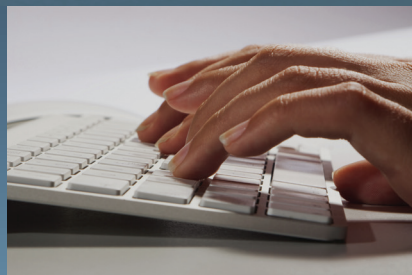


# WEST HAWK ASSOCIATES



Communications Consulting  
and Editorial Services

[westhawk.com](http://westhawk.com)

# About

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West Hawk Associates is an award-winning, full-service communications firm. We offer branding, research, writing, editing, design and coordination services. Since 1995, we have provided communication and editorial services to governments, corporations, non-governmental organizations, publishers, and academic and research institutions. Our areas of specialization include the environment and climate change, the economy and sustainability, natural resource sectors and public policy. The company's name refers to West Hawk Lake, a 350-million-year-old meteorite crater on the Manitoba-Ontario border. Founder David Wylynko grew up spending summers on the lake. Contact David at [davidw@westhawk.com](mailto:davidw@westhawk.com).



*"With your help, expertise, leadership, creativity, and organization, the project went extremely well. We're thrilled with the book and the process."*

– Gord McKenna, Senior Geotechnical Engineer  
BGC Engineering, Vancouver

*"Thank you for producing a thorough and detailed strategy with recommendations for future communications."*

– Ron Barker  
Manager, Canadian Animal Health Coalition, Guelph

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## EXCELLENCE IN COMMUNICATIONS

- Serving clients in Canada and abroad for over 20 years
- Numerous Standing Offers and Vendor-of-Record agreements
- Five years as No. 1 ranked writing firm for the Government of Canada
- National and international awards for writing and design
- Long-standing collaborations with a broad clientele
- Completed numerous projects in English, French, and Spanish



**David Wylynko** is our founder and principal, providing communications consulting, branding, and project management services. A former journalist, David also undertakes plain-language and technical writing and editing assignments, bringing over 25 years of professional experience to his work.



**James Hrynyshyn** is our senior associate, excelling at scientific, technical, and plain-language writing and editing, graphic and web design, and social media services. James offers clients over two decades of professional experience, having worked for several years as a journalist for major Canadian and US-based publications.

# Services

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## BRANDING



West Hawk works closely with clients on the conception and design of their corporate brand. Our branding services include producing and implementing communication strategies, developing the brand look and colours, and creating all related materials in print and digital formats (such as brochures, logos, slogans, and websites or other online products).

## RESEARCH



West Hawk has undertaken many types of research projects. Our research services include identifying the best source materials, conducting interviews, surveys, literature reviews and analyses, and producing thorough and concise background documents, reports and transcripts.

## WRITING



West Hawk produces a wide variety of documents, from one-page press releases to full-length books. Our writing services include drafting original documents, preparing texts based on supplied materials, and undertaking complete re-writes.

*"I wish to thank you for your terrific efforts in the production of our materials."*

– Jean Laberge, Senior Business Officer  
Western Economic Diversification Canada, Vancouver

## EDITING



West Hawk edits the full spectrum of products, from articles to major reports. Our editing services include proofreading, copy edits, fact-checking, revising prepared texts, and advising the client on supporting elements.

## DESIGN



West Hawk designs both straightforward and sophisticated printed and digital products. Our design services include desktop publishing, graphic design, and web design. We enhance our designs wherever possible with carefully curated photography, illustrations, and other visual elements.

## COORDINATION



West Hawk coordinates all aspects of document production, publication, and distribution. Our coordination services include overseeing the research, writing, and design of a communication product, arranging printing and distribution, and managing digital uploads and social media. We also organize media outreach activities and produce associated documents.

*"Thank you for your fine editing services and turning work around under tight deadlines."*

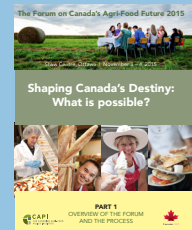
– Ian Smith, Director

Ontario Ministry of Environment and Climate Change, Toronto

# Featured Work

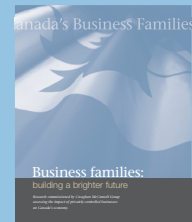
## Canadian Agri-Food Policy Institute

West Hawk developed the Institute's website and produced numerous publications, including annual reports, newsletters, and major policy reports. We also provided media outreach and social media services.



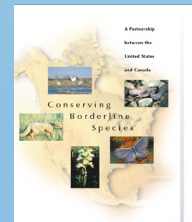
## Creaghan McConnell Group

West Hawk researched and wrote an unprecedented report on the contributions of Canada's largest business families to the economy and society, and provided media outreach services.



## Environment Canada

West Hawk provided branding, writing, design, and production services for several publications, and won the APEX award for best annual report produced in North America.



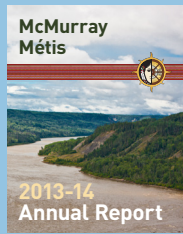
## International Institute for Sustainable Development

West Hawk edited a series of books on sustainability, which won the Manitoba Premier's Award for Excellence, and two books on environmental government policies around the world.



*"Your efforts on this project were exemplary. Your writing, editing, copy-editing and proofreading were integral to the success of the document."*

– Théo Charette, Partner  
CPP Environmental, Edmonton



### **McMurray Métis**

West Hawk coordinated writing, editing, graphic design, and print production and delivery services for two annual reports, and assisted with media and public outreach efforts.



### **PEI Government**

West Hawk edited, designed, produced, and managed outreach services for two major reports on economic development, which won an award of recognition and letter of commendation.



### **Teck Resources**

West Hawk contributed research, writing and editing services for a water quality plan for coal mining operations in southeastern BC, and assisted with outreach activities publicizing the plan.



### **Western Economic Diversification Canada**

West Hawk served as the department's No.1 ranked writing firm under a national Standing Offer, writing and designing newsletters, brochures, pamphlets, speeches, and departmental reports.

*"The strategy you provided was exactly what we needed, and I was more than happy with your work."*

– Marc Hébert, Spécialiste des matières organiques,  
Ministère du Développement durable, de l'Environnement  
et de la Lutte contre les changements climatiques, Québec

# Contact Us

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# Products

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Annual Reports

Articles

Backgrounders

Books

Brochures

CDs and DVDs

Communication Strategies

Fact sheets

Guidance Manuals

Maps

Newsletters

Occasional Papers

Pamphlets

Postcards

Posters

Press Releases

Proceedings Reports

Scripts

Speaking Notes

Speeches

State of Environment Reports

Summaries

Transcripts

Translations

Videos

Web Sites

*"Thank you for the excellent communication services you have provided our organization."*

– Daniel Yeon, VP Operations  
Canadian Agri-Food Policy Institute, Ottawa

The cover photograph, *West Hawk at morning*, was taken by Winnipeg photographer Valery Dyck.