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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.

Thursday, September 26, 2002

Volume 1 Issue 7



PBN celebrates its 20th anniversary in business next year and more than 12 years of uninterrupted commitment to the Russian Federation. What better way to mark these milestone achievements than our decision to relocate into a beautiful new Moscow office.

Effective 1 October 2002, PBN•Moscow moves to a stunning new classic building on Uspensky Pereulok. We will occupy the entire top floor and state-of-the-art office facilities built to our specifications. You can easily find us in the heart of Moscow's City Center - just up the street from Hermitage Garden, around the corner from Lenkom Theater and Pushkin Square, and directly across from the historic Cathedral of the Blessed Virgin's Assumption.

PBN•Moscow's New Office

In the heart of downtown Moscow
[\[click here for full story\]](#)

Meet PBN•Moscow's Leadership Team

Alexander Kolchin rejoins the firm as the Moscow Office General Manager
[\[click here for full story\]](#)

PBN's 12-Year History in Moscow

A single phone call from the U.S. White House launched PBN's love affair with the Russian Federation
[\[click here for full story\]](#)

News from PBN

More moves & promotions
[\[click here for full story\]](#)

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[Issue 6](#)

September 4, 2002

[Issue 5](#)

July 8, 2002

[Issue 4](#)

April 25, 2002

[Issue 3](#)

March 25, 2002

Our new address and telephone and fax numbers:

The PBN Company•Moscow
3 Uspensky per., Building 4
Moscow, Russia 103006
Telephone: +7 (095) 775-0077
Fax: +7 (095) 775-0075
E-mail: pbnrussia@pbnco.com

[See map of PBN•Moscow's new office.](#)

[Issue 2](#)

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[Issue 1](#)

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PBN•Moscow's New Office

Uspensky Pereulok, home of PBN's new Moscow office, is located in the hearts, minds and business life of Moscow. Bordered by two Moscow arteries — Malaya Dmitrovka and Petrovka streets – the new office is near the Main Directorate for Internal Affairs (or Russia's Scotland Yard), the famous Pushkin Square and the Hermitage Garden.

Uspensky Pereulok is named after the centuries-old church standing directly across from PBN's new office building. The Cathedral of the Blessed Virgin's Assumption (Assumption in Russian is "Uspenyie") was first mentioned in the Russian chronicles in the 15th century. In 1676, the wooden church was torn down and replaced by the current stone structure with tented spires and multicolored columns. The church was closed in 1922 by Soviet authorities, but reopened in all its glory in 1992 on Uspensky Pereulok to its former grace and splendor.

Near Pushkin Square & Hermitage Garden

The office is very near Pushkin Square. With its statue of the famous Russian poet Alexander Pushkin, the plaza is, as one writer puts it, "much more happening than Red Square." A constant hub of social and political gatherings, festivals and commerce, Pushkin Square is one of the busiest and well-known landmarks in Moscow. The statue of Pushkin was built in 1880, the first to honor a Russian poet.

(As an interesting aside, in 2000, The PBN Company's Washington DC office helped organize the inauguration of a Pushkin life-size statue in honor of his 200th birthday, the first in America to recognize Russia's most famous bard. The firm worked with the American-

[Return to Front Page](#)



Russian Cultural Cooperation Foundation and The George Washington University on the event, which featured Russian Foreign Minister Igor Ivanov.)

The Hermitage Garden is located on the corner of Karetny Road and Uspensky Pereulok — just down the street from PBN’s new office. Hermitage Garden was built in 1894 by a local businessman, Yakov Shchukin. In those days, “garden” literally meant a place for putting on theatrical shows. Today, the Hermitage Garden features the Moscow Miniature Theater, the Summer Mirror Theater, a small concert hall and the theater studio “Sfera.”

