

# PRWeek

July 2009

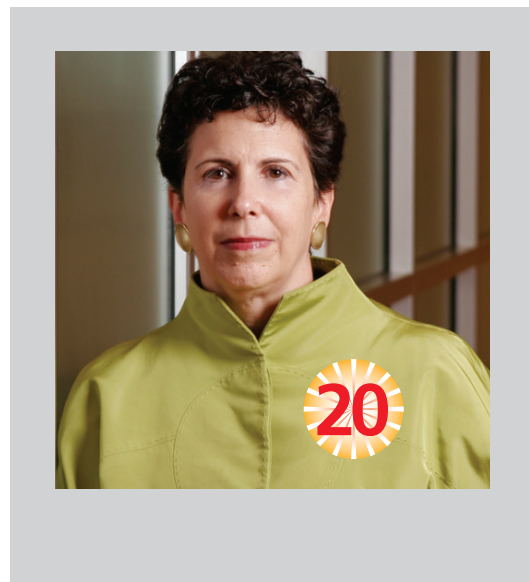
## PR PowerList 2009

THE DEFINITION OF POWER IN THE PR INDUSTRY IS SOMETHING THAT IS HEAVILY INFLUENCED BY CURRENT EVENTS AND BUSINESS TRENDS. During this challenging time, **PRWeek's senior editors** weigh the different criteria to help determine this year's ranking of 25 industry leaders

### JOELE FRANK

Managing Partner, Joele Frank, Wilkinson Brimmer Katcher

Though M&A activity has slowed down considerably, Joele Frank still retains influence within the industry. She and her firm have retained status as a go-to resource for financial communications and consult, providing recent support to Lionsgate as it faced a threatened proxy fight from shareholder Carl Icahn, as well as Target when it faced a proxy fight led by Pershing Square Capital Management's Bill Ackman. Frank approaches her work with a tenacity and determination that has earned her respect, even among her competitors in the financial communications industry. With a reputation for being able to face the toughest challenges and no sign of retiring anytime soon, Frank will continue to be an influential force in the industry for years to come. '08 rank - #23



JFWBK

JOELE FRANK, WILKINSON BRIMMER KATCHER