



"Drive thy business or it will drive thee."
-Benjamin Franklin

GRABER ASSOCIATES LLC – FAST FACTS	
<p>Who We Are and What We Do</p>	<p>Founded in 2002, Graber Associates is a team of seasoned professionals who offer expert services in the following complementary disciplines:</p> <p style="text-align: center;">Public Relations</p> <p style="text-align: center;">So you know what to say, how to say it, and who should hear it.</p> <p style="text-align: center;">Marketing</p> <p style="text-align: center;">To align your company, products, and capabilities to strategic market sectors and present your value proposition with compelling communications.</p> <p style="text-align: center;">Research</p> <p style="text-align: center;">Finding your market niche and what your customers and competitors are thinking.</p>
<p>Graber Associates Services Overview</p>	<p style="text-align: center;">Public Relations</p> <p>A full slate of services and programs that help you reach your important constituencies</p> <ul style="list-style-type: none"> • Message development for any size company • Representation in North America for Europe- and Asia-based companies • Press and analyst relations • News release programs • Forward features and by-lined articles • Client and partner newsletters <p style="text-align: center;">Marketing</p> <p>Branding and communications to deliver your message to the correct audience</p> <ul style="list-style-type: none"> • Company backgrounders and product/service sheets • Trade show strategy and support; booth design, messaging, press & analysts • Product brochures for financial services and technology companies • White papers researched and written <p style="text-align: center;">Research</p> <p style="text-align: center;">Finding and analyzing the proper information to make better decisions</p> <ul style="list-style-type: none"> • Vendor analyses and management of the selection process • Discreet customer satisfaction surveys • Market sizing for vendors to the banking industry • Competitive analyses for retail, small business, and corporate banking • Channel driven delivery strategy and tactical implementation • Technology and service partnership analysis and recommendations

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Past and Present Clients	<p style="text-align: center;">Public Relations Clients</p> <p>Bankers Advisory – Belmont, MA MIT CFO Summit – Cambridge, MA Phoenix Marketing - Rhinebeck, NY BostonFinexGroup - Waltham, MA ContinuumFI – Union, MI Crowe, Chizek and Company LLP – South Bend Consumer Payments Research Center – Federal Reserve Bank of Boston - Boston Haley Limited - Sydney and Washington HBLU.org – Needham, MA IMP Consulting - Boston Infinite Technology Group, Inc. - Bethpage, NY</p> <p style="text-align: center;">Marketing Clients</p> <p>Beacon Partners LLC - South Dartmouth, MA Bottomline Technologies - Portsmouth, NH Clear2Pay – Brussels & Boston Corillian Corporation - Hillsboro, OR Getronics - Amsterdam and Billerica, MA Hyland Software - Westlake, Ohio</p> <p style="text-align: center;">Research Clients</p> <p>Brookline Bank – Boston Digital Insight - Calabasas, CA Eastern Bank - Lynn, MA ESP Payments Research - Salisbury, MD</p> <p>Logica - London, NYC, and Burlington, MA Middlesex Savings Bank – Natick, MA NEACH - Burlington, MA Phoenix Marketing - Rhinebeck, NY Polivec, Inc. – Mountain View, CA Sophis Inc. - Paris and New York Tempus Consulting – Washington and Oxford, UK Vigilant Technologies, LLC - Foxborough, MA Vormetric - Santa Clara, CA Wall Street Horizon - Boston</p>
Management Team	<p>Ray Graber, President and Founder Tom Burke, Vice President Public Relations Practice Ed Jackson, International Marketing Consultant, London, England Cheryl Jones, Director of Research and Analysis Carole Inferrera, North American Business Development Sarsha Adrian, Senior Consultant Ed Asip, Director, New York Region Patricia Sciarra, CPA, Accounting & Finance Director</p>
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