

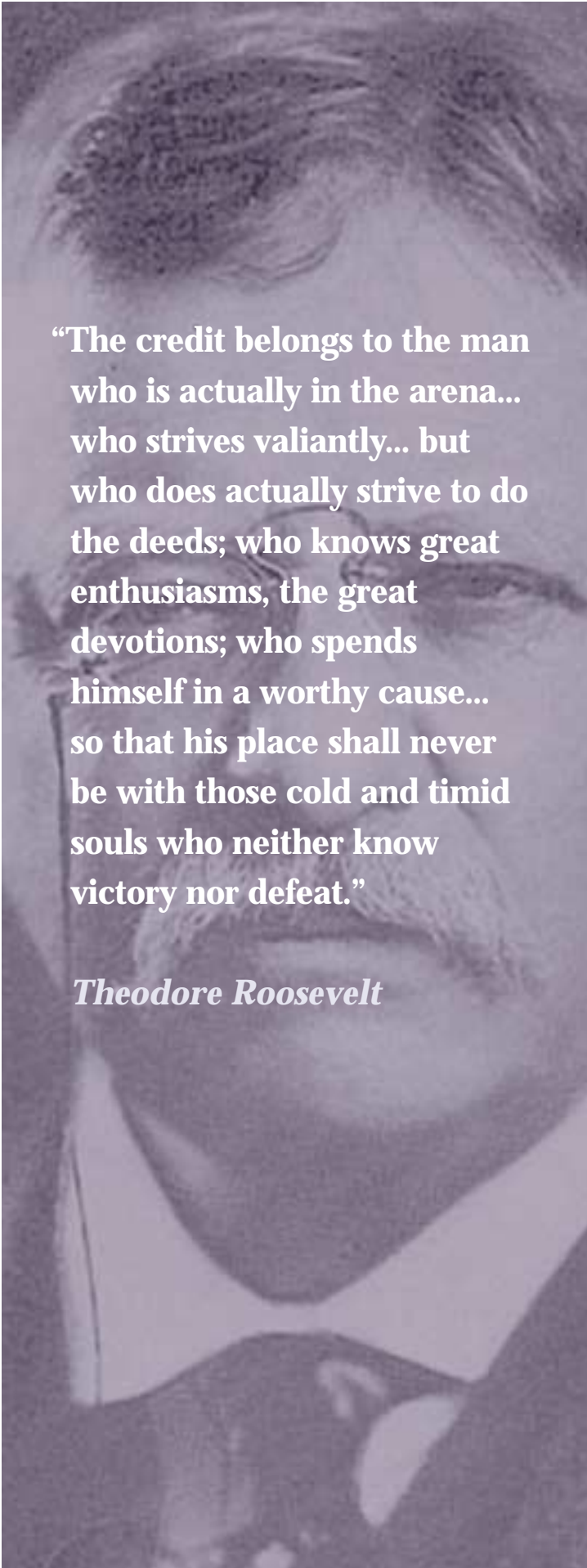
Harnessing the power of ideas



**Empire
Solutions**
CONSULTING, L.L.C.

A STRATEGIC COMMUNICATIONS COMPANY

www.EmpireSolutionsLLC.com



“The credit belongs to the man who is actually in the arena... who strives valiantly... but who does actually strive to do the deeds; who knows great enthusiasms, the great devotions; who spends himself in a worthy cause... so that his place shall never be with those cold and timid souls who neither know victory nor defeat.”

Theodore Roosevelt

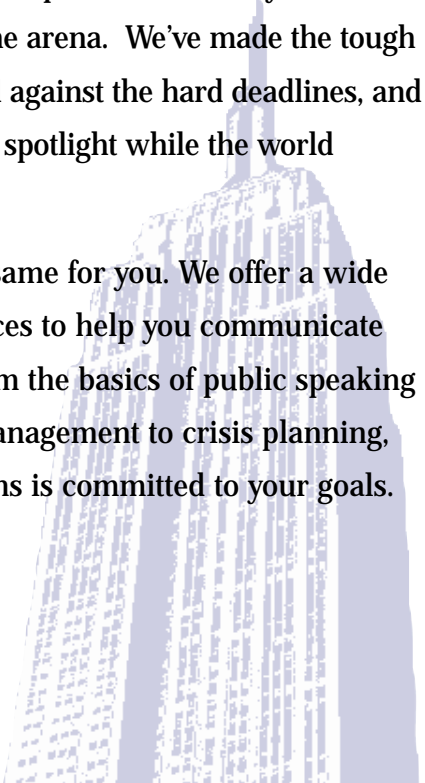
Are you in the arena?

Effective communication means harnessing the power of your ideas. This is indisputable in both the business world and in the political arena.

The difference between success and failure depends on your ability to express your values either as an individual or as an organization. Empire Solutions Consulting is dedicated to ensuring that its clients accomplish their goals through the development of successful strategic communications practices.

Empire Solutions brings to your business, cause, or campaign the experience that only comes from being in the arena. We've made the tough choices, worked against the hard deadlines, and stood under the spotlight while the world watched.

We can do the same for you. We offer a wide variety of services to help you communicate effectively. From the basics of public speaking to campaign management to crisis planning, Empire Solutions is committed to your goals.





Strategic Communications

CUT THROUGH THE NOISE. Growing your business or achieving your organization's goals depends on a well planned, multi-faceted communications plan. It is essential that the plan address your constituencies with messaging that is custom-tailored for their reception. Empire Solutions can create a public persona that will ensure you achieve your goals. We employ values-mapping techniques to create your messages and then develop a comprehensive strategy for direct constituent contact, distributed materials, earned media and paid media.

