

## **NEWS Release**

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### **Crisis Communications Webinar Features Industry Leaders**

(Phoenix, AZ) March 30, 2007 – If the media accused you of selling contaminated or dangerous products, *what would you do?* If a top corporate executive was accused of committing a crime, *what would you do?* If you cannot immediately answer these questions, you are missing a key piece of effective corporate preparedness.

Sheldon Baker, senior partner, Baker Dillon Group and director of the Consultants Association for the Natural Products Industry, Carl Reynolds, vice president, EAS Consulting Group, LLC, and Marc Ullman, partner, Ullman, Shapiro & Ullman addressed those questions and more as part of *Crisis Management: The Most Important Plan to Have, but Hope You Never Need*, a 90-minute webinar on Friday, March 30, produced by Virgo Publishing.

“The dietary supplement and functional food industry presents no shortage of potential crises that could adversely affect your business,” Baker said to the 24 industry leaders who participated in the webinar. He added, “The biggest threat is not being prepared.”

“Whether an organization survives a crisis with its reputation, operations and financial condition intact is determined less by the severity of the crisis than by the timeliness and effectiveness of the response,” added Baker.

According to Baker, whose firm has worked with several companies during crisis events, time is a corporate executive’s worst enemy in a crisis. When a crisis looms, usual business processes and decisions often need to be suspended and decisions need to be made in ways that reassure key stakeholders that the company and its leaders understand the problem, that they take it seriously, and that they take steps to address the problem. Unfortunately, many corporate leaders recognize too late that business-as-usual practices have to be suspended.

“We live in an instant information age...with 24 hour news channels on radio and television, plus the Internet...all needing information and wanting exciting, attention-getting headlines. This creates an environment where managing the message to the media takes on heightened importance, since the chance for a major mishap to go unnoticed is slim,” Baker noted emphatically.

“Add to that the pressures of the world, the potential of a disgruntled employee to cause harm to your company, terrorist threats, and overall heightened nervousness and sensitivity by the general public and crisis communications planning becomes a requirement, not a wish list item.”

The Baker Dillon Group is a Total Involvement Marketing™ firm that meshes creative thinking and innovative implementation with recognized marketing techniques and professional guidance to transform companies and products into emerging brand experiences. The firm’s areas of expertise include product and corporate branding, advertising, public relations, publicity, crisis communications/media training, promotion, graphic design, collateral materials, packaging, Internet development, corporate events, and trade show promotion, as well as other elements to create successful corporate business strategies.

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