

gallagher & gallagher WORLDWIDE



Presentation by Ms. Daisy Gallagher, AMA, CPM, CHT
Chairwoman, Chief Global Strategy Officer
Headquartered

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www.gallagherworldwide.com / ceo@gallagherworldwide.com

International Award winning Industry leaders integrated branding, marketing, public communications
Members: PCMA PRSA AMA IAA USCC GPCC MBRT GMIC GBB- two decades International, Industry,
Military & Civilian
Other US offices include; 1180 Avenue of Americas, NY, NY 10036 and AP/AR Admin Office in Pennsylvania

Presentation Outline



- Mission
- Capabilities
- Value/Organization
- Methodology/Experience
- Relevant Current Case Studies
- Testimonials



“ To be the best in the industry, we must continue to raise the bar, give our clients more than they paid for, more than the asked for; we must put their needs ahead of our own - we must realize that their success is our success”

Daisy Gallagher, Founder and CEO

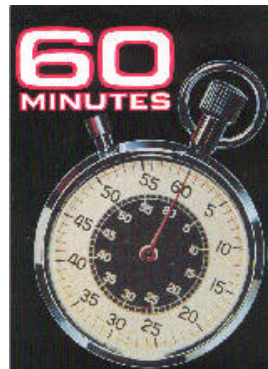
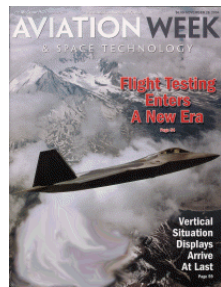


- Founded 1990
- **Top Experts** – LEADERSHIP, PROGRAM MANAGEMENT, PUBLIC AFFAIRS AND OUTREACH (**Senior Advisor Level**)
- **100+ Industry Awards** Internationally & nationally recognized, award-winning firm
- **Top 10 IMA USA** – U.S. Business Journal
- One of the Five Top Women Businesses in Nation (US President)
- Private sector: National and international clients
- **First of 5 in our Industry in Nation** Awarded the GSA Schedule Certification
- Secret/Top Secret Level Clearance – Includes Management & Facility/FSO
- **100% Record of Past Performance PPIRS** – Two Decades+
- Appointed by White House, Confirmed by Congress Leadership Roles – including serving on United States of America Industry Government Council Steering Committee, Industry Government Council and the United States of America Small Business Advisory Council, United States Hubzone Council Task Force
- Int'l/National/Community - Serve(d) as Chair of Several Major Foundation Business & Charitable Boards
- Latest Awards – Daisy Gallagher, Most Influential Woman in Brand Marketing – International Woman's Business Awards 2018-2019
- Integrated Marketing Agency of the Year 2018 – 2019 Acquisition International

Senior Expert Level Public Affairs Includes



THE HISTORY CHANNEL.



The New York Times
ON THE WEB

MARINE CORPS
GAZETTE

Jane's
Defence
Weekly



The
Washington
Post

THE WALL STREET JOURNAL

InsideDefense.com
an online news service covering defense and the aerospace industry

ArmyTimes.com

 **TECH BRIEFS**
ENGINEERING SOLUTIONS FOR DESIGN & MANUFACTURING

Gallagher's Client Roster - Int'l & Industry



SIEMENS



NEWSS.US®
"The Power Of New Energy"



