

Charles Barnette Personal Profile

As agency principal, Barnette is responsible for obtaining and maintaining client relationships. He serves as the firm's principal client contact, supervises and approves all firm work and serves as principal writer and investor relations specialist.

In past managerial roles, he has had major supervisory responsibilities for in-house staffs and for specialized national agencies handling such varied responsibilities as graphic design, corporate identity, publication design, investor relations, public affairs, community relations and media relations. While with Holiday Inns, Inc. (Subsequently the Holiday Corporation and later the Promise Company), Barnette was responsible for among other things, annual and quarterly reports, communications support for major analyst meetings, and daily tracking of the stock, issues affecting operations of both the company and its competitors. When he came to Blount, Inc. in 1979, Barnette gradually took over responsibility for Blount's relationship with New York security analysts then handled since 1972 by Doremus Public Relations.

He developed a comprehensive investor relations program that took Blount from virtually no institutional holdings to holdings by several institutions and numerous analysts who issued reports. The number of shareholders was increased. He organized cross-country road shows, arranged numerous meetings with key group identified across the U.S., Barnette started quarterly briefings and increased analyst loyalty, coverage and rapport with management. He implemented a marketing program to attract financial backers by seeking out those who follow special situations. By helping to tell the company's story successfully, he was able to help maintain high P/E ratios, even with operating losses. He organized regular briefings between management and analysts from coast to coast and participated in industry forums for analysts and arranged several analyst field trips. Barnette served as the primary contact with the analysts and portfolio managers, and he developed financial presentations, arranged meetings and visitations at headquarters and around the country. Responsible for shareholder communications, he prepared 10 award winning annual reports—judged nationally as one of the 10 best in the country. Barnette further developed a video annual report judged one of the seven best in the nation. Barnette saw that attention was called to Blount buy directing the preparation of two special Research Magazine reports on the company.

In addition to executive speech writing, Barnette issued regular reprints of feature articles on company operations, gave and arranged speeches to analysts and hosted dozens of analysts during the last two years of his service with Blount.

He produced institutional and corporate ads, including top awards by Financial World magazine. He developed investor presentations, formulated questions and answers and arranged rehearsals. He participated in the 1986 road show which went to 15 cities in the U.S. and in London, and followed up with all who attended.

Barnette developed a visible position for Blount with the NAIC. He appeared as a roundtable speaker at various investor forums in key cities, attended regional investment fairs, resulting in increased stock purchased by individual shareholders.

To further broaden the shareholder base, Barnette conducted surveys, analyzed mailing lists, arranged frequent contact with key audiences, including employees at a time of great change. During his research of various industry comparisons, Barnette determined the potential profitability from the sale of the steel subsidiaries at almost five times its purchase price 10 years earlier. Barnette arranged broker meetings in Alabama and in states with major operations. He developed support materials including a quarterly investor fact book. In addition to these responsibilities, he sought to have the company accurately and fairly portrayed in the national media achieving national headlines and coverage.

He developed and trained a crisis management team for the company, and served on such a team.

Continuing to consult frequently with the company, Barnette has helped with annual reports, presentations, annual meetings and special projects. In 1996, he wrote the narrative copy and coordinated the production of the company's 50th anniversary annual report, along with other projects related to the anniversary events. He also consults on press relations and other matters. For additional work he does for other clients, Barnette is in frequent contact with other Alabama-based public firms. He is currently working with two other large corporations, one public, one privately owned.

Barnette is an accredited Counselor by the Public Relations Society of America – one of only three such persons in the state. He is a former member of the National Investor Relations Institute. He has been recognized locally, statewide, and regionally for his achievements in the profession. He served as State President of the 500 member Public Relations Council of Alabama and was selected earlier as its outstanding Practitioner of the Year and recipient of the Philip R Forest Award.