

FraserTrebilcock[®]
LAWYERS

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Experience & Results

Restoring trust in the City of Detroit



Daniel J. Cherrin became Detroit's lead spokesperson and brand builder following a tumultuous period in Detroit's history. Cherrin helped restore the integrity back to the office of Mayor and the trust back to city government. He was appointed by Detroit's 61st Mayor, Kenneth V. Cockrel, Jr. as the Communications Director and Press Secretary for the [City of Detroit](#) in September 2008.

As Detroit's Chief Communications Officer, Cherrin was responsible for creating, implementing and expanding strategic communications strategies for America's 11th largest city. Cherrin also prepared speeches for the Mayor, including the inaugural address; State of the City, the Mayor's annual budget message and many others and served as the Mayor's liaison to the White House Office of Intergovernmental Affairs and the President's Director of Auto Recovery and Workers.

Cherrin coordinated Detroit's efforts in compiling requests for the American Recovery and Reinvestment Act (ARRA) for the U.S. Conference of Mayor's other federal appropriations requests. Cherrin represented the City of Detroit at the U.S. Conference of Mayor's winter meeting in 2009, along with the Mayor and worked with the city's lobbyists in prioritizing requests and securing funding for the city.

Cherrin, a member of the Mayor's Cabinet, also advised and created the strategic communications plans for a number of City departments, including: the [Detroit Fire Department](#); [Municipal Parking](#) and the Department of [Public Health & Wellness](#) and led the communication efforts for a number of international events on behalf of Detroit, including: The [NCAA Final Four](#); the [North American International Auto Show](#); the Annual Thanksgiving Day Parade; Motown's 50th Anniversary; Recycle Detroit; Detroit's Spring Clean Up and Angel's Night.

Creating a movement -- StartupNation



Daniel Cherrin led a successful boutique strategic communications (Birmingham, Mich. based) company housed within a venture capital fund. While there, Cherrin built a small firm that represented a number of clients throughout the U.S. and Canada including StartupNation, a multi-media company which helps entrepreneurs start and grow their own businesses. By securing national news articles on the company principals in publications such as *The New York Times* and *Entrepreneur Magazine*, Cherrin positioned the company founders to keynote events, such as the National Small Business Administration Conference in Washington, DC, in addition to securing a book deal with Doubleday, which we promoted on a national level, while expanding their syndicated radio show nationally.

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Building Relationships - Across the border

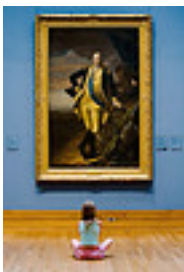


Objective: Canada's 11th largest university is located on the border of Michigan and Ontario but still draws more students from Canada and other countries besides students from the United States. The University of Windsor wanted to raise their brand identity in Michigan as a way to enroll more American Students.

Strategy: To work with University officials and professors to share their story and profile their research in the American media, using the news cycle as a way to offer reporters new experts with a unique perspective on current events. In addition, to further raise the profile of the University, we positioned the University President to speak at a variety of events and meet with a number of key influencers in the state.

Results: North Coast Strategies secured national and local media attention for Canada's 11th largest university, including: *Christian Science Monitor*, *Detroit News*, *Detroit Free Press*, *WJR* and others and developed collaborative efforts with a number of universities and business organizations in Southeastern Michigan.

Setting the record straight — Park West Galleries



Objective: Park West Gallery is one of the largest independent art galleries in the United States and hosts a number of auctions on cruise ships throughout the world. Park West was being targeted by a number of its competitors and was the focus on an *Inside Edition* story.

Strategy: To enhance its on-line presence and use its artists as its spokesperson, while positioning the gallery and its experts in a number of other stories for

Results: We successfully placed stories in a number of local and national publications and increased the on-line presence of the gallery through additional websites for the gallery and individual artists, search-engine optimization and blog posts.

Redefining a Brand -- Marco Andretti



Objective Indy Racing Champion Marco Andretti wanted to secure non-traditional sponsors for his racing career and help distinguish himself from his family's racing legacy.

Strategy Our strategy was to position Marco in media outside of the racing community to enhance his profile, distinguish his personal brand and help him secure non-traditional sponsorships.