imagination at work



Johnson Controls



LOCKHEED MARTIN
We never forget who we're working for™

ECOLIBRIUM GROUP

Canada



performance solutions



AECOM



Department of Energy



General Services Administration



Department of Commerce



Department of the ARMY



United States Small Business Administration



New York
The Empire State



Upper East Side
Rehabilitation & Nursing Center



Gallagher's United States Government Agency Performance Includes



National Institutes of Health



National Center for
ETHICS
in Health Care



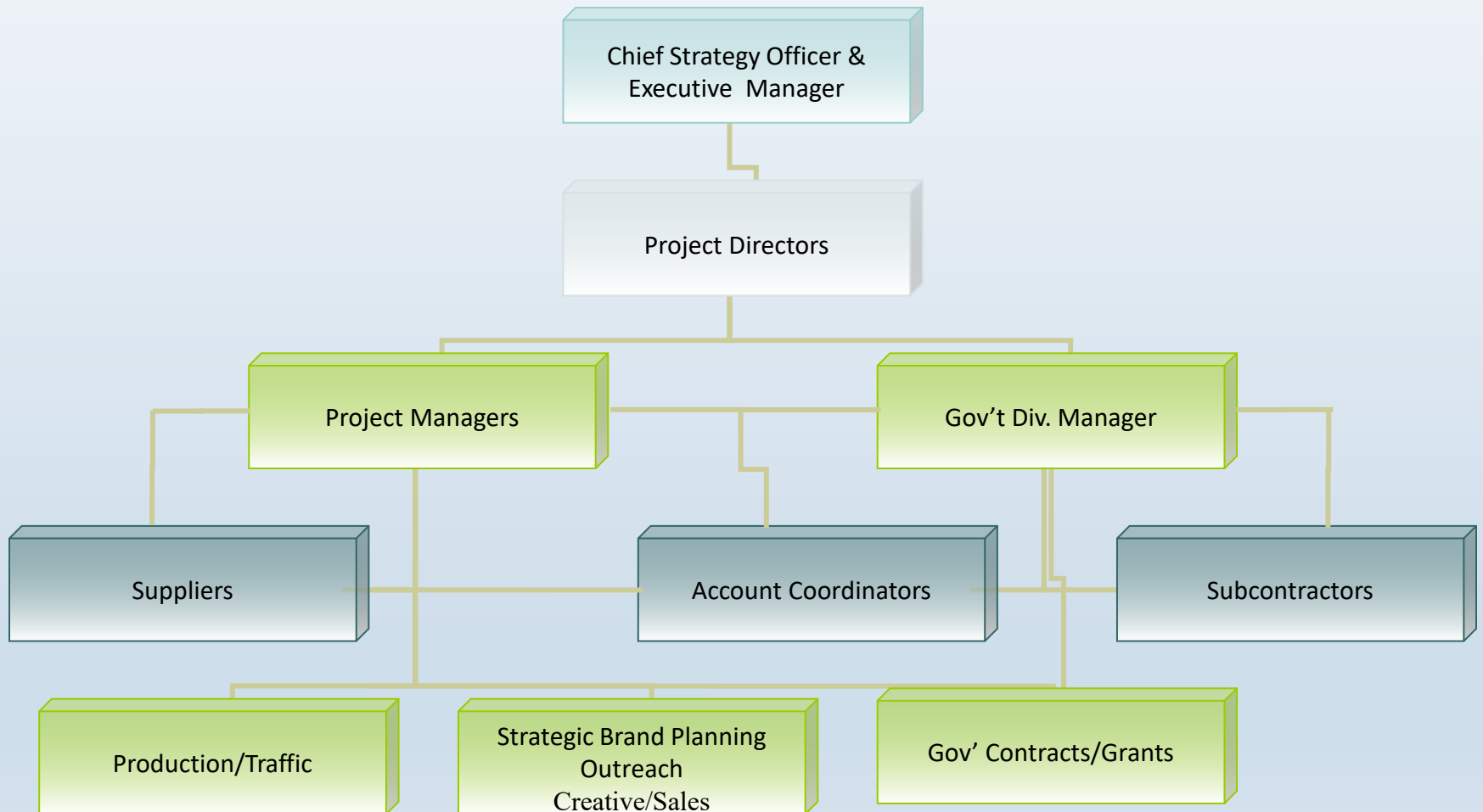
Our MISSION



Mission Statement:

Our mission is to continually earn your trust by performing in the most efficient and professional manner, delivering the highest quality service, valuing our customers and our team of experts.

Organizational Chart



Core competencies

Award Winning respected professionals and industry leaders in program management, training, event deployment and communications industry for more than 25 years – combined more than 150 years of experience - leads on award winning recruitment, leadership training, strategic planning/marketing/project management, media and public communications, recruitment brand campaigns USG – more than two decades federal business and government initiative experience and considered one of the more successful industry partners schedule – experts in the private sector with close to three decades international and national success in the industry. Gallagher holds advanced certifications in advanced project management certifications along with other relevant experience and educational/certifications pertinent to marketing, public relations, crisis management, business, leadership, leading teams, logistics – educators in public relations and marketing strategies –retained by customers Senior Subject Matter Experts (and requested as Keynote Speakers) in the areas of government contracting, branding, media & public communications and marketing – top secret level clearance and facility security officer – fluent in English and Spanish.

