plantation and The Carter House.

Wade & Egbert Insurance Partners – Public relations and community relations for one of Nashville’s most well-known and established insurance companies.

Mista Dales – Nashville based food company with an emphasis on gourmet mustard slaw.

CURRENT PUBLIC RELATIONS CLIENTS:

Mt. Pleasant Grille- Advertising, marketing, and public relations for one of the most popular restaurants in the Maury County community. Known, for its “50s style soda shop,” Mt. Pleasant Grille has garnered national attention as one of the best places to dine.

Breckenridge House Antiques- Handling advertising and creative concepts for the boutique-style antique shop located in Mt. Pleasant, TN.

Watermark Restaurant- Full service public relations and event campaigns for one of the most popular and beautifully situated restaurants in Nashville. Carrying one of the city’s largest wine lists, Watermark is known for their culinary commitment as a fine dining establishments.

Fish & Co.- Handling public relations for one of Nashville’s newest restaurants featuring James Beard Award Winning Chef Louis Osteen who invented lowcountry southern cuisine.

Live on the Green - Public relations and social media for downtown Nashville’s sex-week outdoor fall music festival.

Parking Management Corp. - Public relations campaign for one of Nashville’s most successful parking and valet companies

Turnip Truck - Public relations and marketing campaign for both locations of Nashville based grocery store.

The Listening Room Cafe - Public relations, marketing, advertising and event planning for music venue / restaurant. Currently working on a rebranding project to develop the name recognition of the venue.

General Client Experience

- Ronald McDonald Circus
- Kevin Carter's "Waiting for Wishes" Fundraiser at The Palm (10 years)
- "Football 101 & Fall Fashion Show" (4 years)
- Ryman Auditorium – Concert series, Bluegrass Series, Theatrical
- Opry Mills Grand Opening and on-going public relations
- The Palm Grand Opening and on-going public relations
- Mall at Green Hills Grand Re-opening
- Tennessee Titans PSL Sales & Luxury Suite Sales
- Predators promotion with Kroger "Ice Box Seats"
- The Wiggles – TPAC performance
- Renaissance Hotel (
 - formerly Stouffer Nashville Hotel – ground breaking and grand opening)
- F. Scott's Restaurant Grand Re-opening
- America Walks for Strong Women – National Osteoporosis Foundation
- Ronald McDonald House – Ground Breaking, Grand Opening, key milestones
- Barbara Mandrell Celebrity Softball Classic – 40 international celebrities
- Twitty City, Conway Twitty, "A Tribute to Conway Twitty" (since 1982)
- Conway Twitty Estate Sale
- Country Music Hall of Fame
- Starwood Amphitheatre
- Southern Gentlemen's Show
- CitySearch – Launch into Nashville market
- National Tour Association
- WSMV-TV – Strategic planning and launch of SkyMax
- Kroger - Plus Card launch, sports marketing, grand openings, etc. (9 years)
- Summer Lights in Music City '92 & '93
- Italian Street Fair '99, '00
- Chet Atkins Musician Days
- Swing for Sight with Amy Grant
- Charlie Daniels/St. Jude Fundraiser at The Palm (5 years)
- Ray Stevens
- Balloon Classic '92 – '97 – Event management and public relations
- Saint Thomas Health Services – Century Celebration
- Doubletree Hotel Renovation 2008
- Dr. Jody Jones Grand Opening Music Row Block Party
- Maggiano's Little Italy Grand Opening
- The Grape Grand Opening
- Sony Tree Publishing – The Music Box
- Divas Nashvegas
- Sparkle & Twang – Tennessee State Museum

PROFESSIONAL AND COMMUNITY AFFILIATIONS

Public Relations Society of America (accredited member)

(Susan Andrews Thompson served three terms on the board of directors)

[Amanda Virgillito Saad is an active member]

Nashville Advertising Federation

(Susan Andrews Thompson has served on the board of directors)

Comprehensive Care Center

(Susan Andrews Thompson has served on the board of directors and is currently on the advisory board)

Ronald McDonald House

(Susan Andrews Thompson is currently on the advisory board of directors and has served as president of the board of directors)

Community Access TV

(Susan Andrews Thompson was appointed by the Mayor to serve on the board of directors)

Vanderbilt Children's Hospital

(Susan Andrews Thompson has served on the board of directors)

Music Industry Relations Committee

(Susan Andrews Thompson has served on this committee)

Nashville Area Chamber of Commerce

(Susan Andrews Thompson has served on various communications committees, has handled the public relations for the Convention and Visitors Bureau, and the agency is a member of the Chamber)

Nashville CARES

(The Andrews Agency company represented in a volunteer capacity as well as paid public relations services)

Make a Wish Foundation of Middle Tennessee

(Public relations and fundraising events to raise awareness for the organization)

We have handled public relations or events for the following community organizations:

- American Cancer Society
- American Red Cross
- BRIDGES of Williamson County
- Council of Community Services
- Council on Aging
- Donelson Station Senior Citizens Center
- Domestic Violence Intervention Center
- EAR Foundation
- Fall Fest at Belle Meade Mansion
- The Frist Center for Visual Arts
- Girl Scouts of Tennessee
- Kevin Carter Foundation
- Make-A-Wish Foundation of Middle Tennessee
- Nashville CARES
- Nashville Arts Commission
- Nashville Humane Society
- Nashville Restaurant Association
- Nashville Symphony
- Nashville's Table
- National Osteoporosis Foundation
- Make a Wish Foundation of Middle Tennessee
- Metro Arts Commission
- Oasis Center/Divas NashVegas
- Parents Reaching Out
- Rochelle Center
- Ronald McDonald House
- Rotary Club of Donelson, Smyrna
- Saddle Up!
- Second Harvest Food Bank
- St. Thomas Health Services
- Tennessee Humanities Council
- Tennessee Performing Arts Center
- Vanderbilt University Medical Center Organ Transplantation Program

The Andrews Agency has strong skills in organization, public relations, community relations, strategic planning, advertising, creative, corporate identity, special events and entertainment. Our staff provides top-notch media relations for our clients. Before we get started on any project for a client, we always look at the situation from a strategic standpoint, identify goals and objectives, then develop a strategy on how to reach those goals.

We provide clients with periodic updates and evaluations on our work, which includes press clippings and a comparison to our goals to ensure we are meeting those objectives.

We work with some of the finest commercial artists available and select partners based on our client's needs. Although we're a small agency, we have BIG ideas. We are as selective about our clients as clients are about what firm will represent them.

Thank you for considering The Andrews Agency for your advertising and public relations needs.

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So, when can we start?