

Zumwald & Company

innovate | communicate | resonate

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CAPABILITIES STATEMENT

COMPANY OVERVIEW: Zumwald & Company, LLC plans and creates strategic communication materials for internal and external audiences. We provide professional speechwriting, speech coaching and leadership communication services as well as corporate communication and marketing communication. Clients are government, for-profit and nonprofit organizations.

CORE COMPETENCIES:

- Speechwriting
- Leadership communication
- Marketing communication
- Publications
- Copywriting
- Advertising
- Speaking
- Speech coaching
- Corporate communication
- Communication planning
- Presentations
- Editing
- Public relations
- Training

KEY PERSONNEL AND PRIMARY CONTACT:

Teresa Zumwald, Owner & President, 937.836.6802 or teresa@zumwaldandcompany.com. Ms. Zumwald is a speechwriter, speech coach, communications consultant and author. She has written keynote addresses, special occasion speeches, emcee remarks, employee presentations and speaker introductions for executives, managers and subject matter experts. Her speeches have won international, national and regional awards. In addition, her award-winning copywriting work – recognized by nine professional organizations – has been published in more than 45 magazines, journals and corporate publications. She is also the author of three corporate history books.

Ms. Zumwald routinely manages complex projects, working closely with executives, managers and technical and administrative staff as well as graphic designers, Web developers, photographers, printers and other suppliers. Before creating Zumwald & Company, Ms. Zumwald was a communications specialist for Geographic Information Services at Woolpert, a national design, geospatial and infrastructure management firm. She has been a reporter/copy editor for the department of University Communications at The Ohio State University, and a writer/copy editor for Diagnostic Medicine magazine in New Jersey. Teresa holds a B.A. in journalism from The Ohio State University and has trained under an international speechwriter and speech coach.

DIFFERENTIATORS:

- **Complementary services available on demand:** We also offer website design/development, professional graphic design/layout, illustration, photography and printing services through our established supplier partners. This allows us to deliver comprehensive solutions to our clients.
- **Quick to grasp and communicate technical topics and concepts:** Because we've worked with engineering, environmental, government/military and high-technology/research organizations since the mid-1980s, we have gained deep knowledge and experience communicating in many diverse technical arenas.
- **In-depth interviewing skills to get to the heart of the strategic communication:** Our sweet spot is tapping into the brainpower of subject matter experts from diverse fields to uncover precisely the right ideas, words, messages and stories for any communication challenge. We apply our critical thinking skills, journalism training and decades of reporting experience to conduct "wide and deep" one-on-one interviews with these subject matter experts. Our in-depth interview technique – used with thousands of sources over three decades – is a process of illumination designed to spark creativity, inspire the best and most strategic thinking, and advance thought leadership. And it allows us to deliver *the most effective communication materials* for targeted audiences, whether internal or external.

REPRESENTATIVE PAST PERFORMANCE:

- **Woolpert and Turner Effect (on behalf of the U.S. Army Corps of Engineers):** "Shore Protection and Beach Nourishment" campaign to educate the public – especially coastal residents – and stakeholders about the sensitive and often controversial topic of shore protection and beach nourishment.
- **Parsons Brinckerhoff (on behalf of the U.S. Army Corps of Engineers, Huntington District):** "Troubled Waters: A National Call for Renewal" campaign for the multi-year, multibillion-dollar modernization of the Muskingum River Basin.

COMPANY DESIGNATIONS

Corporate status: Small business, EDWOSB, WOSB (certifications in progress)

Business structure: LLC

DUNS: 624903154 | **CAGE CODE:** 6RMG6

NAICS CODES

541810: Advertising Agencies

541820: Public Relations Agencies

611430: Professional and Management
Development Training

711510: Independent Writers

PSC CODES

R708: Support – Management: Public Relations

R499: Support – Professional: Other

R701: Support – Management: Advertising

R799: Support – Management: Other