

## **THE WAY FORWARD IS TO ENGAGE**

**We believe The Way Forward, is to ENGAGE. Through strategic communications, strategic relationships and something valuable to share, we work to protect and enhance the reputation of organizations in the public eye, through insight, advocacy and development of key relationships in government, media and the community.**

**We are Independent, Connected, Strategic and Direct.**

- **If you have a business to build, we will build your BRAND!**
- **If you have a story to tell, we will SHARE IT!**
- **If you want to protect your reputation, we will keep you out of the HEADLINES!**
- **If you want to meet a decision-maker, we will CONNECT YOU!**

**North Coast Strategies is an independent public relations+affairs consultancy that combines the very best of a big agency with hands-on executive-level experience and support. We are focused on developing strategic and meaningful relationships to protect a company's reputation and bottom line, through strategic relationships and engagement.**



[www.NorthCoastStrategies.com](http://www.NorthCoastStrategies.com)

## | NOW LET'S START THE CONVERSATION

North Coast Strategies is a public strategies firm offering public relations, public affairs and crisis management services. Our clients expect us to resolve critical issues affecting their businesses by creating a strategic and integrated communications plan, complete with targeted messages using our relationships with the media and government and business leaders. We align your message with your marketing goals, and then plan a course of action that delivers results.

Although we are a small independent agency, we are flexible to meet the evolving needs of our clients while nimble enough to find the right team depending on the project, with dedicated senior-level executives leading at every phase of the project. We are a Michigan company, incorporated and licensed to operate in Michigan and work with a diversity of businesses and industries, throughout America's North Coast.

## | SERVICES

### **PUBLIC RELATIONS**

I help companies shift their marketing strategies, from pitching the media to informing them by creating content, establishing credibility and engaging the decision-makers.

### **CRISIS MANAGEMENT**

As a lawyer, I work closely with companies and their attorneys to manage risk, prepare and avoid a crisis or work with a client through a very difficult situation while working to repair their reputation.

### **PUBLIC AFFAIRS**

On behalf of companies, I help build trust with key stakeholders through direct engagement, one-on-one meetings and corporate social responsibility campaigns.

STRATEGIC COMMUNICATIONS • MEDIA RELATIONS • EXTERNAL AFFAIRS •  
COMMUNITY ENGAGEMENT • STAKEHOLDER ENGAGEMENT • CORPORATE SOCIAL RESPONSIBILITY •  
MARKETING & DESIGN • CONTENT CREATION • SOCIAL MEDIA ENGAGEMENT •  
DIGITAL AND MOBILE STRATEGIES

Samples of our work be found at: [www.northcoaststrategies.com](http://www.northcoaststrategies.com)



## | our unique agency qualities & rethinking an old business model

We've turned the PR agency model on its head by stripping out the things we don't like, such as:

- Eliminating overhead;
- Banishing junior account executives who don't understand your business; and,
- Adding unnecessary layers of decision-making.

Instead, what you get with North Coast Strategies is:

- Direct anytime access to smart and experienced senior consultants with industry experience and experience to bring to your company.
- You also get realistic ideas and direct consulting without sugar coating our advice to you.
- Not to mention the chance for us to help you tell and share your story across multiple platforms, while working to expand your network through ours.

All for a sensible rate that helps your budget go further.

- Our fees are determined based on an hourly rate and the amount of time we anticipate spending on the items we agree to based on the companies objectives. We are flexible in our work arrangements. For example, we can work based on an hourly rate, project fee or monthly retainer.

North Coast Strategies was created based on our experience working with larger traditional agencies, that a one-size does not necessarily fit all. North Coast Strategies is a **one-person public affairs firm** that leverages relationships with other independent professionals to better service our clients. We are a virtual agency -- One whose office can be found wherever we can access Wi-Fi. The flexible business model allows us to be where our clients need us the most, when they need us, which means at anytime of the day, we are working for them.

Through loosely affiliated networks and highly collaborative teams, we work closely with each other to manage our accounts more effective than your traditional agency. In fact, we offer more flexibility and greater access to senior-level talent than the traditional firms, not to mention lower rates made possible with no overhead to pass on to clients.

We approach each client engagement with a fresh perspective – meeting the needs of our clients by building a specific team to wrap-around their objectives. I work extremely hard to develop solid relationships with my clients and their organization so that we all benefit from working with each other. North Coast Strategies blends media relations, brand development, and digital communications, public affairs and stakeholder engagement. We have the experience and credentials in advocating for clients and thrive on developing relationships with journalists and engaging on-line communities to improve our client's position in the marketplace – on behalf of young companies to those a century old, not to mention municipalities, universities, health care providers, nonprofits, individuals and others.

