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Landis Communications Inc. and PRGN Add Offices in Finland and New York, Elect Aaron Blank as President

Group elects new president and adds two new agencies from Helsinki (Finland) and New York (USA) during bi-annual meeting; Succession and acquisition strategies, digital solutions and services, growth in the Asia-Pacific region and reaching and involving generation Z among larger opportunities discussed by global PR professionals

AMERSFOORT, Netherlands (May 23, 2019) – [Landis Communications Inc.](#) and the [Public Relations Global Network \(PRGN\)](#) announced today the slate of new officers for one of the top five largest networks of independent PR and communications agencies. The appointments were announced during PRGN's recent bi-annual meeting in Amersfoort, the Netherlands. The three-day event, where the group's leadership teams discuss best practices and find new ways to collaborate and develop business partnerships globally, included sessions and presentations on succession and acquisition strategies, agency performance, growth in the Asia-Pacific region, digital solutions and services and reaching and involving Generation Z.



*Aaron Blank,
president/ CEO of
Seattle-based The
Fearey Group,
president of PRGN*

At the Amersfoort meeting, attended by members from 41 agencies, PRGN members elected Aaron Blank, CEO and president of Seattle-based [The Fearey Group](#) as its 27th president to lead the worldwide network of 50 independently owned firms for the next 12 months. C.L. Conroy, president and CEO of The Conroy Martinez Group, assumes the role of immediate past president and chair of the Advisory Board. Other officers named include: President-elect Robert Bauer, managing partner of [accelent communications](#), a leading PR agency in Vienna, Austria, Amanda Hill, principal and CEO of Dallas-based [Three Box Strategic Communications](#) who will serve as Treasurer and Andy See Teong Leng, principal partner and managing director of Kuala Lumpur, Malaysia-based [Perspective Strategies](#) who will serve as Secretary.

“With 54 offices on six continents, PRGN is as strong as ever,” said Blank. “The back-half of 2019 is going to be profound for PR business throughout the globe. I am truly excited that we can offer communications services to clients in practically every corner of the world.”

PRGN ADDS TWO MEMBERS IN EUROPE AND U.S.

At its spring meeting, the global agency network also selected two new agency members and now is comprised of 50 independent, owner operated communications and public relations firms.

New York-based [Southard Communications](#) was selected to represent the group. Established 25 years ago, Southard Communications identifies itself as a strategic marketing and communications partner focused on helping clients build business in a cost-effective and meaningful manner. The agency was founded by Bill Southard, a communications professional with more than 35 years of experience, who has counseled some of the U.S.'s leading Fortune 500 firms.

Also joining the members of PRGN agencies is [hasan communications](#), a communications and public relations agency based in Helsinki, Finland. Led by Managing Director Päivi Holmquist, the agency helps organizations to grow their visibility and brand awareness supporting them with innovative thinking, carefully targeted communications, engaging storytelling and effective marketing.

Founded in 1990 by a group of visionary public relations leaders, PRGN is one of the world's largest international networks of independent public relations and communications agencies with more than \$85 million in revenues and approximately 1,000 professionals throughout the globe.

"LCI has been a proud PRGN member since 2005," said David Landis, president of Landis Communications Inc. "Connecting our clients to select partners throughout the world offers us a competitive advantage in our market. We have close, personal relationships with our 50 independent agency partners that allows us to serve clients however they need."



L to R: C.L. Conroy, president & CEO of The Conroy Martinez Group; Päivi Holmquist, mng. dir. of hasan communications; Bill Southard, founder, CEO of Southard Communications and David Wills, senior VP of Media Profile.



Members of the Public Relations Global Network (PRGN) recently convened in Amersfoort, Netherlands

PRGN partners meet twice a year to share knowledge and develop global business. The next meeting will be held in Puerto Varas, Chile from Oct. 24-26, 2019. Agency members are independent, local, owner-operated public relations, digital marketing and communications firms that share expertise and resources, while providing broad-based comprehensive communications strategies to clients worldwide. Companies or organizations interested in the services of PRGN's local agency network can visit www.prgn.com or contact PRGN's executive director Gábor Jelinek at gabor.jelinek@prgn.com for more information.

Independent agencies interested in joining the network can visit the [member recruitment](#) section of the PRGN website for more information or email its membership chair, David Wills, senior vice president, Media Profile at david.wills@mediaprofile.com.

About Landis Communications, Inc. (LCI)

Celebrating nearly 30 years, LCI is an award-winning, full-service marketing communications, PR, digital and social media agency that offers a unique mix of expertise in corporate, consumer, technology, B2B and nonprofit public relations, marketing communications, digital/social media, content marketing, community relations and crisis communications. Ragan's Ace Awards named LCI America's #1 Small PR Firm and #1 Healthcare PR Firm. LCI also is the San Francisco/Silicon Valley member agency of the [Public Relations Global Network](#) (www.prgn.com), with more than 50 agency affiliates worldwide. For more information, please visit www.landispr.com.

About Public Relations Global Network (PRGN)

Clients across six continents depend on the combined resources of the Public Relations Global Network (PRGN) to deliver targeted public relations and marketing campaigns in regions around the world. With revenues of more than \$85 million (US), PRGN is one of the world's largest international public relations networks. PRGN harnesses the resources of 50 independent public relations firms and approximately 1,000 communications professionals to connect international companies and organizations with individual and culturally diverse markets globally. Visit PRGN online at <https://www.prgn.com/>, on twitter at [@PRGN](#) and on Instagram at [@publicrelationsglobalnetwork](#).

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