

WOMEN'S BUSINESS

BOSTON

Covering Massachusetts, New Hampshire and Rhode Island

Each month, Women's Business asks readers for nominations to create a Top 10 list in a particular category. In this issue, we present the region's leading public relations specialists. Following are the dynamic professionals our readers turn to for top-notch visibility and recognition.

TOP 10

Marlo Fogelman

Principal
**marlo marketing/
communications**



"Marlo is an extraordinarily innovative and creative PR consultant. She finds opportunities and unique story angles in just about every-

thing we do at our two zoos. With her guidance, the volume and range of our press coverage has increased dramatically, and our attendance and membership have grown to the highest levels in the history of our organization."

**- DAVID HIRSCHBERG
VICE PRESIDENT,
INSTITUTIONAL
ADVANCEMENT
ZOO NEW ENGLAND**