

# **BERNSTEIN CRISIS MANAGEMENT, INC.**

**Crisis Management, Response, Prevention, Planning & Training**

## **Recommendations for Jonathan Bernstein**

**as originally offered at LinkedIn.com**

"My experience in communications goes back decades and in that time I've met and worked with hundreds of so-called experts. Jonathan Bernstein is the real thing, certainly among the very top communication people in the country if not the world. I could recommend no one more strongly." February 9, 2008

Bob Aronson, CEO, The Aronson Partnership, Inc. was with another company when working with Jonathan at Bernstein Crisis Management, Inc.

---

"Jonathan was a delight to work with and very effective crisis communication expert. His knowledge, people skills ability to assist clients in anticipating and handling crisis situations and anticipating issues to minimize institutional damage are second to none. He became and still is a tool I consider invaluable and recommend to clients whose needs or situations can benefit from his vast knowledge and skill sets. I hope to have the opportunity to work with him in the future as he is the consummate professional and adds value to the client service we try to deliver and it is appreciated by them. Highly advocate his services to others." February 9, 2008

Charles Herf, Partner, Quarles & Brady Streich Lang worked directly with Jonathan at Bernstein Crisis Management, Inc.

---

"Jonathan trained my staff and me in media relations. Despite our limited time frame, there were obvious results from every person who participated. It was easy to understand what he meant, and the hands-on aspect (he explained a concept, then made us execute the technique, then made us watch what how we'd just done) helped the lesson sink in. Our whole staff still practices what he taught us on a regular basis." February 25, 2008

Top qualities: Great Results, Personable, Expert

Jennifer Wright, National Campus Relations Manager at Vector Marketing Corporation / Cutco Cutlery hired Jonathan as a Business Consultant in 2005, and hired Jonathan more than once

---

"Jonathan is THE "go-to" person if you have any type of business crisis. I can't think of anyone who is more knowledgeable about successfully managing a crisis than Jonathan. I worked with him on a major environmental issue that my company had to manage...and it was MAJOR. Thanks to Jonathan, it was a one-day story and my company's reputation was preserved...if not actually strengthened by the way we managed the situation. Jonathan is a pro and I can recommend him with no qualifications." February 19, 2008

Top qualities: Expert, High Integrity, Creative

Ken Plonski, Partner at Master Planned Communications hired Jonathan as a Business Consultant in 1990, and hired Jonathan more than once

"Jonathan is an expert in his field. The training we received in Crisis Management has helped me in many areas, such as difficult customer meetings or family discussions. I would certainly recommend Jonathan and his company, if you want to be prepared on how to address a Crisis and the Media." February 11, 2008

Top qualities: Great Results, Expert, Creative

Alejandro Russo, Diretor Geral - Brazil at Griffith Laboratories hired Jonathan as a Crisis management Services in 2007

---

"I have worked with Jonathan Bernstein many times over the years when expert crisis and issues management counsel was needed. He is very good at damage control and creating the strategies to minimize the negative impacts of a public crisis. I'm honored to recommend him to those in need crisis management counsel." February 25, 2008

Top qualities: Great Results, Expert, High Integrity

Martha Moyer, Owner at The Moyer Group Public Relations and Master Planned Communications, LLC hired Jonathan as a Business Consultant in 1995, and hired Jonathan more than once

---

"Jonathan is a great crisis -management public relations consultant. In my law practice, my clients often call me in a crisis situation. There is much I can do for them in the legal arena, but, I tell them that if all their customers or employees leave them over the crisis they are in, then there will be nothing to fight over in court but a dead business. Jonathan consistently guides many of my clients through PR crises with wise, creative and objective advice." February 11, 2008

Top qualities: Great Results, High Integrity, Creative

Adam Treiger, Partner at Stowell, Zeilenga, Ruth, Vaughn & Treiger LLP hired Jonathan as a Public Relations in 2003, and hired Jonathan more than once

---

"Jonathan Bernstein is both an internationally recognized expert in crisis management and an individual of the utmost integrity. I have now worked with Jonathan on a number of initiatives, and I find him to be dedicated, creative, knowledgeable, responsive and a pleasure to work with. I recommend him highly." February 9, 2008

Peter Csathy, CEO, SightSpeed Inc. was with another company when working with Jonathan at Bernstein Crisis Management, Inc.

