



# MEDIA RELEASE

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## Vehr Communications CEO Presents to Catholic High School Principals

**CINCINNATI (OH) – October 12, 2009:** President of Vehr Communications, Nick Vehr, recently discussed trends in recession marketing with the assembled high school principals of the Archdiocese of Cincinnati. He joined with George Vredeveld, Director of the Economics Center for Education and Research, University of Cincinnati, in presenting at the educator’s annual conference.

Vehr focused on a recent trend in marketing referred to as “Perkonomics.” According to Trendwatching.com, Perkonomics is, “a new breed of perks and privileges, added to brands’ regular offerings, to satisfy consumers’ ever-growing desire for novel of status, convenience and empathy.”

According to Vehr, “In difficult economic times, Catholic educators need to explore every possible opportunity to increase their value offering to make their ‘product’ less price sensitive. Their core product – values-based education in the Catholic tradition – won’t and shouldn’t change. Where they deliver their ‘product’ is fixed – the school building. Price is a difficult reality in an environment with little subsidy and fixed costs. High school principals’ greatest flexibility is in how they promote the value of a Catholic education.”

Vehr added, “These principal’s believe deeply that there is added-value in a Catholic high school education. Their opportunity and challenge is to determine how this value manifests itself and, then, how many different ways they can find to communicate it to the young men, women and parents. It is an exciting prospect.”

Dr. Vredeveld also presented to the principals on what happened in recent years to the U.S. economy and the prospects for economic recovery.

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