

Strategic Marketing Communications and Public Relations

## **What our clients and others have to say about our work...**

“Our experience with E. Boineau & Company has been exceptional. We partnered in 2015 to rebrand our company. Elizabeth and her team provided direction and accountability throughout the entire rebranding effort, from logo design and website through introducing our brand message, definition and identity across all of our platforms. E. Boineau & Company’s services are an integral part our business, and the response we receive from the market, media, and clients validates the importance of our relationship. They are a valued business partner, and I would highly recommend them.”

***Michaele and Chad Frampton, Frampton Construction***

“We have worked several projects with Elizabeth and her team. She is one of the nation's leaders in her field of communications for both non-profits and corporations. Her strategy is right on the money and her campaign execution yields a high payoff. She is a pleasure to work with, totally professional, and a thought leader. I would highly recommend Elizabeth in any communications work that needs to achieve unrivaled success.”

***Hubert Hopkins, Owner, WSI B2B Marketing***

“Elizabeth and her team of marketing experts are incredibly inventive! Elizabeth's approach to marketing services is unique, client friendly and most importantly, produces incredible results. She takes the time to truly understand a client's needs, and produces punctual, consistently polished products and services. Her marketing expertise repetitively produced results beyond my expectations. I have engaged Elizabeth on multiple projects and I wouldn't trust our valuable marketing budgets to anyone else.”

***Steve Hiott, CPA and former COO of NavSci, Inc.***

We're truly happy with your work and it's a great selling point for your company to say that you can: put an entire PR strategy together, rebrand a new client, come up with a crisis strategy, send out two press releases, develop a media list and design a new website-all in less than a week! Very few agencies can claim that and it's what further sets you apart. Your team delivers, and with that track record, we can't wait to see what you're going to do next.

***Andrew Adams, CEO, Charleston Freight Station***

“We all agree that the development of talking points, FAQs and the management of the media coverage were incredibly helpful during our crisis. We all agreed that your help, influence and advice made a very difficult experience much more manageable. “

***Stacey Denaux, Executive Director, Crisis Ministries***

“Thank you so very much for your diligent efforts. Two TV stations came out, even on a very busy Saturday, and WCBD did a nice, long segment. It wouldn't have happened without your expertise and connections. Thank you very much, and nice job!”

***Bob Hervey, Executive Director***

“I thought the front-page news ‘Walterboro’s turnaround’ was a positive story and have gotten great comments about it. Thanks to you for seeing this through!”

**Bill Young, Mayor, City of Walterboro**

“Elizabeth is one of those people who recognizes the best opportunities to act and follows through to ensure success. Her relationship with her extensive network of media contacts is substantive. She knows them and they know her and trust her to provide accurate and newsworthy information. While working with her, she provided guidance for the city's crisis management communication in response to a traumatic negative event. Thus, the city presented a clear consistent message and began to make a positive turn in public opinion. She also provided tourism market planning and execution, for the city and airport, which has made their brands recognizable well beyond the city. I believe that anyone who needs public relations or marketing assistance would benefit from Elizabeth and her firm's involvement.”

**Jeff Lord, former City Manager, City of Walterboro**

“You were instrumental in this press release/article and front page coverage on ‘Walterboro’s turnaround’ and Brian Hick’s column, ‘Real change comes to Walterboro.’ I’m hearing positives all over the place. We have come a long way and I thank you from the bottom of my heart! Thank you all for a job well done!” And this...” We are honored to endorse E. Boineau and Company, who has been highly effective in their innovative approaches to public relations. Not only have they helped us with crisis management efforts, their creative team has assisted us on numerous marketing efforts. Walterboro has continued to build media attention and positive media relations due in great part to E. Boineau and Company’s persistence and guidance. We feel confident of the company’s contribution to the success of our public relations connections and media exposure.”

**Donna Laird, Director of Tourism, City of Walterboro**

“You all are fantastic. And you write very well. The City of Walterboro is amazingly lucky (or smart) to have your team helping them out.”

**Rob Dewig, Editor, The Colletonian Newspaper**

“Elizabeth-you were one of the best new business in the Hill & Knowlton healthcare practice, and were so diligent and responsive with clients, organized and conscientious in delivering their needs. I hope that we at H&K will have the chance to access your services in the future.”

**Marilyn Castaldi, SVP, Hill & Knowlton, New York, New York**

“E. Boineau & Company is superior at what they do: *making what companies do best understood by clients who need their services the most.* As a cutting-edge technology company, Arêtec, Inc. provided a formidable challenge due to the technical variety of its various clients; no problem for Elizabeth and her team. They quickly grasped the various industry jargons and put them all together into a winning combination. They provided insight and clarity that allowed us to reach out to our client base...they took us from the laboratory to the launch pad! E. Boineau & Company is truly an exceptional partner and a pleasure to work with.”

