

WEST HAWK ASSOCIATES

Communications Consulting

PROSPECTUS



WRITING · EDITING · DESIGN · PROJECT MANAGEMENT

West Hawk Associates
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PROFILE

West Hawk Associates is an award-winning communications firm. Our services include writing, editing, design, and project management. Founded in 1992, we have produced numerous communication products for organizations in Canada and abroad. Our clients include government agencies, corporations and corporate associations, publishers, non-governmental organizations, and research institutions.

To discuss a project, please contact principal David Wylynko at (613) 730-3300 or by e-mail [davidw@westhawk.com]. You may also visit us online at www.westhawk.com.



PRODUCTS

Annual Reports

Articles

Backgrounders

Brochures

Communication Strategies

Fact sheets

Maps

Newsletters

Occasional Papers

Pamphlets

Policy Papers

Posters

Press Releases

Proceedings Reports

Scripts

Slide Presentations

Speeches

Speaking Notes

State of Environment Reports

Summaries

Transcripts

Web Sites



SERVICES

Writing

We strive to produce concise text that communicates the message in an engaging style. Our writing services include:

- conducting research and interviews
- preparing texts based on supplied materials
- drafting original documents.



Editing

We specialize in converting complex information into clear and comprehensive text for publication. Our editing services include:

- proofreading, fact checking, and copy-editing
- editing prepared text supplied by the client
- revising prepared text for publication.



Design

We work to create publications that are attractive, informative, and well received by the audience. Our design services include:

- desktop publishing
- full colour and two colour design
- web design.



Project Management

We conduct our projects in a timely, efficient manner, and ensure client satisfaction. Our project management services include:

- preparing text, design, and layout
- arranging for visuals and translation
- coordinating printing and distribution.



PORTFOLIO

ANNUAL REPORT

Title: Finding Solutions for a Sustainable World

Client: Pembina Institute for Appropriate Development

Services: Editing, Design



BOOK

Title: Green Budget Reform: An International Casebook of Leading Practices

Client: Earthscan Publications

Services: Editing

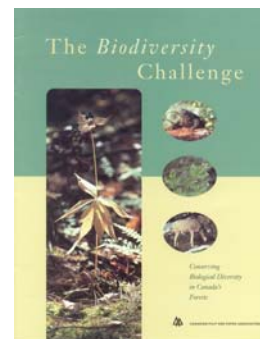


BROCHURE

Title: The Biodiversity Challenge

Client: Forest Products Association of Canada

Services: Writing, Design, Production

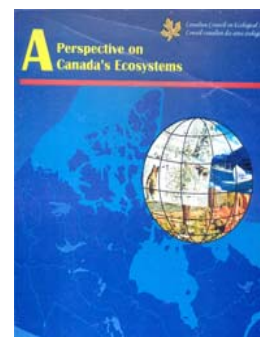


OCCASIONAL PAPER

Title: A Perspective on Canada's Ecosystems

Client: Environment Canada

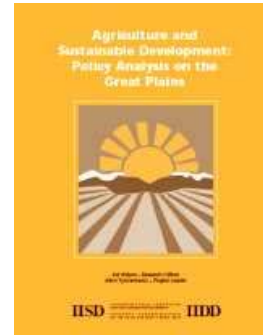
Services: Writing, Design



PORTFOLIO

POLICY ANALYSIS

Title: Agriculture and Sustainable Development
Client: International Institute for Sustainable Development
Services: Editing



POSTER

Title: Wild Species
Client: Canadian Wildlife Service
Services: Writing, Design, Project Management



RESEARCH REPORT

Title: Tele-Education and Tele-Training
Client: Industry Canada and Western Economic Diversification Canada
Services: Writing

Tele-Education and Tele-Training Research and Analysis

April, 2005

Prepared for: Industry Canada and
Western Economic Diversification
Canada

Prepared by:
West Hawk Associates

TECHNICAL REPORT

Title: Watershed-based Source Protection Planning
Client: Ontario Ministry of the Environment
Services: Editing



TESTIMONIALS

Canadian Council on Ecological Areas



We have had the pleasure to work with you on both Canada's State of the Environment Report as well as the National Eco-vignettes (ecozones of Canada) report and posters. These publications have become very popular within Canada and abroad, and are viewed as world standards. Your contributions related to the editing and writing of these documents as well as your general suggestions on the concepts behind this material were crucial elements in the process. You skillfully worked through many highly varied subject areas and consistently improved the flow of and meaning behind these comprehensive and interdisciplinary documents. Thank you for the excellent service.

Ed Wiken, Chair

Canadian Wildlife Service (Environment Canada)



I would like to congratulate you for your excellent work in the various production aspects of the RENEW annual report. Once again, the high quality standards that the Canadian Wildlife Service is known for is evident throughout the report. Your laborious efforts to produce a report of such high calibre are recognized, not only by this office but throughout the Regions and Provinces as well. Thank you for an excellent job – very well done.

Lynda S. Maltby, Director

Commission for Environmental Cooperation



I wish to thank you for your superb work in editing the CEC State of the North American Environment report. Working under tight deadlines, you took very complex technical material submitted by a wide range of economic, scientific, and environmental experts, and skillfully worked the report into a concise, consistent, and widely accessible document. Your painstaking attention to detail, accuracy, and general flow in the text and supporting elements contributed greatly to the success of this document. Your patience and professionalism was a great asset. We are very pleased with your contribution, and are pleased to have had the opportunity to work with you.

Andrew Hamilton, Senior Scientist (formerly)

TESTIMONIALS

Forest Products Association of Canada

I want to acknowledge your stellar work at putting together the document entitled: The Biodiversity Challenge. Using the structure we developed together, you gathered the required information and wrote very interesting text. You also provided very competitive design and printing services and coordinated this work very efficiently. It is amazing that this project was completed from A to Z in about 6 weeks. This is largely due to your extra efforts. The document received a lot of positive comments from our own staff as well as from people outside our organization. If we have other similar communication projects to undertake in the future, I would not hesitate to use your services again.

Simon Nadeau, Biodiversity Manager (formerly)



International Institute for Sustainable Development

It is my pleasure to commend you and your firm for your tremendous editorial contribution to several of our publications in recent years. Your edit of the 368 page book Green Budget Reform reflected an ability to take numerous submissions from many different professionals (in this case 25 chapters) and home them into a clear and informative publication. As well, your editorial assistance in the production of two major reports on sustainable agriculture was instrumental in the success of these documents. I wish to thank you for your outstanding contribution to these publications. It is a pleasure working with you.

Allen Tyrchniewicz, Natural Resource Manager (formerly)



North American Waterfowl Management Plan

I wish to acknowledge the outstanding communications and editorial services you have provided. You have provided us with high quality writing and editing services under tight deadlines on a range of products, including several brochures, the program Update report, and the Canadian web site. Often, this work has required extensive original writing and revision, or editing of existing text or information provided by our contacts and scientific sources. You converted this material into attractive public documents that we have been able to distribute throughout the continent in our effort to promote the mission, achievements, and vision of the program. It is a pleasure working with you.

Barbara Robinson, Communications Director



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