Message consistency and discipline are vital to our process. Our planning assistance incorporates strategic messages into every aspect of your operation from your corporate brand and public statements to print products and events.

Media Relations

GET NOTICED. Whether you need to reach a small region or influence multiple media markets simultaneously, Empire Solutions has experience with high profile issues and the high stakes arena of media relations.

Building and maintaining strong relationships with the media is essential to the success of virtually any policy or proposal touching the public domain. We live in a media-driven society that provides little room for error when delivering a coherent, strategic message.

Empire Solutions can provide you with the guidance necessary to build successful relationships with print, broadcast and other media. We work with you to develop a strategy that will earn your message the coverage it deserves. We develop tailored strategies for your message including general guidelines and specific messages for each medium.

Crisis Communications

BE PREPARED, THEN SOLVE THE PROBLEM. A crisis is not just an obstacle to your goals: often, it is the result of a failure to anticipate a problem. We can devise a plan to help you anticipate problems and develop coherent causes of action to resolve them – before they affect your bottom line.

Empire Solutions brings you the experience of having dealt with major incident crisis management. We understand that crisis planning requires internal and external communications practices to ensure your organization remains functional, confident and profitable throughout challenges that may arise.

We've been in the frying pan – and can help get you out of it.

Political Strategy

PLAY TO WIN. Empire Solutions can bring national, state and local political experience to your campaign. From developing an overall strategy to becoming an integral part of senior level decision-making, we can help bring you the win.

We've learned from the best in the business about campaign management, fundraising, communications planning, policy development, direct mail, asset deployment and get out the vote operations.

We understand that detailed voter analysis and micro-targeted messages are vital components of a modern campaign. We have first-hand experience working with the changing worlds of campaign communications from cable news to e-campaigning.

Message Development

CONTROL THE AGENDA. Crafting the appropriate message for your constituencies is essential to your success. Messages must connect with the audience on both a rational and emotional level. As a communicator of an idea, you want people to think, believe, act, and feel as passionately as you do about your cause.

Strategic message development means simply using the right words for the right people. After reviewing your needs and goals, Empire Solutions can develop messages for each audience or stakeholder group. Even a few minor changes to an existing message can better connect with the values of your audiences. We can analyze your message to ensure it will effectively penetrate your audiences and assist in building a long-term successful communications plan.



Event Planning

CREATE AN ATMOSPHERE. Nothing says that you or your organization is committed and professional better than a well-run, well-planned event. Events which are planned with consideration to your message, audience and the media can not only drive home your point, but garner substantial credibility as well.

Empire Solutions brings years of experience planning high profile events to your campaign or business venture. From large-scale media events to small meetings, we can ensure that you convey your message every step of the way.

Our network of planners have designed and produced events that have gained international attention. Lights, sound, staging, press facilities, distributed materials, program, message placement and coordination are just the beginning!

Speechwriting

WORDS STILL MATTER. Reagan, Kennedy, Roosevelt, John Paul II – we can still hear their voices. They moved us with well-written, meaningful words that inspired, comforted and called us to action. While good delivery is vital, the words still matter.

Empire Solutions brings the experience of speechwriting for major public figures to your business or organization. With our help, your audience will listen. We work directly with the speaker and conduct the necessary research to ensure you walk off the stage having earned the attention and respect of your audience.



Media Training

SAY IT RIGHT. Capitalizing on earned media opportunities is absolutely vital to your success. Yet, in speaking with the press, even one mistake can be fatal to your cause. Empire Solutions will train you and your staff to handle tough questions and convey your message with confidence.

Conveying your message successfully requires an understanding of how to address the members of print, broadcast and other media. Each requires a distinct set of skills from the spokesperson.

We take the time to teach our clients what it will be like to be interviewed for everything from the local paper to the cable news show with the poise and personality that will make a positive impact on the audience. We have the experience with local, national and international media to turn you into an effective communicator.

Speaker Training

COMMAND THE STAGE. Once a message is developed, it must be delivered with the right blend of passion, and confidence to be credible. CEOs, managers, lawyers, advocates, and professional spokespersons can all use the critical ear and eye that comes with our training program.

At Empire Solutions we see public speaking as an art; one that unfortunately is mastered by few in today's world of sound bites. We also understand that public speaking frequently ranks among peoples' greatest fears. To them we say "Fear Not!" We have the expertise to train even the most apprehensive speaker to be an effective advocate for your cause.



Thomas J. Basile

Throughout his career, Thomas J. Basile has served in political, communications and public relations positions addressing high profile issues. His body of work provides Empire Solutions with a broad range of experience in communications, media relations, event planning and political management.

In June, 2004 he was awarded the Joint Civilian Service Commendation Medal from the Department of Defense for his time as a strategic communications advisor to the Coalition Provisional Authority in Iraq. His insights into Iraq and the War on Terrorism have made him a sought after contributor on both television and radio.

Basile is a former Director of Communications for the U.S. Environmental Protection Agency in Washington. In addition, he has often been called upon by the White House to plan significant meetings and events for President Bush including the memorial service for the Space Shuttle Columbia astronauts in Houston, the President's 2002 meeting with Pope John Paul II at the Vatican, and activities surrounding the 57th United Nations General Assembly. Basile also has played significant roles in the planning of two presidential inaugurations.

He is a veteran of state, local and national campaign organizations including Bush-Cheney 2000 and the Republican National Committee. From 1997-2000, he served in Governor George Pataki's administration in New York as a public relations coordinator for the State Office of Parks Recreation and Historic Preservation.

A native of Rockland County, New York, Basile earned his Bachelor's Degree in Political Science from Hofstra University and his Juris Doctor from the Fordham University School of Law in Manhattan. He is a member of the New York Bar and the Foreign Policy Association.



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