**William E. Crowe, Jr.**

**President and Chief Operating Officer, Arêtec, Inc.**

“Thank you so much for being so organized and productive. I’m very excited for the next steps and the eventual outcomes and takeaways for the school. Thank you for the wealth of knowledge, information, and skill you bring to the table on this very important project for us. Thank you!”

Kristen McMullen

**Past Director of Communications & Alumni Relations**

**Pinewood Preparatory School**

“You have all done a great job understanding our business and helping us redefine ourselves. It’s a pleasure working with a team of professionals that go the extra mile to help their clients.”

**-Bob Epstein, CEO**

***Silverman Jewelry Consultants***

“Please accept my highest recommendation for the marketing and public relations services of E. Boineau and Company. I have worked closely with Elizabeth and her team on two major projects: Sewee Preserve and The South Carolina Center for Birds of Prey. Sewee Preserve is a 500-acre conservation development at the edge of Mt. Pleasant of which I was the developer. SCCBOP is a non-profit organization dedicated to the welfare, research and breeding of birds of prey and is recognized nationally for its work. I am a member of the board of directors.

Sewee sold out in 2006 and Elizabeth was a major contributor to its success. Dozens of articles and significant broadcast coverage regarding this project were achieved through her efforts. Because of this, Sewee was positioned successfully in the marketplace and recognized as a groundbreaking conservation development.

As a result of her work with the SCCCBOP, the center implemented a marketing and public relations campaign that resulted in major local and national media coverage and allowed us to launch our paid visitor program successfully and to meet our target for fundraising.

I would certainly engage her services again and have no hesitation in recommending E. Boineau and Company to anyone serious about their project or business having an effective, competent marketing and public relations effort. When I engaged E. Boineau & Company for marketing and PR, I never expected the results delivered by Elizabeth and her team. They are connected, creative and committed. When promoting the best interests of both groups, I found E. Boineau & Co. to be tenacious in achieving the goals that we formulated together. Do not hire this company to tell you how great your ideas are -- hire them for great ideas!”

**--Dennis A. Avery, CCIM**

***The Avery Company, Inc.***

“Historically our firm had a very disorganized, unsuccessful approach to marketing. We had no brand identity or differentiation, and our media exposure was non-existent. When we retained E. Boineau & Company, they became our de facto marketing department, and the return on investment exceeded our expectations. She and her skilled staff produced high quality work while remaining sensitive to our budget. They worked tirelessly on both the high-profile assignments (and the mundane) with both an organized approach and a keen attention to detail. It's comforting to know I can assign any task to Elizabeth and her team and typically have it completed on time, under budget and to my complete satisfaction.”

**--Chris Hughes, former COO, Buist, Byars, & Taylor, LLC**

***CEO, Mt. Pleasant Computer Repair***

“I have worked with Elizabeth and her team on large, multiple location real estate development projects where we were trying to develop a name, image and reputation for our company brands. They are highly motivated, well organized and sharp thinkers. They have a knack for seeing the big picture, but they never lose sight of the details. Elizabeth is able to think strategically and creatively—and the two don’t always come in the same package. I found the experience of working with Elizabeth and her team to be both enjoyable and highly professional. I would recommend E. Boineau & Company to anyone considering bringing them on for a marketing communications assignment. They are well versed in all aspects of the business and are focused on the best outcome for their clients.”

**--Pete Harper, Lee Associates, and former COO**

***James Doran Company and Humanities Foundation***

Though we have just recently gotten underway, I am already so pleased with the coverage from this week's Moultrie News, and wanted to thank you all for your help in making it happen. I know it takes skill and time to pull this off, and you all have invested both to get us to this point. We look forward to continuing on this upward track to even greater success. Thank you all!

**Bob Hervey**  
**Executive Director, East Cooper Habitat for Humanity**

"As lawyers, we are often so busy working with clients that we fail to put forth the time and effort necessary to develop new client relationships and to train our associates to develop new business. I turned to E. Boineau & Company (while a partner with my previous firm, Nelson Mullins) to provide the expertise we needed. Elizabeth took charge, led us through several group meetings in which we identified various marketing initiatives and coordinated our efforts in following through on those initiatives. We would not have had the well thought-out plan of action or the success in implementing it had it not been for Elizabeth and her team. If you want the best ideas in marketing communications and business development, you need to hire the best in the business!"

**--Cherie W. Blackburn, Partner, Nexsen Pruet, LLC**

"After working in advertising for over 35 years, I considered producing the marketing and public relations for our new women's casual wear line. After first consulting with Elizabeth, I knew she had the expertise to take our company to higher levels more professionally and more quickly. She and her team helped to define our goals and objectives, and then helped set priorities. You may have a great product or company, but without public awareness, you have nothing. E. Boineau & Company opens the world's eyes through its creativity, energy and contacts. My best advice is to turn them loose."