WE ARE UNLIKE ANY OTHER FIRM IN MICHIGAN AND ONTARIO

- We are an independent public strategies firm. I work on my own and use a network of other seasoned and independent consultants depending on the scope of the project.
- I am an attorney
- I served as the Communications Director for the City of Detroit and the Press Secretary to Detroit Mayor Kenneth V. Cockrel, Jr.
- I served as the federal lobbyist for the Detroit Regional Chamber.
- As a result, my practice blends law, policy, politics, economics and the media, in the U.S. and Canada.
- I have the knowledge, experience and relationship with key influencers in Michigan and Ontario, representing the City of Windsor, University of Windsor, Detroit Windsor Tunnel and others in past as their public relations counsel
- I have direct experience in border related issues after leading the Detroit Regional Chamber and a bi-national coalition to bring more resources to the US Canadian border after 9/11, including providing testimony before Canada’s Parliament and supporting testimony before the US Congress.

You will not find a more experienced public affairs professional that has the relationships and experiences on in both Michigan and Ontario, than with Daniel Cherrin and North Coast Strategies.

**| OUR PROFESSIONAL NETWORK**

Although we are a small independent agency, we are flexible to meet the evolving needs of our clients while nimble enough to find the right team depending on the project, with dedicated senior-level executives leading at every phase of the project. This includes:

project managers | media relations | facilitators | digital media | social media | journalists + content creators | website development | photographers + videographers | event management | stakeholder engagement | public affairs | civic engagement | story tellers | design

**| OUR STRATEGIC ALLIANCE**



## | OUR PROFESSIONAL NETWORK

**DanielCherrin**, Strategic Communications Planning, Facilitation

**Daniel Cherrin** has the unique ability to blend business insight and legal strategy with legislative affairs, media relations and public policy, helping organizations enhance their reputation and profile among key stakeholders. Daniel is the founder of North Coast Strategies – a public affairs firm. He also is a partner in M10 Marketing, an integrated communications firm that focuses on brand strategy, digital & mobile media and event marketing. For over 18 years, Daniel has focused his practice on stakeholder engagement, strategic communications, crisis management, public affairs and the media, as an attorney, former Communications Director for the City of Detroit and Press Secretary to the Mayor and federal lobbyist for the Detroit Regional Chamber. He blends his legal expertise and litigation experience with deep public policy insight and strategic communications capabilities for clients in the public eye. Cherrin has led the PR and marketing efforts for a number of organizations. This includes:



- Serving as the spokesperson for the government of Mackinac Island, MI in a dispute between the Island Government and the ferry operators servicing the Island.
- Successfully facilitating an urban transit strategy in Washtenaw County that includes a series of meetings over a year and a half involving the elected officials from Ann Arbor, Saline Township, Scio Township, Ypsilanti, Ypsilanti Township, Dexter and other Washtenaw County communities.
- Serving as the public affairs consultant and spokesperson for Detroit Bulk Storage and the storage of petroleum coke along the Detroit River. This included facilitating discussions between Detroit Bulk Storage, Koch Industries, the Canadian Government, City of Windsor, City of Detroit and people of Southwest Detroit.
- Serving as the public affairs consultant to the Detroit Wayne County Port Authority and working to manage a crisis involving a federal investigation involving the US Department of Homeland Security.
- Facilitating a series of seven town hall style meetings centered on a 1,800 MW off shore wind proposal in Southwestern Ontario (Lake Erie and Lake St. Clair) on behalf of South Point Wind.
- Secured federal funding for the Detroit Windsor Tunnel to expand its limited footprint and worked to exclude the Tunnel from legislation creating a new border authority in Michigan.
- Created and implemented media relations plans for a large Israeli infrastructure firm, Shikun & Binui and their water technology company, Nitron, during the WATEC conference in Chicago.

Daniel is currently leading a collaborative of 19 community mental health providers in Wayne County. In addition, Daniel has represented Culture Source (Cultural Alliance), Guardian Industries, Vistage International, University of Windsor, University of Toledo, Wayne State University School of Medicine, Cassidy Turley, Enterprises, Detroit Bulk Storage, Tamarack Camps and The Ann Arbor Art Fair and others. He also served as the lead federal lobbyist for the Detroit Regional Chamber, leading a bi-national coalition of government and business leaders to bring additional resources to the US Canadian border after 9/11.