Creative Gurus – Sustainable Experts – Recruitment & Brand Experts -- Market Research - Program Implementation – Time Management – Quality Assurance - Crisis Management Trainer – Public Education & Public Affairs – Published Authors – Keynote Presenters – Creative Development – Executive Decision Making – Ability to pull (people around the table) and work with different groups – Program Management Experts (certified) - Negotiations – Educators – Trainers -- Multi-Lingual & Translation Abilities– Executive Level Experts – Published Authors – Senior Advisors & Liaisons

Our Value Proposition

In today's demanding world, we recognize our customers require rapid, cost effective results on budget and on time. As your industry partner we provide you:

An Experienced Team – Our team of experts utilize industry best practices.

An Experienced Firm – From in depth knowledge of Corporate Industry and Federal Business serving customers for more than two decades to extensive relationships and highest level of respect from industry as recipients of hundreds of awards in every category of our field.

Precise Tools – We come prepared with a comprehensive tool-kit. Our in-house capabilities include event planning software, top level creative, copywriting experts, strategic marketing and public relations experts, project management and certified meeting planners, facilitators and trainers, video production with closed captioning services, high level IT capabilities and support for all online registration (front and backend), green event management expertise, extensive outreach, limitless data base of vendors and suppliers. This enables us to provide a polished effective solution with each project.

Best Price – Our negotiation skills are legendary, saving our customers tens of thousands of dollars in some instances paying for our services. We realize that staff is being asked to do more with less thus we provide measurable return on investments with lesser budgets.

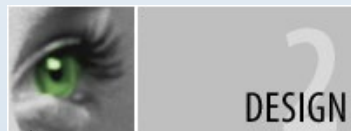
The Right Outcome – Our internal quality control process together with our commitment for success on every project we undertake and our ability to work with our customers in a team oriented fashion ensures that you get value every time you use us.

Our Methodology

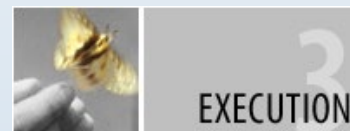
Integrated Communications Management



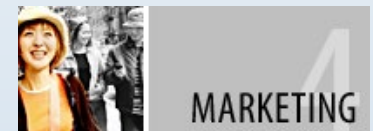
- Research analysis and development
- Technical review
- Communications review
- Project Management



- Creative development
- Initiative identification
- Scope definition



- Production
- Installation
- Testing
- Measurement



- Communications
- Implementation
- Public Relations
- Market Research
- Meetings/ Events

Past Performance

Initiative

Expert Level

Strategic Program Management

Multi-layered Capabilities

Research & Planning	Project Management Training	Public Education/Press	Logistics Planning	Facilities Meetings	Leadership Training	Recruitment	Communications
✓	✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓	✓
✓	✓	✓	✓	✓	✓	✓	✓

Past Performance

Gallagher & Gallagher Worldwide roster of multi-billion dollar clients is based on its extensive experience and expertise in developing and executing successful Integrated Marketing Communications Management in Strategic Branding, Public Relations, Recruitment and Crisis Management for corporations and government agencies. Our past performance illustrates our proficiency managing and executing impeccably multi-faceted brands and multi-tasks simultaneously for numerous customers all with success outcome. Gallagher & Gallagher has developed support for program management for and recruitment branding initiatives at TS/SCI level for numerous customer agencies and private industry (short list) includes, **SAIC, Lockheed Martin, IBM, Sanofi Pasteur, Pearson, DTZ, AFE, DOW, Siemens, Johnson Controls, Lockheed Martin, Tishman, Aecom, IBM**, as well as **Internationally; including South Korea, Greece**. In addition executive manager for 22 federal agencies including **The White House, Office of Secretary of Defense, Commander - U.S. Navy, Office of Assistant Secretary of Defense for Manpower & Reserve Affairs (OSAD) (NCB) U. S. Nuclear Matters, Pentagon STRATCOM, SOCOM, Project Manager Soldier Weapons (Top Level Public Affairs General / Officers Overseas) Picatinny Army Arsenal, Tobyhanna Army Depot, Fort Belvoir, Kirkland Air Force with Office of Secretary of Defense, U. S. Naval Sea Systems Command, U. S. Naval Recruitment Command Center, U.S. Space & Naval Workforce Command, Alcohol Tobacco & Firearms, U. S. Department of Justice, USPIS, United States Department of General Services, U. S. Office of Personnel Management, and more...**For more than two decades, Gallagher has been the leader in the industry at platinum level certified



Clients Include:

