

10th Anniversary



PUBLIC AFFAIRS & BUSINESS DEVELOPMENT

TFG Turns “10” South Carolina Public Affairs Firm Achieves Small Business Milestone

IMMEDIATE RELEASE

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(Greenville) The Felkel Group, a nationally recognized public affairs and business development firm, headquartered in the Upstate, is celebrating its Tenth Anniversary while expanding its staff and service offerings, all while enjoying record revenues.

“This is an exciting time for our firm,” said CEO/Founder Hollis (Chip) Felkel. “We did this the hard way, by launching in a business focused location rather than Columbia or Washington DC, but ultimately, I think it helped us develop a stronger reputation as a trusted partner who understands both the political and the business communities’ perspective on issues. Our clients and competitors see us as very effective connectors, messengers and problem-solvers for a wide range of clients dealing with a variety of issues in a sometimes volatile environment at the local, state and national level.”

TFG’s Public Affairs team works with Fortune 500 companies, Washington, DC issue based advocacy groups as well as state and national associations on high-profile, high-stakes public policy battles. The firm uses a proprietary approach it calls E3 - for “Educate, Empower and Engage”. The Business Development team assists clients in opening new markets in both the public and private sectors tapping into the firm’s extensive relationships. TFG also provides clients with media relations, strategic communications and crisis management.

In early 2009, TFG will be releasing The RAP Index 2.0, the next generation of the firm’s proprietary intelligence solution for public affairs. The RAP Index allows clients to efficiently and effectively evaluate their stakeholders’ strengths or weaknesses in terms of relationships and ability in dealing with the decision makers in the public policy arena. “The RAP Index makes it possible for an organization to use its best possible assets, its own people, as it deals with public policy,” Felkel said. (See www.therapindex.com).

In celebration of the firm’s 10th Anniversary, TFG has launched a newly redesigned website which can be found at www.FelkelGroup.com.

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