**-- Janice Fetter, Owner, Spooney, LLC**

"Elizabeth's Boineau's tireless energy and enthusiasm, along with her professional team, have brought quantifiable results for our Wentworth Mansion® and Circa 1886 restaurant, and the exposure put us on the map!"

**-- Linn Lesesne and Rick Widman, Wentworth Mansion® and Circa 1886 restaurant**

"As a small business owner, I really didn't think I had the funds to invest in a public relations campaign, knowing that all my advertising dollars had already been allocated. However, I enlisted the help of E. Boineau & Company after having an opportunity to appear on a national TV show. Elizabeth knew exactly how to 'cut to the chase' and get the word out effectively about my business. She is extremely well connected, informed, and made things happen that I never could have done on my own. I consider myself fortunate to have made the right decision to enlist her help. I highly recommend this public relations group. They have helped my business tremendously."

**-- Sean Johnson, Owner, formerly CEO of Organized Bliss**

"E. Boineau & Company did an excellent job working with Ashley Hall to help us define the unique benefits of an Ashley Hall education and to create a strong brand image. Elizabeth Boineau brings to the table a talented team of writers and researchers, but; most important are her own wealth of knowledge as a communicator and a communications pro. We were very pleased with the tools she gave us to communicate effectively with our key audiences."

**-- J. Conrad Zimmerman, Jr., Past President, Board of Trustees, Ashley Hall School**

"E. Boineau & Company embodies the words energetic, friendly and professional. Elizabeth has an instinct for strategic decision-making and strong, responsive relationships with the media. This powerful combination transformed our brand-new community event into a huge success."

**-- FM Rinker, Broker, Dunes Properties of Charleston**

"Elizabeth Boineau and her team were very astute in assessing the culture of our law firm and in assisting us in choosing the most effective way to communicate that culture to the community and to our potential clients. This able team assisted us in constructing effective written and visual messages to communicate who we are to those who might retain our services."

-- ***W. Andrew Gowder, Attorney, Pratt-Thomas & Walker, P.A.***

"Elizabeth Boineau is a consummate professional in all that she does -- even as a volunteer. She believes deeply in giving back to her community, and the Coastal Community Foundation has been fortunate to have her serve on our Marketing Task Force committee. Her expertise, insight and perspective were invaluable as we faced the challenges of creating and promoting a new name and logo for our organization. Coastal Community Foundation looks forward to many years of working with Elizabeth to help us foster philanthropy in the Lowcountry."

-- ***Tish Lynn, formerly Director of Communications, Coastal Conservation League and previously at Coastal Community Foundation***

"I wanted you to know that I thought your recent article in the Charleston Regional Business Journal, 'From Crisis to control- the three C's of crisis communications management' was great! Very timely too, since we had a small crisis at a facility the day after I read your article. It reminded me of the principles I've always used to operate our business. Core values always seem to serve you well."

--***Shane Doll, Shaping Concepts***

"On behalf of the Society of Marketing Professionals Society, thank you for taking the time to share your wealth of knowledge with us. Charleston is fortunate to have one of the best in the world of marketing communications!"

--***Natalie Lawrence, Program Manager, WPC Engineering, Environmental and Construction Service***

"Elizabeth and her firm educated us with approaches and strategies we had not considered before. The company had a broad array of talent to help us with different components of the strategies they introduced (web site, collateral material, press releases, development of a national, regional and local media list, etc.). Our efforts with E. Boineau and Company have in fact proved to be a solid investment. We have realized exposure that we would not have obtained without the benefits of these strategies, and have managed our expenses at the same time. We have witnessed the benefits E. Boineau & Company can deliver. This is likely best summarized with a comment one of our board members at our monthly meeting just three days ago, 'Elizabeth Boineau has really made a positive difference.'"

--***Dan Carter, Executive Director, Edisto Chamber of Commerce***

"E. Boineau and Company was engaged for public relations efforts for several years in early 2000 for the Wentworth Mansion and Circa 1886 Restaurant. They were effective in attracting national exposure to establish these entities as luxury experiences in the Charleston market. Elizabeth and her firm were also charged with new promotional ideas to generate economic returns as well as exposure in the press. Circa 1886 began a successful twice a year dining promotion that was the precursor of the highly successful Charleston Restaurant week. I am confident of her ability to be both creative and drive economic results."

***Richard T. Widman, CEO, Charming Inns and Circa 1886 Restaurant***

1632Ware Bottom Lane, Mt. Pleasant, SC 29464 ♦ Phone: (843) 972-8072 ♦ Cell: (843) 224-1106  
[www.eboineauandco.com](http://www.eboineauandco.com)