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THE PBN COMPANY is an international strategic communications, government relations and public affairs consultancy serving clients worldwide from offices in Washington, DC, London, Moscow, Kyiv, Riga, Almaty and Chisinau.

Friday, January 31, 2003

Volume 1 Issue 10



New Year's celebrations at PBN not only rang in 2003, but also marked the start of The PBN Company's 20th year in business as a strategic communications consultancy.

"All of us at PBN are proud to be celebrating 20 years in business," says PBN Chairman and Founder Peter B. Necarsulmer. "We've planned a series of events and activities this year to celebrate our 20th Anniversary, to pay tribute to our clients, staff, business associates, family and friends who have helped make our company a success."

The 20th Anniversary celebrations will be organized around the theme: "The PBN Family: Celebrating 20 Years of Business." The theme was selected because "it is truly The PBN Company's extended family of clients, staff, business associates and friends who have helped make our company a success," says Necarsulmer.

This edition of Access PBN highlights the firm's evolution over the past 20 years and highlights some of its major accomplishments. In subsequent editions of Access PBN, a special 20th Anniversary page will pay tribute to a special moment, activity or person in PBN's 20 year history.

The Evolution of The PBN Company

From a California Political Firm to An International Strategic Communications Consultancy

[\[click here for full story\]](#)

Necarsulmer & Thurman: A Profile of PBN Founders

A Partnership in Business and in Life Spans 20 Years

[\[click here for full story\]](#)

Memorable Moments in PBN's History

A Timeline of Accomplishments

[\[click here for full story\]](#)

PBN Partners and Senior Managers

Their History with PBN

[\[click here for full story\]](#)

News from PBN Worldwide

PBN news about staff, clients and events.

[\[click here for full story\]](#)

[Email PBN](#)

[Visit our Website](#)

[Access PBN Staff Worldwide](#)

[Issue 9](#)

December 2, 2002

[Issue 8](#)

October 31, 2002

[Issue 7](#)

September 26, 2002

[Issue 6](#)

September 4, 2002

[Issue 5](#)

July 8, 2002

[Issue 4](#)

April 25, 2002

[Issue 3](#)

March 25, 2002

[Issue 2](#)

February 19, 2002

[Issue 1](#)

December 6, 2001



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The Evolution of The PBN Company

“Change” is not uncommon to The PBN Company. Over its 20-year history, the firm has evolved from its beginnings as a California-based political and public affairs firm to what it is today – an international strategic communications consultancy serving world-class clients from offices in Washington DC, London, Amsterdam, Moscow, Kyiv, Riga, Chisinau and Almaty.

“The Company today is very different than the one we started 20 years ago,” says PBN Chairman and Founder Peter B. Necarsulmer. “The only common threads are the quality of our clients, our employees and work products.”

The PBN Company began as a San Francisco-based public affairs and political consulting firm, which soon branched out in Sacramento, Los Angeles and Contra Costa.

The firm quickly developed a reputation for taking on tough assignments – and winning! For example, PBN was part of a consulting team which defeated an alcohol tax initiative that initially enjoyed support from 80 percent of the California electorate. The firm overcame political, environmental and industry support for measures that would have decimated the California North Coast timber industry. And, PBN helped negotiate a compromise between industry and environmentalists on a landmark recycling law that ended 20 years of costly political battles in California.

Oil Spill Starts PBN's Crisis Practice

It was also in California that The PBN Company developed its expertise in crisis communications. PBN was tapped by BP to assist

[Return to Front Page](#)



with the successful management of their crisis communications response to a major oil spill off the coast of Southern California. It was the first major oil spill since the Exxon Valdez. The firm's work on this environmental disaster won international praise and additional crisis assignments from government, industry, business and nonprofits. Since then, PBN has provided crisis communications services for cases involving product tampering and recalls, civil and criminal litigation, sexual/racial/age discrimination, chemical releases and oil spills.

The PBN Company also managed some of the highest profile public events in California. One highlight was managing the 50th Anniversary of the Golden Gate Bridge in 1987. The Golden Gate Bridge events were covered by nearly 2,000 journalists from around the world, and nearly one million Californians took part in the festivities.

The U.S. White House, the USSR Ministry of Foreign Affairs and the City of San Francisco called upon PBN to manage media relations, public information and logistics for the historic visit of Soviet President Mikhail Gorbachev and his wife, Raisa, to the San Francisco Bay Area. The firm's work included organizing all logistics, press credentialing, media and public information services – all on just 10 days notice!

Gorbachev Visit Launches PBN Moscow

It was this last assignment that initiated The PBN Company's international work. Shortly after working on the Gorbachevs' visit, the firm was invited by the USSR Ministry of Foreign Affairs to become the first international public relations firm registered in Moscow. Two rooms at the yet-to-open Radisson Slavjanskaya Hotel served as the first PBN office in Moscow.

