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O'Dwyer's Newsletter

The Inside News of
PR and Marketing
Communications

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MINNESOTA SEEKS BUZZ TO SAVE THE BEES

Minnesota has called for agency proposals for a PR campaign to encourage preservation and development of habitat for pollinators in the North Star State, where honeybee populations have declined amid colony collapse disorder.

The state's Department of Agriculture released an RFP on May 27 for a firm to guide media relations, online audience building, grassroots outreach, government relations and other elements of a campaign to tout the importance of pollinators like bees, butterflies, moths and beetles. That includes educating the public about native wildflowers to plant, avoiding pesticides, and providing nesting habitat.



In addition to habitat, soil erosion and aesthetic factors, Minnesota, with an estimated 130,000 colonies of honeybees, was the No. 5 honey producer in the US in 2013 by value at \$16M, according to the US Dept. of Agriculture. Colony collapse disorder has ravaged the honeybee industry and set off concerns about food supplies because of pollinators' key role in agriculture.

Proposals are due June 16. A one-year contract is expected to result from the search.

RFP: <http://bit.ly/1kdEDSx>.

EX-PN CEO TO OUTSOURCING GIANT CSC

Gary Stockman, who was global CEO and senior partner at Porter Novelli until 2012, has landed at \$13B IT outsourcing services provider CSC as chief marketing and communications officer.

Stockman surprised many in the industry in 2012 when he left PN after four years at the helm and 12 years at the Omnicom firm. He has been running his own shop in the interim. He was previously with PN acquisition Copithorne & Belows and started out in journalism.

Falls Church, Va.-based CSC, the former Computer Services Corp., is a major government contractor with substantial private sector business as well and counts 79,000 employees.

CSC CEO Mike Lawrie said Stockman's skills will be beneficial as the company combines its global marketing teams and "fully align[s] our brand, messaging and marketing engagement strategy."



Stockman

O'DWYER'S 2014 DIRECTORY PUBLISHED

The 2014 *O'Dwyer's Directory of PR Firms*, PR's No. 1 source of information for clients looking for PR counsel and PR pros shopping for jobs, has gone to press.

The 44th annual edition lists 1,300 PR firms and sorts them by size, geographical location and 12 types of PR specialties. Clients searching the web for healthcare, tech, financial, food/beverage and other PR specialists are invariably directed to the O'Dwyer's PR rankings that are based on data in the Directory.

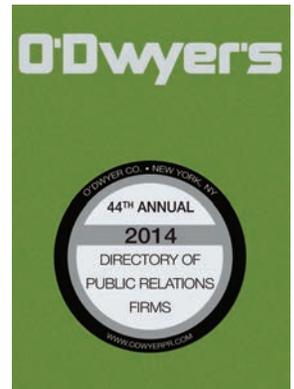
More than 400 of the firms with expanded listings are on odwyerpr.com and prominently display in search engine results.

Copies of the 340-page print edition are \$95 from the O'Dwyer Co. (212/679-2471 or odwyerpr.com).

"The Directory is an excellent resource for corporations, ad agencies, PR firms, PR students as well as those thinking of a PR career," said publisher Jack O'Dwyer.

More than 500 PR firms provide extensive descriptions of their increasingly varied services, he noted, and the Directory is the only resource that includes current client lists and contact information for executives.

The O'Dwyer's Directory is the only printed directory of PR firms available in the industry.



LIVESTRONG TAPS PR HEAD

The Livestrong Foundation, the high-profile cancer charity plotting its future after the fall of founder Lance Armstrong, has turned to an experienced corporate PR counselor for its executive VP of strategic comms. post.

Ellen Barry, who advised *Fortune* 500 companies as a senior managing director for Teneo Holdings, took up the post in late May at Livestrong, which is working to regain major corporate backers. Longtime PR chief Katherine McLane left in September after six years.

Barry joined Teneo from Financial Dynamics and is a former partner at Brunswick Group, managing director at Joele Frank, Wilkinson Brimmer Katcher, and partner at FleishmanHillard.

Livestrong president and CEO Doug Ulman said Barry's experience and connections will be an asset to the organization. "The relationships she built and unique perspectives she brings will be a major addition for all of the Foundation's work as we continue to focus on improving the lives of people affected by cancer," he said.

SPONG GETS COMFORTABLE WITH LA-Z-BOY

Furniture brand La-Z-Boy has moved its PR account to Minneapolis-based Spong, following a review.

The publicly traded company, based in Monroe, Mich., sells through 312 La-Z-Boy furniture galleries as well as other retailers. It posted third quarter fiscal net income of \$16.5M on revenue of \$350M.



New York-based Alison Brod PR was the incumbent.

La-Z-Boy chief marketing officer Doug Collier said Spong will help the company “positively shift perception” of its brand through PR and social media campaigns. The com-

pany has worked for several years to push its image beyond the iconic recliners synonymous with its name. Collier noted Spong's experience with “home” brands like American Standard, Sherwin-Williams and Trane, among others.

Doug Spong, president and founder of the former Carmichael Lynch Spong, said his agency looks forward to pitching La-Z-Boy's role in bringing “style and comfort to home furnishings.”

A key part of his firm's work will be educating female consumers on the furniture line -- Brooke Shields is a company spokeswoman -- as well as an overall pitch of comfort and quality.

Amy Hellebuyck is mgr. of PR for La-Z-Boy and Kathy Liebmann serves as dir. of IR and corporate comms.

