

Waltona Manion & Associates

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PROFILE: Waltona Manion, APR

Waltona Manion is a Los Angeles-based public relations consultant with more than two decades experience in advising and serving a diverse client roster. Her client portfolio includes counsel and programs for residential and commercial real estate companies, architectural, construction and engineering firms, legal and accounting firms, entertainment and food services corporations, biotech firms and California tribal governments.

Clients have included American Express, Price Waterhouse, California First Bank, Grubb & Ellis, Alan I. Kay Developers, Iliff Thorn, architects Deems Lewis McKinley, Kitchell Contractors and Ponderosa Homes.

Prior to starting her own consulting practice, she did public relations work for Pardee Homes and McMillan Development in both California and Nevada.



Her work experience includes media relations; print and broadcast publicity; speech-writing; promotional and special events planning; community relations; creation of press materials and newsletters; media training and crisis communications. She has also been responsible for the development of print, TV and radio advertising campaigns, market research and human resources and customer service evaluation programs.

She has directed grand openings, anniversaries, public policy forums, national political convention events, groundbreakings, topping outs, business symposiums, fundraisers and other special events for clients including the historic first reception for Congress and the White House ever hosted by California Indian tribal governments on Capitol Hill.

She has been a featured speaker at national conferences and many regional forums. Ms. Manion serves as a member of two national editorial advisory boards. She is also an accredited member of the Public Relations Society of America's Counselors Academy.

Named among Who's Who of Business Women, Ms. Manion taught public relations at San Diego State University (SDSU) and chaired the Business Advisory Council for SDSU's School of Business Administration. She has also served on communications advisory boards for the Junior League and San Diego State University and as a member of the board of directors for the YWCA.

Her community service work has included chairing a major fundraiser for the first coalition of the YWCA, Catholic Charities and Episcopal Community Services to benefit battered and homeless women and serving as co-chair on major events for the Episcopal Diocese and the YWCA. Nominated for the Small Business Administration's Women's Business Advocate of the Year, Ms. Manion has been profiled twice by the Public Relations Journal, a leading national publication covering the public relations profession. She was also featured in the Journal's national advertising campaign on professional accreditation.

She was awarded the Public Relations Society of America's most prestigious national honor – the Silver Anvil award – for her creation of a grand opening program for the \$250 million Morongo Casino, Resort & Spa. The International Special Events Society also recognized Manion with three major awards in logistics, marketing events and invitation design.

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Awards for her client work also range from honors for feature writing and graphic design to the International Association of Business Communicator's award for best total communications program. She has won the American Marketing Association's Public Relations Award of Excellence and has received several Communicating Arts Group awards.

She has also been honored by the National Indian Gaming Association and the California Nations Indian Gaming Association for her contributions in the work to protect tribal gaming rights. Ms. Manion served as a spokesperson for the Proposition 5 and Prop 1A campaigns for the protection of tribal gaming and directed media relations for the statewide campaigns.

The following is a partial summary of clients that Waltona Manion & Associates has provided services to:

REAL ESTATE CLIENTS

Alan I. Kay Companies A Washington, D.C.-based real estate development firm with offices in California.

Aquamarine Villas A 30-unit oceanfront condominium development.

Columbia Centre A \$70 million, 27-story commercial office project

Degen Development Company A San Diego-based development firm with residential and commercial projects.

El Cortez Associates A development partnership of The Considine Companies and The Bass Brothers Realty.

Grubb & Ellis Commercial Brokerage Company
One of the largest diversified real estate firms in the United States.

Grubb & Ellis Residential Properties Group
The residential division of Grubb & Ellis specializing in premium residential properties.

Iliff, Thorn & Company A commercial real estate brokerage firm.

The Lange Company A real estate investment and business management firm

Lenders Corporation
The real estate financial services group, with subsidiaries Lenders First, Affiliated Lenders, Lenders Capital and Lenders Advisory Corporations.

Torrey Enterprises, Inc.
A group of more than 40 privately owned corporations and partnerships with \$120 million in real estate investments.

ARCHITECTS/ENGINEERING/INTERIOR DESIGN/CONSTRUCTION CLIENTS

AEtekton Engineers, Inc. An engineering firm specializing in cogeneration systems.

Architects/Larson/Carpenter An architectural firm specializing in commercial and corporate work.

Carter Engineers An engineering firm specializing in solar and energy conservation projects.

Convention Center Architects, Inc. A consortium of Deems Lewis McKinley, Arthur Erickson Architects and Loschky, Marquardt & Nesholm that designed the San Diego convention center.

Deems Lewis McKinley One of San Diego's leading architectural firms.

Dominy Cecil Anderson Architects Specializing in commercial, custom residential and liturgical architecture.

