

LaVoie Group Newsletter

The Acknowledged Leader in Life Science Communications

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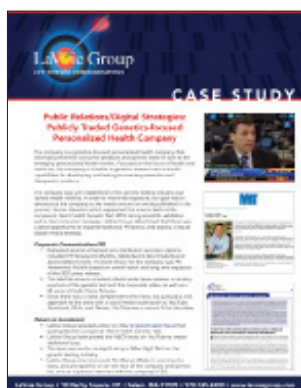
Quick Links

Click the links below to view:

[Updated version of our Life Sciences Industry Events Planning Calendar](#)

[LaVoie Group's Website](#)

[New Case Study
Public Relations/Digital Strategies:
Publicly Traded Genetics-focused
Personalized Health Company](#)



Upcoming Industry Conferences

Rodman & Renshaw

Nov. 10-12, New York, NY

Attending

LaVoie Group

Clients:

AgileTherapeutics

EyeGate Pharma

Interleukin Genetics

Neotropix

LaVoie Group Adds PR Pro, Carol Zepp as Account Supervisor/Director of Editorial

Salem, MA, October 27, 2008 - LaVoie Group today announced the appointment of Carol A. Zepp as Senior Account Supervisor/Director of Editorial. Ms. Zepp, an award winning writer and marketing communications pro, provides strategic public relations strategy, corporate message development, project management, and oversight of editorial across life science accounts. LaVoie Group is a strategic corporate communications firm focused in helping life science executives build their companies by increasing corporate visibility and making complex science understandable to targeted audiences.



Donna L. LaVoie, President and Chief Executive Officer of LaVoie Group, commented on the appointment, "Helping clients tell their stories to their key constituencies is a critical aspect of what we provide to our clients. Carol joins LaVoie Group in a full-time capacity and is an important member of our life science communications team. She brings our client companies judgment and experience in agency public relations as well as in journalism. We will leverage her background as a former healthcare reporter to oversee the editorial aspects of account engagements as well as experience in telling a company's story in a unique way for targeted audiences."

Ms. Zepp brings to LaVoie Group:

- A journalist eye and ear for the news in a public relations campaign
- Expertise in media relations, media training, and messaging
- A love of writing, editing, and content development
- Experience in brand and corporate communications

Earlier in her career, Ms. Zepp was a Science-Medicine reporter at the Durham, NC *Herald-Sun*, where she covered daily breaking medical news in North Carolina's Research Triangle Park area. In that capacity, she won numerous awards for her articles. She was also Senior Associate Editor for *Contemporary Urology*, where she produced physician-authored articles and edited copy from manuscript to final stages. She also served as an Account Supervisor/VP at Brushfire Marketing, where she developed and implemented public relations strategies that reinforced brand and corporate messages. While at Brushfire, Ms. Zepp oversaw the Bayer Consumer Care account, which included print, video, radio and Internet promotions for several marketed products.

In 2006-2007, Ms. Zepp was a consultant to Cambria Biosciences, a drug discovery company focused on neurological disorders. At Cambria, she developed press materials, including Web site copy, investor communications and news announcements. Most recently, Ms. Zepp served as Public Relations Manager at Montserrat College of Art, where she developed public relations campaigns in support of fundraising efforts.

Ms. Zepp earned her Bachelor of Arts from The Pennsylvania State University, where she majored in Journalism, and holds a Master of Arts in Liberal Studies from the New York University.