

## NEWS BRIEFS

### Mikki Canton Honored

Attorney Mikki Canton, managing partner in the Miami office of Gunster, Yoakley & Stewart, was honored at the first annual Phenomenal Woman Awards hosted by *Mujer* ("Woman") magazine on June 29 to recognize the contributions of exceptional women in their respective professions.

### On the Road with Wragg & Casas

**St. Louis:** Vice President Christina Denis attended a two-day Pinnacle Worldwide strategy workshop to develop and launch the Pinnacle Word of Mouth practice. Recognizing that marketers need to integrate word-of-mouth to increase the efficiency of traditional marketing, the Pinnacle WOM Practice Group will help clients cut through a media-saturated marketplace by leveraging their most loyal customers and influencers to extend the brand, as well as to reach and communicate with new customers and prospects.

**Chicago:** Principal Ray Casas and Vice President Christina Denis represented the firm at the Pinnacle Worldwide International meeting in Chicago, Sept. 23-24.

**Miami Beach:** The Public Relations Society of America 2005 International conference will be held in our magic city October 22-25. PRSA Miami board member Christina Denis is a member of the conference's host committee and will coordinate local media relations efforts.

**Naples/Ft. Myers:** Our Southwest Florida office will host an Open House on Wednesday, November 2nd, at 5:30 pm. Please call 239-444-1724 for more details.

### Survey of Influentials Shows: "Plain American Fare Favored"

A recent survey of influentials revealed that traditional American fare has improved its position slightly relative to its hardest charging rival, Chinese.

Sixty-seven percent of Americans say they "really enjoy" plain American cooking, reflecting an increase of two percentage points over last year. This may reflect Americans' need for comfort food in the post 9/11 world.

Chinese food popularity however has taken a hit for the first time, in all regions of the county. Italian cuisine now places in second place, and along with plain American is the most consistently popular across regions.

Asian fare alternatives continue to climb: 17 percent of Americans really enjoy Thai food and 21 percent really enjoy Japanese cooking.

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

## Wragg Named President of Council for Sustainable Florida

Otis Wragg has been elected president of the Council for Sustainable Florida. Wragg is a founding principal of Wragg & Casas Public Relations. He has been a long time member of the board of directors of the Council.

The Council is a statewide non-profit organization whose mission is to promote the sustainability of Florida's economy and environment through practices that link economic development, environmental stewardship, social equality and healthy, livable communities. The Council was established in 1990 by the Florida Legislature and is a program of the Collins Center for Public Policy.

One of the Council's signature programs is the annual Sustainable Florida Best Practices Awards, which documents outstanding leadership in sustainability through management, technical and scientific innovations and collaborative partnerships. The awards, announced

each spring in Tallahassee, recognize both individuals and organizations, and culminate in recognition by the Governor and Cabinet. In addition, each year the Council conducts educational programs around the state highlighting businesses and other organizations that engage in sustainable practices.

The Collins Center, named for former Florida Governor LeRoy Collins, is an independent, non-partisan organization committed to promoting creative solutions to major private and public issues facing the people of Florida and the nation through thought and action.

Wragg, a former journalist and managing editor of *The Miami News*, co-founded Wragg & Casas Public Relations in 1991. The firm has grown to become the largest independent public relations firm in Florida. It specializes in issues management, marketing communications and public relations activities for a broad array of corporate clients.



Otis Wragg  
Principal

## Governor Appoints Gilbert To Children's Trust Board Of Directors

Benjamin F. Gilbert, Jr., vice president of Montenay Power Corp., the operator of the Miami-Dade County Resources Recovery Facility, was recently appointed by Governor Bush to the 33-member board of The Children's Trust. The Children's Trust is a dedicated source of revenue created by voter referendum in 2002 to improve the lives of children and families in Miami-Dade County by making strategic investments in their future. Montenay Power has been a client of Wragg & Casas for more than 10 years.

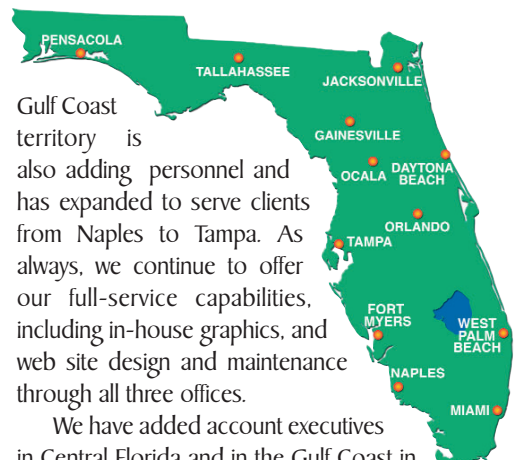
"As a lifelong Miami resident and father of four, I am extremely honored and excited to begin working with an organization that does such tremendous work for children and families," said Gilbert, whose dedication to children's issues includes serving as Vice-Chairman of the Board of Directors for the South Florida After-School All-Stars, which provides comprehensive out-of-school programs. "I would like to leverage my professional relationships with local and state public and private entities to enhance my contributions to The Children's Trust and allow me to focus my efforts on a larger, common goal for our community."



