



*"For a subject worked and reworked so often in novels, motion pictures, and television, American Indians are...the least understood and the most misunderstood Americans of us all."*  
- President John F. Kennedy, 1963.

## COMPANY

CA Consulting (CAC) is an independent, Bay Area-based consulting group that works with American Indian entities to communicate their issues with clarity and accuracy. As the complex issues of tribal sovereignty and culture interact with the larger economy and social structure, it is vital that the American Indian voice is communicated effectively. We believe core native values such as honesty, humility, humor, and mutual respect provide excellent guidelines for our work and lives.

## APPROACH

Emerging native nations and businesses require the highest-quality professional communications services to ensure their views and messages are accurately conveyed to stakeholders, including tribal citizens, consumers, local community groups, government-to-government officials, environmentalists, vendors, the media, and others. We work in close partnership with tribal entities to develop an effective mix of communications and community-relations strategies to break cultural stereotypes, dispel myths, and put tribal issues in their proper historical, political, social and economic contexts.

## SERVICES

### Strategic communications/positioning

- Key message development
- Employee communications
- Collateral and advertising development
- Research -- quantitative and qualitative, benchmark and attitudinal
- Website development/enhancements

### Community relations

- Stakeholder management
- Public education/awareness campaigns
- Coalition building
- Public/private partnerships
- Special events planning
- Community database management

### Media relations

- Message and media training
- Media representation
- Press materials
- Editorial contact (traditional and online)
- Bylined articles /Op Eds/ Editorial boards
- Media monitoring and analysis

### Issues/crisis management

- Issue identification /issue tracking
- Direct mail
- White papers
- Activist relations
- Conflict resolution
- Lobbyist materials



## **PEOPLE**

Our team has the capability, insight, sensitivity, and experience, to empower tribal programs, leaders, and aspirations through powerful and compelling communications.

### ***Charles Banks-Altekruse (Advertising and Community Relations Consultant; Project Manager)***

Charlie brings nearly 20 years of commercial and non-profit marketing experience to bear. For the past 8 years, he has focused on social marketing programs to reach underserved communities with critical information and resources. He has served an array of non-profit and native clients including the North Fork Rancheria (CA), Navajo Nation Division of Health (AZ), Four Times Foundation (MT), Western American Indian Chamber (CO), CA Fire Safe Council Tribal Partnership, California Department of Health Services, California Highway Patrol, and others. He specializes in advertising and coalition building.

### ***Jane Eckels (Senior Strategy Consultant)***

Jane is a former teacher, newspaper journalist, and hospital association executive with more than 25 years of communications experience in the United State and Europe. She has served as strategic counsel and executive coach for a broad range of clients, often as senior strategist for integrated communications programs. She specializes in message development and media training and offers in-depth experience in developing and implementing positioning programs, as well as issues management programs and stakeholder relations. Most recently, Jane was Senior Vice President with Manning Selvage & Lee in San Francisco after serving in a similar role at Ketchum Public Relations. Recent clients include North Fork Rancheria, MediaSpeak, Nestle, CA Fire Safe Council Tribal Partnership, among others. Jane works pro-bono with non-profit and minority groups.

### ***Beth Waitkus (Public and Media Relations Consultant)***

Beth has spent more than 15 years helping clients create change by understanding the needs and motivations of the people or organizations they want to reach. She has extensive experience developing strategic communications campaigns, media positioning and crisis communications, media presentation and training, and broadcast and collateral. Beth has been an active community member and participant in local and national politics. She has worked with a variety of non-profits, including the North Fork Rancheria, Alaska Federation of Native (AK), Women's Cancer Resource Center, and the Environment Awareness Group (which she co-founded), as well as the U.S. Environmental Protection Agency (U.S. EPA), and U.S. Departments of Labor, Justice and Education.

## **ADDITIONAL INFORMATION AVAILABLE UPON REQUEST**

- Complete client list
- References
- Recent work experience and samples
- Staff list, bios, billing rates and organization chart

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