

# Gretchen Roufs Marketing and Public Relations

d.b.a. Auxiliary Marketing Services

1150 North Loop 1604 West, #108-209, San Antonio, Texas 78248

Phone: 210-601-4572 • E-mail Gretchen@GretchenRoufs.com • www.gretchenroufs.com

Contact: Gretchen Roufs, Owner

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## CAPABILITIES

Auxiliary Marketing Services is a woman-owned small business (DBE, ESBE, HUB, WBE, SBE) specializing in public relations, public involvement, technical writing, design, and marketing communications services. Services, strategies, and programs include:

- Case studies
- Checklists
- Communiqués for key clients
- Community outreach
- Corporate/organizational history
- Crisis communications
- Design
- Direct mail messaging (including e-blast)
- Disaster communications
- Editing
- Email marketing
- Facilitation for groups and meetings
- Fact sheets
- Frequently asked questions (FAQs)
- Image and brand standards
- Key messages
- Marketing communications
- Media outreach
- Meeting planning and management
- Newsletters
- PowerPoint presentations
- Press releases
- Project management
- Proposal writing
- Public involvement
- Public relations
- Quality assurance/quality control (QA/QC)
- Seminars and in-service training
- Social media strategy and messaging
- Speech writing
- Standard operating procedures
- Style guides
- Talking points
- Technical writing
- Website copy
- White papers
- Work plans

## NAICS CODES

- **541613** Marketing Consulting Services
- **541810** Advertising Agency Consulting Services
- **541820** Public Relations Services
- **711510** Writers, Independent (Freelance)
- **541430** Graphic Design Services
- **541490** Other Specialized Design Services

## CERTIFICATIONS

- DBE: Disadvantaged Business Enterprise (South Central Texas Regional Certification Agency)
- ESBE: Emerging Small Business Enterprise (South Central Texas Regional Certification Agency)
- HUB: Texas Historically Underutilized Business (State of Texas Comptroller of Public Accounts)
- SBE: Small Business Enterprise (South Central Texas Regional Certification Agency)
- WBE: Women's Business Enterprise (South Central Texas Regional Certification Agency)

## CAGE CODE

- 6ZEH7

## DUNS #

- 615341208

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## PERFORMANCE HISTORY

Technical Writing, Public Involvement, and Community Outreach  
Projects and Clients in Texas

(2006 – present)

### American Red Cross, San Antonio

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- Public affairs spokesperson and media contact person for national, regional, and local disasters (including Hurricanes Katrina, Rita, Dolly, Ike, and Gustav)

### Alamo Regional Mobility Authority, San Antonio

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- Bandera Road (SH 16) Study
- Minority contractor outreach
- US 281 projects, Bexar County and Comal County
- Wurzbach Parkway (now a TxDOT project)

### Cameron County Regional Mobility Authority (CCRMA)

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- South Padre Island 2nd Access project
- West Loop Road project

### Central Texas Regional Mobility Authority, Austin

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- 183A Toll Road
- 290 East Roadway Improvement project (in conjunction with TxDOT)
- Bergstrom Expressway Project

### City of Austin

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- Downtown Austin development project

### City of San Antonio

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- Business Empowerment Program, Economic Development Program

### Electric Transmission Texas (ETT)

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- Uvalde to Castroville Transmission Line Improvement project

### San Antonio River Authority (SARA)

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- Master Plan for Regional Nature-Based Park Resources.
- Master Plan Update for Regional Nature-Based Park Resources

### State of Texas Disaster Recovery Program

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- Largest public works program in the history of Texas – post Hurricanes Dolly and Ike infrastructure recovery program. Covered 62 Texas counties and 300 Texas communities in a 63,000-square mile area.

### TxDOT Austin District

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- 290 East Roadway Improvement project, in cooperation with the Central Texas Regional Mobility Authority (CTRMA), Austin
- Frate Barker Road, TxDOT Austin District

### TxDOT El Paso District

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- Border Highway West

### TxDOT San Antonio District

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- 410 Southwest - Environmental Assessment
- Wurzbach Parkway project (while under the Alamo Regional Mobility Authority)
- U.S. Highway 281 between Loop 1604 to Borgfeld Road in Bexar County
- Loop 1604 project

### VIA Metropolitan Transit

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- High Capacity Transit program for San Antonio