- Government Agencies
 - Dept. of Defense
 - OPM
 - USPIS/ATF/DOE
 - Transportation
 - Travel and Tourism
 - Environmental Programs,
Construction
 - Health Care
 - International
 - Professional Services
 - Vaccine Manufacturer

Project Management

- Advanced Level Project Management
- Project status updates
- Monthly status reports including:
 - ▣ (name, labor category), cumulative hours worked, Budget review, Narrative review of work accomplished and significant events, problem areas, anticipated activity for the next reporting period, description of any uniqueness
- Project proposals including:
 - ▣ Objective of project
 - ▣ Timeline for project
 - ▣ Estimated level of effort
 - ▣ Measures of success

Project Management/Executive



- ❑ Project resilient behavior during projects
- ❑ Manage and prioritize well
- ❑ Communicate effectively with your project team
- ❑ Grow a collaborative project team
- ❑ Manage individual and team conflict

Testimonial \$100 Million Tech Client

Gallagher Serves as Global Strategist for Private Sector - 100 Million Dollar Technology



- *They showcase astute first hand past performance experience, expert level knowledge and commitment to their customers in the private sector, sustainable and government contracting arena. As the managing partner of a patent pending 100 million dollar sustainable technology company, I am abundantly pleased with the quality of work that I have been provided with by taking advantage of Gallagher's services. They have developed the social economic justification for my company...and provided expert knowledge...**Their data base and connections are extensive...Their expertise and company capabilities, along with their commitment to go above and beyond, are unrivaled.** Gallagher and company open doors and build and maintain lasting relationships...Their work ethics are unparalleled and their ability to connect people....is second to none. They have truly been an irreplaceable asset to my company. I would very highly recommend their services and expertise to anyone seeking such accommodations."* E. Bartolini, II, RRP

Program Management Expertise For United States Gov't Agencies U. S. Navy, U. S. Army, Office of Personnel Management (4.8 Million Employees), Veterans Administration, & More



“Program was a huge success and the Core planning team at OPM thanks each of you for your hard work, dedication and attention to detail. We are pleased to have all of your hard work documented in the history books as it concerns this conference.” *J.B.Jr., US Office of Personnel Management.*
(Federal leadership, workforce program, SES and others – oversaw all aspects as executive & prime contractor)

“I have found that the Gallagher & Gallagher Team provides an excellent range of professional services to their clients. The Gallagher & Gallagher Team is also flexible and responsive to their client’s needs.” *D.L, Program Manager, Office of Personnel Management.*
(Recruitment branding for OPM clients)

Program Management To Health Sciences, Tourism Resorts, Academia, Technology, Construction, Corporate, Organizations and more



“Gallagher & Gallagher has never failed to exceed our expectations.”

L.L., Sanofi Pasteur (Fifteen years of leading internal and external branding and public outreach programs)

To U.S. Military, (Pentagon, Army, Marines, Air Force, Navy)



"We were impressed with the way your agency turned around our placement in such a short period of time." Chief P., US Naval Recruitment, San Diego, California



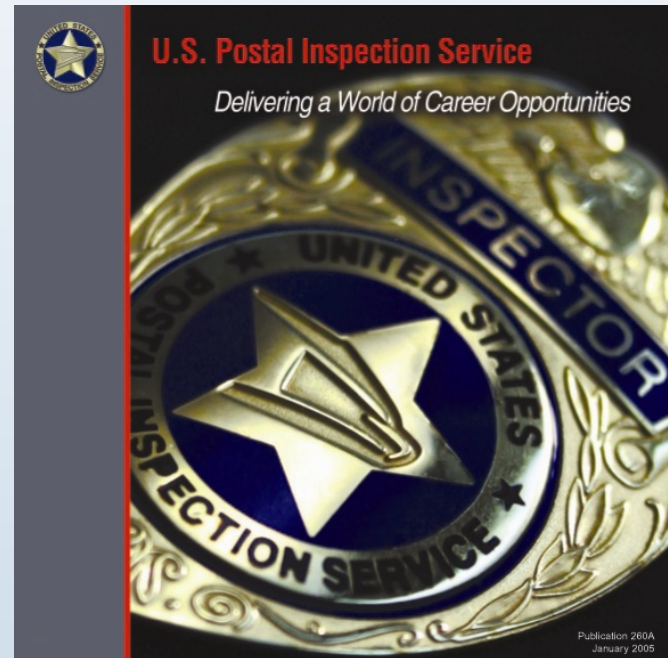
*Gallagher served as Senior Public Affairs Liaison for the United States of America - Pentagon
"Daisy's company provided me with outstanding support, Top qualities: Great Results, Personable,
Good Value" Colonel M. Smith, US Army PM Soldier Weapons, served as Program Manager for Pentagon*



Program Experts - Internal

Program Officer for Federal Government
Employee Recruitment – Rollout Launch
Produced 750 Qualified Candidates on Day
One – We were then recognized by U. S.
Government for this achievement at a major
event.

