

CRISIS RESPONSE

D.C. "What are you doing here?" he asked. I smiled and replied. "The same thing you are." He walked into the crowded auditorium and took a seat next to Dr. Selikoff, who turned to me and waved. It was starting all over again.



Matthew M. Swetonic is currently senior vice-president and director of environmental operations at the E. Bruce Harrison Company. Before joining EBH in 1991, he was vice-president and director of Hill and Knowlton's Division of Scientific, Technical, and Environmental Affairs (STEA), a position he held since 1986. While at Hill and Knowlton, Mr. Swetonic handled crisis communications and environmental health problems for clients in the chemical, mining, plastics, food, and cosmetics industries. After graduating from Columbia University's Graduate School of Journalism, he joined the public relations staff of the Johns-Manville Corporation. He was named director of environmental affairs in 1971. In 1972, he became the first full-time executive director of the Asbestos Information Association/North America, a trade association dealing with health and environmental problems in the industry.

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