



Akoya is a strategic communications firm that equips federal, not-for-profit, and business organizations to engage effectively with the stakeholders and customers who are critical to their mission success. We deliver creative and practical communication plans, along with all the tools for implementation.

**Rack-Wildner & Reese Inc.  
DBA Akoya**

**Women-Owned Small Business (WOSB)**  
WBENC and WIPP certified

**CAGE CODE:** o8mx1

**Unique Entity ID:**  
U3M3JLGJLQ63

**NAICS:** 512110, 541430, 541511, 541519, 541610, 541611, 541613, 541618, 541690, 541720, 541810, 541820, 54185, 541910, 561920

**GSA:** PSS GS-00F-162CA

**PA:** #4400014970

2325 East Carson Street  
Pittsburgh, PA 15203

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

Genna Cavanaugh  
President  
412-352-0359  
[genna@akoyaonline.com](mailto:genna@akoyaonline.com)

## Capabilities

### Strategic Communications

Marketing communications  
Corporate communications  
Culture change and motivation

### Stakeholder Engagement

Events and education  
Program support  
Peer-to-peer networking and best practices

### Planning

Communication planning  
Facilitation of strategic and program planning

## Sectors

Energy efficiency and renewable energy  
Technology  
Oil and natural gas  
Health care quality improvement  
Health communications  
Organ donation education  
Homeland security  
Cybersecurity  
Federal procurement

## Tools & Skill Sets

Program management  
Technical writing and editing (plain language)  
Graphic design  
Event design, planning, and support  
Video direction and production  
Web strategy and content  
Media relations and training  
Social media  
Presentations and webinars  
Speech writing  
Print collateral

## Clients

### Federal Government

National Aeronautics and Space Administration  
National Energy Technology Laboratory  
Oak Ridge National Laboratory  
Pacific Northwest National Laboratory  
U.S. Department of Agriculture  
U.S. Department of Commerce (NIST)  
U.S. Department of Defense (DHA, Air Force)  
U.S. Department of Education  
U.S. Department of Energy (Lighting R&D, EERE)  
U.S. Department of Health and Human Services (CDC, CMS, HRSA)  
U.S. Department of Homeland Security  
U.S. Department of Transportation  
U.S. Department of Veterans Affairs  
U.S. Environmental Protection Agency

Blackburn Center  
Carnegie Mellon University  
DC Cancer Consortium  
Greater Pittsburgh Food Bank  
Groundwater Protection Council  
Jefferson Regional Foundation  
The Midwife Center  
National Petroleum Council  
Women's Law Project

### Commercial

ABB  
Alcoa Research Center  
Development Dimensions International, Inc.  
FHLBank Pittsburgh  
Kraft Heinz Company  
MAYA-Viz (acquired by General Dynamics)  
PPG Industries, Inc.  
Tyson Foods, Inc.  
Westinghouse

### Not-for-Profit

American Petroleum Institute  
Area Agency on Aging (Pittsburgh)

**a little grit and the right chemistry**