Some of PBN's early assignments in Moscow included media relations for the July 1991 Bush-Gorbachev Moscow summit; the U.S. Secretary of Commerce Robert Mosbacher and the first Presidential Business Development Mission to Moscow; the historic international human rights meeting of the Conference on Security and Cooperation in Europe; and strategic communications for the Caspian Pipeline Consortium, Apple Computer and Pepsi International. The PBN Company also launched the International Press Center & Club•Moscow, the first independent press club for the burgeoning international and domestic journalism industry in Moscow.



PBN assignments have included (top to bottom): Golden Gate Bridge 50th Anniversary (top); media relations for USSR President Gorbachev's 1990 visit to San Francisco (middle); and, market entry for Chiquita Banana in Russia (bottom).

The PBN Company was also involved in many of the early privatization and market reform efforts in the 1990s. Through contracts with The World Bank, U.S. Agency for International Development and European Bank for Reconstruction and Development, The PBN Company designed and managed public education programs to support privatization, market reform, foreign investment, capital markets development and social sector restructuring in Moldova, Ukraine, Armenia, Kazakhstan, and Russia.

In 1998, with its international business growing at unprecedented levels, The PBN Company made a strategic decision to exit the California market and focus on national public policy issues and business development in Russia, the CIS the Baltic States and Europe. The company moved its headquarters from San Francisco to Washington DC and spun off most of its domestic business to its California partners.

“Leaving the California market was a difficult decision for The PBN Company and its partners,” says Necarsulmer. “It is where we grew up and where we learned much of what we do today.”

“We definitely left part of our hearts in San Francisco,” explains Necarsulmer. “But, there is also a place in our heart for all of the markets in which we operate today. It’s been an interesting and exciting 20 years, full of change and never a dull moment. We are looking forward to seeing what the next 20 years brings to the PBN family of clients, partners, employees and friends.”

[Return to Front Page](#)



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Friday, January 31, 2003

Volume 1 Issue 10

Necarsulmer & Thurman: A Profile of PBN Founders

[Return to Front Page](#)

Some people say they seem like an unlikely partnership. But 20 years later, the founders of PBN have proven that “opposites” do attract — both in business and in life.

The PBN Company was started in 1983 by the husband and wife team of Peter B. Necarsulmer and Susan A. Thurman. He was raised in Manhattan, by a highly respected investment banker. She grew up on a dairy farm in Central California, raised by a farmer turned politician. East Coast meets West Coast. City slicker meets country girl.

But Peter’s and Sue’s differences in upbringing and temperament were bridged by a shared passion for politics, public policy and each other.

They met in 1979 while working together at the San Francisco political consulting firm of Solem & Associates. One year after working on a multi-million dollar public education campaign to promote litter control and recycling in California, a romance began and four years later they were engaged.

But it would take them over a year to get married, because they were too busy starting The PBN Company.

Peter started the company first in November 1983 at the ripe old age of 28. (In case you didn’t know, PBN stands for Peter B. Necarsulmer!) Sue, then 27, joined the firm three months later.

“While we had a clear vision of what we were creating when we



started California's first Washington-style public affairs company we had no incling PBN would become what it is today," says Necarsulmer. "We loved what we did, had a core group of very loyal clients who put their trust and faith in us — and we just continued growing, taking on increasingly new and interesting assignments."

Like any successful partnership, Peter and Sue compliment and balance one another's strengths and weaknesses. He provides a sense of dynamism, optimism and energy — always pushing himself and the firm to do the best possible and reach the next level of professional achievement. Sue provides the organization, discipline and creativity to realize the firm's strategic objectives and ensure total execution for its clients.

Love of Politics Started PBN

Both come to the profession based on a love of politics. Peter's first jobs out of college were writing speeches for New York Congresswoman and Mayoral Candidate Bella Abzug and working for the California Democratic Party under Nancy Pelosi, who is now the new Minority Leader of the U.S. House of Representatives. Sue worked in management positions for various candidate campaigns, including for her father who served in the California Legislature for more than 10 years. Both developed an expertise running initiatives, having worked on campaigns throughout California, Washington, Michigan, Maryland and other key states.

For the first seven years of their partnership, Peter and Sue spent literally 24 hours together – at the office and at home.

"Then we launched our international business and it required a fundamental evolution of our relationship — both professional and personal," explains Thurman. "No longer were we an ear shot away from each other to seek advice, input and counsel."

Today, Peter, who is the company's Chairman and CEO, spends the majority of his time in the Moscow office and travels to the firm's other offices in the region and clients in Western Europe. Sue is based in the headquarters office in Washington DC, where she oversees the firm's business operations and client services.