Also around the corner from PBN is the famous Lenkom Theater. Named after Lenin’s Komsomol — or Communist Youth League — Lenkom opened in 1927. The theater’s repertoire has included the works of such great writers as Gorky, Chekhov, Gorin, Petrushevskaya, Shatrov and Neruda as well as the world-famous masterpieces of Ibsen and Lope de Vega. Today, the theater is still famous for its accomplished performers and remarkable staging of drama and musicals.

New Office; Enduring Style

The PBN Company’s Moscow home is located in a newly built three-story building in classic architectural style. Its orange and white stucco facade and columned entry takes visitors back to 19th century Russia. Inside, marbled floors, a wide circular staircase and atrium are a pleasing contrast to the typically sterile designs of contemporary commercial office buildings.

The building (Uspensky 3) was constructed by Interstroy Development Company, a firm with substantial experience of preserving historic homes and offices in Moscow and restoring the architectural traditions of Russia.

PBN•Moscow occupies the entire top floor of the building. The new office features a wonderful reception area, two conference rooms, an executive suite and comfortable offices for all staff members.

Here’s what one of our Russian colleagues had to say about our new Moscow office: “Klassno!” Or, as translated into English: “Excellent!”

[See map of PBN•Moscow's new office.](#)

PBN’s Moscow office is in a new building featuring traditional Russian architecture. It is in the heart of Moscow, across the street from the Cathedral of the Blessed Assumption and near the Hermitage Garden and Pushkin Square.



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Volume 1 Issue 7

Meet PBN•Moscow's Leadership Team

The PBN Company's Moscow office is headed by a "troika" of senior managers: two PBN veterans and one recently returned star from PBN•Moscow's early days. Also headquartered in PBN•Moscow is the firm's Founder, Chairman and CEO, Peter B. Necarsulmer, who spends approximately half his time in Moscow and the other half visiting PBN's clients and offices in the US, Western Europe, Baltics, Ukraine, Central Asia and other CIS countries.

The Moscow office has three divisions led by experienced PBN senior managers. The divisions, based on PBN's client demands and the firm's operational needs, are Corporate Representation, Government Relations and Business Management.

The Corporate Representation and Government Relations Division are headed by two PBN "old hands": Mikhail Goncharov and Alexander Shelemekh, respectively, and the Business Management Division by Alexander Kolchin.

"Gonch:" Corporate Representation

Mikhail, or "Gonch" as he is fondly known by colleagues and clients alike, leads the Corporate Representation Division, which provides services to Western and Russian clients seeking to manage their corporate reputation challenges with consumers, government leaders, news media and the financial community, including the capital markets.

Gonch has been with PBN for more than 10 years and works closely with BP, Caspian Pipeline Consortium (CPC), Troika Dialog, Sidanco and PricewaterhouseCoopers, among others. He is also The PBN

[Return to Front Page](#)



Pictured top to bottom: Alexander Kolchin, General Manager, PBN•Moscow
Alexander Shelemekh, Senior Vice President & Director, Government Relations Division
Mikhail Goncharov, Vice President & Director, Corporate Representation Division

Company's lead media relations and public speaking trainer. Prior to joining the firm, he was a Professor and Deputy Dean at Moscow State Institute for International Relations (MGIMO), where he founded the Public Relations Department and created the first public relations course of study in the Russian Federation.

“Shelemekh:” Government Relations

Alexander (Sasha) Shelemekh, another 10-year PBN team member, manages the Moscow office Government Relations Division. The Division lobbies for foreign and domestic clients seeking access to Russian federal and regional government agencies and authorities.

Guinness UDV, Anheuser-Busch Companies, Alenia Marconi Systems, and a number of international pharmaceutical companies rely on Sasha and his group to manage tough and often controversial public policy issues such as taxes, customs, intellectual property rights, counterfeiting and aviation regulations. Sasha also advises the Russian State Agency for Patents and Trademarks (Rospatent), Russian Space and Aviation Agency (RKA), State Duma Deputy Chairman Vladimir Lukin and the CIS State Intergovernmental Council for Industrial Property. He is a co-founder and senior vice president of The PBN Company's client, the Coalition for Intellectual Property Rights (CIPR).

