



Perini Launches Firm Dedicated to Public Relations

Summary:

Michael Perini, a veteran public relations counselor and Director of the very popular NORAD Santa Tracking Program, has launched a new firm specifically to take public relations advice and counsel to new levels. The new firm, called Perini & Associates, is a new breed of PR consultancy. Dun & Bradstreet and Central Contractor Registration. The launch of Perini & Associates allows potential clients to gain from Perini's 30 years of local, regional, national and international public relations experience. Tracking Santa was only one successful example of this veteran's experience.

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WOODLAND PARK, CO (PR WEB) -- Michael B. Perini, a public relations expert has established "Perini & Associates" a full service public relations agency.

"We know it is a tough time but now more than ever there is a need to manage conversations and we have a lot to offer to help clients reach new levels," Perini said.

"The recession, coupled with the falling readership of traditional media, plus the rise of social media networks and the emergence of new digital communication tools are leading to historic changes in the PR industry," Perini said.

Now more than ever companies need a guide to manage their conversations around their brands, activities or issues.

"We believe our company breaks important new ground," Perini said. "There is no cookie cutter approach here. Every client gets the personal attention that he/she deserves from me, the owner – again with three decades of success," He said.

Perini has more than 20 practice categories in four key areas: Reputation Management * Public Affairs * Access Services * Business Development.

Before launching Perini & Associates, Perini was the Executive Director, National Institute of Science, Space and Security Centers, University of Colorado, Colorado Springs. www.nisssc.org.

Perini served more than 36 years in the Air Force, in both civilian and military positions. He is a retired colonel. He has served in senior positions in public affairs at NORAD, U.S. Northern Command, U.S. Air Force Space Command and U.S. SPACE COMMAND. He served as public affairs officer at the wing, major command and Air Force levels.

Perini is probably best known for his incredible innovative ideas that brought the NORAD Tracking Santa Program into the global phenomenon that it is today. www.norad.mil. He also served a year on the editorial staff of Air Force Magazine in Washington, D.C., and is the former editor and publisher of Airman Magazine at Kelly AFB, Texas. Mr. Perini was the first U.S. military officer journalist to visit the Soviet Union and holds an "ABC"

accreditation from the International Association of Business Communicators.
www.iabc.com.

During 2005, he led the largest U.S. military public affairs operation in the U.S. during Hurricane Katrina. He's an award winning writer and a Public Relations Society of America, Silver Anvil recipient.

Perini has been a guest lecturer/speaker, Graduate School of International Studies, University of Denver and the University of Colorado, Colorado Springs, National Homeland Defense Symposium, National Space Symposium, Georgetown University, Texas Tech University and Trinity University.

His awards include: National Register's Who's Who in Executives and Professionals, PRSA Silver Anvil, Crisis Communication (Government Category) and IABC San Antonio Communicator of the Year.

Perini is an active civic leader and non-profit volunteer. In addition, his professional writings include: "PR Coaching: The Super Bowl and Winter Olympics"; "Haiti: Crisis Communication"; "A PR FIRM! Really?"; "Powerful Partners in Defending the Homeland," Colorado Springs Business Journal; "Public Communications: Vital Link to Maintaining the Public's Trust during Crisis", GWU HSPI; "Finally – The B1-B," reprint in Congressional Record (U.S. Senate); "Airlift for Near and Far," Air Force Magazine; "Uncommon Gallantry," AEF, Air Force Association book entitled Valor; "Faces of the Former Soviet Union," Airman Magazine; "Criteria for Today's Leaders", Airman Magazine/Early Bird Supplement;

Perini & Associates already has an impressive portfolio of past and current clients giving them a solid footing for launching Perini & Associates. The company also has opportunities for interns and information can be found on the company's website. You can find the company in Dun & Bradstreet and the Central Contractor Registration.

Perini & Associates employs top-notch associates skilled in all aspects of public relations strategies; experienced professional who truly understand the clients' needs.

The difference is clear even in Perini & Associates new website, www.periniassociates.com. The site offers a number of web tools and resources designed to help potential clients and public relations professionals.

Perini & Associates is a unique firm dedicated to servicing the needs of savvy clients and public relations professionals needing seasoned advice and counsel. Perini & Associates has offices currently in Colorado but with associates in St Louis and Orlando though the company is expanding across the globe. The company is on *Facebook* and *LinkedIn*.

For more information, please call 719-651-5943 or visit <http://www.periniassociates.com>

Facebook: <http://www.facebook.com/pages/Perini-Associates/118361161509620?ref=sgm>

LinkedIn: <http://www.linkedin.com/in/michaelperiniabc>