They still work closely on joint projects, and when they are not meeting up in one of the firm's operations in seven cities around the world, they spend time in their home along the Deschutes River in the

Cascade Mountains of Oregon, with their three dogs, Samantha, Freddy and Dasha.

[Return to Front Page](#)



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Friday, January 31, 2003

Volume 1 Issue 10

Memorable Moments in PBN's History

November 1983: Peter Necarsulmer starts The PBN Company in San Francisco, California, as a California-based public affairs and political consulting firm. Core clients include the hospitality, beverage, packaging and gaming industries.

April 1984: Susan Thurman, then Necarsulmer's fiancée, joins The PBN Company.

June 1984: PBN opens a Sacramento office, headed by veteran journalist and government official, John Jervis.

April 1987: Sam Sacco, long-time friend and business colleague of Peter's and Sue's, joins PBN as a partner. His first assignment is to manage the news media covering the first passenger rides on a blimp since the Hindenberg crash.

May 1987: PBN manages the international celebration of the 50th Anniversary of the Golden Gate Bridge, where more than 2,000 journalists from around the world enjoy the festivities.

[Return to Front Page](#)



April 1990: PBN helps BP successfully respond to a major oil spill off the coast of Southern California - the first major oil spill after the Exxon Valdez. It was six weeks on the beach.

June 1990: PBN tapped by the White House, USSR Ministry of Foreign Affairs and City of San Francisco to manage the news media, public information and logistics for historic visit of USSR President Mikhail Gorbachev and his wife, Raisa, to San Francisco.

November 1990: PBN, as part of a management consulting team, wins a controversial multi-million dollar campaign to defeat a statewide excise tax on alcoholic beverages.

January 1991: PBN opens its first overseas office in Moscow. Kim Getto moves from San Francisco to Russia to become PBN's first managing director in Moscow.

January 1993: PBN launches the International Press Center & Club • Moscow, the first independent press club for international and domestic journalists in Moscow.

May 1993: PBN opens its Washington DC office, headed by Paul Nathanson.



Pictured top to bottom:

- Gorbachev visit to San Francisco peaks PBN's international interest
- Logo of International Press Center & Club Moscow launched by PBN in 1993
- PBN helped manage crisis communications for an oil spill in the Komi region of Russia

November 1993:	PBN awarded its first USAID contract to provide communications support to the Government of Moldova's economic reform policies.
November 1994:	PBN awarded USAID contract to manage communications for the Russian Federation Commission on Securities and the Capital Market.
December 1994:	PBN awarded its first World Bank contract to manage communications for privatization in Armenia.
November 1995:	PBN opens a commercial office in Chisinau, Moldova, headed by Victoria Guzun.
March 1996:	PBN opens a commercial office in Kyiv, Ukraine, headed by Myron Wasyluk.
December 1998:	PBN relocates its headquarters to Washington, DC.
January 1999:	The Coalition for Intellectual Property Rights (CIPR) is founded by The PBN Company.
April 1999:	The PBN Company Limited - UK is established.

January 2000: PBN opens a commercial office in Almaty, Kazakhstan.

January 2001: The PBN Company - Baltics, LLC, is established as a full-time commercial office in Riga, Latvia. Romans Baumanis joins the firm as Managing Director.

October 2002: PBN branches out to Europe, with Vice President Christina Bucher relocating to Amsterdam.

January 2003: PBN begins its 20th year in business!

[Return to Front Page](#)



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Volume 1 Issue 10

PBN Partners and Senior Managers

[Return to Front Page](#)

16 Years: Juanita Sullivan joined the firm in 1987 as Peter Necarsulmer's administrative assistant in San Francisco. She is now a partner and Vice President of Administration and Finance based in Washington DC.

16 Years: Tom Thomson launched his career with PBN directing political campaigns in California. Tom spent seven years as Managing Director of the Moscow office, and is now a partner and Senior Vice President based in Washington, DC.

11 Years: Mikhail Goncharov started the first public relations course at Moscow State University for International Relations (MGIMO) shortly before the collapse of the Soviet Union. PBN tapped him as one of its first employees in Moscow, where today he is a partner and Vice President.



10 Years: Paul Nathanson met Peter Necarsulmer in 1991 at a Washington, DC event sponsored by the Center for Democracy. In 1993, Paul joined PBN as Managing Director of the Washington, DC office. Today, Paul is a partner and Senior Vice President.

10 Years: Alexander "Sasha" Shelemekh, Moscow, worked with PBN's DC office often during his tenure as Chief of Protocol and Executive Assistant to five Ambassadors at the Russian Embassy in Washington. When he returned to Russia, he joined PBN in 1993 as the President of the International Press Center & Club - Moscow. Today he is a partner, senior lobbyist and PBN Senior Vice President in the Moscow office.

