

## NEWS RELEASE

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### **SSA Public Relations adds to client roster, STAFF; BECOMES InView Communications**

*New Name Reflects Evolving Client Needs and InView's Integrated Communication Services*

**PHOENIX, Dec. 7, 2009** – SSA Public Relations, a full-service communications firm with offices in Phoenix and Denver, is now **InView Communications** ([inviewcommunications.com](http://inviewcommunications.com)).

**“The InView name highlights the agency’s emphasis on placing our clients ‘in view’ of their target markets, wherever they may be, from social media to traditional and industry press,”** said [Susan Sears](#), president and founder.

Since its founding in 1998, the agency has experienced steady growth. InView focuses on clients’ evolving needs, directly contributing to their overall business plans by translating public awareness into tangible results. Recent client additions include: short-film [Blake’s Ballad](#); and agricultural, cooperative and financial organization consultant, [FCCServices](#).

InView welcomes Joe Ricciardi as its new senior director, effective January, 2010. Ricciardi brings 19 years communications experience representing major brands including Stream Global Services, Cox Communications, Universal Technical Institute and General Motors.

**“While our name and services have evolved, we remain constant in our delivery of solutions that are responsive to clients’ business needs,”** said [Carey Madsen](#), managing director.

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### Agency Facts

- **Founded in Phoenix in 1998 and in Denver in 1999.**
- **InView specializes in integrated communications strategies for industries such as communications, construction, education, finance, hospitality, law, nonprofit, entertainment, technology and telecommunications.**
- **The firms’ award-winning [staff](#) specializes in building communications programs with a strategic mix of [traditional](#) and [social media tools](#).**

## Photos

- [Susan Sears](#)
- [Carey Madsen](#)
- [Joe Ricciardi](#)

## Graphics

- [InView Communications logo \(eps\)](#)
- [InView Communications logo \(jpeg\)](#)

## InView Communications Resources

- Blog: [www.inviewcommunications.com/blog](http://www.inviewcommunications.com/blog)
- News View: [www.inviewcommunications.com/news-views/](http://www.inviewcommunications.com/news-views/)
- Facebook: [www.facebook.com/pages/Phoenix-AZ/InView-Communications/91345438546](https://www.facebook.com/pages/Phoenix-AZ/InView-Communications/91345438546)
- LinkedIn: <http://www.linkedin.com/companies/inview-communications>

## About InView Communications

InView Communications was founded in 1998 as Susan Sears & Associates (SSA) Public Relations and maintains offices in Phoenix and Denver. The firm specializes in integrating public, internal, media and investor relations with strategic social media programs to meet its clients' objectives and deliver measurable results. InView's professionals help clients enhance their brand by connecting and engaging with their key target markets. For more information, visit [inviewcommunications.com](http://inviewcommunications.com).