



## LAUGHLIN CONSTABLE

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FOR IMMEDIATE RELEASE

### **Laughlin Constable Appoints Naidl Managing Director of Public Relations**

Milwaukee (June 29, 2017) – Laughlin Constable announced today that Kristine Naidl, APR, has been appointed Managing Director of Public Relations for the advertising and integrated communications agency. Naidl will lead public relations strategy for the agency and its clients as well as oversee the firm’s growing team of PR professionals.

“Kris has been an integral part of our team for the last five years and done much to integrate PR strategies and solutions into everything we do,” said Mat Lignel, president and CEO of Laughlin Constable. “We are excited for her to take on this role as we continue to focus on being a leader in smart strategy, creative excellence and technology solutions to help take our clients from Now to Next.”

Naidl joined Laughlin Constable in July 2012 after having served in progressive leadership roles over 18 years with Zeppos & Associates, which was acquired by Laughlin Constable five years ago. She also is a former non-profit executive, reporter, editor and government staffer.

Naidl received her Accreditation in Public Relations (APR) in 1998 and has been a driving force for Laughlin Constable to incorporate accredited professionals on its team. Today, it is one of only a few Midwest agencies to have three or more staff who hold the industry distinction that acknowledges sound PR strategy, ethical judgement and leadership.

Naidl, a resident of Caledonia, Wis., holds a bachelor’s degree from the University of Wisconsin-Madison with a double major in journalism and political science. She is a 25-year member of Public Relations Society of America (PRSA) and a current nominee for the national PRSA Board. She also serves in leadership roles with several professional and community service organizations.

“Our strategy, creativity and constant integration of evolving communication tools coupled with our breadth of PR expertise, has LC well positioned for continued success and growth,” said Naidl. “Our PR team is seasoned and astute, and I am honored to work with and lead the team forward.”

Laughlin Constable has a public relations staff of 16 with significant PR expertise in corporate communications, issues management, earned media, public affairs, publicity, special events and more. Naidl assumes the Managing Director of Public Relations role from Evan Zeppos.

“We wish Evan the best in his future endeavors and thank him for his many contributions to our agency over the last five years,” said Lignel.

**About Laughlin Constable**

Laughlin Constable is a 4A's Top 25, integrated, proudly Midwestern advertising agency, independent since 1976. With offices in Chicago and Milwaukee, Laughlin Constable leverages creativity and technology to take brands From Now to Next<sup>®</sup>. Its annual billings are in excess of \$280 million. The agency's clients include: Wisconsin Department of Tourism, Bon-Ton Stores, Sears Auto Centers, Lung Cancer Alliance, Medela, Northwestern Medicine, Acuity, ManpowerGroup, Master Lock, Paris Presents and Fram Group. For more information, please visit [Laughlin.com](http://Laughlin.com), [www.Facebook.com/LaughlinConstable](http://www.Facebook.com/LaughlinConstable) or follow LC on Twitter @LaughlinAgency.

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