Prior to joining The PBN Company, Sasha was President and General Manager of the original International Press Center & Club•Moscow (IPCC•M), the first and only independent, nonprofit and non-governmental press center in the former Soviet Union. From 1986 to 1993, he was a senior diplomat with the Ministry of Foreign Affairs of the USSR and the Russian Federation, including serving as executive personal assistant to five ambassadors in Washington DC.

“Sasha K:” General Manager

The newest addition to PBN's Moscow leadership team is Alexander Kolchin, (“Sasha K”). While new to the senior management team, Sasha K. is not new to PBN. From 1993 to 1995, he was one of PBN's first Moscow-based Account Managers, advising clients ranging from Pepsi and Honeywell to Boeing, Radisson Hotels, Apple Computer and Chiquita.

Sasha K. is now in charge of the Business Management Division and is General Manager and Head of Representation for The PBN

Company in Russia. He oversees all client and office coordination functions including staff management, finance and accounting, media monitoring, translation, logistics and security, human resources, MIS, and marketing. Sasha also coordinates with PBN's Corporate Office in Washington D.C. to institute firm-wide policies in Moscow.

Sasha K. studied at the Moscow Aviation Institute, where he specialized in aircraft automated control systems. He entered the private sector as a marketing and advertising specialist after 14 years of service in the Soviet Armed Forces. In addition to his prior experience at PBN, Sasha K. served as General Director for ZAO Mobil Telecom, one of Russia's leading paging and call-centers service providers. He also served as General Director of OAO Russian WEB-Resources, where he was responsible for repositioning FROG.ru as one of the 50 most-popular web sites in Russia.

Supporting Peter, Gonch, Sasha and Sasha K. are a talented and dedicated team of more than 25 full-time professionals in the Moscow office.

“Thomson:” DC Corporate Office

“PBN's Moscow leadership team is second to none in the industry,” says PBN Senior Vice President Tom Thomson, who was PBN•Moscow's Managing Director and Head of Representation from 1992-2001.

“Sasha Shelemekh and Mike Goncharov, both of whom are officers and partners of the firm, are performing at the top of their careers. With Sasha Kolchin rejoining our exceptionally talented and experienced Moscow team as General Manager, PBN's clients will be better served than ever,” adds Tom.

Tom, a senior partner and 15-year veteran with The PBN Company, recently returned to the United States with his family. He is now based in PBN's Washington D.C. office, with primary responsibility for helping the firm's Russian and other CIS clients manage their reputational and representation needs in the United States.

This new assignment makes Tom a frequent visitor to PBN's Moscow, Riga and Almaty offices — welcome news for the firm's clients, friends and colleagues.

Email PBN's Moscow Management Team:

mikhail.goncharov@pbnco.com

alexander.shelemekh@pbnco.com

alexander.kolchin@pbnco.com

[Return to Front Page](#)



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Volume 1 Issue 7

PBN's 12-Year History in Moscow

Many people ask how PBN got its start in Moscow 12 years ago. The answer: with one simple phone call in 1990!

The call happened to be from an old friend, Sig Rogich, who at the time was Special Assistant to President George H.W. Bush (father of the current U.S. President). Sig was in charge of the U.S. Summit between then-Soviet President Mikhail Gorbachev and President Bush. Sig had just been informed that Mikhail and Raisa Gorbachev intended to visit Minneapolis and San Francisco after the head-of-states meeting in Washington D.C.

So Sig called Peter Necarsulmer, who agreed on just 10 days notice to help the U.S. White House, the Mayor of San Francisco, the USSR Ministry of Foreign Affairs and the special services of both countries manage all public aspects of the historic visit of President Gorbachev to San Francisco in June 1990.

3,000 Media Cover Gorbachevs' Visit to S.F.

