



Hello and Welcome to **IMPACT!**. My name is Susan Jeanne Mertz and I created **IMPACT!** in 1992. **IMPACT!**, specializes in public relations.

People often confuse public relations with marketing and advertising. And although we use marketing tools in our strategies, public relations is about creating, building, and managing relationships that get your messages to the right people who will be your ideal and profitable customers and clients. We deliver these messages in meaningful ways that will spur action on their part to contact you!

Our PR strategies can generate more credibility for you than you could ever buy with traditional advertising and marketing methods.

My clients benefit from my scientific background as I craft and develop each campaign and project in a well thought-out, logical, and systematic approach. My undergraduate degree in biology and chemistry from Hood College, an all women's college in Frederick, MD, taught me to base my plans and strategies on desired outcomes and to outline each strategy with precise goals and objectives and planned action tasks with doable deadlines.

On the other side of the coin (or brain), my graduate training in Museum Education, primary object learning and curriculum development, and art history at George Washington University in Washington, DC, cultivated my creative side to provide my clients with good design and "thinking out of the box" tactics.

As a former fund raising professional and museum director, I understand non-profit organizations and can direct and "link" my clients' involvement in their communities with a keen eye for which organizations are best suited to their company's philosophies and mission. With over 15 years in the public relations field, I have worked with dozens of business leaders, providing cost-effective strategies that have gained them recognition and helped build their credibility in their industry.

Now, I'm ready to help you build your company.

Please scout out IMPACT!'s web site and for more information on how you can use my cost-effective PR tactics to grow your business without spending a fortune!

Call us today. You won't be disappointed.