Daniel sits on the economic development committee for the Oakland County Business Roundtable and serves on the boards of Reading Works, the Detroit Jewish News Foundation, Yad Ezra and the Michigan Political Leadership Program. Daniel is an elected member of the State Bar of Michigan’s Representative Assembly. An avid runner, Daniel has competes in triathlons, trail runs and half marathons. He is married and the father of three children.

### **DANIEL CHERRIN, NORTH COAST STRATEGIES**

PUBLIC RELATIONS + ATTORNEY + CRISIS MANAGEMENT | T. 313.300.0932 e. [dcherrin@northcoaststrategies.com](mailto:dcherrin@northcoaststrategies.com), @dancherrin

**Other professional highlights:**



Cherrin managed the communications efforts of every city department in Detroit and was responsible for creating and executing a comprehensive communications strategy and overall strategic plan for the city, immediately following the resignation of the previous mayor, GM and Chrysler filing for bankruptcy and an economy that continued to get worse. This included a mix of traditional and social media, crisis management, events management and the involvement of community and faith-based organizations.

Cherrin led the communications efforts for the Detroit following the sudden resignation of the previous Mayor. Despite Detroit's problems, in addition to the automotive collapse and overall economy in crisis, Cherrin was able to guide the city and mayor through the crisis and help restore the public's trust in government.



Immediately after 9/11/2001, as the federal lobbyist for the Detroit Regional Chamber, Cherrin coordinated the Northern Border for Economic Security and Trade (NBEST) Task Force, a bi-national coalition of business, government and labor leaders focused on keeping the Ontario-Michigan border open after 9/11, in addition to improving communication and developing recommendations, after delays at the border began to impact trade and the economy in the region. Daniel's leadership resulted in 145 additional customs and immigration agents among other enhancements at the border.



Cherrin facilitated an urban transit strategy in Washtenaw County, Mich., after an earlier attempt to create a countywide plan failed. Through a series of discussions with government leaders he facilitated, Daniel created a process that led to a voter-approved millage to expand transportation options in the county.





Petroleum coke is a commodity produced as a result of the oil refining process and is a common ingredient in electricity and steel production. Detroit Bulk Storage stored the pet coke on behalf Koch Industries and loaded to product onto vessels. Daniel was retained to assist in developing stronger relationships in the community and with government leaders around questions and concerns about petroleum coke and how it was stored. Daniel also served as the spokesperson for the company and lead its media relations strategy where he was quoted on ABC, NBC, FOX, NPR, the Associated Press, Detroit News, Detroit Free Press, Crain’s Detroit Business and MLive and coordinated an article that was published in The Wall Street Journal.

Cherrin developed a communications strategy for Ilitch Holdings and Olympia Development Management (ODM), regarding a 55-block mixed-used development that includes a new event center for The Detroit Red Wings and a new corporate headquarters for Little Caesars. In developing the strategy, my goal was to help ODM develop pro-active and strategic relationships with key stakeholders in the region, in addition to developing a communications strategy with their vendors to ensure consistent messaging throughout the project.

For 12 years, Daniel Cherrin has represented the operators of The Detroit Windsor Tunnel on various legal and policy related matters, in Washington and Lansing, in addition to coordinating media activities and civic engagement strategies for the Tunnel. Cherrin also has served as the organization’s lobbyist, lawyer and public relations advisor, securing federal and state funds, provisional patents and national media attention for one of the busiest border crossings in North America.

Cherrin served as spokesperson for a proposed 1,800 MW off shore wind farm in Lake Erie and Lake St. Clair and facilitated a series of stakeholder engagement meetings throughout SW Ontario.



**THE  
DISTRICT  
DETROIT**

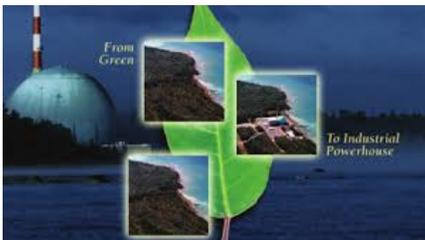


Daniel minimized any damage to the reputation of The Detroit Wayne County Port Authority following a federal investigation uncovering inaccurate information in the port’s security director’s application for access to Detroit’s port and after the Department of Homeland Security raided the port’s offices seeking more information.



Cherrin developed strategic relationships for the Mayor of Windsor, ONT and two Presidents of The University of Windsor in Southeast Michigan, Lansing and Washington, D.C., in an effort to enhance cross-border relationships that led to several dual cross border degree programs.

