



# Member spotlight – Leonard & Finco Public Relations



From left to right: Michelle Huempfer, internal accountant; Katie Flanagan account executive; Scott Stein, account executive; Melissa Bowman operations manager; Allison Barnes account executive; Cole Buerger, vice president business development; Susan Finco, president and owner; Natalie Koehler, account assistant.

A good public relations team has never been more important than now, particularly in the age of social media. Susan Finco, president and owner of Leonard & Finco Public Relations, Inc. (L&F), is dedicated to helping clients develop a positive reputation both in-person and online. In many cases, this requires creating both internal and external communication plans including facets of social media communications, traditional communications, training, image management, crisis response and more.

The company may be located in Green Bay, but it serves clients across North America. Finco is not daunted by the large customer base. “We have a great team of experienced strategists and communicators. When you leverage those talents by using current technology, you can serve anyone, anywhere,” she said.

One of L&F’s most popular services is digital and social media management plans. Most businesses have some sort of presence in social media spaces such as Facebook and LinkedIn, but there also is opportunity on platforms including Instagram and TikTok. “It’s

best to do [social media] well or not to do it all,” said Finco. “You have to have a strong knowledge base [of social media communications] or it can be a wasted effort.” Typically, clients turn to L&F for social media communications as part of a larger strategic public relations plan.

Strategic issues management, another popular L&F service, helps clients communicate with both internal and external audiences. Strategic issues need comprehensive plans; there is no simple fix. L&F’s strategy focuses on how separate communications elements work together. “You can’t just create a LinkedIn page and hope that solves all your problems,” Finco emphasized. “If you don’t look at the big picture [with regards to PR], you are less likely to be successful.”

Since L&F’s beginnings in 1992, the PR industry has changed a lot. When traditional media forms like newspapers and television were the main source of information, it was easier for businesses to communicate with most of their audience from a few channels. “Now, the media is very segmented,” said Finco. “You have to be very targeted at stakeholders because

everyone has their favorite ways to get information.” L&F keeps competitive by constantly learning. Part of their business approach is to look for opportunities to learn new skills and expand what they can offer for clients.

During the pandemic, many of L&F’s clients have come to them for help with crisis communications. The biggest challenge, Finco noted, was the large segment of the workforce moving from the office to remote work. It became more difficult for companies to communicate with their employee base because of the barriers that working from home, especially on short notice, can cause.

As a long-standing Chamber member and former board chair, Finco said being a member is a valuable business opportunity. L&F takes advantage of many things the Chamber offers including webinars, policy and community initiatives, training and networking opportunities. “I believe you should always keep learning and be involved,” said Finco. “The offerings from the Chamber has helped us do that.”

For more information on Leonard & Finco Public Relations, Inc. visit [www.lfpublicrelations.com](http://www.lfpublicrelations.com).

## CHAMBER EVENTS AT A GLANCE

### Power Networking Breakfast

Tuesday, May 4, 7:30 – 9 a.m.

Back in-person with social distancing and masks required, the Chamber will host the next networking breakfast at the National Railroad Museum.

Free for members. \$35 for nonmembers.

### Virtual Workshop: Cyber security in a changing world

Wednesday, May 12, 7 – 9 a.m.

A must-attend for any computer user, learn how to stay proactive against cyber-attacks like hacking, ransomware and phishing attempts.

\$25 for members. \$40 for nonmembers.

### CYP: CurrentWeek Kickoff

Thursday, May 13, 5:30 – 7:30 p.m.

Current Young Professionals (CYP) will be at The Marq for a kickoff to CurrentWeek 2021 during which guests will learn more about the upcoming week of events.

Free to CYP members.

### CYP: CurrentWeek 2021

Monday, May 17 – Sunday, May 23

See opposite page for calendar.

Free to Current Young Professionals members.

**Learn more about all events at [events.greatergbc.org](http://events.greatergbc.org)**