

NEWS BRIEFS

The Law Firm of **Akerman Senterfitt** recently received the Thomas L. Sager Award for diversity given by Minority Corporate Council Association. Earlier this year, Multicultural Law Magazine also named the firm the "Top Law Firm for Hispanic Americans."

Wragg & Casas Director of Client Services, Charles Jones, was named to the Board of Directors of the Brickell Area Business Association. Jones will serve a three-year term on the board.

On the Road with Wragg & Casas

Fort Myers: Vice President Christina Kolbjornsen Denis was the March luncheon keynote speaker at the Florida Public Relations Society Association Southwest Florida chapter. She spoke on the topic of cutting through cluttered communication channels with the use of word-of-mouth (WOM) marketing. Attendees learned about the art and science of amplifying customer enthusiasm, and tips on implementing a WOM campaign.

Tallahassee: Managing Director, Client Development, Heather Mikes, attended the Association of Florida Community Developers meeting in Tallahassee on February 10. Some of the largest land owners in the state gathered to discuss growth, environment and legislation issues.

Panama City: Principal Otis Wragg attended the Council of Sustainable Florida Board of Directors meeting in Panama City and discussed pressing issues related to growth management in Florida.

Survey of Influentials Shows: "Influence Begins with Listening"

A recent survey of influentials revealed that listening is the most important quality in creating influence. More than two in three Americans said that being a good listener is crucial in making someone influential to them, more so than strong opinions, social status, knowledge or experience.

Research suggests that consumers do not want to be talked at, but rather be talked with and heard. Marketers should use advocates who are "people persons" and have strong social skills. This, in turn, will lead consumers to place more trust and value on the advocate's opinions.

Social skills are vital to how word-of-mouth (WOM) marketing occurs. When asked how their recent recommendations took place, over half of surveyed Americans said "they came up naturally in conversation."

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

Wragg & Casas Helps Honor Victims, Organizes Successful Anniversary Campaign

In 1996, two civilian aircraft belonging to a Miami-based organization Brothers to the Rescue were shot down. For the 10th anniversary, Wragg & Casas was retained by the families of the victims and planned a series of events to honor the victims and raise awareness about the incident.

On February 24, 1996, the Cuban Air Force shot and destroyed two small, unarmed airplanes in international airspace, killing the four men onboard: Armando Alejandro, Carlos Costa, Mario de la Peña, and Pablo Morales. The planes had been flying in the Florida Straits on a humanitarian mission in search of Cuban rafters.

The victims' families approached Wragg & Casas to carry out a weekend of activities consisting primarily of three events: a panel discussion, the screening of a documentary, and a commemorative mass in honor of the victims. A publicity campaign was needed to draw the public to each event and raise awareness of the families' desire to obtain the indictments of the Cuban officials responsible for the shoot down.

In two-and-a-half months, Wragg & Casas created collateral materials for the three events, coordinated the mailing of more than 2,000 invitations, designed a memorial website in English and Spanish, recruited speakers and planned the panel, and secured interviews in radio, broadcast and print in English-language and Hispanic media. The result was hours of public service programming on both television and radio, dozens of TV news stories and a week of intensive publicity, front-page headlines of all major dailies in South Florida, and massive turnout at all the events.

With Wragg & Casas' counsel and the implementation of a coordinated public relations campaign, the victims' families were able to meet their goal of informing the community of their ten-year struggle to obtain justice and honor the loved ones who made the ultimate sacrifice.

The Wragg & Casas team consisted of Principal Ray Casas, Vice President Christina Kolbjornsen Denis, Account Executive Marilu Del Toro, Art Director Audrey Rohlehr and Assistant Art Director Anthony Calzadilla.



Cochran Firm Boosts its South Florida Presence

Wragg & Casas client, The Cochran Firm, founded by famed attorney Johnnie L. Cochran, Jr. and one of America's top plaintiff law firms, expanded its South Florida presence by merging its Miami office with the high-profile law firm Leeds Colby. The offices are still known as The Cochran Firm-Miami and focus on personal injury, medical malpractice, vehicular accidents, product and premises liability, nursing home negligence, mass torts, and environmental and maritime litigation.

"Since it's opening in October 2004, the Miami office has been a tremendous success," said James S. Robertson, managing attorney of the Miami Office. "With the addition of the Leeds Colby attorneys, we will be able to serve a greater number of clients. The merger obviously reflects not only our growth and success, but also the growth and success of the Cochran Firm nationwide."

Robertson expects the Miami office to double in size within the next year.

Central Florida Office Names Managing Director

Brian Martin has joined our Central Florida office as managing director. He is responsible for new business development as well as managing the day-to-day activities of the office.



Brian Martin

The former media relations manager and spokesperson for the Central Florida Regional Transportation Authority (LYNX), Martin brings an extensive background in television as well as public relations. He worked for the NBC affiliate, WESH, for more than eight years before transitioning into marketing and public relations. At LYNX he was responsible for all aspects of media, public relations and event planning.

Corporate Identity Plays Key Role in Branding

Just like each individual, every organization and company has its own identity. A company's corporate identity represents its persona and illustrates the objectives and expectations associated with it. Logos play an important role

in branding that carries the company's personality and image into the perception of consumers.

Here are some recent examples created by our graphics department:



Wragg & Casas Named "Best Workplace for CommutersSM"

Wragg & Casas has earned a spot on the first-ever South Florida Best Workplaces for CommutersSM list as recognition for its progressive employer-provided commuter benefits program.

The Best Workplaces for Commuters is a national, public/private sector, voluntary partnership between the United States Environmental Protection Agency and employers who provide employee commuter benefits programs that achieve the National Standard of Excellence.

The South Florida regional BWC program recognizes South Florida organizations throughout Miami-Dade, Broward and Palm Beach Counties who enhance the quality of life by reducing traffic congestion, gas usage, air pollution, stress, taxes, and other transportation costs.

Nancy Reese, Wragg & Casas' commuter benefits coordinator, has worked with South Florida Commuter Services, the regional FDOT commuter agency, and the U.S. EPA, to provide a detailed analysis of the company's commuter benefits program, and secure a spot for the company on the BWC list.



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GIVING BACK

American Business Women's Association, Neopolitan Chapter: We are proud to be this year's pro-bono



sponsors of ABWA Women in History luncheon in Naples. We designed this year's graphics for the event including the logo, invitations, luncheon program, advertising and event publicity.

Community Partnership for Homeless:

This year's Tropical 5K Run for the Homeless was a huge success! Wragg & Casas along with Community Partnership for Homeless and PR Racing, worked tirelessly in preparing and promoting the second annual Blue Cross Blue Shield Tropical 5K. More than 2,000 runners and walkers including local celebrities joined the "run for the homeless" to increase awareness of homelessness in Miami-Dade County. The race helped raise thousands of dollars for Community Partnership for Homeless.

Corporate Run:

On May 11, we once again participated in the annual corporate run through the streets of downtown Miami. Assistant Art Director Anthony Calzadilla had the fastest run time among Wragg & Casas Public Relations runners for the second year in a row. He completed the 3.1-mile course in 30:32. The annual corporate run benefited the Leukemia & Lymphoma Society.



Anthony Calzadilla