PBN's primary assignment was to manage the special needs of the nearly 3,000 journalists who would be covering the momentous visit from more than 100 countries. This included establishing a credentialing system to qualify thousands of reporters and media organizations; organizing pool coverage and technical support for television, radio, print media and photographers; serving as the primary public information source on all aspects of the Gorbachevs' visit; and, establishing, advancing and managing all 40 public event and media coverage sites, including a central media center with capabilities for multilingual, real-time audio/visual tracking of all events.

[Return to Front Page](#)



PBN's love affair with Russia was lauded when the firm was asked to manage Soviet President Gorbachev's visit to the San Francisco Bay Area. Since then the firm has taken on other high profile projects, like the introduction of Chiquita Bananas to the country and the response to a large oil spill in the Komi region of Russia.

(In 1990, organizing such a technical feat was a lot more challenging than it is today, especially with the relative absence of trust existing at the time between the U.S. Secret Service and Department 9 of the KGB!)

“We took on the assignment because it was historic, challenging and a whole lot of fun,” says Necarsulmer. “No one thought at that time that it would lead to a totally new direction for PBN, which was primarily a U.S. public affairs and government relations firm.”

The visit was “much more than a tour of San Francisco, although Raisa did do a lot of shopping and there were memorable moments having our pictures taken with the Gorbachevs on the Golden Gate Bridge,” recalls Sue Thurman, PBN President & COO. “Mikhail Sergeevich Gorbachev also conducted an unprecedented summit meeting with South Korean President Roh Tae Woo, met for the very first time with U.S. business executives, delivered a seminal address on foreign policy at Stanford University, and had a ‘swan song’ visit with President Ronald and Nancy Reagan in the residence of the USSR Consul General.”

PBN Opens Moscow Office in 1990.

Shortly after the visit, The PBN Company was invited by the USSR Ministry of Foreign Affairs to be the first international public affairs firm to be accredited to conduct business in Moscow. So in the fall of 1990, The PBN Company established its first office in Russia in two cozy rooms at the still unopened Radisson Slavyanskaya. And the rest, as they say, is history.

Today, The PBN Company’s Moscow office is the firm’s largest, with more than 25 employees; all but two are Russian nationals. The Moscow office serves both western clients seeking to establish a commercial presence in Russia as well as Russian clients wishing to solidify their reputations and images in their home markets as well as abroad. Clients of the Moscow office include Anheuser-Busch Companies, the Association of International Pharmaceutical Manufacturers (AIPM), BP, Becton Dickinson International, Caspian Pipeline Consortium (CPC), Coalition for Intellectual Property Rights (CIPR), Diageo plc., Guinness UDV, ICN Pharmaceuticals, McDonald’s, NASA, PricewaterhouseCoopers, Rosgosstrakh, Sidanco, and Troika Dialog.

PBN has continued to be on the cutting edge of change in Russia, representing clients on some of the toughest and most topical commercial and political issues. The firm established the first independent press center and club in Moscow as well as the communications unit for the Russian Commission on Securities and the Capital Market. We provided press and logistics support in Moscow for Presidential visits between Russia's Yeltsin and the U.S.'s Clinton. In 1994, The PBN Company handled all crisis communications for a 200,000-ton oil spill in the Komi Republic that was eight times larger than the Exxon Valdez disaster. We've introduced Apple Computers, Chiquita Bananas and Budweiser Beer to the market. And, we've managed issues from intellectual property rights reform and improvements in the health care system to taxation reform as well as banking and other economic issues.

"PBN is just completing its 12th year of doing business in Russia, making us the first and most experienced strategic communications consultants in the region," says Necarsulmer. "We have been through coup attempts, ruble devaluations, banking crashes and other economic and political turmoil. We love Russia and its challenges. Our message, which has been proven over time, is: we're here to stay!"

