



LEGAL  
NETWORK

To Whom It May Concern:

Nancy Wintner came to us several years ago through a referral from the President of Houston Harbaugh, a Pittsburgh law firm, who retained her company, GWN Consultants, to generate publicity for his organization. My colleague was so impressed with the results she generated for his firm that he enthusiastically recommended her to Legal Network.

Over the years, Nancy has successfully generated several stories for Legal Network in the Pittsburgh media that resulted in numerous inquiries from prospective clients and achieved high visibility for our organization. I'm happy to report that she has been successful with every project we gave her.

Consequently, we retained Nancy to generate publicity for us in Cleveland following the opening of our new office there. She gathered the information, wrote and distributed a news release and generated visibility for Legal Network via *Crain's Cleveland Business Journal*, *SBN's* (now *SMART BUSINESS Magazine*) Cleveland website, the *Cleveland Plain Dealer*, publications from two Ohio bar associations not to mention the Pittsburgh media as well. We were so pleased with Nancy's results that we will continue to use her services in helping us generate high visibility for Legal Network in Cleveland.

One of the attractive benefits Nancy offers her clients is a free assessment upfront regarding whether or not a client has a story and if that client should spend money on publicity/story placement. If a client does not have a story, she honestly and openly tells him and recommends that the project not be pursued. I don't know of any public relations professional who offers this free service or who will turn down potential business in an effort to save clients money. But as a client, I can tell you this is one unique advantage Nancy has over her competitors and I very much appreciate this service.

To that end, Nancy recommended that Legal Network not pursue placement of an article we authored for a national legal publication because the subject matter was not new and that it might not appeal to an editor. We decided to take the risk, and despite her concerns, she managed to get it placed!

I believe Nancy has the necessary communication skills, expertise and personality to generate stories with any media in any city outside the Pittsburgh area including national media. She understands their needs and the stories they seek as well as how to position a story so that it is accepted. I am confident that she can be successful in generating publicity for any company or organization.

Nancy is a true professional in her field and I highly recommend her. If you have any questions about her, please don't hesitate to call me.

Karl Schieneman, Esq.  
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