

NEWS BRIEFS

Janis L. Nordstrom Joins Akerman Senterfitt

Janis L. Nordstrom, an accomplished legal marketing professional, has joined Wragg & Casas client Akerman Senterfitt as chief marketing officer. Nordstrom will supervise the firm's statewide, national and international business development strategies and oversee the firm's Marketing Department.

On the Road with Wragg & Casas

Phoenix: Principals Otis Wragg, Ray Casas and Joanna Wragg attended the annual Pinnacle Worldwide spring meeting in Phoenix, AZ. While in Phoenix, Casas also attended the May Counselors Academy meeting.

Atlanta: Wragg & Casas co-sponsored the Law Firm Managing Partners' Forum in Atlanta, GA June 6-7.

Amsterdam: Partners Otis and Joanna Wragg will represent the firm at the Pinnacle Worldwide International meeting in Amsterdam, June 23 - 26.

Survey of Influentials Shows: Patriotism is "in"

A recent survey of influentials revealed that patriotism is "in." 81 percent of Americans say so versus 14 percent that say it is "out." The gap is the widest since 1991, after the Persian Gulf war.

Among the groups registering the largest change in thinking is African-Americans. The survey also showed that religiosity seems to have little bearing on views of patriotism.

Advertisers should not go overboard in their use of national symbols as a result of this increase in perceived patriotism. A well-placed bald eagle, however, can stir positive feelings. Opportunities exist to tap into the current mood tactfully.

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

WE'RE NUMBER ONE

Largest Independent Public Relations Firm in Florida

Wragg & Casas Public Relations has been ranked as the top Florida Public Relations firm by PR O'Dwyer's, the industry's key trade publication. The agency ranked 69th among the nation's Top 100 independent agencies according to O'Dwyer's 2004 ranking. The annual list bases its rankings on net fee income. Wragg & Casas Public Relations led all Florida-based firms with a net fee income of \$2.73 million in 2004.

Otis Wragg, the firm's co-founder, attributes the firm's success to the strength of its client base, long-term client relationships

and expertise of its staff.

Founded in 1991, Wragg & Casas Public Relations is a full-service public relations firm that counsels clients in media relations, issues management, business-to-business marketing communications, crisis communications and corporate and financial relations. The firm is also an equity partner of Pinnacle Worldwide, a global coalition of independent public relations companies.

In other news, we recently acquired our headquarters office space on Brickell Avenue as our office building joined the condo-conversion world.



U.S. Sugar Corporation Names New President and CEO

Robert H. Buker, Jr., will become President and CEO of United States Sugar Corporation upon the pending retirement of Robert A. Dolson. Buker is currently executive vice president, responsible for all sugar operations. U.S. Sugar Corp. is Wragg and Casas' longest standing client.

"Bob Buker has the complete support of both the Board and the entire management team leading the Company," said Chairman of the Board William S. White. "This is a clear signal from the Board of Directors that we have strong senior leadership on the management team and that we want to maintain that strength in the future."



Orlando Office Spreads Its Wings

Suzanne Beranek, APR, has joined the firm's Central Florida office as managing director. Beranek will also supervise our planned expansion of the Central Florida office. Beranek, former director of communications at Rollins College, replaces Sara Brady, who has gone in-house at Bright House Networks.

In anticipation of our growth in the marketplace, we moved our office to a new location in downtown Orlando. We now occupy suite 1400 at 20 N. Orange Avenue, also known as the Wachovia Bank Building.

We'll have more on Suzanne in our next issue.



Suzanne Beranek, APR
Managing Director
Central Florida

Graphics Department Wins Two International Awards

Our Graphics department received two awards for its outstanding graphic design. Art director Audrey Rohlehr was recognized for her work on "We're Making Quite a Splash," a marketing campaign promoting the new Southern Gardens Citrus orange juice line. She received the 2005 Summit Creative Awards bronze distinction for the design of this multi-media, business-to-business campaign in support of the company's vertical integration. The Communicator Awards also honored her with the Award of Distinction for her design in print media to promote the new line.



Audrey Rohlehr
Art Director

The Communicator Awards and Summit Creative Awards are international awards competitions that recognize exceptional design talent in the communications field. Industry professionals judge entries and choose winners who meet the highest industry standards. More than 5,000 entries were submitted for the print media competition of the 2005 Communicator Awards and approximately 3000 entries were submitted for the Summit Creative Awards.

Audrey Rohlehr has been the art director at Wragg & Casas since 1999.

Naples/Fort Myers Office Welcomes New Client

Wragg & Casas has a new client in Southwest Florida. The Chiodo Companies, LLC, is a diversified family of global service corporations with interests in real estate, retail, wholesale, concierge services, holistic health, and environmental health and safety. The firm has been tasked with image development for several of the Company's subsidiaries including Infinite Services - The Concierge Company, Clean Air Inspections and Excalibur DVD. The firm's award-winning graphics department and account team are providing a broad range of

client services such as branding, marketing and advertising, web site design and media relations.

Below are samples of our work with them to date.





THE CONCIERGE COMPANY

*World Class Service
is just a phone call away.*



Staff News

Maria Galdo has joined our Miami office as account executive. Her Spanish language skills will help the firm and its clients develop rele-



vant media communications and establish strong relationships with the Hispanic community.

Galdo holds a Master of Science degree in Integrated Marketing Communications from Northwestern University and a Bachelor of Arts degree from Catholic University in Caracas, Venezuela.

Production coordinator Daniel Marin recently graduated with a bachelor's degree in Advertising from Florida International University School of Journalism and Mass Communications.



GIVING BACK

Corporate Run: Assistant art director Anthony Calzadilla, won first place among Wragg & Casas Public Relations runners at this year's corporate run. He completed the 3.1-mile course in 31:30 minutes. AE Diana Sierra followed at 32:04, and placing third was VP Christina Denis at 32:08. The annual corporate run benefited the Leukemia & Lymphoma Society.



HELP, Inc: We assisted in organizing and publicizing the HIV Education and Law Project's (HELP, Inc.), 9th annual "A Night of Hope" fundraiser celebration at the art gallery Britto Central, in Miami Beach. HELP, Inc. is a not-for-profit law firm that provides legal assistance to individuals and families suffering from or affected by AIDS and HIV. Charles Jones, director of client services, serves on its board of directors.

Relay for Life: Wragg & Casas participated in this year's Relay in Paradise, benefiting the American Cancer Society. Naples is ranked number one in the State of Florida in terms of money raised.