Link to PBN Case Studies for more information on a few high-profile Moscow projects:

[Caspian Pipeline Consortium](#)

[Chiquita Bananas Come to Moscow](#)

[Gorbachev Bay Area Visit](#)

[Introduction of Apple Computers in Russia](#)

[Komi Oil Spill Response](#)

[World Bank/Russian Federation Center for Capital Markets](#)

[Development](#)

[Return to Front Page](#)



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News from PBN

A Steely Victory. PBN's clients scored a dramatic victory when, in a decision that attracted national attention, the U.S. International Trade Commission (ITC) ruled against placing duties on imports of cold-rolled steel. Working with its client, the Consuming Industries Trade Action Coalition (CITAC) and the international law firm of Wilkie, Farr & Gallagher, The PBN Company launched a national media campaign managed by Paul Nathanson and Christina Bucher, which led to editorials and articles in the Wall Street Journal, New York Times, Washington Post, Chicago Tribune and dozens of others as well as appearance by our clients on NBC, CBS, CNN and other national news programs. Who did our opponents blame for their stunning defeat: "the national news media" and a "disinformation campaign" managed by PBN! The firm is currently undertaking a similar endeavor on behalf of the users of wire rod steel in a decision expected soon by the ITC.

Email Paul: paul.nathanson@pbnco.com

Email Christina: christina.bucher@pbnco.com

A "Dam" Good Move! Effective 1 October, Christina Bucher will join The PBN Company's European operations. Currently a senior account executive in the firm's Washington D.C. office, Christina will be based out of Amsterdam to serve our European-based clients and expand PBN's presence on the continent.

Email Christina: christina.bucher@pbnco.com

Guidance Counselors. PBN's Board of Directors will meet in Moscow on 18 October 2002. They will also be there to celebrate the firm's new

[Return to Front Page](#)



Christina Bucher, who has served as senior account executive in the firm's Washington D.C. office, is moving to Amsterdam, where she will help serve PBN's European-based clients.

office opening, which will be the highlight at a reception for clients, friends and colleagues after the Board meeting on the 18th. Peter G. Kelly is chairman of The PBN Company's Board of Directors.

Email Peter: peter.kelly@pbnco.com

Like “Klatt” Work. Dara Klatt joins the Washington D.C. office full time as an account manager. Dara has worked in the D.C. office over the past year as an intern. In December, Dara earns her masters degree in international communications from the School of International Services, American University in Washington D.C.

Email Dara: dara.klatt@pbnco.com

Double Trouble. Two new promotions at PBN•Moscow — Elena Shuliveystova and Nastya Taratina are now associate account managers in the firm's Moscow office.

Email Elena: elena.shuliveystova@pbnco.com

Email Nastya: nastya.taratina@pbnco.com

An ADDition. Natalia Bogoslavskaya has joined the firm's Kyiv Representative Office as Head Accountant. Welcome Natalia!

Email Natalia: natalia.bogoslavskaya@pbnco.com

On the Circuit. October is a busy month for PBN. Here are just some of the speaking engagements on the firm's calendar:

- PBN Board member and Senior Advisor Andrew Wood chairs the annual Kazakhstan International Oil and Gas Exhibition in Almaty.
- Tom Thomson and Peter Necarsulmer speak at Interpol in Lyon on 3 October.
- Sasha Shelemekh speaks at Rospatent Annual Conference in Moscow on 11 October.
- Peter Necarsulmer and client Frank Hellwig speak at Adam Smith Institute Conference on Russia's WTO Accession on 16 October.
- Romans Baumanis speaks at the 4th WIPO International Trademark Conference on 17-18 October.
- Myron Wasyluk speaks at WIPO-State Department of Intellectual Property Conference on Enforcement in Kyiv on 22 October.
- Paul Nathanson speaks at a Public Relations Society of America event at the National Press Club in DC on “Democracy in the Red: A Decade of Change in U.S.-Russian Perceptions” on 23 October.

[Return to Front Page](#)

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