

# 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  
Anthony Angelico, Account Executive  
Jessica Pleasants, Account Executive  
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**

386 Park Avenue South  
13th Floor  
New York, New York  
10016-8804

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Phone 212.779-4949  
E-mail [capstone@capelin.com](mailto:capstone@capelin.com)

### **A Special Client Base**

Professional service firms

Architecture  
Engineering  
Planning  
Interior Design  
Urban Design  
Landscape Architecture  
Environmental Engineering  
Construction/construction management  
Real estate development

Individual professionals

CEOs, business owners/shareholders  
Candidates for honors and Fellowship

Organizations that support them

Management consultants  
Lawyers  
Land-use political advisors  
Professional associations  
Professional schools

### **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