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JULIA SIMMS PUBLIC RELATIONS ACQUIRES CASSLE COMMUNICATIONS

-- New Firm to be J. Simms Agency --

Julia Simms Public Relations, an 11-year-old San Diego-based firm, has acquired competing agency Cassle Communications, it was announced by Julia Frampton Simms, founder and president.

The expanded firm has changed its name to J. Simms Agency and is now a full-service advertising, public relations and branding agency offering the creation and placement of the full range of advertising in all media as well as its long-established, multiaward-winning public relations services.

Fred Cassle is retiring to travel, care for his aging mother and do volunteer work. The entire team of independent contractors at Cassle Communications, along with Director of Client Services Scott Desiere, is moving to become a part of J. Simms Agency.

Fred Cassle launched his 38-year career in 1968 as an intern at a small agency in Orange, Calif. He later worked for various

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agencies in Orange and Los Angeles counties prior to relocating to San Diego in 1991 to become public relations director at Larsen & Associates, an advertising agency headed by Karen Larsen.

In 1995, Cassle acquired Larsen & Associates and changed the name of the firm to Cassle Communications. He operated the agency until Nov. 31 when Julia Simms Public Relations acquired the business.

Coincidentally, Simms had been PR director at Larsen & Associates prior to Cassle.

Cassle Communications has implemented campaigns for a diverse clientele. Current accounts include California Building Specialists, CBR Marketing, Cornerstone Communities, Master Manuals, Reynolds Communities, Search Gear, Shoreline Communities, Quinn Communities, among others. The agency was recently cited for its work publicizing Rebuilding Scripps Ranch on behalf of Stonefield Development.

"Julia Simms has been a friendly and competitive colleague for many years and I have great respect and admiration for her professional, well-grounded and sensible approach to helping businesses grow," Cassle said.

"Our loyal and successful clients remain in talented hands with Julia and her growing staff of advertising and public relations professionals. Our team of creative people will integrate in a

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seamless fashion with the Simms pros."

Scott Desiere will be the new director of client services at J. Simms Agency. A former journalist and educator, Desiere will be responsible for production management and client services for the agency's wide-ranging advertising accounts. He holds a master's degree in mass communication and media studies from San Diego State University and an undergraduate degree in journalism from Marist College in Poughkeepsie, NY.

Julia Simms founded her agency in 1995 after leaving The Corky McMillin Companies as its director of public relations. In addition to the McMillin organization, the firm's current clients include Barratt American, Children's Museum/Museo de los Ninos San Diego, Pacific Scene, Salerno Livingston Architects, Scripps Performing Arts Company, South Bay Family YMCA and Starwood Capital Group. For more information visit jsprinc.com.

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