

EXPERIENCE SUMMARIES TLG CONSULTING HISTORY

CHAPTER 7:

CANADA (BEFORE 2010)

James E. Lukaszewski, *ABC, Fellow IABC, APR, Fellow PRSA, BEPS, Emeritus* has worked since 1988 for a variety of Canadian companies and U.S.-owned Canadian operations all across Canada in the areas of crisis management and planning, strategic communication, litigation, treaty rights, oil and gas, forestry, crown corporations, and public utilities. He is a specialist in trouble-shooting tough, touchy, sensitive corporate communications issues.

He provides strategic counsel to companies facing serious internal and external problems involving: grassroots campaigns and activist counteraction, First Nations issues, reputational threats, crisis communication management, employee relationship building, ethics/integrity/compliance, litigation visibility management, media relations strategy and analysis, public affairs/exposure management; and Web-based attacks. His broad-based experience ranges from media-initiated investigations to product recalls and plant closings, from criminal litigation to takeovers. He was frequently retained by senior management to directly intervene and manage the resolution of corporate problems and bad news. The situations he helped resolve involve conflict, controversy, community action, or activist opposition and victimization.

He is the principal of his own firm in the United States and for many years served Of Counsel to Hope Johnston and Associates, a law firm based in Vancouver, British Columbia.

He is an internationally recognized speaker on crisis management, ethics, media relations, public affairs, and reputation preservation and restoration. He appeared in a segment of CBC's *Marketplace* and was frequently invited as a guest lecturer or keynote speaker at meetings and conferences of Canadian public relations and business organizations and associations. He has addressed the Vancouver Chapter of the Canadian Public Relations Society, the CCEP World Conference on Disaster Management, the International Association of Business Communicators (IABC), Government of Canada Communicators from Natural Resources Canada, Service Canada, Transport Canada, Purchasing Management Association of Canada, and the Canadian Investor Relations Institute (CIRA).