- What USPIS Said: “This project has been great ever since day one. Gallagher & Gallagher has set the standard that I will measure every company against...”
 - - *Tamara Williams, USPIS*



Project Mgmt - Logistics Experts - External

Architects to The World Green Energy Symposium of the United States (WGES.US) Resulting in algorithms showing internet recognizes WGES as World Green Energy Symposium acronym out of any other global Brand with same acronym – highlight of today's social media conscious audience greatest branding achievement.

"What is different with the WGES (World Green Energy Symposium) programs... it is a quality, not just a quantity for the sake of quantity.. It was well planned and worthy of our time." President, URS

WGES
is an acronym for
World Green Energy
Symposium
by allacronyms.com





Experts In Rebuilding From Negative to Positive

Upper East Side



Rehabilitation & Nursing Center



120* MILLION INVESTMENT

GGW Changed Public Perception from Negative to Positive with Strategic Brand Strategy, Media, Public Relations & Sponsorships Community Outreach

Advisors: Worldwide OutReach

Experts in Sustainability - Advisors to The World Green Energy Symposium of the United States (WGES.US) (sponsored by and working directly with City & State of NY, City of Philadelphia & State of Pa, District of Columbia (directly with Mayors and Governors) Sponsored by DOD (Navy, Army, Air Force work with Top Officials), council worked with Corporations; including DOW, Siemens, Johnson Controls, Lockheed Martin, Tishman, Aecom, IBM,

WGES is considered one of the most recognized and prestigious New Energy Symposiums held in the United States of America – Lead Executive Advisors —working with directly with hosts, universities, sponsors, administrations, agencies, government agencies, international and national organizations. Gallagher oversees all the project management, speakers, program agenda of this world event, including but not limited to, all design, development, marketing, working with the chair's of departments from **25 universities, heads of government agencies, international trade, large industry, scientists, manufacturers, etc.** Gallagher is responsible for development and/or oversight of all collaboration, strategic communications, creative services, management, global media, contract negotiations and supervision. www.wges.us

2009 World Green Energy Symposium
September 25-26 2009 Philadelphia, Pennsylvania

Home Registration Agenda Logging Sponsors Contact

Registration

The World Green Energy Symposium Hosts, Sponsors and Partners invite you to join them in what is sure to be one of the most exciting, educational and innovative energy events of its kind focusing on green, clean and renewable energy technology. The Green Expo segment of the World Green Energy Symposium will take place in the Comcast Center, Philadelphia's newest addition to grace its skyline. And with its ambitious incorporation of eco-friendly technologies, the Center is also one of the tallest "green" buildings in the country.

Why You Want to Participate:
New and "Green" Energy alternatives are the responsibility of all mankind. The 2009 World Green Energy Symposium and Exposition will bring together government leaders, business leaders, businesses, innovators, university and college students, and consumers at large in an atmosphere conducive to information exchange on new and alternative green energy possibilities and opportunities.

Who is invited to Attend:
World leaders, leading new energy and green technology subject matter experts, Nobel laureates, scientists, professors, economists, state leaders, top government officials, CEOs of large national and international companies, policy makers, sustainability organizations, economic organizations, environmentalists, government agencies and global angel investors and world media.

"Our future is what we build it to be." President Obama said about renewable energy; \$150-billion dollars will be put towards energy independence over the next 10 years. Never has this nation (United States) seen such a move forward on this important issue. (www.presidentobamaquote.com)

* 2.3 million people have in recent years found new jobs in the renewable energy sector alone, and the potential for job growth in the sector is huge. Employment in alternative energies may rise to 2.1 million in wind and 8.3 million in solar power by 2030. * UNEP Report - United Nations Environmental Program Report

The 2009 World Green Energy Symposium will showcase new, alternative, sustainable and innovative product development and green energy opportunities for businesses and the public.

