

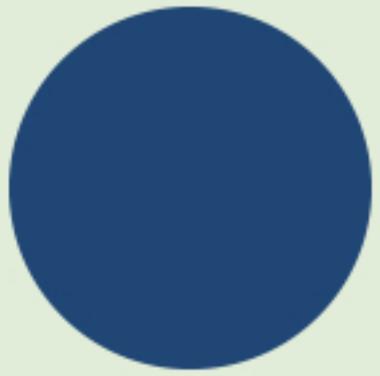
# Strategic Communication

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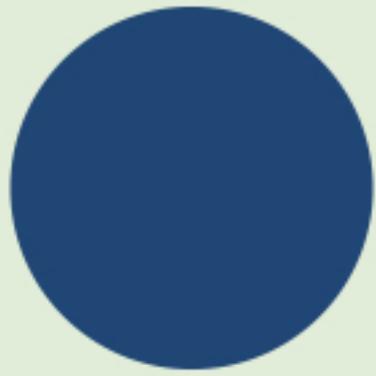
**Greer/Dailey's approach to each challenge is both strategic and flexible**, putting the right combination of skills together to achieve results. And at Greer/Dailey -- clients -- our most important asset, get the full attention of the firm's principals.

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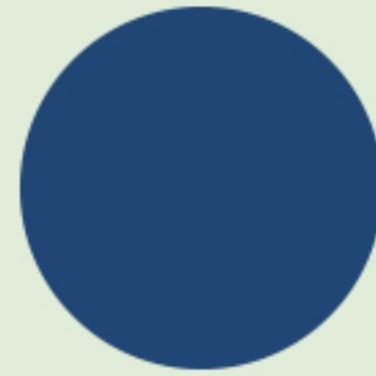
## Our Areas of Expertise



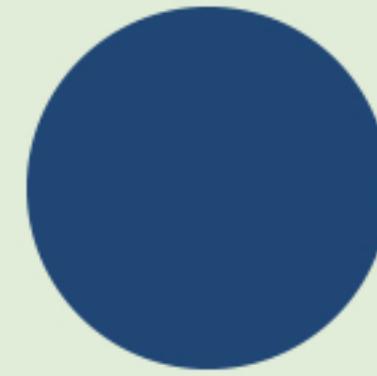
Community Relations



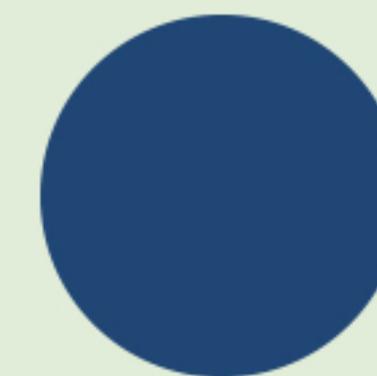
Integrated Communications



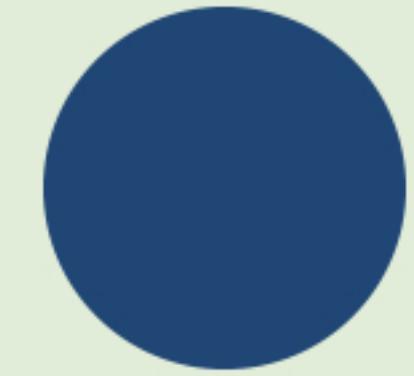
Government Affairs



Strategic Media Relations



Issues Management



Entitlements

# A recognized leader **in community relations in Los Angeles.**

Greer/Dailey brings clients core capabilities in stakeholder outreach and coalition building, government affairs, advocacy, integrated communications, strategic media relations and project entitlements – plus strong relationships with communities, decision-makers and local stakeholders throughout Southern California.



## Our Areas of Expertise

Community Relations

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### Integrated Communications

Greer/Dailey brings clients core capabilities in stakeholder outreach and coalition building, government affairs, advocacy, integrated communications, strategic media relations and project entitlements – plus strong relationships with communities, decision-makers and local stakeholders throughout Southern California.

In addition, Greer/Dailey's long-standing ties with an impressive group of associates and affiliated consultants brings clients expertise in a variety of areas, including public policy, energy, and litigation support, to name just a few of many disciplines.

Greer/Dailey's approach to each challenge is both strategic and flexible, putting the right combination of skills and tools together to achieve results. And at Greer/Dailey -- clients -- our most important asset, get the full attention of the firm's principals.

