

DEVENEY COMMUNICATION

SENIOR STAFF

John Deveney, ABC, APR

Selected by *PR NEWS* for its first list of "15 To Watch," John Deveney has earned the highest national and international honors and awards in the communication profession and the first professional in the region to earn accreditation from both the International Association of Business Communicators and the Public Relations Society of America.

John leads campaigns garnering some \$15 million in targeted media coverage annually and has a solid track record for securing national and international media including *USA Today*, *The New York Times*, *CNN*, *ABC*, *NBC*, *CBS*, *Univision*, *CNN International*, *London Times*, *Paris London Times*, and *Crain's New York Business*, and hundreds of daily, special and trade publications.

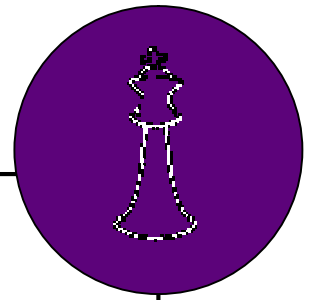
After honing his media relations' expertise for more than a decade through senior positions with The Mayor's Office/ City of New Orleans and Loyola University New Orleans, as well as his work with United Press International, John founded the firm in 1996. He has provided media and speaker training for hundreds of industry leaders, government officials, and spokespeople throughout the United States and Canada.

He is a sought after presenter and was selected to conduct a seminar circuit on strategic communication using new technology for Sharp Electronics, Compaq Computers, and the International Association of Business Communications (IABC). He has presented in dozens of cities throughout the United States and Canada and is consistently among the highest rated speakers.

John is a past trustee for the IABC Research Foundation. He has served on the International and Regional Executive Boards for IABC. As the 1996 Regional Director he governed professional practitioners in ten U.S. states and Puerto Rico. He is past president of the New Orleans chapter of IABC and a member of the Public Relations Society of America (PRSA) and its Counselors Academy.

John was co-chair of the 2003 International PRSA Conference and chair of the 1998 IABC International Conference.

He has completed the program for his master's degree – a hybrid M.B.A./ M.A. in integrated marketing – and is an Accredited Business Communicator, the rigorous

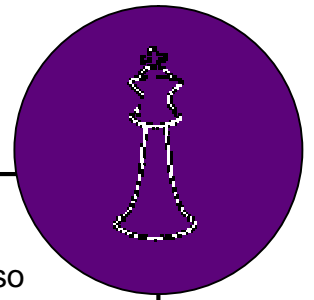


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international certification for senior-level communication practitioners. He is also accredited by the PRSA.

Regional news magazine Gambit Weekly named John to “40 Under 40,” a select list of the region’s “finest and most accomplished citizens.” New Orleans *CityBusiness* included John in the “Power Generation,” an independently selected class of the area’s “finest assets and brightest of the rising stars” based on professional and community leadership. He was also named Top Executive of the Year at the 2003-2004 Advertising Club of New Orleans Addy Awards. Months after Hurricane Katrina struck New Orleans, John was called a “Hero” by PRWeek Magazine.

His firm was recognized by the New Orleans Chamber of Commerce recognized as Small Business of the year in 2002. The Louisiana Department of Economic Development and U.S. Small Business Administration have also honored the firm locally and regionally as Small Business of the Year.

John has served as a volunteer leader and board member for numerous organizations: Loyola University New Orleans, Boy Scouts of America Learning for Life, Covenant House, Young Leadership Council, United Way for the Greater New Orleans Area, Our Lady of Holy Cross College, Greater New Orleans Education Foundation, New Orleans Police Foundation, the Southern Film Institute, the New Orleans Film Institute, the New Orleans Public Library, Mayor Marc Morial’s Infrastructure Task Force, the Preservation Resource Center, the Louisiana Philharmonic Orchestra, Our Lady of Good Counsel Church, the March of Dimes and Bridge House.

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