



William Schoen, Principal

You're in good company.

Under the direction of Bill Schoen, a 30-year veteran of corporate communications, Schoen Comm can help with:

- logo development and corporate imaging;
- newsletter design and production;
- advertising strategies including targeting; creative and placement services;
- brochure and publication production;
- news release writing and media relations advice;
- proposal and grant writing;
- federal/state legislative relations.

Corporate Experience

Capitalizing on years of experience with organizational communication needs, Schoen Comm can design programs that fit your needs; are cost-effective; and are representative of your organization and its people.

Health and Human Services Sub-specialty

Schoen Comm also features a sub-specialty focusing on federal and state government relations for health and human service providers. Whether you need the latest on pending regulations; House & Senate updates; or someone to navigate the bureaucracies in Washington and Harrisburg, Schoen Comm can use its government contacts to obtain the information you need.

About Bill Schoen

For two decades Bill Schoen directed the corporate communications and legislative service activities at Allied Services, northeastern Pennsylvania's largest provider of care to people with disabilities and those who are elderly. As Allied vice-president, Schoen supervised a staff of 20 which operated as Allied's in-house communications agency. Mr. Schoen directed efforts that included visits from Vice President Gore and other national and regional political leaders; handled crisis communication activities; oversaw promotions for 10 international wheelchair races; served as Allied's 'round-the-clock corporate spokesman; instituted the Allied web-site; and led publishing efforts of the Allied Magazine and Allied employee newsletter.

Mr. Schoen also handled government relations activities and was a regular participant at meetings in Washington and Harrisburg. Today he presides over a company that features dozens of clients from all sectors of business and industry.



SEMENZA LAW