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Government Affairs

Strategic Media Relations

Issues Management

Entitlements

# Case Studies

## ***Lorem ipsum dolor sit nisi adipiscing.***

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## **Creating Community Outreach & Government Liason Programs That Work**

Greer/Dailey created and implemented community outreach and government liaison programs for one of the largest transit-oriented developments in Los Angeles County that will create new high-tech studio and office space, an enhanced theme park, new hotels, and thousands of much-needed jobs for the region. Greer/Dailey's outreach and work as a project liaison was instrumental in generating support from key decision-makers and more than 7,500 registered project supporters from surrounding communities, including community and union leaders, and business and residential stakeholders. Throughout the review process, which included multiple public hearings, hundreds of supporters submitted endorsement letters and attended and testified at public hearings. The project received unanimous approval from the Los Angeles City Council and the County Board of Supervisors.

## **Securing Neighborhood, Community, and Stakeholder Support**

Greer/Dailey worked with the project team to secure the support of the local City Councilmember, historic preservation organizations, neighborhood groups, and labor organizations for a 1.5 million square-foot mixed-use development, including high-end condominiums, retail, restaurants, and a complete hotel renovation, along with prime open space for the community. Greer/Dailey provided strategic counsel and called on strong community relationships to deliver endorsements from a wide cross-section of interests.

## **Providing Outreach on Major Mixed-Use Development Projects**

Greer/Dailey provided counsel and community outreach for a 2.5 million square-foot mixed use development project adjacent to a major Southern California transportation center. Overcoming decades of neighborhood skepticism and negativity, the comprehensive outreach plan won over knee-jerk opposition and generated substantial support for the project.

Greer/Dailey worked to secure permitting and approval for several pipeline projects through multiple jurisdictions, helping the client avoid the controversy usually associated with energy infrastructure projects. Highlighting project benefits and key safety measures, Greer/Dailey effectively delivered the right messages to area stakeholders and decision-makers, thereby facilitating approvals.

# Our Team

## The right combination of skills to achieve results

## Our Team Members

Sydney Dailey

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### Joan Kradin

#### SENIOR VICE PRESIDENT / PRINCIPAL

Joan Kradin has learned in her 30-year career in state and local politics to address a public affairs problem from every angle, leveraging her experience to find the right client solution.

"Greer/Dailey is the perfect firm for me," says Joan. "Syd and Renee are among the best public affairs consultants in the city and our diverse client mix allows me to use everything I've learned since I walked into City Hall in 1977 to work for a City Council member."

Prior to joining Greer/Dailey, Joan served as a senior counselor at Marathon Communications, where she supervised many of the firm's major clients. Joan was Marathon's principal liaison to government leaders in Los Angeles and other cities throughout the region, providing government and community relations counsel for Fox Studios, Trammell Crow Company and JMB Realty. In addition, Joan provided strategic communications insight to the San Diego City Employees Retirement System on communications issues.

Joan spent a decade as a Los Angeles City Council Deputy before moving to the private sector for five years as Director of Public Affairs for Forest City Development.

Then, as District Director for former State Assemblyman Richard Katz, Joan led the San Fernando Valley staff for a lawmaker known for his legislative leadership – and his strong commitment to constituent service.

Dealing with issues as varied as sound walls, landfills, development, small business and transportation and water policy, heightened my awareness of how federal, state and local public policy is intricately interwoven – and how it affects local communities and everyday people. I try very hard to bring all that experience to my Greer/Dailey clients.

"In that office it all came together," Joan says. "It didn't matter if the constituent problem was with Washington, Sacramento or City Hall, Richard wanted it fixed. And it really didn't even matter if the person lived in his district."

Joan, who resides in the San Fernando Valley, holds a Master's degree in Gerontology from USC and a BA in Psychology from UCLA. She currently serves on the Board of Directors Executive Committee of New Economics for Women, which builds and operates affordable multi-family housing primarily for Latina parents and children.

CLOSE

Renee Schillaci

David Gershwin

# Contact

If you would like to know more about Greer/Dailey or want to get in touch with us, please fill out your contact information below or telephone us directly at 213.615.1616.

First Name **Susan**

Last Name **Sarandon**

Email **susan.co**

**!** Please include an '@' in the email address. 'Test' is missing an '@'.

Questions / Comments

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Please direct my email to...

[Sydney Dailey](#)

[Joan Kradin](#)

**SUBMIT**