

C A P E L I N C O M M U N I C A T I O N S , I N C .

FACT SHEET

Company name **Capelin Communications, Inc.**
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Description Capelin Communications consults on marketing and business strategies, and provides public relations services. From its start [1981], the firm concentrated on – in fact, pioneered in – serving the business-based professions, developing and managing the reputation of firms and people. It is the acknowledged leader of this specialty, notably for firms in the design, building, and Architecture/Engineering industries.

Key staff Joan Capelin, President
Judith Rowe, Office Manager

Services

- CEO and key leadership coaching
- Communications and client audits
- Crisis communications
- Media relations
- Photography programs
- Public speaking support
- Reputation management
- Research
- Special events
- Strategic planning and implementation
- Training [communicating]
- Transition guidance
- Writing

Products

- Articles and white papers
- Award and honors submissions
- Books and monographs
- Brochures and newsletters
- Direct mail
- Internal communications
- Letters [marketing, reference, “pitches”]
- Marketing collateral
- Media relations
- Multimedia concept and content
- Speeches and presentations
- Trade show collateral
- Web site content

**Consultants to
Professional Service
Firms and Their
Related Industries**

23 East 4th Street
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New York, New York
10003

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A Special Client Base

Professional service firms	Architecture Engineering Planning Interior Design Urban Design Landscape Architecture Environmental Engineering Construction/construction management Real estate development
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Individual professionals	CEOs, business owners/shareholders Candidates for honors and Fellowship
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Organizations that support them	Management consultants Lawyers Land-use political advisors Professional associations Professional schools
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Multilingualism

One misperception is that Capelin Communications works only within the professions. While the firm productively connects professionals with their publications, associations, and related groups, its focus is outward, to its clients' targets. In short, it speaks their language – which could be finance, process, remediation, preservation, and, in rare cases, design.

Some of these building types and specializations are:

- Arenas
- Casinos
- Conservation
- Dormitories
- Government and justice buildings
- Historic preservation
- Hospitals and healthcare facilities
- Interiors
- Laboratories
- Landfills/waste management
- Master plans
- Multi-unit and -family housing
- New communities
- Piers
- Utilities
- Bridges
- College & universities
- Corporate headquarters
- Downtown revitalization
- Gyms
- Hospitality
- Housing
- K-12 schools
- Land stewardship
- Libraries
- Mixed-use development
- Museums
- Office buildings
- Planning
- Private residences

Multilingualism (Con't)

- Quarries
- Resorts
- Retail and grocery
- Sports facilities
- Transit-oriented development
- Religious structures
- Restaurants
- Science and technology
- Sustainable buildings
- Zoos

Brief history of the company

- 1974, Joan Capelin began the first public relations and marketing department in an Architecture/Engineering firm at Haines Lundberg & Waehler, later HLW International, in New York City.
- 1981, Joan formed Capelin, Carton & Landreth with Katie Carton and Ann Landreth.
- 1984, the company assumed the name Capelin Communications, Inc., with Joan Capelin as the sole shareholder.

Books and chapters by Joan Capelin

- *40 Effective Newsletters of Architecture and Engineering Firms*, editor [Professional Management Associates].
- *Communication by Design* [Ostberg Library of Design Management], available through the publisher or Amazon.com.
- *Marketing Professional Services in the Decade of Integrity* [PRSA Counselors Academy Monograph series], available through Capelin Communications.
- *Principles for Principals* [Society for Marketing Professional Services].
- *SMPS Marketing Handbook for the Design and Construction Professional*, Chapter, "Publicity in Good Times and Bad" [BNI Publications].

Major honors to Joan Capelin

- American Institute of Architects: Honorary Member [both National and New York State]
- Public Relations Society of America: Accreditation, named to College of Fellows [and then elected Chair of the College]
- PRSA New York: Big Apple Award
- PRSA New York: John W. Hill Award, which annually recognizes one leader in the public relations community
- Society for Marketing Professional Services: Member, College of Fellows
- Society for Marketing Professional Services: National Marketing Achievement Award