

80's

June 1983—
MacKenzie
opens its doors
in San Francisco

Schlumberger

Fairchild/Schlumberger
needs help with "clean
up" communications
at major Superfund
site; we're there for
seven years



**Anchors aweigh! Five years
young—we head south
with a Long Beach office**

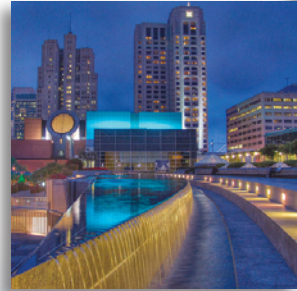


MacKenzie represents
7 hospitals in major
strike; 24/7 media
management



The Nature
Company
signs as
first client

MacKenzie opens
Yerba Buena Gardens
to national fanfare—
cultural practice begins



Catellus Development
hires MacKenzie to
market 313 acres of
idle land, known
as Mission Bay

CATELLUS
A PROLOGIS COMPANY



**Uncorked!
Copia—the
American
Center for
Wine, Food & the
Arts—breaks ground
in Napa.**

**We welcome aboard British
Airways—and our UK-focused
efforts take flight**

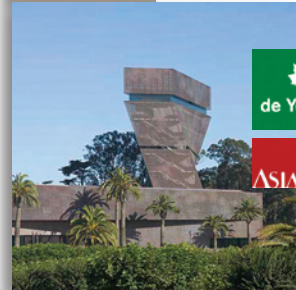


citibank

Citibank bets big
on CA—hires us
to pave the way

90's

**deYoung and Asian
Art museums hire
us to raise awareness
for new
facilities**



de Young

ASIAN ART MUSEUM
OF SAN FRANCISCO

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hires MacKenzie to
market 313 acres of
idle land, known
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We assist the Semiconductor
Industry Association with a
major worker-health study
on cancer in cleanrooms

Georgia-Pacific
taps MacKenzie
to revamp
internal
communications

GP
Georgia-Pacific

MacKenzie launches The Main
Campaign—raising
\$30 million for a
new library; and
setting the stage
for future capital
campaigns



San Francisco Public Library

charlesSCHWAB

Charles Schwab & Co.
hires MacKenzie to
launch "Schwab U"

**Hail,
Britannia!
MacKenzie
manages
Britain Meets the Bay, the
largest UK trade promo-
tion ever held in the US**



2000
and Beyond

MacKenzie moves well
beyond "PR" with integrated
communications model



We help 2 nations celebrate
the 50th anniversary of the
US-Japan peace treaty with
major world leaders in
attendance

Wales engages us to put
a small, clever country
on the world map; today
they remain our largest
international business
client

Wales
Cymru



INSTITUTE
AT THE GOLDEN GATE

swivel our sights to launch their Institute at
the Golden Gate environmental think tank

We help the Golden Gate
National Parks Conservancy
break out with a new Alcatraz
Visitor Experience and then
swivel our sights to launch their Institute at
the Golden Gate environmental think tank

**Fore! We
take the first
of many
rounds with
the PGA Tour**



Doing well by doing
good: our mantra
continues with the
launch of our corporate
responsibility and
environmental services
practice group

The
Dalai Lama
visits SF;
we're there
to help



Higher Education Rules: SF State,
Mills College, UC Berkeley, and
Saint Mary's call on us for media,
community and creative services

SAN FRANCISCO
STATE UNIVERSITY



MacKenzie launches
Silicon Valley's newest
international K-8
school, and rolls out
the brand for Campbell's adult
education programs

CAGE
Campbell Adult
and Community
Education

We serve the marketing needs of
California's health care community,
with integrated campaigns for Saint
Francis Memorial Hospital, St. Mary's
Medical Center, Adventist Health
Care and Stanford Medicine

Saint Francis
Memorial Hospital
A member of CHW



STANFORD
MEDICINE
Outpatient Center • Redwood City

Professional and
financial services are a
specialty, with note-
worthy campaigns for
BPM, Hood & Strong,
Schnader, J. Moore
Partners and Presidio
Bank

Peninsula Health Care District

Messaging and
community outreach
highlight our work for
the Alameda County
Behavioral Health Care
Services
and the
Peninsula
Health Care
District



How do you measure
success? Let's talk...



Three
points
for the
planet!
Our sustainability
creative and mes-
saging for Allied
Waste/Republic
Services plays out
in Silicon Valley,
Portland, Seattle
and Phoenix

Powered by
Biodiesel

MacKenzie
Communications, Inc.