

NEWS BRIEFS

Parsons-Odebrecht, Joint Venture Honored

Parsons-Odebrecht, Joint Venture (POJV), managers-at-risk for the South Terminal Expansion at the Miami International Airport, were recently praised by the Miami-Dade County Board of Commissioners for their efforts to promote diversity and the success of local small businesses.

Wragg & Casas Sponsors Monthly Legal Marketing Association Meeting

On March 31, 2005 Wragg & Casas sponsored and hosted the Legal Marketing Association luncheon held at Dolphin Stadium as part of the Miami City Group Series.

We guide our law firm clients on business-to-business publicity and sponsoring such an event is a natural fit.

The keynote speaker, Joyce Smiley of JKS & Company LLC, addressed this month's topic "client interviews: Learn how interview findings can be leveraged into a variety of strategically valuable tools." The presentation addressed how a strategic client interview program is a cost-effective way to strengthen client loyalty and develop new business opportunity.

National Media Survey

A recent survey of influencers around the nation confirmed that traditional media – magazines, television, newspapers – still play a key role in generating word of mouth.

According to the survey, more than half of Americans say that something they read in a magazine or saw on television influenced or contributed to their recommending a product in the past year.

The Survey also revealed that email, which within the internet is considered as the venue for buzz marketing, is further down the list at 18 percent.

Wragg & Casas partners with RoperReports in a broad array of public opinion research. Call for further details.

Good Things Come In Threes

Three long-time staff members at Wragg & Casas Public Relations have been promoted to the firm's Senior Management Team. They are Christina Denis, named Vice President of Client Services, Jeanmarie Ferrara, named Vice President of Public Affairs, and Charles Jones, promoted to Director of Client Services.

Christina Denis has a broad background in strategic public relations planning and marketing. She develops and implements integrated communications programs for corporate clients and supervises crisis and issues management, reputation management and litigation support.

Prior to joining Wragg & Casas, Denis was vice president of Citigate Dewe Rogerson, a worldwide public relations and marketing firm. She was director of public affairs in Miami, where she managed government relations, issues management, community relations and



Christina Denis
Vice President of
Client Services

Jeanmarie Ferrara
Vice President of
Public Affairs

Charles Jones
Director of
Client Services

media relations. Denis also worked for a number of years for international management consulting firms in Washington, D.C.

Jeanmarie Ferrara, a member of the Florida Bar who joined the firm after several years as a litigation attorney in Miami, works with clients who have specialized interests in government relations and public affairs. Ferrara joined the firm in 1996 and coordinates public relations and public affairs strategies, event planning, media relations and legislative monitoring.

continued on page 2

Boca Developers Names Elizabeth Cross Director of Marketing

Boca Developers, the largest privately owned builder of luxury condominiums in Florida, has appointed Elizabeth Cross as Director of Marketing as part of its ambitious plan to manage for continued rapid growth.

"Elizabeth comes to us with an extensive marketing background, as well as strong managerial experience and ties to the business community," said Jim Cohen, vice president of Boca Developers. "Her thorough knowledge of marketing strategies, branding and advertising will be a great asset to the company. We're excited to have her on board."

Cross, a graduate of Florida International University, will oversee all aspects of Boca



continued on page 2

Southwest Office Helps Host Recent Pinnacle Worldwide Event

In February, the Southwest Florida office of Wragg & Casas headed by Heather Mikes, helped host member firms of Pinnacle Worldwide, a global network of more than 1,100 public relations professionals in more than 60 countries.

The annual winter meeting held at the Naples Beach Hotel & Golf Club, proved enriching and provoked interesting debates and discussions on agency related issues.

Participants also enjoyed some of Naples' famed sites including a reception at the Weatherburn Gallery and dinners at Campiello's, the Ridgeway Bar & Grill and Verginas on Fifth Avenue.

Pinnacle offices represent the top-tier independent agencies in their markets and clients receive the best public relations services to support local, regional, and global opportunities.

Southern Gardens Citrus Launches Integrated Marketing Campaign

When Southern Gardens Citrus, a long time client of the firm, launched its packaging line, the Company needed a marketing plan to introduce its new capabilities to the citrus industry, its customers, the community, and members of the media. Southwest Florida manager Heather Mikes and art director Audrey Rohlehr teamed-up to design a comprehensive campaign including an event launch, invitations, promotional giveaways, handouts, advertising, sales materials and a redesigned web site.

Southern Gardens is one of the nation's largest orange growers and juice processors.

With the addition of the packaging line, the Company completed the process, "From Our Grove To Your Shelf". The event theme, "Southern Gardens is making quite a splash!", celebrated a new era of vertical integration.

The advertising and sales materials created based on this concept include a box, produced to resemble an old-fashioned fruit crate containing oranges from the Company's grove, a cup with the Company's logo and an image of oranges embedded in its bottom, and a "splash" of orange juice. The materials have been well received by potential customers and trade show attendees.



Growing Our Resources

We are pleased to announce that in March we added three staff members to our team of professionals.

Marilu Del Toro has joined the Miami office as an account executive and will focus on public relations programs and media relations for professional services firms in both English and Spanish.

Anthony Calzadilla has joined the firm as assistant art director in our Graphics Department. Anthony brings an added dimension to our web design capabilities.

Kristi Mitchell has joined the Central Florida division of Wragg & Casas as an account executive. Kristi, who had been working as a project editor with Harcourt

School Publishers, brings to the firm a diverse background in public relations.

Good Things
continued from page 1

Veteran television news reporter Charles Jones, named the "2004 Up & Comer in Public Relations" by The South Florida Business Journal, focuses on media relations, media/presentation training, crisis communications, reputation management and marketing/publicity for professional services firms. The National Conference of Black Mayors regularly invites Jones to lead media training sessions at the organization's annual leadership institute.

KEEPING FIT

Running for the Homeless

The Wragg & Casas team, together with Community Partnership for Homeless and PR Racing, worked tirelessly in preparing and promoting the first annual Great Florida Bank Tropical 5K, a race benefiting Community Partnership for Homeless – the firm's charity partner.

On Saturday, January 29, 2005 at 7 a.m. more than 2000 runners and walkers including Emilio Estefan, Jon Secada, and Shalim gathered outside of the Miami Children's Museum for the start of the race, which was an official event of the Toyota Prius Miami Tropical Marathon. Famed artist Romero Britto designed the logo and artwork for the race and was also the official 5K-race starter. Race participants received a commemorative medal to mark the occasion.

The race help raised an estimated \$150,000 for Community Partnership for Homeless and the Wragg & Casas team won 2nd place in "Small Fittest Company" category. Congratulations!

Corporate Run

On May 5, Wragg & Casas will once again participate in the annual Corporate Run through the streets of downtown Miami.

Boca Developers
continued from page 1

Developer's corporate marketing, as well as the marketing strategy for all nine of their active residential projects.

Prior to her position at Boca Developers, Cross was executive vice president at Green Dot Marketing and Advertising, where she was responsible for a full range of marketing services, as well as all business development functions. Cross also served as vice president of Marketing and Communication for the Miami-Dade County Beacon Council where she oversaw all strategic marketing, communication, and public relations initiatives in addition to implementing a comprehensive marketing program to brand Miami globally.