10 Years: Alexander Kolchin, General Manager of the PBN Moscow office, first worked in PBN's Moscow office from 1993-1995 as an Account Manager. He rejoined the firm as General Manager in June 2002.

9 Years: Victoria Guzun, Chisinau, came on board as a PBN project coordinator on the USAID mass privatization public education campaign in Moldova. She served as PBN's Managing Director in Moldova since 1994.

8 Years: Myron Wasylyk, Kyiv, first worked with PBN as a public education specialist and project manager on the firm's USAID-funded Ukraine Market Reform and Education Program (UMREP) in Kyiv. He then served as UMREP's Chief of Party for two years. In 1998, Myron opened PBN's commercial office in Ukraine, which has grown into a million-dollar business with 15 employees. Today, Myron is a partner, Senior Vice President and Managing Director of the Kyiv office.



PBN partners, Juanita Sullivan and Mikhail Goncharov, part of PBN family 16 and 11 years respectively. Newer additions to the family include Romans Baumanis, Managing Director, PBN Baltics; and Alexander Kolchin rejoined PBN in 2002 after seven-year absence.

5 Years: Serhiy Movchan, Kyiv, is a Deputy Managing Director in the Kyiv office.

4 Years: Christina Bucher, Amsterdam, has worked in both the Moscow (1995) and Washington, DC offices (2000-2002) and is a Vice President based in Amsterdam.

2 Years: Romans Baumanis, Riga, is a Vice President and Managing Director of the firm's Baltics operations, including a staff of seven covering Latvia, Lithuania and Estonia.

1 Year: John Lough, London, is a Vice President of The PBN Company, Limited UK and heads up the firm's Western Europe operation.

[Return to Front Page](#)



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Friday, January 31, 2003

Volume 1 Issue 10

News from PBN Worldwide

Moldova in DC. Dara Klatt, Paul Nathanson, and Susan Thurman attended a reception in Washington, DC honoring Moldova's President, Vladimir Voronin. (See photo at right). PBN's Mihaela Cebotari had the honor of escorting First Lady, Taisia Voronin, throughout her visit to Washington, DC.

Email: dara.klatt@pbnco.com; paul.nathanson@pbnco.com; susan.thurman@pbnco.com and mihaela.cebotari@pbnco.com

Atlantic Crossing. PBN's Senior Account Manager, Katya Sedova, moved for an 18-month assignment from the Moscow office to the firm's Washington DC office. Moscow's loss is DC's gain!

Email: katya.sedova@pbnco.com

Mr. Chairman. Senior Vice President, Myron Wasyluk, was elected Chairman of the Board of Directors of the American Chamber of Commerce in Ukraine for 2003. Congratulations Myron!

Email: myron.wasyluk@pbnco.com

A GReat Addition! Olga Barannikova, former executive director of the Association of Perfume, Cosmetics and Household Chemistry Manufacturers, joins the Moscow office as Deputy Director of Government Relations.

Email: olga.barannikova@pbnco.com

Hi Katie! Katie High, a recent graduate of Emory University in Atlanta, Georgia, and fluent in Russian, joins PBN Moscow as an Editor and

[Return to Front Page](#)



Dara Klatt, Paul Nathanson,
U.S. Ambassador to Moldova
Pamela Smith, and Susan Thurman



Katya Sedova, PBN Senior
Account Manager

Translator.

Email: katie.high@pbnco.com

How Can We Help You? Three new receptionists - Maria Shelemekh, Olga Arkhiereeva and Maria Zhog - are ready for your call to PBN Moscow!

Email: maria.shelemekh@pbnco.com, olga.arkhiereeva@pbnco.com and maria.zhog@pbnco.com

A New Face in Riga. Sanita Pavlovica has joined the Riga office as receptionist. You can speak to Sanita in Latvian, Russian, English, Norwegian and German. PBN's language skills keep growing!

Email: sanita.pavlovica@pbnco.com

Natasha to the Rescue. Having worked in PBN's Moscow office a little more than one year, Natasha Ilina has been promoted to Executive Assistant to PBN's Chairman & CEO, Peter Necarsulmer.

Email: <mailto:natasha.illina@pbnco.com>

DC Shuffle. Two students from American University - Nicole Lach and Victor Stanilevskiy - began their Spring semester internships in PBN's DC office. Nicole is a senior undergraduate with a dual-major in Political Science and Communications, Law, Economics and Government (CLEG), and Victor is a Master's candidate in International Politics.

Email: nicole.lach@pbnco.com and victor.stanilevskiy@pbnco.com

[Return to Front Page](#)

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