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October 21, 2002

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Andrew Edson has formed two strategic alliances in the last month that give his Jericho-based public relations firm a stronger presence here and north of the border.

Edson's firm, Andrew Edson & Associates, formed one alliance with Calgary, Alberta-based Donoghue & Associates, a crisis-management agency, and another with The Blankman Group, a PR firm based in Garden City. The arrangement with Donoghue made sense, Edson said, because much of that firm's business is in the United States and he has known the company's president, Tom Donoghue, for two decades.

The relationship with The Blankman Group allows both parties to reach clients locally that they normally might not have come across otherwise.

"I offer a service that [Blankman] doesn't," Edson said. "Perhaps this service may be of interest to his clients."

The relationships are basically handshake agreements with no formal timetable, so they could end at any time.

"[Edson] specializes in investor relations, and his expertise in these areas strengthens our offerings to clients," said Don Miller, Blankman president and chief operating officer. "It's an effective tool in trying to bring in new clients."

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