



When crisis hits ...



Your response could mean the difference between keeping your doors open and closing them forever. *Are you prepared?*

Sound Counsel specializes in helping organizations prepare for and respond to events requiring a crisis communications response. We provide hands-on advice and expert counsel to help organizations do their absolute best during difficult situations.

A STEP AHEAD

CRISIS SPECIALISTS – We are not a conventional public relations firm. We focus on crisis readiness and management and offer a specialized expertise.

CONFIDENTIALITY – Information gathered during an engagement is treated with strict confidentiality.

LEGAL HELP – Our legal background will help ensure that your crisis response succeeds in both the court of law and public opinion.

ETHICS – We've learned that the best crisis responses are the most ethical: transparent, prompt, and caring.

OUR SERVICES

CRISIS MANAGEMENT – Tactical support during a crisis, so your organization can get back on its feet.

CRISIS PLANNING – A step-by-step plan that prepares your organization's infrastructure and helps guide you through a possible event.

MEDIA TRAINING – Helping your top management and spokespersons work effectively with the media.

CRISIS SEMINARS – To train you and your organization on the principles for responding effectively to a crisis – and turning it into an opportunity.

ABOUT US



J. Vander Stoep Principal

J. has more than 25 years experience in helping public figures and organizations prepare, avoid and manage communications crises – including high profile cases

appearing in national and regional media. He is a lawyer with a long career in government affairs, including time as a Washington state

representative and Chief of Staff to a U.S. Senator. J. has worked with dozens of public agencies, public figures and businesses as a communications consultant and strategist. His clients have included Microsoft, the Russell Company and Trident Seafoods. He lives with his wife and three daughters in Chehalis, Washington.

"When our organization faced a sensitive public communications issue, we used Sound Counsel. They are discreet and they gave us timely, smart assistance that helped us make the right decisions, and make them promptly."

John Q. Duong
Chair, Asian Pacific Center on Aging

"J is simply one of the best minds in communications I know. Having worked through many and varied crisis communications situations with J. over the years, I can recommend him unreservedly." – Mike McGavick, CEO, XL Capital and Former CEO and Chairman Safeco



Bruce Cordingly Principal

Bruce has more than fifteen years experience working with Fortune 500s, universities and government agencies on their internal and external communications, including work with the Federal Reserve Bank, MasterCard, Columbia University and Bloomingdales. While managing internal and

external communications for ITOCHU International, a \$4 billion diversified trading company headquartered in New York, he helped the company develop its post-9/11 policies and response plans. He is a graduate of the Columbia School of Journalism. He lives with his wife and son in Seattle.

"Sound Counsel was excellent to work with. They spent time understanding our operations and corporate culture and created a customized crisis communications plan that will guide us should we ever face an event drawing public attention. It is a very straightforward plan, characterized by openness and accountability, that will help us proactively maintain accurate communications, company reputation, and productivity, while responding to and working through an unplanned event."

Dick Grader
CEO, National Frozen Foods

"Bruce is a wonderful asset for companies' preventing and responding to crises. He is smart, ethical, dedicated and concerned first and foremost with helping clients make the right decisions – which can make all the difference to an organization's reputation and bottom line."

– Radhika Philip, Vice President, Corporate Management, AON Consulting