

DSM STRATEGIC] NEWS

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DSM Strategic Communications Launches New “Friends of DSM” Initiative

Program recognizes & rewards individuals who match DSM with clients seeking public relations and issues management services.

(Washington, D.C.) [DSM Strategic Communications & Consulting](#) (DSM) today announced the creation of **Friends of DSM**, a new program that rewards individuals who help generate new client business for the firm through their client referrals.

“Since its founding, DSM Strategic has achieved consistent marketplace growth due in large part to the endorsements and testimonials of those who know us best,” said DSM Founder, [Sean McBride](#). “Through this new program, I want to return the favor by providing our closest, most cherished partners and friends with a tangible display of our appreciation.”

Under the terms of the **Friends of DSM** program, individuals who refer potential clients to DSM are eligible to receive a client referral fee equal to 10% of the financial value of the client’s first year contract (upon completion of a new client contract). The fee can be paid to the individual or a qualified non-profit/charitable organization of the recipient’s choosing.

DSM is a full-service public relations and issues management company. Clients include Fortune 500 companies, leading trade groups and not-for-profit organizations tasked with leadership in global food production, healthcare & patient advocacy, and global supply chain and logistics management.

“As we approach our 14th year in business, I can think of no better way to say thank you to our most loyal “fans” than through this new program,” concluded McBride.

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About

DSM Strategic Communications designs and executes innovative, customized strategic communications initiatives for corporations, trade associations, and foundations, that help them achieve their public policy, marketplace and, and organizational objectives. Learn more at www.dsmstrategic.com