



PUBLIC RELATIONS / ADVERTISING

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KGBTEXAS SEES ROBUST GROWTH IN PUBLIC AFFAIRS PRACTICE

(MAY 11, 2010) SAN ANTONIO – Several years ago, KGBTexas committed to growing its public affairs practice. KGBTexas has responded to clients' calls for help in an ever-changing environment of government regulation.

The agency's public affairs practice helps clients successfully navigate sensitive political environments and strategically communicate with a wide variety of stakeholders including elected officials, business leaders, community activists and the media. Projects under way include:

- AECOM for the Vision 2050 Airport Master Plan
- KBDJ, LP, a limestone quarry in Hays County
- Aqua Texas, a private water utility in Wimberly
- New Earth Soils and Compost
- Loomis Partners, an environmental engineering firm
- City of San Marcos
- Texas State University
- City of San Antonio for a new bike ordinance.

The agency's public affairs team is managed by Jeff Coyle. He serves on the boards of the U.S. Green Building Council, Phil Hardberger Park Conservancy, UTSA's College of Public Policy and the Greater San Antonio Chamber of Commerce's Public Image Committee. Coyle is also a frequent host of *Conversations*, KLRN-TV's public affairs program. He is a former reporter with WOAI-TV and has a master's degree in public administration from UTSA.

Patrick Mendoza is a former White House appointee and veteran of the Bush-Cheney campaigns. Mendoza helps direct the public relations and public affairs strategy for the Austin and San Antonio McDonald's Owner/Operator cooperatives,

and for Laredo-based International Bancshares Corp., the parent of IBC Bank. Mendoza was a finalist for the 2009 San Antonio Media Alliance Agency Account Executive of the Year Award.

Christy Gonzalez recently joined KGBTexas bringing a solid mix of political and communications experience. Gonzalez earned her undergraduate degree in journalism from Texas A&M University, and her J.D. from the University of Texas School of Law. She was previously with the Texas Senate Committee on Transportation and Homeland Security where she advised State Sen. John Carona (R-Dallas) on issues relating to transportation infrastructure and finance.

“With government playing a greater role in people’s lives and more business opportunities coming from the public sector, we saw clients’ needs for specialized government affairs and public policy expertise integrated into their public relations, marketing and advertising strategies,” said Katie Harvey, founder, president and CEO of KGBTexas. “The business climate is constantly shifting making it imperative we stay on top of issues in order to provide outstanding service and strategic advice. Our team offers an array of specialized skills that help support our mission and goals and those of our clients.”

ABOUT KGBTexas

KGBTexas (www.kgbtexas.com) is an award-winning full-service strategic communications agency. In 2010 it was named the largest public relations agency in San Antonio for the fifth consecutive year by the *San Antonio Business Journal*. KGBTexas offers a full range of marketing services including public relations, advertising, new / social media, and digital marketing. Katie Gardner Harvey founded the firm in 1994 and it has grown into a multi-million dollar company with 60 national and regional clients in fields ranging from banking and health care to food service and retail merchandising. Follow KGBTexas on Twitter (<http://twitter.com/kgbtexas>) and on Facebook (www.facebook.com/kgbtexas) or visit www.kgbtexas.com.

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