---

"Jonathan Bernstein is the nation's top crisis communications strategist. I've worked with Jonathan on a couple of matters and he's simply peerless; quick with incisive analysis and rapid with deployment of strategy and associated tactics." February 9, 2008

Steven Stern, Founder, Stern And Company was with another company when working with Jonathan at Bernstein Crisis Management, Inc.

---

"I have had the pleasure of knowing Jonathan for about eight years now. My company, Reeves Laverdure Public Relations, provides media publicity services for clients in a wide range of industries. Through the years, several of our clients have also had the need for a PR professional who specializes exclusively in crisis management. Jonathan consistently shows an unmatched

ability to calmly and objectively assess a business's crisis -- no matter the scope -- and then to systematically manage and contain that crisis. Bringing Jonathan in at the very beginning of a crisis (or, even better, before a crisis even exists) is the best way for a business to ensure that any damage to its brand and name recognition are expertly controlled. As VP of a firm that is responsible for getting the positive word out on clients, I can say that Jonathan's excellent ability to control crises has made my job much easier. No matter how much positive press gets out there, if you let a crisis get out of control, it will undo all of it very quickly. Just as my firm specializes exclusively in publicity, Jonathan specializes exclusively in crisis management.

In my mind, when a company is having a crisis, they do not want to hire someone who "dabbles" in crisis management as a sideline -- they want someone who is in the trenches everyday dealing with the media and "holding their client's hand" through the entire process. To me the best person to do that is Jonathan. Not only do I enjoy working with Jonathan and respect his abilities, but I also very much like him as a person. I recommend him without reservations to anyone looking for the very best crisis management expert.

Diana Laverdure Vice President Reeves Laverdure Public Relations, Inc. [www.reevespr.com](http://www.reevespr.com)" February 11, 2008

---

"Jonathan is an excellent crisis management expert and crisis counselor. We had occasion to work together and pitch business together, and I wouldn't hesitate to recommend him. Oh, and he's a good guy too!" February 10, 2008

Matt Kucharski, Senior Vice President, Padilla Speer Beardsley was with another company when working with Jonathan at Bernstein Crisis Management, Inc.

---

"When crises loom, Jonathan is the professional you want at your side. His breadth of experience, knowledge of the terrain, and judgment are second to none. His communications skills are spot-on. Jonathan works with witt and intelligence that serve his clients well. He's definitely a 'Great hire!'" February 10, 2008

Alan Eggleston, Owner, e-Messenger Consulting Corp. was with another company when working with Jonathan at Bernstein Crisis Management, Inc.

---

"Jonathan's help was invaluable in preparing the communication plans for our company as we sold off all of the various divisions on behalf of the owners. Some of the messages were particularly challenging and with Jonathan's help we successfully communicated with all of the relevant stakeholders throughout the process. I could not have done it without Jonathan's help." February 10, 2008

Top qualities: Great Results, Personable, Expert

Greg Mickelson, CEO at The Mickelson Company LLC hired Jonathan as a Business Consultant in 2004

---

"Jonathan has more experience and detailed knowledge of crisis management than anyone I know, and provides an outstanding service to all clients." August 6, 2007

Top qualities: Great Results, Expert, High Integrity

Bob Pritchard, Director at Communecom hired Jonathan as a Business Consultant in 2005

---

"I've been a reader of Jonathan's "Crisis Manager" newsletter for several years and never fail to learn something new. It would seem organizations should know the basics of how to handle the communications aspects of emergencies but time and time again you'll see news accounts of how events are mishandled. I would strongly recommend that anyone responsible for an

organization's response to a crisis sign up for Jonathan's newsletter." July 10, 2007

Bernie Wagenblast (i95berniew@aol.com), Editor, Transportation Communications Newsletter was with another company when working with Jonathan at Bernstein Crisis Management, Inc.

---

"Jonathan has a well-deserved public profile as one of the top crisis communication experts in the business. He has a knack for anticipating emerging issues and has developed an enviable array of invaluable tools to help his clients emerge successfully from any crisis." May 2, 2007

Mark Towhey, President, TOWHEY Consulting Group Inc.. was with another company when working with Jonathan at Bernstein Crisis Management LLC