



**VOLLMER**  
PUBLIC RELATIONS

## COMMUNICATIONS TRAINING & CRISIS COUNSEL

### SERVICES

## SHELTON & CAUDLE

Shelton & Caudle is the country's premier provider of customized public relations training programs and crisis counsel including executive media training, crisis communication programs, presentation coaching and issues management. Whether it's an interview with a reporter, an encounter with a group of concerned citizens, response to an industrial accident, dealing with unwanted attention online or speaking with prospects at a trade show, every personal encounter offers the opportunity to communicate a message that helps advance your organization's overall business objectives.

“ We've seen great value in having our executive and front line managers participate in crisis communication and media training with Shelton & Caudle. ”

- Michael Rosen, Director Corporate Communications, Air Liquide USA

The professional trainers at Shelton & Caudle have decades of combined experience as reporters, speech writers, network news producers, press spokespersons, executive coaches and more. Our individualized programs offer a focused experience for our clients and save time and money by requiring only one day away from the office. And because Shelton & Caudle conducts crisis and media training to more than 400 executives each year for companies in a wide range of industries, its professionals are well honed to respond when actual crisis or issues occur.

### **Crisis Communication**

- Crisis Communication Training & Plans
- Vulnerability Assessment
- 24/7 On-Call Crisis Experts

### **Media Training**

- Executive Media Training
- Preparation for TV interviews
- Real On Camera Experience

### **Issues Management**

- Environmental Problems
- Community Opposition
- Closures and Layoffs

### **Presentations & Speaking**

- Executive Presentation Coaching
- Public Speaking
- Speech Writing

### **Legislative Testimony**

- Spokesperson Preparation
- Public Advocacy
- School Boards

**SHELTON & CAUDLE IS A DIVISION  
OF VOLLMER PUBLIC RELATIONS**

**CLIENT EXPERIENCE**

**Industrial**

- Air Liquide America
- Altra Resources
- AMD, Advanced Micro Devices
- Bodner Metals
- Flowserve
- Furmanite
- KRATON Polymers
- Laidlaw Environmental Services
- Laidlaw Transit
- OXEA
- Resolution Performance Polymers
- Rhodia (plants in Baytown, Freeport and Houston)
- Shell Chemical

**Food & Related Companies**

- Coca-Cola Foods
- Marie Callender's
- Riviana
- Russell Stover

- Weider International
- Weight Watchers
- Whole Foods Market

**Non - Profit Organizations**

- Contemporary Arts Museum of Houston
- DePelchin Children's Center
- Greater Houston Community Foundation
- Houston Food Bank
- Houston Holocaust Museum
- Houston Museum of Fine Arts
- Houston Symphony
- Susan and Michael Dell Foundation
- Texas Council on Family Violence
- United Way of the Texas Gulf Coast
- YMCAs of Houston and San Antonio

**Retail & Consumer**

- AMC Theatres
- Belmont Village
- Birch Telecom
- Day Spring (division of Hallmark)
- Drypers

- Foley's
- The Home Depot
- Moody Gardens
- Park Pharmacy Corporation
- Pennzoil
- Silver Eagle Distributing
- Slick 50
- Travelocity
- Whole Foods Market

**Hospitals & Healthcare**

- CHRISTUS St. Joseph
- Greater Houston Anesthesiology
- Gulf Coast Regional Blood Center
- Kinetic Concepts Inc.
- Memorial Hermann Hospital
- The Methodist Hospital
- Rediclinic
- St. Luke's Episcopal Hospital
- Tanox
- Texas Podiatric Medical Association



President



Executive VP



Executive Trainer



Executive Trainer



Senior Trainer

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