Hallenbeck, Chamorro & Associates An award-winning architectural firm in San Diego and Alameda.

Jain Malkin Inc. Specializing in interior architecture and space planning for the healthcare industry.

Kitchell Contractors, Inc. An Arizona-based general contracting/construction management firm.

Kvaas Construction Company A general contracting/construction management firm.

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Liebhardt, Weston & Associates An architectural services firm.

Ponderosa Homes The second largest homebuilder in Southern California.

Testing Engineers-San Diego/U.S. Testing A testing lab and construction consultation firm.

Trepte Construction Company A general construction firm.

Tutor-Saliba Corporation Ranked 30th largest general contractor in the U.S. -- based in Los Angeles.

TRIBAL GOVERNMENTS/TRIBAL ORGANIZATIONS/MEDIA

Sycuan Band of Kumeyaay Indians A tribal government

Southern California Legislative Caucus: A legislative coalition of three San Diego tribal governments

Viejas Band of Kumeyaay Indians

Barona Band of Mission Indians

Sycuan Band of Kumeyaay Indians

Morongo Band of Mission Indians, California A tribal government.

Tribal Alliance of Sovereign Indian Nations An association of 14 Southern California tribal governments.

California Nations Indian Gaming Association

A trade association of more than 60 California tribal governments operating gaming.

National Indian Gaming Association, Washington, D.C. A national trade association of 168 tribal governments.

National Congress of American Indians, Washington, D.C.

The oldest and largest national Indian association representing more than 250 tribal governments.

Santa Ynez Band of Chumash Indians, California A tribal government.

Mashantucket Pequot Tribe, Connecticut A tribal government.

Californians For Indian Self-Reliance (Proposition 5) A campaign to pass state ballot measure to protect Indian gaming.

Californians For Indian Self-Reliance (Proposition 1A)

A campaign to amend the state constitution and approve tribal-state compacts.

United Tribes Compact Steering Committee (UTCSC)

A coalition of more than 50 California tribes formed for compact development.

New Mexico Indian Gaming Association A state association for tribal governments operating gaming.

Indian Gaming Magazine A national magazine focusing on the tribal gaming industry.

Indian Gaming Business Magazine A national magazine focusing on the tribal gaming industry.

LEGAL, ACCOUNTING AND PROFESSIONAL SERVICES CLIENTS

Price Waterhouse The San Diego division of the national accounting firm.

Luce, Forward, Hamilton & Scripps A California law firm.

Considine & Considine A San Diego-based accounting firm.

HIGH TECH AND BIOTECH CLIENTS

Biosite Diagnostics A biotech firm specializing in immediate response diagnostic equipment.

Fujitsu Systems of America A major U.S. corporation specializing in corporate and retail technology.

Hydrocurve A subsidiary of Continuous Curve, Inc. and developer of the first FDA-approved extended wear contact lens.

MTS Laboratories The first West Coast lab to breed and ship mice for scientific research.

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FINANCIAL SERVICES CLIENTS

Equitable Life Leasing Corporation A San Diego division of Equitable Life Assurance Society of America.

First La Mesa Bank A La Mesa-based independent community bank.

Heartland Savings & Loan An East County savings and loan association with \$53 million in assets.

Imperial Savings San Diego-based savings and loan institution, a subsidiary of Imperial Corporation of America.

PAMCO Securities & Insurance Services

A Los Angeles-based company marketing investment products through banks and savings and loan associations.

Scripps Bank A La Jolla commercial bank.

Transamerica Financial Services A division of Transamerica offering consumer loan services.

RESTAURANT/FOOD SERVICES/ENTERTAINMENT CLIENTS

McDonald's Operators Association

The San Diego McDonald's restaurant operators

Quaker Oats Restaurant Division

The Quaker Oats Restaurant Division operates The Proud Popover and The Magic Pan Creperie.

Signature Catering Co.

Corporate-oriented catering services.

Stuart Anderson's Black Angus

A national restaurant chain

Harlem Globetrotters

The 60-year old professional basketball/entertainment production.

The International Production Company

A theatrical production company specializing in presentations of Mark Twain.

Ringling Bros. and Barnum & Bailey Combined Shows, Inc.

Producers of America's oldest and largest circus.

Walt Disney's World On Ice

The highest-grossing ice show production in the United States.

RETAIL/SPECIALTY CLIENTS

Andrea Mercantile

An international import/export company.

Beaton's Inc.

An Arizona-based retailer of women's designer clothing.

Cointreau, Ltd.

An international liqueur company and division of Remy Martin.

Combined Arts & Education Council of San Diego

A fundraising and arts advocate for 25 cultural arts organizations.

Kelly Services, Inc.

A temporary help company with office, industrial and technical divisions.