Results We secured non-traditional national media for Marco Andretti, the 2006 Indy Racing League Rookie of the Year, including: *The New York Times*, *Brandweek*, *Teenmag.com* and *Seventeen*.

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Saluting Our Heroes & Giving Them A Job — The New York Times and The U.S. Department of Labor



Objective: The U.S. Department of Labor and *The New York Times* teamed to co-host the annual “Salute Our Heroes Veterans Career Fair and Job Expo” to help veterans pursue career transition into the private sector. The event traveled to Chicago, Tampa and New York City. In each of these markets, local promotion was critical to boost veterans’ attendance and exhibitor sales. Daniel Cherrin was retained to lead the event publicity in Chicago.

Strategy: To collaborate with The New York Times advertising and marketing division, the Assistant Sector of Labor and a number of veteran organizations to executive a 6-week advanced public relations program in Chicago. We identified veterans seeking jobs and arranged interviews for them with broadcast and print media to add a more personal call-to-action element to our event promotion efforts.

Results: “Salute Our Heroes” has received public official proclamations, photo opportunities in regional media, public service announcements and advanced coverage by 50 national and local news outlets, including: The Associated Press, Chicago Tribune, Paul Harvey, the Voice of America and others. “Salute Our Heroes” realized outstanding attendance by more than 5,000 veterans and more than 175 blue-chip exhibitors.

Cherrin also has successfully placed clients in local and national media, including: *BrandWeek*, *The Chicago Tribune*, *The Christian Science Monitor*, *The Detroit Free Press*, *The Detroit News*, *The New York Times*, *Paul Harvey*, *The Wall Street Journal*, and other media. Cherrin also appears as a regular guest and political analyst on Inquiry on CHUM Television – Channel A in London, Ottawa and Windsor, Ontario, on politics in the United States.

Creating the experience – Meadowbrook Urgent Care

Meadowbrook
Urgent Care P.C.
Emergency Care In The Express Lane

Objective: Urgent care is a little known way for people to treat non-emergency related injuries. A brand new state-of-the art urgent care clinic opened two locations in Metro Detroit.

Strategy: Our strategy was to reach out to local media and work with them on a variety of stories educating the community about urgent care as an option to those without a primary care physician, work-related injuries, sport-related injuries or wanting to see a doctor during off hours. In addition, we looked for opportunities to bring people into the urgent care facility and to work with the community and the City of Novi in hosting a number of community events at the clinic as a way to further develop awareness of what they do, where and when.

Results: We secured local and state media, both traditional and on-line, for a local urgent care clinic, directing people to use their clinic over others in the area.

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Celebrating a new home -- The Nation's First Barrier Free Green Home



Objective: To promote the nation's first-known green and barrier free home while highlighting the important role JARC not only plays in the community, but offers to other non-profits nationwide.

Strategy: Focus on securing media in traditional media, local, national, trades and social.

Results: Cherrin secured national and local media attention for JARC in the: *Detroit News*, *Detroit Free Press*, *Associated Press*, *Chicago Tribune*, *Technology Century*, *EcoHome Magazine*, *Treehugger.com*, WDIV NBC (Detroit), *USA Today* and *The Oakland Press*. Cherrin also secured an award by the Engineering Society of Detroit, in a brand new category, for non-profits.

Celebrating an Anniversary of Enriching Lives & Erasing Barriers, JARC



JARC, a nonprofit organization serving people with developmental disabilities and their families, in a variety of ways, from housing to in-home respite care, to advocacy in and around Detroit, celebrated their 40th Anniversary in 2009. They retained North Coast Strategies to help celebrate 40 years of serving the community and the dedication of their 20th group home, what is to be believed, the nation's first barrier-free green home.

Results

Cherrin successfully worked in tandem with the Somerset Collection in organizing a 40th Anniversary Celebration at one of the nation's most elegant malls, to create a fund celebration centered around 1969. In addition, Cherrin successfully secured media in publications such as *EcoHome Magazine*, the *Associated Press*, WDIV (NBC), the *Detroit News*, *Detroit Free Press*, *Chicago Tribune*, *Mlive.com* among others. Cherrin also led JARC's transition into social media, creating a Facebook Fan page that obtained 500 fans in just 2 months, raising further awareness of the organization.

Entering a New Market



Objective: Owned by Shikun & Binui, **Nitron** is Israel's largest water treatment company. They hired Cherrin to promote a new technology to remove nitrate contamination from drinking water, as they entered the North American market.

