

CLIENT NEWS BRIEFS

SOUTH FLORIDA

396 Alhambra has received LEED Gold pre-certification, a unique environmental distinction shared by only a few projects in South Florida. The new Class A office tower in Coral Gables will be energy efficient, employ water efficiency practices and engage in responsible waste management practices, among other green features.

Best Lawyers, the country's original and most well-respected lawyer-rating directory, recently honored the extraordinary accomplishments of **Bowman Brown** of Shutts & Bowen, **Ted Babbitt** of Babbitt Johnson Osborne & Le Clairche and **Aaron Podhurst** and **Robert Josefsburg** of Podhurst Orseck with more than 20 years in the directory.

Prominent Florida attorney **Thomas K. Equels** recently captured both Pleasure and Performance Championships at the Ocala Classic on his three-and-a-half-year-old black Paso Fino stallion, Attila, who was bred and foaled at Equels' farm, Mystic Oaks in Ocala, Fla. They won all of the required preliminary schooling classes for the younger horses and then went on to defeat the winners from other classes and age divisions in the championships.

SOUTHWEST FLORIDA

Hungarian sculptor Marton Váró presented the first finished block of marble for the Annunciation bas relief sculpture at **Ave Maria** last month. Nearly 8-foot tall and weighing approximately 12 tons, the Carrara marble block depicts the head, face and shoulders of the Blessed Virgin. The finished sculpture, which will be placed on the western facade of the Ave Maria Oratory, will be 35-feet tall, weigh more than 50 tons and will take Váró approximately two years to create.

Gulfshore Insurance has implemented "Beyond Insurance," a 4-step process that helps identify, understand, implement and monitor risk management strategies for clients. Gulfshore's advisors can then better tailor protection to fit a company's unique needs, and underwriters are able to reduce rates based on risk management improvement.

CENTRAL FLORIDA

Orlando Fashion Square - Committed to the Community: To promote an ongoing series of cultural and civic events, a YouTube and Video Letter to the Editor was created to solidify the mall's evolution in the changing economic market. To view the video, go to <http://tinyurl.com/c4bl7c>.

Wragg & Casas Launches "Precision Packages"

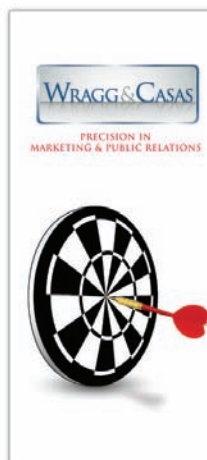
Precision Marketing & Public Relations packages are Wragg & Casas' cost-efficient, individualized approach to delivering strategic business communications services. We have the right solution for your business.

Social Media

An optimized online program that covers Web sites, social media, blogs, networking and video/photo sharing.

Publicity/Media Relations

The proper exposure through



strong messaging to news reporters and other target audiences.

Branding & Corporate Identity

Creative branding and corporate identity packages utilizing print, Web and other promotional venues.

Presentation & Media Training

A media training program for effective presentations, networking, media interviews or sales pitches.

Call us to find out more or visit www.wraggcasas.com/news/WC-Precision-Mktg-PR.pdf

Marlins Come Home to Miami

The two-time World Series champion Florida Marlins have won approval for a new ballpark to be built in Miami.

Since winning the World Series in 1997, the Marlins have sought a baseball-specific facility. Wragg & Casas executed a community outreach and social media campaign to help generate and grow support for the project. This included the creation of www.MarlinsNewBallpark.com. In March, both the Miami-Dade County Commission and the Miami City Commission approved the project, paving the way for construction to begin this summer.

The future home of the Marlins will be a first-class baseball stadium constructed on the historic Orange Bowl site. The 37,000-seat ballpark will have a retractable roof and natural grass playing field. The team will change its name to the Miami Marlins prior



to the completion of the new Miami Marlins ballpark in 2012.

Everest University Expands Offerings

Everest University has been in growth mode. In May, the Tampa campus will welcome a \$2 million expansion, which adds to the portfolio of schools offering trades training for electrical and heating/air-conditioning (HVAC) repairs. The first graduates from the Orange Park trades pilot program graduated April 26. Other accomplishments for Everest include the first-ever nursing class that graduated from the Brandon campus and the addition of a

bachelor's degree in nursing at that campus. Besides growing on the ground, Everest has also seen tremendous growth with its online division, Everest University Online, which offers students a convenient option to continue higher education. Wragg & Casas assisted Everest with its growth by placing local and national media stories in trade publications, as well as garnering nearly 30 minutes on national Hispanic broadcasting network HITN.



Lawns Make Our World Greener

When the lawn industry became the center of “water wars” in communities across the state, the Florida Sod Growers Cooperative decided to take action. The association retained Wragg & Casas to execute an integrated community outreach and media relations campaign.

The goal: Combat the notion emerging in local water-use debates that “turf is bad” by delivering the facts about the proven eco-

benefits of grass along with strategies for using less water for a healthy lawn.

The result: Lawns Make Our World Greener, an initiative that included publication of an educational brochure, guest columns by the Florida Sod Growers in Central and West Florida newspapers, the spring launch of an Internet site and a radio campaign. At the new www.floridalawn.com, homeowners learn that when it comes to a Florida lawn — green is more than just a color.



Defective Chinese Drywall Lawsuit Filed

Attorneys with Podhurst Orseck, Higer Lichter Givner, and The Blumstein Law Firm have filed a federal class action on behalf of Florida homeowners against the foreign manufacturer of defective Chinese drywall, Knauf Plasterboard Tianjin Co. Ltd., and the foreign company that distributed it in the United

States, Rothchilt Int'l., LTD. Wragg & Casas used a variety of communications tactics to reach affected homeowners, including creating an informational Web site in both English and Spanish, as well as establishing a presence on popular social networking sites such as Facebook and YouTube.



www.chinesedrywalllawsuits.com

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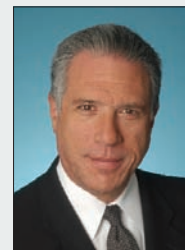
Wragg & Casas has launched a Facebook page, where we are sharing information about our company, exciting client news and keeping you up-to-date on the latest trends in the social media movement.

Current highlights include photo galleries of our team at work, at play and in the community.



To check it out, visit <http://www.facebook.com/pages/Miami-FL/Wragg-Casas-Public-Relations/22433179990>. Feel free to click on the link in the upper left corner of the page and become a fan.

Staff News



Principal Ray Casas rejoined the Camillus House board and has been named Chair of the Governmental Relations Committee. He earlier served two terms. The Camillus House's mission is to end chronic homelessness by offering a full continuum of services that includes food, shelter, housing, rehabilitative treatment, and health care.



Charles Jones, Vice President of Client Services, has been named President-Elect of the Brickell Area Association, which is devoted to the continued enhancement of the quality of life and economic development of the Brickell area in downtown Miami. It represents office, retail and residential developments in one of the most prestigious communities in the country.

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