

PROVIDENCE BUSINESS NEWS

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2009 RHODE ISLAND AND NEW ENGLAND YOUNG ENTREPRENEUR OF THE YEAR

Three years of growth makes Robert Beadle the 2009 Young Entrepreneur of the Year

Robert Beadle, president of Northeast Public Relations, Inc. (NEPR), owns a full-service communications firm he founded in January 2006. He is a skilled public relations practitioner who has experience working with over 40 companies, non-profit organizations and government entities in New York, Massachusetts, Vermont and Rhode Island. Northeast Public Relations, Inc. also is an SBA Hubzone-certified small business.

The Central Falls-based company focuses on several industries including health, relocation and tourism. NEPR performs all the services of a traditional public relations firm including media relations/campaigns, trade show support, news release and newsletter writing and corporate social responsibility programs. However NEPR specializes in providing organizations with "Web 2.0" public relations programs including social media outreach, Internet video, forums, blogs, podcasts and more. This approach helps to serve as a competitive edge for NEPR.

Beadle is president of the Southeastern New England chapter of the Public Relations Society of America, which provides professional and educational programs for members and works to strengthen and advance the profession of public relations in the local community.

He has developed and imple-

mented public relations programs for Arpin International Group and the Blackstone Valley Tourism Council. Robert also anchors the Arpin Broadcast Network (ABN), an Internet-based television networks and Web portal dedicated to the moving industry.

Robert is a regular speaker at Rhode Island Economic Development Corporation business workshops and he offers public relations information to the wider community through personal appearances before groups of all sizes to explain emerging trends and the importance of public relations to their organization and membership.

He also has offered learning opportunities to the Blackstone Valley Tourism Council Network, and the Greater Providence Chamber of Commerce.

Beadle also participated in a panel discussion for Latino small business owners as part of the Cumberland/Central Falls/Pawtucket Broad Street Regeneration Initiative. During that session he explained the basics of public relations and marketing programs and offered tools to help these businesses improve their businesses.

Robert holds a master's degree from the S.I. Newhouse School of Public Communications at Syracuse University, the top public relations program in the Northeast. He also holds a Bachelor of



ROBERT BEADLE, teaching a class on marketing and public relations.

provided active duty mission support for Operation Noble Eagle in response to the 9/11 attacks. While on active duty, Robert was awarded the National Defense Service Medal, Armed Forces Reserve Medal, Meritorious Service Medal, Air Force Achievement Medal, and the Global War on Terrorism Medal.

Beadle has earned the "Competent Communicator" public speaking award from Toastmaster's International, a nonprofit educational organization which trains its members to become effective presenters.

He also offers public relations information to the wider community through personal appearances before groups of all sizes to explain the importance of PR to their organization and membership in both the non-profit and for-profit sectors.

Robert offers free "how-to" articles on public relations on his Web site, www.nepublicrelations.com. He also writes a blog about PR and marketing issues at www.robertbeadle.com.

Major U.S. companies and

NEPR is essentially a one-person operation, tapping the expertise of consultants, high quality vendors and specialists when needed. While conducting all the core public relations activities in-house, NEPR acts as a communications services broker through its NEPR Services Network (SM), bringing together a world of vendor professionals ranging from graphic and Web designers to print production firms.

NEPR is founded on the principle that truly exceptional PR results may be obtained through diligent research and strategic planning as well as smart implementation and evaluation—tenets which now guide the firm's core service philosophy. NEPR combines the global thinking and resources of a mid-size PR agency with the personal care and senior-level attention of a smaller firm.

The U.S. Small Business Administration is pleased to present the Rhode Island and New England Young Entrepreneur of the Year Awards to Robert Beadle, President of Northeast Public Relations.