## Growth Projected in Central and Southwest Regions

Wragg & Casas continues to grow, welcoming new clients throughout Florida and planning for continued expansion.

We are launching a business plan for aggressive growth in North and Central Florida and expect to double our resources over the next year in order to better serve our current and incoming clients. Our depth and reach in servicing clients statewide will continue to grow as we focus more of our resources on expanding from current operations to also include Jacksonville and other areas. Our



Gulf Coast territory is also adding personnel and has expanded to serve clients from Naples to Tampa. As always, we continue to offer our full-service capabilities, including in-house graphics, and web site design and maintenance through all three offices.

We have added account executives in Central Florida and in the Gulf Coast in support of targeted growth opportunities in real estate, community development and land management interests, as well as professional services and business-to-

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## Vice President Jeanmarie Ferrara Receives Up & Comers Award

The South Florida Business Journal recognized the staff at Wragg & Casas Public Relations for its excellence in business and community leadership for the second year in a row as it presented its Up & Comers Award in public relations to Vice President of Public Affairs Jeanmarie Ferrara.

The Business Journal sponsors the Up & Comers Awards annually to recognize leading business professionals under the age of 40 in Miami-Dade, Broward and Palm Beach counties. Charles Jones, director of



Jeanmarie Ferrara  
Vice President

client services for Wragg & Casas, received the award in 2004.

A member of The Florida Bar, Ferrara joined Wragg & Casas in 1996 as an account executive after three years of general litigation practice in Miami.

Currently, she heads the firm's public affairs department and works with a variety of clients with issues management challenges.

Ferrara was also named chair-elect of the Greater Miami Chamber of Commerce Leadership Miami committee.

## "War Games" Drill Abroad

*NEWS FLASH! Our client's cruise ship has just collided with an oil tanker off the coast of Spain! CNN is airing live footage of passengers jumping overboard and oil spreading from the scene! And the reporters are on the phone!*

It was a stimulating drill in international crisis communications that took place at the Amsterdam meeting of Pinnacle Worldwide in June. Wragg & Casas teamed with Paniagua Consultores of Madrid and Connective public relations of Athens to represent the mock Greek-owned cruise line.

The team of Otis Wragg, Joanna Wragg, Pablo Paniagua, Alexandra Tapiero Gutierrez and Syntakas Sokrates worked feverishly to separate fact from media speculation in order

to prepare emergency press statements, and then fielded questions from hostile reporters (portrayed by staff from Bijl Partners in PR from Holland). In all, Pinnacle Partners from 15 nations participated in the exercise designed to sharpen their skills and refine their techniques for international cooperation.

Pinnacle Worldwide is an international public relations group with offices in Europe, Asia, North America, South America and Australia.

## Staff News

Samantha Scott has joined the firm as an account coordinator in the Naples/Fort Myers office where she will serve clients throughout the Southwest Florida region.

Before joining Wragg & Casas, Scott worked with a Fort Myers public relations firm,

where she worked to develop advertising plans, write copy and assist in the coordination of special events.



## Growth Projected in Central and Southwest Regions

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business communications.

In addition, we are exploring expansion by acquisition of smaller agencies that are interested in providing their existing clients with access to the resources of Florida's

largest independently owned public relations firm. For more information or to provide leads, please contact Suzanne Beranek [sberanek@wraggcasas.com](mailto:sberanek@wraggcasas.com) in Central Florida or Heather Mikes [hmikes@wraggcasas.com](mailto:hmikes@wraggcasas.com) in the Gulf Coast region.

## GIVING BACK

**Barry University:** Earlier this year, director of client services, Charles Jones, discussed crisis communications with a class of approximately 20 students majoring in public relations at Barry University, Department of Communication.

**FAVACA:** We are pleased to support the efforts of The Florida Association for Volunteer Action in the Caribbean and the Americas (FAVACA) and recently offered pro-bono public relations services to the organization. Vice President Christina Denis heads the account. She has been a FAVACA fan for the last three years. She has worked in Washington DC as an international trade and public affairs specialist and understands FAVACA's development world.

**NCH Health Care System:** Wragg & Casas proudly supports the 2005 NCH Ball, which will raise money for the new Outpatient Rehabilitation and Cardiac/Pulmonary Rehabilitation Center in Naples. This year's theme, Anniversary Waltz, will celebrate 50 years in the community. Heather Mikes, manager of the Southwest Florida office serves on the planning committee. *Rumor has it that Mikes participated in the Ball's fashion show... more in our next issue.*

**Pelican Sound:** Our Southwest Florida office contributed to Pelican Sound Las Vegas Night Fundraiser for "Our Mother's Home of SWFL" held March 5. This year's event raised more than \$9,000.

**SFBIA:** Wragg & Casas Public Relations again this year sponsored the annual South Florida Black Journalist Association luncheon/fundraising event. Art director Audrey Rohlehr was recognized at the luncheon for designing this year's program book.