The World Green Energy Symposium's topics include current policy information, new policy ideas and world policy views. It will focus on green technology options available and already succeeding. The Symposium provides opportunities for networking, learning, exchanging, exploring and investing in the future of the new energy and green technology. It provides the opportunity for businesses from around the world, "large and small" to showcase their products to an enthusiastic and forward thinking audience at the tallest greenest building in the United States.

Number of jobs in the renewable energy sector by 2030

Category	2009	2030
Total jobs	100	150
Indirect jobs	0	100
Direct jobs	0	50

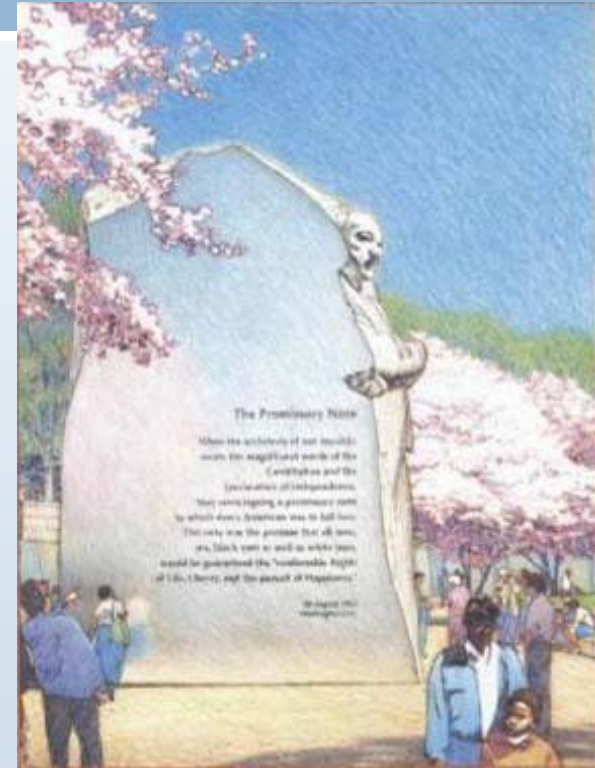
Advisors: Top Dignitaries, Celebrities, Leadership OutReach

Landmark Launch – Martin Luther King Memorial Laying Down the Foundations to “Build the Dream”

Gallagher support led to successful completion of the Washington, DC Martin Luther King, Jr. National Memorial Project Foundation’s series of high profile programs in Washington DC broadcast Globally.

Challenge:

Gallagher was called upon to support/oversee/assist with strategy, pre-planning and implementation of the programs sponsored by the Washington, DC Martin Luther King, Jr. National Memorial Project Foundation. The MLK Foundation is the outcome of the Alpha Phi Alpha Fraternity members’ vision to build a new memorial to honor the great Civil Rights Leader, Dr. Martin Luther King, Jr. at the National Mall area of our nation’s capital. In addition to event logistics and volunteer coordination, Gallagher increased public awareness by researching, inviting and attracting an audience of private, public and government officials, which **included 3 living U. S. Presidents, Senators and Congress, Celebrities such as Oprah Winfrey, Diane Sawyer, Mohammed Ali**, pioneers of the Civil Rights Movement, business executives, entrepreneurs and community leaders to the MLK Foundation’s Welcoming Reception, Ceremonial Groundbreaking Event and National Dream Dinner. Gallagher organized more than **150 volunteers** and support of the opening ceremony at the Mall with **15000 people in attendance**, as well as working with media for the live production and support in managing the VIPs before their speeches. Media Relations and Televised Worldwide.



