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## **PRESS RELEASE**

For Immediate Release

### **BSY Associates Inc. Receives Compass Award for Media Relations** *Waterfront Labor/Management Campaign is Recognized*

**Holmdel, NJ** (June 11, 2010)— The Transportation Marketing and Communications Association (TMCA) 58th Annual Compass Award of Excellence for Media Relations was presented to BSY Associates, Inc. at the group's annual convention in Fort Lauderdale, Fla.

The Compass Awards recognize the best in marketing and communications within the transportation, logistics and passenger transit industries. Recipients were judged by industry professionals and selected based on strategy and execution for marketing campaigns and realized results.

“This year’s winners have gone above and beyond and shown they want to survive the recession by creating pieces that truly showcase their creativity and marketing expertise,” said Dick Metzler, President of TMCA.

The entry was prepared for the United States Maritime Alliance (USMX), which represents management in negotiations with waterfront and longshore labor on the Atlantic and Gulf Coasts. USMX was seeking an extension of its existing contract with significant salary increases for most and needed to impart detailed information to some 18,500 longshoremen using the media in port cities along the coasts.

Some 200 International Longshoremen’s Association Wage Scale delegates rejected the proposal before it could be presented to the rank and file. The five-week campaign was successful and the needed vote passed by more than 65 percent. James Capo, USMX Chairman & CEO, directed the effort.

“Being judged by a committee of your peers makes this acknowledgement very meaningful. We are pleased that our team effort, combining strategic thinking and skillful media relations, made this campaign a success,” said Barbara Yeninas, Senior Partner & CEO of BSYA.

#### **About the Transportation Marketing & Communications Association (TMCA)**

TMCA ([www.TMCAToday.org](http://www.TMCAToday.org)) is the only association serving transportation marketing, sales and communications professionals in all modes and market segments of the North American transportation industry.

#### **About BSY Associates, Inc.**

BSY Associates Inc. is an award-winning marketing agency offering brand management, public relations, marketing consulting, corporate communications and promotional services to companies worldwide. Started by Barbara Spector Yeninas in 1974, BSYA continues to lead, exceeding expectations for clients attracted to the agency’s expertise and entrepreneurial style.

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