

Our Clients

A partial list of our clients includes:

AMR Ambulance
Aramark
Archstone Communities
Beazer Homes
Brea Green Recycling
City of Garden Grove
Clear Channel Outdoor, Inc.
D.R. Horton
Institutional Housing Partners, Inc.
The Irvine Company
John Laing Homes
Lennar Corporation
Orange Unified School District
Pep Boys
Richmond American Homes
Shell Oil
SunCal Companies
St. Joseph Health System
Starwood Hotels and Resorts
Waste Management

What We Do

PUBLIC AFFAIRS

Government Relations

With over 20 years of experience in the Southern California region, Sheldon Group specializes in political consulting, lobbying state, county and city government officials and business to government marketing.

Community Relations

Sheldon Group's team provides expertise in community outreach, coalition building and public opinion research.

Media Relations and Crisis Management

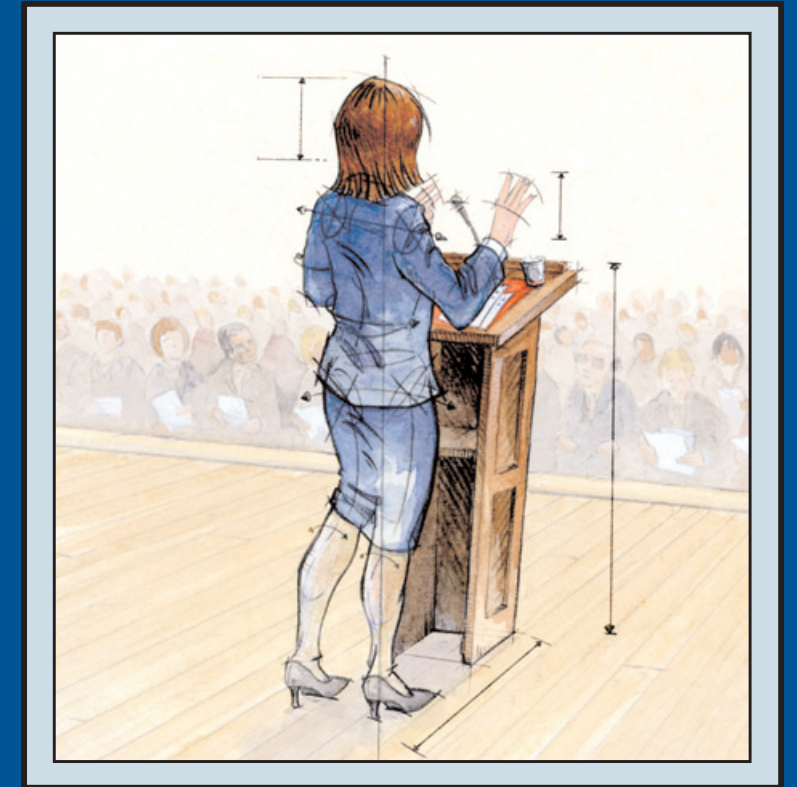
In addition to introducing business to government and the community, Sheldon Group promotes and secures the image of clients and projects with effective media relations and crisis management techniques.

LAND USE

Sheldon Group boasts a staff of experts with over 20 years in land use entitlement, California Environmental Quality Act (CEQA) litigation and urban planning processes.

OTHER SERVICES

Sheldon Group also offers business development services, including marketing, creative and design services and branding.



Designing unique programs
for the specific needs
of each client.



Serving Ventura, Orange, Los Angeles,
Riverside and San Diego Counties

Public Affairs • Land Use

901 Dove Street, Suite 140
Newport Beach, CA 92660



Who We Are

We started with a clear mission — to find innovative ways to help organizations maximize their potential by formulating and executing successful public relations strategies.

With so many public affairs groups churning out cookie-cutter services that do not fully meet the unique needs of the client, we see an opportunity to blend proven techniques with the creativity and innovation that can only be delivered by a firm that is personally involved with the client.

The success of that formula can be seen in our rapidly growing list of clients, which includes some of Southern California's biggest and fastest growing companies.

We built a team of experts from various fields — politics, media, design, law, and advertising — setting them in an environment that requires that every member know every client and contribute to each project. The result is what we call an "organized dynamism."

Our services immediately began to reflect the vitality and skill of the entire team. Our clients' results show what we set out to prove — a well-executed strategy that combines creativity, energy, and expertise is the key to maximizing an organization's potential.

We would appreciate the opportunity to show you what we can do for you.

– Sheldon Group



How We Can Help You

What if you could change the way people perceive the facts? Think about how much more successful you would be with just a small change in your target audience's perception. The more you think about it, the more you will see the exciting benefits of a first-class public affairs campaign.

We will help you find your target audience and deliver convincing messages via the most compelling media. The result will be a change in how people perceive facts and, where necessary, a desired action. The progress will be tangible and seen in public support, news coverage, third-party endorsements — and ultimately, in the success of your project.

If you believe your organization has tremendous potential or that your in-house public relations department can use an infusion of fresh perspectives and extra resources, we can help you achieve your goals.

What You Get

Partnership. It is how we work that makes us different and it starts with our vision. We see our clients as partners. We consider ourselves faithful extensions of our clients' in-house staff and pride ourselves on our long-term relationships. We turn their goals into our mission.

Credibility. Even the best planned public affairs campaign will fall apart without credibility. For over a decade, we have maintained a reputation with our clients for candid talk and honest results.

Contacts. We have built excellent, ongoing relationships with key elected officials and their staffs throughout the state. We also maintain important alliances with media outlets, government agencies, non-profit organizations, civic and community groups and industry influencers.

Experience. From media pitching and placement, to policy and training, we have a corner on the market. We have two decades of combined experience from both angles — in front of the camera and behind it.

Solutions. Our team of industry experts uses out-of-the-box thinking to provide standout results. We are savvy in a wide range of public affairs with the know-how to develop detailed strategic programs and handle all aspects of a project roll-out. Having a team with classical training and practical experience from many disciplines allows us to effectively use a broad range of tools; and like every craft, an assortment of tools allows for better results.



"An urgent problem prompted us to seek a solution through Sheldon Group. Not only did they solve our problem but they also showed us other ways to ensure our success. It was one of the most valuable PR decisions we have ever made!"

Jerry Gates
Regional President, Beazer Homes
SoCal BIA, Builder of the Year, 2002

