

2017: TOP AGENCY IN THE WESTERN U.S., CORPORATE VISION MAGAZINE

2017: ONE OF BEST PR AGENCIES IN RENO, EXPERTISE.COM

2017: ACQUISITION INTERNATIONAL, MOST INNOVATIVE STRATEGIC MARKETING AGENCY 2017 – NEVADA

## OUR TEAM

Ira M. Gostin, MBA, APR  
President & Chief Marketing Officer  
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Nicole Emmerich  
Communications Manager

Lori Kunder  
Art Director

Kathie Taylor, APR, CAPM  
Communications Director

David Millar, MBA, PMP  
Analyst/Financial Consultant

Erin Gostin, RN  
Partner

## CLIENTS

Rye Patch Gold (TSX.V: RPM)  
Tahoe Resources (NYSE: TAHO)  
Chef Clint Jolly  
Pink Hill Properties LLC  
Great Thyme Catering  
Motivesting LLC  
Butcher Boy Market  
Apex Performance Solutions  
Second Start Learning Disabilities  
Blend Catering  
Andrea Yaley, DDS  
Graphic Visions  
Reno Bites Restaurant Week

## FOLLOW



## CONTACT

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**120 WEST** is forged in investor relations and financial marketing communications, so we understand how to develop strategic engagement campaigns specifically designed to impact your company's growth.

Likes, clicks and shares are great but they don't necessarily move the needle. Entertaining the web and going viral aren't our goals. Instead, we work with you to develop campaigns that get your goals accomplished.

**Perfect is boring! We aspire to deliver excellence. Here's how we do it:**

**Strategic Thinking:** To us, big, brainy thinking is cool! Everything we do is based on the strategic plan we design to fulfill your goals as effectively as possible. No one-off answers here.

**Stakeholder Engagement:** Our engagement campaigns are designed to reach, touch and positively impact all stakeholders of your business. "Touch points" are the times your brand reaches the target audience and we view your audience as spherical, not just linear.

**Design Thinking:** Design, color, images, tone, look and feel all sway opinion and leave lasting impressions. We love to sketch, prototype and craft creative solutions to generate positive impact for your brand.

**Marketing Communications:** We can be big tech nerds when we need to be, but we are passionate about the written word and using words to influence behavior—on your behalf.

**Great Client Service:** This is a working relationship between our two companies. It should be fun, beneficial and of course, accomplish your goals. We always want to deliver, amaze and delight.

## INVESTOR RELATIONS

- IR strategy and execution
- Stakeholder engagement campaigns
- Corporate branding and rehabilitation
- Corporate presentation design
- Media and executive presentation training
- Analyst and shareholder events

## MARKETING & COMMUNICATIONS

- Growth strategies
- Public relations and business communications
- Strategic engagement campaigns
- Communications strategies
- Branding and marketing design
- Corporate events

## INDUSTRIES



MINING



HEALTHCARE



HOSPITALITY



STARTUP



INDUSTRY



TECH

**Find Your Direction**