Strategy: Using the AWWA's Annual Conference, Cherrin focused on the trade publications covering the conference and other industry media.

Results: Cherrin secured stories in *LuxResearch*, *StreetInsider*, *Water Online* and other opportunities with Benjamin Media and Penwell Media.

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Bringing order to the border -- The Detroit Windsor Tunnel



Daniel Cherrin was contracted by the DCTC, operators of the Detroit Windsor Tunnel – the busiest passenger border crossing in North America, to represent their legislative and regulatory interests before the United State Congress, Executive Branch, the State of Michigan and the City of Detroit. Cherrin also advised the Tunnel on strategic media relations and product positioning to maximize use of the Tunnel by both commercial and discretionary travelers. As a result of Cherrin's advocacy, he:

- *Changed the content of Michigan legislation away from border crossings and onto the transportation and logistics environment in the state of Michigan as a result of active participation in legislative working group sessions.

- *Successfully lobbied the Department of Homeland Security to add two NEXUS lanes at the Detroit Windsor Tunnel.

- * Successfully lobbied Congress to include authorization language in the Department of Homeland Security Appropriations bill directing funds to the Northern Border.

- * Successfully lobbied DHS (Office of Field Operations, Trade) to delay the implementation of the Trade Act of 2002 (P.L. 107-210, 116 Stat. 933, enacted 8/6/2002, 19 U.S.C. 2071), as it relates to advance electronic cargo information and the use of the PAPS process, a mandatory release process for truck carriers at land border ports of entry, while maintaining BRASS, a line-release system for commercial goods, until DHS can implement a variation of Free and Secure Trade (FAST) at the Detroit Windsor Tunnel.

- * Facilitated a public-private partnership between the Detroit Windsor Tunnel and DHS that increased capacity at the Tunnel and other land border crossings by 25%.

Helping a University Reach a National Platform



SCHOOL OF MEDICINE

Wayne State University School of Medicine retained Daniel Cherrin to help them raise their profile in Washington, D.C. and the City of Detroit, in an effort to build relationships in both regions.

Cherrin arranged a Washington, D.C. Fly-In with the Dean to meet with key decision makers in Congress, in addition to organizing town hall meetings with U.S. Senator Debbie Stabenow (Mich.) and U.S. Representative John Conyers (Mich.)

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Shredding Sensitive Military Equipment and Protecting National Security -- HVF West, LLC.



The United States House and Senate passed their own version of a defense authorization bill that would prevent the sale of F-14 parts once destroyed. This was in response to a number of parts getting sold on the black market to Iran, the only country with F-14s still in service.

Daniel Cherrin Law worked directly with the Chairman and Ranking Member of the Senate Armed Services Committee and their staff to amend the language of the Defense Authorization Bill to allow for the complete destruction of F-14 parts and their tooling and dies, and permit the sale of remaining parts. We also held a few meetings in Michigan with Senators Carl Levin (D-Mich.) and John McCain (R-Ariz.), to introduce them to Fritz Enterprises first-hand.

Results

Cherrin successfully secured language in the FY08 Defense Authorization bill (H.R. 1585, House Rpt 110-477) encouraging the Defense Department to destroy any remaining F-14s and sell the resultant scrap as appropriate, in addition to, prohibiting the Department of Defense from not only selling F-14 parts, but also “any tooling or dies used in the manufacture of such aircraft or parts.”

Securing Federal Funding - Detroit Area Regional Transit Authority



For decades, the city of Detroit was one of the few remaining large U.S. cities to not have a coordinated regional transportation authority. The Detroit Regional Chamber, the nation’s largest local chamber of commerce created the Detroit Area Regional Transit Authority and asked Daniel Cherrin to secure the funding for its operation costs to start transportation planning in Southeastern Michigan.

Results

Cherrin successfully secured \$850,000 in federal funding for the start-up costs for DARTA, before it was officially established. As part of this effort to bring regional transit to Detroit, Cherrin represented the Chamber in Washington to secure additional funding through the reauthorization of the Transportation Equity Act and worked in a coalition of road builders, engineers, government leaders and others in securing additional funds for the Detroit area. Cherrin also started a Federal Political Action Committee for the Chamber to enhance its relationships in Washington.