

A close-up photograph of a person's hands, wearing a dark blue long-sleeved shirt, planting small green seedlings into rich, dark brown soil. The background is a blurred field of similar plants under warm, golden light.

# ED / AG & IND

CULTIVATING THE FUTURE OF  
AGRICULTURE, TOGETHER.

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**Feeding a growing population.  
Combating climate change.  
Ensuring food security.**

### **AG Schools can save the earth.**

The AG industry is poised to save the earth and all of us who live on it — and our industry is in desperate need of resources. The best companies are looking for an exceptional, educated, and skilled AG workforce with real-world experience.

As a top school of agriculture, you need to attract talented students, top faculty, and forge relationships with agriculture industry leaders.

**And that's where HSP comes in.** Because we will help you connect with students inspired to solve complex problems with both purpose and pride.

### **Cultivating the future of agriculture.**





**The world is in crisis.**



**Climate change.  
Food insecurity.  
Water contamination.  
Economic instability.**



**Food production needs will increase  
70% by 2050. Greenhouse gas emissions  
continue to rise. 768M people globally  
go hungry every night.**

**Schools of agriculture are working  
on solutions for all of the above.**

# ED / AG & IND

OVER 30 YEARS OF CLIENT  
SUCCESS WITH HIGHER EDUCATION,  
AGRICULTURE, AND INDUSTRY.



# Meet your HSP AG team.

## Strategic Marketing Team



Debbi  
Shapiro



Seth  
Gordon



Keith  
Duprey



Loren  
Solomon



Matt  
Daly

## Creative Team



Gerald  
Gentemann



Jim  
Lewis



Paul  
Harris



Mahinn  
Khan



Laura  
Bielamowicz

## Client Services Team



Megan  
McAllister



Karen  
Latta



Kara  
Loselevich

## Administrative Team



Tina  
Michaud



Susan  
Arogeti

# Top five reasons HSP should be your AG education partner:

## 1 Deep Education Expertise

**We go beyond enrollment.** We help you attract, retain, and inspire the next generation of agricultural leaders through targeted recruitment strategies, engaging student experiences, and impactful alumni relations programs.

## 2 Powerful Brand Storytelling

**We don't just create logos.** We craft compelling narratives that showcase your school's unique strengths — cutting-edge research, dedication to sustainability, and commitment to preparing students for the future of agriculture. These stories attracts top talent and positions your school as a leader in the field.

## 3 Integrated Strategy & Creative

**We combine strategic thinking with eye-catching creative.** This includes developing white papers, infographics, and other content that informs both prospective students and industry partners about your school's innovative approach.

## 4 Foresight for Future Challenges

**We understand the issues facing agriculture today and tomorrow.** From climate change to emerging technologies, we'll help you navigate these challenges by developing forward-thinking solutions and preparing your students for success in a changing world.

## 5 Credibility & Industry Connections

**HSP has a proven record withing the AG industry.** We have fostered strong relationships with leading corporations and organizations. This allows us to leverage these connections to secure valuable partnerships and even possible internship opportunities for your students.

# Where are you on your marketing journey?

Need a logo? A whitepaper? Or a fully integrated campaign?



We do it all — efficiently, effectively.

# Getting to know us.



## History

Founded in 1994, Henderson Shapiro Peck (HSP) has served Fortune 500 clients, non-profit organizations, and small to medium size businesses. Our interdisciplinary team, led by founder Debbi Shapiro, is a collaborative, eclectic collection of strategists, project managers, designers, developers, and writers.

HSP's goal is to provide clients an outside resource of marketing professionals to support their on-going and new marketing initiatives. We operate on a blended approach of a traditional agency and an "in-house" marketing department/team member. We customize this approach based on our clients' individual needs to best serve them and their business.

HSP is WBENC and WOSB certified. We also do business with the Federal Government and Cage code 99CU3 and UEI identification number is VWNGFENVXJB5.



## Core Capabilities

### All aspects of marketing, advertising and communications:

- Strategic Planning
- Advertising Campaigns
- Branding and Logo Development
- Community Awareness Campaigns
- Consumer Education
- Public Relations
- Web Design and Development
- Content and Technical Writing
- Graphic Design
- Merchandising and Signage



## Differentiators

HSP is financially stable with zero debt and has carried payroll for over 25 years. Our Corporate advisory team includes two physicians, two business bankers, an attorney, and additional seasoned business executives. 25% of our team members have worked together for 23 years. Our team members are college graduates. Our accolades represent the quality of work we consistently deliver and separate us from other marketing and advertising agencies.



# Getting to know us.



## Company awards and accolades

HSP has received 63 awards of excellence for graphic design, communications, video, strategy, and digital projects from Davey, Hermes, Communicator Awards, and Graphic Design USA. HSP was featured in Working Woman Magazine as one of the US Top 50 places for working moms to work.

Our Founder was awarded the Small Business Person of the Year by the Atlanta Chamber of Commerce/Atlanta Business Chronicle and was admitted into the class of US Enterprising Women of the Year by Enterprising Women Magazine. Additionally, she was the recipient of a scholarship from WPO (Women Presidents' Organization) to the Harvard Executive Business Management Program and was nominated to the ABIM (American Board of Internal Medicine) in a non-physician role. Debbi Shapiro was recognized by the Office of the Secretary of Defense as a "Patriotic Employer".



## Agriculture client experience

We provide strategic planning, internal and external communications, branding, packaging, consumer education, program development and execution, graphic design for traditional and digital assets, technical/medical/consumer content creation and messaging, website development, public relations and event planning.