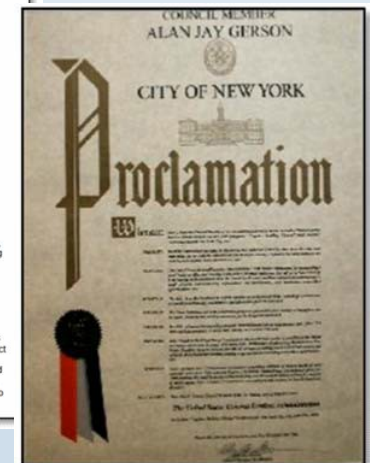
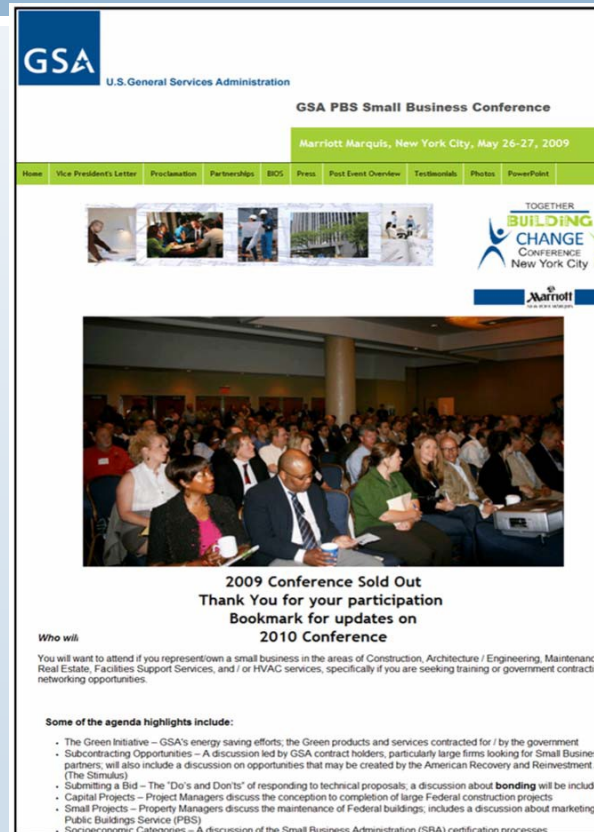
Advisors - White House OutReach

White House Initiative

With less than 45 days to plan this training program to be held in the City of New York, Gallagher strategy support helped to fill every seat a waiting list of businesses wishing to attend. Gallagher's oversight of this major training program included support and direction for the host committee government agency, insuring open communication for a successful well attended training program. **Gallagher worked directly with the Office of the Vice President of the United States, the City Council of New York, the Program Managers** for several different agency sites, acquired trainers/ speakers, worked on all the details including post follow-up.

The program resulted in a Proclamation by the City of New York and a letter from the White House Office of the Vice President.

Point of Contact: Ms. Liz Ivey – Program Manager GSA Headquarters, Washington DC



Quality Control



- Conceptual Management Approach
- Risk Management
- Plan
- Lean Processes
- Focus on Quality Assurance

Award-Winning Work

100% Track Record of Success

- International Crystal Award, Print Media
- Northeastern Economic Developers Association Award of Excellence for Advertising and Direct Mail Campaign
- Telly Awards, Film Production
- National Vision Awards, Television Commercial
- National Vision Awards, Educational Video
- APEX Awards, Publication Design
- Regional Ad Club Award, Ad Design, Mini-Campaign
- PRSA Award for Overall Excellence, Consecutive Years Government Program
- PRSA Award for Overall Excellence, Environmental Program
- International Crystal Award, Design Marketing Brochure
- International Crystal Award, Video Production
- International Crystal Awards, Television Commercial
- International Crystal Award, Ad Design

Testimonials from Government & Private Sector

100% Track Record of Success

“I definitely know it could not have been done in the short time frame without the support of GALLAGHER. Unfortunately, it is common for GSA to call upon GALLAGHER to provide support in a short time frame however, you and your team have never let us down and we appreciate that.” (T.J., project manager – Agency Chief’s American Recovery & Reinvestment Act Training)

“Program was a huge success and the Core planning team at OPM thanks each of you for your hard work, dedication and attention to detail. We are pleased to have all of your hard work documented for the history books as it concerns this conference.” *J.B.Jr., US Office of Personnel Management.*
(Federal leadership workforce program, SES and others – oversaw all aspects as executive & prime contractor)

“I have found that the Gallagher & Gallagher Team provides an excellent range of professional services to their clients. The Gallagher & Gallagher Team is also flexible and responsive to their client’s needs.” *D.L, Program Manager, Office of Personnel Management.* **(Recruitment branding for OPM clients)**

“Monroe 2020 is a Model for the State of Pennsylvania” (first sustainable plan development and rollout lead under contract by G&G, first state’s economic forum) *The Honorable Tom Ridge*

Testimonials from Government & Private Sector

100% Track Record of Success

“The Public Education Program by Gallagher & Gallagher is a Success {referring to the most comprehensive program in state of PA at that time} ” *PA Newspaper Editorial*

“You did an amazing job coordinating this project under far less than ideal circumstances.” *D.P. GSA-PBS, Washington DC*

