

20th Century Fox • AARP • ABC Television • Alaska Airlines • Altoon & Porter Architects • American Institute of Architects • Asthma & Allergy

Foundation • Battalia Winston • BDO Seidman, LLP • Boise Cascade • Brown, Winfield & Canzoneri Inc. •

California Hospital Medical Center • California Lutheran University • Citicorp • City National Bank • City of

Hopkins • Exceptional Children's

Foundation • Freeman, Freeman

& Smith • Maritan Hospital •

Greenberg • Hotel Bel-Air • Irell

& Manes • Ellis • KPMG

Peat Marwick • Los Angeles

Rotary Club • Northwestern

Mutual Life • University

• Perino's R • Associates •

Saint John's H • California

Association of C • Josephson

Inc. • Salmeyer • or-Saliba

Corporation • U • UniHealth • United Way of Greater Los Angeles • University of Oklahoma •

Unocal • USC Norris Comprehensive Cancer Center • Westwood Marquis Hotel • Weyerhaeuser Mortgage Company • Yamaha Motor Corp., U.S.A.



Carl Terzian Associates

May 2009

Dear Friends,

The year 1969 – like many before and after – was a year heavily punctuated with challenge and frustration, opportunity and content. There certainly was ample potential for accomplishment or failure. Admittedly, many crystal balls were blurred, and few experts risked predictions. Especially glowing ones.

In such an unsettling environment, forty years ago this month, the doors of Carl Terzian Associates were opened – ever so gently – with a few nervous clients and a unique concept as public relations consultants. Since then more than 5,000 clients from commerce, charity, government and the professions have placed their confidence in us – and we in them.

On this significant anniversary, we take pride in belonging to the impressive Los Angeles business community, and we thank our friends for loyalty, patience and support and for affording us the chance to contribute to a better, finer, more rewarding tomorrow.

We also recognize that today there is appropriate and understandable economic and personal anxiety, excessive national and global turmoil, and severe turbulence in the marketplace. However, historically America has effectively tackled every crisis. And assuredly we again will repeat our success.



Carl R. Terzian
Chairman of the Board

Consultants
Corporate, Product, Institutional,
Executive, Philanthropic
and Crisis Public Relations

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