

## About the Team Members at Heather Freeman Media & Public Relations

In addition to Heather Freeman's many years of experience in the public relations arena of Washington, D.C. and beyond, our firm has some talented people who help create and execute the public relations strategies that bring clients to the forefront in the media.

**Scott Homstead** is the Vice President of the company and the husband of Heather Freeman. He is instrumental in building and maintaining our expansive data base of local and national media outlets, as well as notifying us of media leads concerning upcoming articles. Scott also distributes all the approved press releases and maintains the company website which is designed to be a useful tool for our press audience. He is based in the home office in Florida and also handles all the billing and contracts for us.

**Lindley Thornburg** is our public relations consultant who is actually a native Washingtonian, growing up in Arlington, and graduating from Virginia Tech. She has been with our firm over two years, and assists on the daily public relations efforts on multiple, successful projects including the Park Hyatt Washington and Blue Duck Tavern; Zola; Potomac Hospitality Services' hotels and restaurants; California Wine Institute, and the landmark 1789 Restaurant. Lindley was instrumental in the successful launch campaign for Salvatore Ferragamo in Tysons Corner in 2005. She also helped to open Washington's most popular new restaurant in 2006, the Blue Duck Tavern, which has garnered rave reviews in *Bon Appetit*, *Food & Wine*, *National Geographic Traveler*, *Washingtonian*, *The Washington Post*, *Washington Times*, *DC Magazine*, *Capitol File*, *Travel & Leisure* to name a few. Lindley came to work for Heather Freeman Media & PR by way of Clyde's Restaurant Group, who highly recommended her to us as she worked for them for several years learning the restaurant business via the front-of-the-house, during college.

**Megan Bailey** joined our public relations team as a consultant in the summer of 2006. A graduate of the University of Maryland, with a degree in communications and public relations, she was recommended to us by a magazine publisher who thought she was a terrific fit for our team. Megan assists with THINKfoodGROUP's vibrant accounts spearheaded by celebrity chef José Andrés including Jaleo, Café Atlantico, Zaytinya, Oyamel and minibar by José Andrés. She helped open the new, highly publicized Oyamel in Washington, D.C. and also works on Jamie Leeds' Hank's Oyster Bar in both Washington and in Old Town Alexandria, Virginia. Our newest projects that she is involved with on a daily basis include Legal Sea Foods in the nation's capital, and the historic Morrison Clark Inn. Megan has great broadcast media contacts, booking so many of our chefs on both Channel 5 and Channel 9 that we have lost count and she also great relationships with radio stations such as Mix 107.3 and WTOP.

**Polly Wiedmaier** has worked with us for over eight years. Polly is no stranger to the restaurant world as her husband is Chef/Owner Robert Wiedmaier and the mother of two young boys, both their restaurant namesakes, Marcel and Beck. We met through the launch of Wiedmaier's Marcel's restaurant which was a client, and Polly prints and assembles all our press kits, plus designs and prints invitations for our clients. She also

worked diligently with Heather on the launch of Robert Wiedmaier's second restaurant, Brasserie Beck in April 2007, which has also received phenomenal coverage in the press, with features in *Washingtonian*, *The Washington Post*, *The Washington Post Express*, *The Onion*, *Washington Times*, *DC Magazine*, *Where*, *DC Examiner*, *Elle Décor*, *City Paper*, with upcoming features anticipated in *Southern Living* and *Bon Appetit*. Polly has a B.S. in Business from the University of Maryland and has lived in the Washington area all her life.