



World's Largest Independent Agency Network Chooses SA Executive to Lead New Initiative

(DES MOINES, IA, February 20, 2009) – [Worldcom Public Relations Group](#), the largest international network of independent public relations and counseling firms, has elected Lore McManus Solo, APR, [Strategic America](#) Principal and Vice President, Public Relations to a newly created position on its Board of Directors. In her new role, Solo will chair the Online and Interactive Initiative for the global network.

Solo has been elected by her peers to the Worldcom Board of Directors every year since 2003 for various leadership positions. With this new initiative, member agencies looked to her and the Des Moines-based Strategic America to build an innovative and strategic program to position Worldcom as the most linked-in professional network of its kind as well as integrating the next generation of its leadership.

“Starting this program is an exciting challenge,” says Solo. “My goal is to establish best practices for implementing and measuring social media to benefit a network of leading marketing firms throughout the world. With the ever-changing new media landscape, we intend to develop the right tools for collaboration, visibility, credibility and business referrals. Additionally, we are engaging young leaders who are part of our GenNext program from many of our network’s firms to own various leadership responsibilities in this program.”

Worldcom Public Relations Group is the world’s leading network of independently owned public relations and marketing firms, with some 114 partners in 94 cities worldwide. Established in 1998, it was formed to provide the local advantage for partner’s clients. Worldcom has offices on six continents, more than 1,750 employees and revenue of more than \$189.2 million.

Strategic America (SA) is a Des Moines-based, full-services integrated marketing firm that employs 90 communications professionals. Founded in 1980, SA represents more than 40 diverse national, regional and local clients, focusing on insurance/financial services, business-to-business, and dealer and consumer marketing. Strategic America is also a well-regarded member of the American Association of Advertising Agencies (AAAA), the Public Relations Society of America (PRSA) and the Direct Marketing Association (DMA).

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