



LIZA C. LOOSER
CEO, THE CIRLOT AGENCY

Liza is the founder and CEO of The CirLOT Agency, a full-service marketing, public relations and corporate communications firm headquartered in Jackson, MS. Over the past 23 years, the firm has grown to be a multi-million dollar corporation that services accounts ranging from publicly traded companies to financial institutions and manufacturing corporations on a national and international basis. Liza is also a recent graduate of Harvard Business School, which allows her to bring additional in-depth corporate knowledge and capability to her clients.

In addition to her continued education at Harvard, Liza has expanded her studies to include several international business studies and special projects. Included is a tour of China, sponsored by the Society of International Business Fellows. Liza was the only Mississippian selected to join this tour, the goal of which was not only to learn more about China and other parts of Asia, but to use the changes occurring in Asia to better understand changes underway in all parts of the world. She also recently facilitated a meeting between Senator Trent Lott and several South American CEO's in an effort to encourage import/export trade between South America and Mississippi. In the late 1990's, Liza was also asked by NATO to help devise a communications plan regarding the Bosnian land mine crisis, and worked with Her Majesty's Engineer in England to facilitate the plan.

Liza began her career as an advertising account executive at *The Clarion-Ledger*, the largest daily newspaper in the state of Mississippi. From there, Liza worked for what was then the state's largest advertising agency and spent time in the political arena working as communications director of the state's Republican Party.

In 1984, Liza established The CirLOT Agency with a mere \$78 tax return check. She received her first words of encouragement when she opened the Agency's first bank account and the bank teller said, "Go get 'em, Tiger!" (Which she's been doing ever since.) Four years later, Liza met and married Rick Looser, a corporate communications specialist, who joined the firm as President/COO. Among the company's many awards and accolades is the prestigious Blue Chip Enterprise Initiative Award, a national competition that recognizes companies that have overcome adversity to enjoy great success. The Agency was recently honored by Northrop Grumman Corporation with the 2006 Corporate World Class Team Small Business Development Award. This award is given to those suppliers who have consistently demonstrated outstanding achievements and support of Northrop Grumman programs. The Agency also joined the ranks of SkyTel Communications,

Liza Cirlot Looser, continued

BlueCross BlueShield of Mississippi, Entergy and others by being named a MetroJackson Chamber of Commerce Business & Industry Super Achiever.

The Agency has impacted the state and the nation significantly by leading a team of defense industry giants to what became the largest defense contract ever awarded. Liza laid the roadmap for branding the DD(X) Gold Team, made up of Northrop Grumman, Lockheed Martin and Raytheon, that successfully won the \$60 Billion contract.

Twelve years ago, Liza and Rick formed an independent market research company – PMR Research. The goal was to conduct very targeted, very specific research that would bring a real-world application to their clients. In 2000, PMR Research launched a new division – Tactical PerSuit,[™] a litigation support service offering opinion research, media communication, issues management and trial support graphics for PLF's. In early 2006, Liza launched Step-By-Step Communications, LLC, which created and began distributing Your Ad Department,[™] a comprehensive CD containing easy, do-it-yourself marketing methods for small businesses.

As part of its 20th Anniversary, the Agency created a Public Service Campaign as a gift to the state entitled, "*Mississippi, Believe It!*"[™] The campaign began as an economic development and educational tool with posters depicting positive aspects about Mississippi and its citizens sent to every public and private school, as well as every college and university in the state. The Agency donated over \$300,000 in time and resources to give back to the state in which it does business. The Campaign has garnered national media exposure, having been featured in such publications as *The New York Times*, *USA Today*, *U.S. News & World Report*, *The Christian Science Monitor*, *The Washington Post*, *The Washington Times* and the *International Herald Tribune*, and on National Public Radio, Fox News Radio and numerous talk radio shows across the country.

An active economic development advocate, Liza was named Volunteer of the Year by the Mississippi Economic Development Council (MEDC) in recognition of her significant contributions to economic development and industrial growth within the metro Jackson area. In 1998, Liza set a precedent by serving as the first woman chairman of the board of the MetroJackson Chamber of Commerce – a first in its 116-year history.

Liza is a graduate of Mississippi University for Women and Harvard Business School, and was selected as the "W" Young Alumni of the Year for 1989. She is married to Rick Looser and is the mother of 16 year-old Regan and 14 year-old Tripp.

LIZA CIRLOT LOOSER
STATEMENT OF QUALIFICATION

EDUCATION

Mississippi University for Women, Columbus, MS, Bachelor of Fine Arts, 1976 – 1980
Harvard Business School, OPM Executive Education, 2003 – 2005

CONTINUING EDUCATION

Harvard Business School, *Making Corporate Boards More Effective*
American Management Association, *Finance for Non-financial Executives*
American Management Association, *Financial Analysis*

PROFESSIONAL EXPERIENCE

The CirLOT Agency, Jackson, MS, Chief Executive Officer
A full-service, multi-million dollar marketing, advertising and public relations firm that represents clients requiring regional, national and international marketing.
Mississippi Republican Party, Jackson, MS, Communications Director
Maris, West & Baker Advertising Agency, Jackson, MS, Account Supervisor
Clarion-Ledger/Jackson Daily News, Retail Advertising Department, Jackson, Mississippi,
Account Executive

ACTIVITIES

Mississippi University for Women Foundation – *Board Member, 2000 – 2002*
Mississippi Chapter, International Women’s Forum – *President, 2000 – 2002*
Shepherd’s Staff Counseling Service – *Board Member, 1996 – 2000*
Society of International Business Fellows – *Fellow, Class of 2000*
Health Futures – *Board Member, 1998 – 2000*
Better Business Bureau – *Board Member, 1998 – 2003*
Metro Jackson Economic Development Alliance – *Board Member, 1998*
The Salvation Army – *Board Member, 1997 – 1998*
MetroJackson Chamber of Commerce – *Chairman of the Board, 1997; Board Member, 1993 – 1996; Executive Committee – 1994; Small Business Council Chairman – 1993; Small Business Chairman, Business, Publicity, Leads and Contacts Committee – 1992*
Central South Chapter, Bank Marketing Association – *President, 1997; Board Member, 1992 – 1996*
ArtsAlliance of Jackson and Hinds County – *Board Member, 1992 – 1993*
Metro YMCA – *Board Member, 1993*
Jackson 2000 – *Board Member, 1992*

*Liza Cirlot Looser,
Statement of Qualifications, continued
Activities, continued*

Mississippi Association of Advertising Agencies – *President, 1989*

American Advertising Federation – *7th District Board Member; District Coordinator,
Graphics Competition, 1989*

Greater Jackson Advertising Club – *President; Treasurer; Addy Awards Chairman, 1985 – 1990*

Friends of the Jackson Zoo – *Board Member, 1984 – 1987*

HONORS

Baptist Health Systems – *Celebration of Strong Women, Corporate Leadership, 2003*

Mississippi Business Journal – *Top 40 Under 40, 1995; Top 50 Outstanding Women, 1998*

Moss Point High School – *Outstanding Alumni, 1997*

Metro Jackson Economic Development Alliance – *Volunteer of the Year, 1997*

Leadership Jackson, *Class of 1992 – 1993*

Mississippi University for Women – *Young Alumni of the Year, 1989*