Daniel Cherrin represented the cities of Mentor and Grand River, Ohio in an effort to support a cross border ferry crossing between Mentor, Ohio and Port Bayham/Burwell and/or other communities in Ontario. Cherrin was retained to develop strategic relationships with government leaders in both the U.S. and Canada while increasing interest for the project in the media.



To celebrate the decommissioning of the **Big Rock Nuclear Power Plant** in Charlevoix and the partnership between the contractors and laborers on such a historic project, on behalf of the **Michigan LECET** Cherrin designed & authored a 10 page color brochure to tell the story of Big Rock, Michigan's first nuclear power plant that was being decommissioned, and, including media attention in the Michigan Chronicle; WILZ-TV (Lansing); the Oakland Business Review, Detroit Free Press, Midland Daily News, Lansing State Journal, and others.

Cherrin served as an attorney and spokesperson for the Mackinac Island City Government during a dispute with the ferry operators servicing the Island and created a media relations plan to support the litigation team representing Mackinac Island before the courts and Public Service Commission.



Cherrin secured stories and bylined articles for Shikun & Binui, an Israeli Infrastructure firm in: *LuxResearch*, *Street Insider*, *Water Online* and other opportunities with Benjamin Media and Penwell Media around their exhibit at Watec, a water industry trade show.

Clients. Past + Present



\*For a more detailed look at Daniel Cherrin's list of accomplishments and experience please visit – [Daniel Cherrin on Seelio](#).

# Results



"I appreciate what you have done to help open doors for us..."  
— Dr. Alan Wildeman,  
President of the  
University of Windsor



"You think of things that we don't, but raise our visibility. We have never had that, so it's much appreciated."  
— John Kerr, Detroit Wayne  
County Port Authority



"I think you're doing a terrific job for the firm. Seriously, I think you have accomplished quite a bit that others were unable to do in the past. I sure hope others appreciate all that you do too!" Debby Graf, Fraser Trebilcock 4)

"Dan has very good economic development and political connections in Michigan and beyond, which he leverages well for strategic comm. & business connections for his clients." Karolyn Hart, Vice President, WEDC



"Daniel, Thank *you* for providing the data, explaining it, etc. It's much appreciated." Sarah E. Needleman  
Small Business Editor &  
Reporter, The Wall Street  
Journal



### The Infrastructure

Created a public affairs strategy for Starfish



### Expanded funding

By educating lawmakers on what are clients do and how they do it.



### Secured Legislation

To support a client's business agenda



### Built Relationships

For the Detroit Wayne County Port Authority

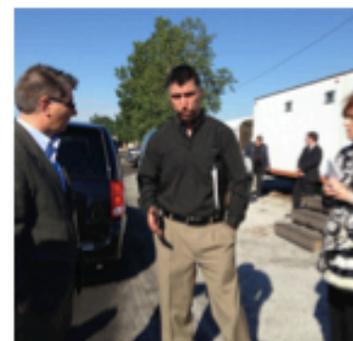
### Secured Funding

To expand the Detroit Windsor Tunnel



### Established Trust

By inviting the DEQ Director for a site visit



**University of Toledo**

**University of Toledo Nurse Throws Away Kidney**

[www.abcnews.go.com](http://www.abcnews.go.com)



**Mackinac Island, MI**

**Mackinac Island Ferry Dispute Picks Up**

[lor.interlochen.org](http://lor.interlochen.org)



**VFW National Home**

**VFW Worker Accused of Sexually Abusing Boys Found Dead**

[www.wilx.com](http://www.wilx.com)



**Rush Street**

**Man shot in Ann Arbor Bar expected to recover**

[Mlive.com](http://Mlive.com)

**South Point Wind**

**Battle lines drawn in lake turbine issues**

Windsor Star



**Detroit Bulk Storage**

**A Black Mound of Canada Oil Waste Is Rising Over Detroit**

The New York Times



# RESULTS



"The article you published in the electronic newspaper went to the CEO of Shikun & Binui environment and the CEO of Shikun & Binui who was very satisfied from it and sent it to the entire management. It was very important!!!!" Eran Eizik, Shikun & Binui



"On behalf of WWJ, thank you for your efforts in working with us and helping us whenever possible. We appreciate you answering our questions at all hours of the day and night and being available." Rob Davidek, News Director WWJ 950-AM

"You helped renew my respect for folks who opt for public service."  
Dave Josar, former reporter, Detroit News



"Dan, The article is beautiful. On behalf of the rest of north east Ohio, thank you all for all your hard work. How incredible is it to see this move forward. I am in awe."  
Mayor Chris Conley, Grand River, Ohio

