

business news

Amendola Communications

Small PR Agency, Big Deal

In a survey of over 300 IT journalists by content provider *PR Source Code*, Amendola Communications received a “Best of the Best” award as one of the top five small public relations agencies in the information technology industry. According to Amendola Communications CEO Jodi Amendola, “This recognition is a huge honor and validates our strategic, service-oriented approach.”

Jodi started Amendola Communications after a successful 13-year career working for a large East Coast-based public relations firm. She opened the agency’s first West Coast office in Arizona and, upon that success, decided to start her own firm, taking with her two key team members – Ted Amendola, her husband and business partner, and Jan Shulman, now the agency’s Executive Vice President.

Nearly five years ago, Ted and Jodi started their operations from home. Initially, Jodi and Jan joked that they were the busiest PR people without any accounts, but their efforts soon paid off. Their contacts and reputation, combined with their hard work and dedication to their clients’ success, led to five retainer accounts within the first six weeks. Since then, the company has grown tremendously.

The original three-person team has expanded to more than a dozen skilled experts to meet the needs of the agency’s approximately 20 retainer clients as well as a number of shorter-term marketing projects. To accommodate their continued growth, Amendola Communications recently moved into a 3,000 square-foot office condo in north Scottsdale, doubling their office space.

Amendola Communications is a full-service, national public relations and marketing firm, providing strategic counsel, media relations, brochure copywriting and design, branding, advertising campaigns, direct marketing, tradeshow support, and Web design and copy. The agency has helped companies become recognized industry leaders, positioned clients for acquisition, successfully navigated mergers and acquisitions, and helped companies go public. Jodi describes her company’s services as “an extension of an organization’s internal team,” as it provides strategic guidance for companies that don’t have the budget or staff to develop their own PR/marketing communications program.

From the beginning, Jodi leveraged her strengths in

healthcare and healthcare technology, as well as high-tech industries. Very few PR agencies successfully specialize in these industry segments, as evidenced by Amendola Communications’s broad based national and local clientele. For example, McKesson Specialty, a business unit of a Fortune 18 company, chose Amendola Communications after a national agency search. Fertility Treatment Center also conducted a

search for a local healthcare public relations firm and awarded Amendola Communications a multi-year contract, joining the ranks of other Amendola Communications clients like Ascent Healthcare Solutions, Carefx, Care-Seek, Dermacare, Mphasis Healthcare Solutions, CliniComp, Relay Health, and Surveillance Data.

In addition to the healthcare and technology focus, Jodi and her team have a strong track record in real estate and in financial and professional services. Amendola Communications’ first real estate client was Scottsdale-based Shea Commercial (now SAXA), which it successfully branded as the nation’s pioneer in office condos now

known. From there, Amendola Communication’s real estate client roster grew as quickly as its healthcare industry clientele, adding such businesses as Camelot, Calvis Wyant, and Keller Williams.

Part of Amendola Communications’ success is built through its relationships, not only with its clients but also with members of the media. “We focus on meeting the needs of editors, reporters, and producers so they look forward to working with us,” explains Jodi. “It’s a win-win situation. They get the story they need and we generate opportunities to provide information about our clients that advance their business objectives.” Mike McBride, Editor-in-Chief of *Health Management Technology*, says, “*Health Management Technology*’s experience with Amendola Communications has been all positive. They are always on time and always on target. That’s a rare commodity in publishing.” Amendola Communications’ clients express the same respect and appreciation.

These relationships, created from hard work, dedication and knowledge, have made this small PR agency into a big deal, recognized nationally and locally as a leader in their industry and for having a demonstrable, positive impact on the success of its clients.

– Sarah Laidlaw

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Ted and Jodi Amendola