

[ LIST ]

# WEST MICHIGAN'S TOP PR FIRMS

(ranked by 2012 billings, number of employees)

Name	Description	Top W. Mich. Executive	Year Est. In W. Mich.	2012 W. Mich. PR Billings	Representative Clients or Primary Markets	No. Of W. Mich. Employees
<b>1</b> <b>Lambert, Edwards &amp; Associates</b> 47 Commerce Avenue, Grand Rapids (616) 233-0500, lambert-edwards.com	Public relations, investor relations, public affairs, crisis/issues management, social media, product and brand launches, corporate communications, litigation support, transaction communications	Jeff Lambert	1998	\$6,700,000	Bethary, Blackford Capital, Blue Cross Blue Shield, DTE Energy, Greatland, Jamba Smoothies, Mercy Health, Mercantile Bank, Mich. Dept. of Education, Ottawa ISD, Old Orchard, Ranir, Van Andel Institute, Wolverine World Wide	30
<b>2</b> <b>SeyferthPR</b> 40 Monroe Center NW, Suite 202, Grand Rapids (616) 776-3511, seyferthpr.com	Digital, social, traditional media; public affairs; issues/brand management; product/company launches; web/multimedia design	Ginny Seyferth, APR	1984	\$2,600,000	Huntington Bank, McDonald's, Perrigo, Wolverine Power Cooperative, Mercy Health Partners, Thomas M. Cooley Law School, Terryberry, Varnum LLP, Blue Cross Blue Shield of Michigan, Gilda's LaughFest, Coles Quality Foods Inc., Autocam, Rockford Construction, LINC Community Revitalization Inc., Life EMS Ambulance, Sable Homes, Barfly Ventures LLC, network180, TowerPinkster	26
<b>3</b> <b>Truscott Rossman Group LLC</b> 250 Monroe Avenue NW, Grand Rapids (616) 717-5726, truscottrossman.com	Crisis communication, community relations, government affairs, training, consulting, media relations, new media, grassroots initiatives	John Truscott; Kelly Rossman-McKinney	2011	\$132,621	National Heritage Academies, Neurocore, Michigan Health Connect, Erhardt Construction, Grand Rapids Chamber of Commerce, Jandernoa Entrepreneurial Mentoring, J25 Group	4
<b>4</b> <b>Wundergem Consulting Inc.</b> 15 Ionia Avenue SW, Suite 405, Grand Rapids (616) 235-7467, wundergem.com	Media services, information strategy, issue management, crisis communication, event management, relationship building, board development, fundraising	Timothy Wundergem		DND	PrepNet, Trivalent Group, Experience GR, WMCAT	5
<b>5</b> <b>Bultema Lambert Communications</b> 4380 Brockton Drive SE, Suite 1, Grand Rapids (616) 656-7500, bultemalambert.com	Marketing, PR and design; local and national, trade and consumer, internal and external; events, social media, graphic design	Gwen Vryhof Bultema and Jillian Lambert		DND	First Companies, Mel Trotter Ministries, Woodstock Chimes	4
<b>6</b> <b>Clark Communications</b> 131 South Division Avenue, Suite 100, Grand Rapids (616) 550-4396, clarkcommunication.com	Media relations, community relations, online communications, crisis communications	Craig Clark	2005	DND	Beene Garter, BLDI, Degage Ministries, Guiding Light Mission, Hope Network, Land & Company, Owen-Ames-Kimball, Open Systems Technologies, The Right Place, Watermark Center	3
<b>7 (tie)</b> <b>KSB Promotions</b> 55 Honey Creek Avenue NE, Ada (616) 676-0758, ksbpromotions.com	Media releases, media selection, email campaigns for books and authors only	Kate Siegel Bandos	1988	DND	Non-fiction only, specializing in lifestyle books including travel, parenting, cookbooks, home, health and children's books	2
<b>7 (tie)</b> <b>Sabo Public Relations LLC</b> 7041 Riverwood Lane SE, Grand Rapids (616) 485-1432, sabo-pr.com	Media relations, litigation public relations, crisis management, employee communications	Mary Ann Sabo	2003	DND	Warner Norcross & Judd LLP, Plante Moran PLLC, Metro Health Hospital, Hospice of Michigan, Crystal Flash, Catholic Charities, Heeren Produce, West Michigan Symphony, Legacy Trust	2
<b>7 (tie)</b> <b>Richett Media</b> 2153 Wealthy SE, Suite 126, Grand Rapids (616) 350-2073, richettmedia.com	Public relations, content strategy, community outreach, media training, event planning, content creation	Emily Richett	2012	DND	Food/restaurant, tourism/travel, technology, retail, nonprofit, events	2
<b>10</b> <b>Intent Public Relations LLC</b> 2235 Ridgewood Avenue SE, Grand Rapids (616) 443-4647, intentpr.com	Public relations, marketing communications, technical communication, corporate histories, event and project management	Molly Klimas, APR	1990	DND	Contract furniture, engineering, environmental, legal, government, health care, small business, technology, entertainment, life sciences	1
<b>11</b> <b>Rick Chambers &amp; Associates LLC</b> 1514 Kingsbury Drive, Portage (269) 873-5820, rickchambersassociates.com	Public relations, internal/external strategic communications, training and counsel	Rick Chambers	2012	DND	Kalamazoo, Battle Creek, Benton Harbor/St. Joseph, Lansing, Jackson	
<b>12</b> <b>McLoughlin Communications &amp; Public Relations</b> 7250 Old Lantern Drive SE, Caledonia (616) 698-0748	Comprehensive marketing communications/public relations services, fund development	Mary McLoughlin	1993	DND	Porter Hills, Cherry Street Health Services, Emmanuel Hospice, Michigan Center for Clinical Systems Improvement, Saint Ann's, Legal Assistance Center	
<b>13</b> <b>Howe Marketing Communications LLC</b> 7048 Leonard Street, Coopersville (616) 997-6235	Strategic counsel, brand/reputation management, communications plan development and implementation, media relations, writing, creative services, digital marketing	Terri Howe	1997	DND	Power/renewable energy, automotive, plastics, chemical, manufacturing, telecommunications, transportation	
<b>14</b> <b>Articulate Communications</b> 6173 Sunningdale Drive, Hudsonville (616) 662-9241, articulate-pr.com	Public relations consulting	Christine Hoek	DND	DND	DND	

The MiBiz list of public relations firms is based on those that responded to MiBiz surveys and other publicly available information. To update a listing or to be included in future lists, please contact [lists@mibiz.com](mailto:lists@mibiz.com).



**MiBiz**  
**M&A**  
DEALS & DEALMAKERS  
AWARDS

## SPOTLIGHTING WEST MICHIGAN'S TOP DEALS AND DEAL MAKERS

Location: Goei Center in Grand Rapids  
Date: October 3, 2013  
Time: Networking begins at 5:30 p.m.

**REGISTRATION**  
E-mail: [events@mibiz.com](mailto:events@mibiz.com)  
Call: 616-301-9684  
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