Our agricultural experience includes animal pharma/clinical, AG tech, university agricultural initiatives, farming, food/environmental safety, sustainability and building products. Some of our agriculture clients include Boehringer Engelheim, Elanco, Pilgrim's, Merial, Foodmate, FoodSafe Technologies, Greenguard, WestRock, GA Pacific, Park Seed, and Pure Future LLC.

# table of contents



**1** **taking** education **higher**



**2** **most** important **culture**



**3** **pushing** business **forward**



# ED

TAKING EDUCATION HIGHER.

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# The numbers don't lie: enrollment has dropped by 6% since 2019.\*

## Why?

**Financial Concerns:** Rising tuition costs and student debt burdens make some question whether a college degree justifies the investment.

**Pandemic Effect:** COVID-19 disrupted traditional education, leading many to delay or skip college entirely, or shift to online learning.

**Shifting Demographics:** A decline in birth rates has created a smaller pool of potential college students, impacting public institutions.

## A competitive market and evolving student needs demand a strategic approach.



### Attract New Students

We craft targeted campaigns to reach the right students and showcase your unique value proposition.



### Boost Engagement

We develop dynamic content and experiences to keep students invested in your institution.



### Increase Retention

We create strategies to foster student success and keep them on track to graduation.

## Let's showcase the power and ROI of college education in today's world.



**We speak AG leader: today and tomorrow.**

### **Today's Grind:**

We sweat the small stuff, so you don't have to. Marketing tactics like targeted campaigns and data-driven strategies bring in new leads and boost enrollment and engagement.

#### **Immediate issues:**

Labor shortages, supply chain disruptions, and market fluctuations — we understand your daily pressures and craft solutions to keep you moving forward.

### **Tomorrow's Horizon:**

We see the big picture. Climate change, economic shifts, and evolving consumer demands — we help you plan for the future of agriculture.

#### **Long-term vision:**

We develop strategies that ensure your organization is sustainable, adaptable, and ready to thrive in a changing world.

**Keeping you ahead of the curve —  
from daily hurdles to long-term challenges.**



## Today's students need to learn and earn.

### Higher education needs to evolve to meet the needs of a dynamic job market and shifting student expectations.

Here's how institutions can leverage new trends to drive enrollment and empower student success:

**Value Beyond the Degree:** Highlight the practical benefits of a college education, such as career-specific skills and job security. Emphasize real-world outcomes and success stories to showcase the return on investment.

**Adapting to a Post-Pandemic World:** Offer flexible learning options, including online and hybrid models, to meet students where they are. Address the unique challenges brought by the pandemic and provide support systems that foster resilience and adaptability.

**Targeting Diverse Demographics:** Expand your reach by engaging with underrepresented groups and non-traditional students. Implement inclusive strategies and financial aid initiatives to attract a broader student base and meet the needs of a diverse population.

By embracing these strategies, higher education institutions can not only boost enrollment but also ensure that they are preparing students for a successful and fulfilling future.

### Partner with us to boost enrollment and prepare students for a successful future.



# Taking education higher.

## higher education



## lower education



## education support





# AG

THE MOST IMPORTANT CULTURE:  
AGRICULTURE.

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**We live and breathe agriculture —  
because it matters.**

**While others focus on humanities and tech,  
we dedicate ourselves to the heartbeat of our  
communities — agriculture.**

**Crop and Soil Science**

We understand the intricate balance of ecosystems and the importance of sustainable farming.

**Animal Science**

Our experience in animal pharma enhances the health and welfare of livestock, and in turn, humans.

**AG Management**

We bring the expertise to promote agricultural business practices, including AG-tech, AG-financial, sales, and business development.

**Let's amplify your AG school's vital work.**





# Beyond the farm: the unexpected complexity of agriculture.

From seed to supermarket shelf, agriculture is a web of interconnected industries.



**Primary Industries**

Farming, ranching, aquaculture — the foundation of food production.



**Secondary Industries**

Processing, transportation, distribution — the complex journey of food to consumers.



**Emerging Technologies**

Precision agriculture, data analytics, robotics — shaping the future of the field.

37% of our clients are focused on making the world a better place through agriculture.

We understand the intricate connections within agriculture, having years of experience working with industry leaders across all sectors. Let us help you navigate this dynamic and rewarding field.

We can help simplify your message and elevate your brand.

# Ground-breaking AG solutions are changing the world.

**These important stories need to be heard.**



## **Raise Awareness**

Shine a light on groundbreaking agricultural solutions that address global challenges.



## **Foster Collaboration**

Connect innovators and stakeholders to drive impactful partnerships.



## **Attract Brightest Minds**

Inspire top talent to join the agricultural revolution.

We help you craft compelling narratives that showcase your impact and attract the talent you need to revolutionize the industry.

**At HSP, we're marketing experts who know agriculture.**

# The most important culture: agriculture.

## farming



## animal pharma/clinical



## environmental/sustainability



## safety



## technology





# IND

PUSHING BUSINESS FORWARD.

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# Driving global success across industries.

## Innovative strategies for agriculture, education, and beyond.



### Deep Industry Knowledge

From agriculture to education and technology, we drive business forward with expertise in diverse sectors.



### Proven Track Record

Partnered with global giants, we transform fresh ideas into success stories for brands across various fields.



### Experienced and Stable Team

Financially stable with zero debt, our seasoned team has been together for decades, ensuring continuity and excellence.

**Partner with HSP to elevate your brand  
with stories that inspire and engage.**

# Pushing business forward.

## corporate







THE FUTURE OF THE EARTH  
IS IN YOUR HANDS.

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thank you.  
thank you.  
thank you.