“The honesty, keen attention to detail, and creative ideas of the folks at Gallagher & Gallagher has been an incredible asset!” *G.W., US General Services Administration, PBS, Mid-Atlantic Region*

“In a word, you {Gallagher & Gallagher} ROCK!!!” *D.B., Deputy Chief Communications Division, Bureau of Economic Analysis.*

“This project has been great ever since day one. Gallagher and Gallagher has set the standard that I will measure every other company against. It has truly been my pleasure to work with [Gallagher & Gallagher].” *T.W., United States Postal Inspection Service – (Complete Branding campaign used as success story by GSA at Expo – customer/industry partner 541 Schedule)*

Testimonials from Government & Private Sector

100% Track Record of Success

“Gallagher and Gallagher is extremely responsive, flexible and knowledgeable. Their staff’s can do approach and willingness to problem solve has aided us tremendously throughout the entire process. We are looking forward to working with Gallagher and Gallagher on the next phase of the project.” *R.J. PennDOT*

“Gallagher & Gallagher has never failed to exceed our expectations.” *L.L., Aventis Pasteur (Fifteen years of leading internal and external branding and public outreach programs)*

“We have found the firm is committed to a project from the top and they understand the external and internal environment.” *J.W., County Commissioner (The most comprehensive branding/public education campaign in the state’s history – ongoing, hailed as a model for the state)*

“Your time, effort and support is truly appreciated and your commitment allowed our conference to be a fabulous success.” *J.W., Director, US General Services Administration, New York, New York*

“I have worked on many projects with numerous advertising agencies during the past 20 years and your commitment to providing excellent customer service is among the best I have ever experienced.” *J.B., East Stroudsburg University of Pennsylvania*

Testimonials from Government & Private Sector

100% Track Record of Success

"We were impressed with the way your agency turned around our placement in such a short period of time." *Chief P., US Naval Recruitment, San Diego, California* (***National Media Relations, media placement campaign***)

"The firm treats its assignments as a personal commitment to the Monroe County community, always striving to make the area a better place to live and work." *D.D., Pocono Eco-Industrial Park/REACH* (***On-going branding campaign – national***)

"The SBA's Philadelphia District office is honored to recognize and pay tribute to a firm who has shown financial strength, innovativeness of service and contributions to community-oriented projects." *T. T., Director, US Small Business Administration, Philadelphia Office*

"They are a hard working agency committed to creating a high quality end product." *S. B., U.S. General Services Administration, Arlington, Virginia*

Testimonials from Government & Private Sector

100% Track Record of Success

“Thank you for all of your hard work in regard to the Infrastructure Project....The governor’s office stated that the report was all inclusive and a great comprehensive package. Your ability to have all of the information available was because of the branding and education program and your having a pulse on the public. Your ability to pull all groups around the table helps you in getting things done. Thank you for working with Senators office in Washington DC...Again, thanks for a job well done...”*Patrick Ross, Chairman (\$11 million dollar package and the strategic ongoing campaign)*

“You and your staff did a wonderful job. I look forward to working with you on future projects”
George Price, GSA

“I've heard nothing but good things about this project. Thanks for helping us make it a success!!!” *AM, GSA, Project Manager for the GSA VETS GWAC Program.*

Testimonials from Government & Private Sector

100% Track Record of Success

"We left the symposium with goals fulfilled and so much more. "We will definitely continue to be a part of WGES " "Thank you and your team for a most informative and productive event at the World Green Symposium this past week. Your staff demonstrated a high quality to satisfy the customers and exhibitors." "The connections were fantastic." "Having direct access to the DOE, GSA, US Army and other quality exhibitors made the event that much more successful." "The connections and relations we developed will go a long way to drive revenue as well as developing long term business relations." "Thank you so much organizers, sponsors and supporters for such a great excellence and commitment to a green community."

Gallagher served as Senior Public Affairs Liaison for the United States of America - Pentagon "Daisy's company provided me with outstanding support ...Top qualities: Great Results, Personable, Good Value" Colonel M. Smith, US Army PM Soldier Weapons, served as Program Manager for Pentagon (defense contract performed by Daisy Gallagher and her company over several years)
Colonel U.S. Army DASC, OSD AT&L, Product Manager ATACMS Block II, Military Assistant for Acquisition for Under Secretary of the Army, Project Manager Soldier Weapons, Director Armaments Engineering and Technology Center)



Thank You