

**Cronin and Company, LLC**  
50 Nye Road  
Glastonbury, CT 06033.1296  
860.659.0514 fax 860.659.3455  
www.cronin-co.com



**PRESS CONTACTS:** Kate Anderson  
[kanderson@cronin-co.com](mailto:kanderson@cronin-co.com)  
Tom Bradley  
[tbradley@cronin-co.com](mailto:tbradley@cronin-co.com)  
Cronin and Company, LLC.  
(860) 659-0514

## **CRONIN AND COMPANY PROMOTES THREE SENIOR STAFF**

**GLASTONBURY, CONN./September 3, 2008** – Cronin and Company, LLC, a full-service marketing communications company, recently promoted three senior managers of its media, interactive and creative groups:

**Gary Capreol of Glastonbury, CT**, has been promoted from vice president of media planning to vice president, executive director of media. Capreol joined Cronin in January 2006, bringing significant expertise in both traditional and new media and adding a balanced perspective to Cronin's strategic media planning approach. Throughout his career he has been involved in all aspects of media planning, from planner and buyer to seller and client (including most recently Bates USA and Initiative Media). He brings a diverse range of experience ranging from international packaged goods and electronics to financial services and healthcare. Capreol earned his bachelor of arts in marketing from Iona College. Capreol resides in Glastonbury, CT with his wife and three children.

**Wayne Raicik of Glastonbury, CT**, has been promoted from executive art director to vice president, associate creative director. Raicik, who has been with Cronin since 1997, has created numerous memorable campaigns for such clients as Northeast Utilities, the Connecticut Lottery and Middlesex Hospital. Raicik received a bachelor of fine arts in illustration from Syracuse University. He is a member of the Advertising Club of Connecticut and the Connecticut Art Directors Association. Raicik lives in Glastonbury, CT with his wife and three children.

**Dan Weingrod of West Hartford, CT**, has been promoted from vice president and managing director of Cronin's interactive services group to senior vice president. Prior to Cronin, Weingrod was employed by Outrider, an interactive marketing firm, as vice president, strategy. Weingrod has been instrumental in the growth of the agency's interactive capabilities since joining the agency in December of 2001. He received a bachelor of arts in anthropology from Brandeis University and a master's of fine arts in photography from the Pratt Institute. Weingrod lives in West Hartford, Connecticut with his wife and two children.

Founded in 1947, Cronin and Company, LLC. is a full-service marketing communications agency with more than \$70 million in capitalized billings. The agency's integrated marketing communications capabilities include advertising, public relations, direct marketing, interactive, strategic planning, media, print and broadcast production, and market research. Cronin is a member of the American Association of Advertising Agencies and the Direct Marketing Association. Learn more about Cronin and Company online at [www.cronin-co.com](http://www.cronin-co.com).

###