



**Smell of success**  
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Branded Web films are central to La Prairie's new fragrance launch

## HABITS

MICHAEL OLGUIN, president Formula PR



### Best career advice you've ever given

It was given to me by my first client and I share it with my employees all the time: Never confuse activity with results!

### Morning ritual

I'm usually in the office by 6am for morning reading over a Starbucks Misto and Kashi Go Lean Chewy Protein & Fiber Bar. At 7:30, I have a touch-base meeting with one of my six division managers.

### Required reading (print, blogs, etc)

*The Wall Street Journal, USA Today, LA Times, Brandweek, AdWeek, Vanity Fair, Time,* and *PerezHilton.com* (to stay relevant to my young team).

### First PR job

Account coordinator for The Gable Agency in San Diego, where I shared a small office with another account coordinator named Scott Allison, now president of Allison & Partners in San Francisco.

### Proudest career achievement

Positioning Formula as a national boutique when we expanded beyond San Diego to open offices in LA and New York. Today, it's one of our true points of difference and allows us to service national accounts.

### Most regrettable career moment

Not moving to New York sooner. I recently moved there for a year and a half to grow the firm. In hindsight, I should have done so years ago.

### Favorite city to travel to for business

Miami. I have long been a believer in combining business with pleasure. Miami offers the perfect environment for both. Now that I'll be residing on the East Coast, I look forward to finding excuses to travel there even more often.

### Most distinct aspect of your personal office

I'm a huge mid-'60s muscle car fanatic. In fact, I own a mint condition 1965 Malibu convertible. My San Diego office reflects this with an entire wall filled with collectible model cars from that era.



### Person to call in a crisis

My brother, John, who is VP of PR for NASCAR's Chip Ganassi Racing. He's smart, logical, experienced, and understands the PR world we live in.

### Mentor

My sixth grade Catholic school teacher, Fr. John Keith, who told me I could accomplish amazing things if I showed fortitude and a desire to learn.

### Ideal job, if not in PR

Sounds crazy, but I would be a high school basketball coach. It is truly one of my passions and one that I look forward to pursuing as my son Eli gets older. ●