PR FIRM LINES UP CRITICS OF POW BERGDAHL

Capitol Media Partners, the Los Angeles firm of GOP PR strategist Richard Grenell, has been lining up media appearances for military critics of released prisoner of war Sgt. Bowe Bergdahl.

BuzzFeed.com reported that Grenell, a UN spokesman during the George W. Bush administration, helped members of Bergdahl's former Army unit arrange interviews with major media like the *New York Times*, *Wall Street Journal* and Fox News last week.

The Obama administration executed a controversial deal with the Taliban last week to release Bergdahl in exchange for five prisoners held at the US prison at Guantanamo Bay.

The former members of Bergdahl's unit, in interviews arranged by Grenell, have been critical of the POW, who was separated from his unit under suspicious circumstances in Afghanistan in 2009.

Grenell, who is openly gay, made headlines during the 2012 presidential campaign when he resigned as a foreign policy spokesman for Mitt Romney after the campaign faced criticism from some conservatives for hiring him and he made brash remarks about some critics.

Brad Chase, a partner at CMP, told Buzzfeed the firm worked pro bono for soldiers.

On odwyerpr.com:
Obama's Real Bergdahl Problem:
Tone Deaf PR
By Fraser Seitel

VENABLE CUTS TIES WITH GAZPROM

Venable cut ties with Gazprom, the Russian gas monopoly used as a political tool by the country's strong man Vladimir Putin, effective March 31.

The DC legal/lobbying firm collected \$250K during the year ended April 30, according to its federal filing.

Birch Bayh, the 18-year Indiana Senator who was mentioned as a Democratic presidential candidate, served as the top luminary on Venable's Gazprom team. He also terminated work with the Hong Kong Trade Dev. Council.

Democratic bigwig Ray Shepherd, who worked the presidential campaigns of Hubert Humphrey and Ted Kennedy; Richard Hegg, Potomac Group advocacy/issues veteran, and William Nordwind, aide to Republican Fred Upton, also worked the six-member Gazprom effort.

Venable's work was through Ketchum, which still represents the Russian Federation and placed a New York Times op-ed on behalf of Putin.

Currently, Gazprom claims Ukraine owes \$4.5B for gas shipments and has threatened to cut supplies, if not paid.

The company had supplied energy to Ukraine at a discount to encourage the former Soviet republic to reject overtures by the European Union.

With the overthrow of the former pro-Russia regime, Gazprom yanked the discount, and now demands a premium from Ukraine.

NETFLIX BOLSTERS COMMUNICATIONS

Netflix has brought in tech PR pro, former journalist and DC-savvy communicator Anne Marie Squeo and deployed VP of comms. Joris Evers to oversee PR for Europe, where the streaming video provider is expanding.

Squeo exits 30 Point Communications, where she was managing director over the past year in Washington, D.C., for the firm led by former George W. Bush speechwriter Noam Neusner. She took up a director of communications role with Netflix last week.

Disney alum Jonathan Friedland heads Netflix corporate comms.

Broadcasting and Cable first reported that Squeo will aid Netflix on net neutrality and work from Washington and the company's Los Gatos, Calif., headquarters. Netflix has sparred with major telecom providers over equal access to broadband.

She joined from a VP/comms. slot at Lockheed Martin and Raytheon, where she made the jump to PR and public affairs.

Squeo spent more than seven years at the *Wall Street Journal* and started out at Bloomberg News.



Squeo

KETCHUM PITTSBURGH CHIEF DIES AT 80

Larry Werner, former partner/director/executive VP of Ketchum PR in Pittsburgh, died June 2 after a three-year battle with pancreatic cancer. He was 80.

Known for his mentoring and client relationship skills, the Korean War vet was called the “best-liked man in Pittsburgh” by one-time Ketchum Communications chairman William Genge.

TIERNEY BACK AT INKY

PR man Brian Tierney has returned to the *Philadelphia Inquirer* and *Daily News* as advisor following the death of co-owner Lewis Katz, who died May 31 in a plane crash outside Boston.

Co-owner Gerry Lenfest said Tierney, who fronted a \$515M investment group in 2006 to purchase the papers from Knight Ridder, is to lure advertisers during a transition period.

His investment group subsequently declared Chapter 11 and unloaded the papers to a hedge fund in 2010.

In a statement, Tierney said the Inky and News "play a fundamental role in our civic life."

He is eager to put his "expertise and qualifications" to work to line up financial backing for the publications.

Tierney remains CEO of Brian Communications, which he launched in 2010. Previously, he built Tierney Communications into the City of Brotherly Love's top PR firm, before selling to True North Communications in 1999.

Lenfest, who is interim publisher, is looking for a publisher for the papers. He and Katz won the papers at an auction on May 30.



Tierney

WASSERSTEIN BUYS BACK AM LAWYER

A Wasserstein & Co. group is buying back ALM Media and other titles from Apax Partners and Royal Bank of Scotland for \$417M.

The investment firm of the late financier Bruce Wasserstein sold the property for \$600M in 2007.

Based in New York, ALM's portfolio includes *New York Law Journal*, *Corporate Counsel*, *National Law Journal* and *The American Lawyer*. Its digital editions attract about 6.5M unique visitors per-month. ALM has about 700 staffers in 16 global offices.

Wasserstein's Anup Bagaria, co-managing partner, lauded ALM's properties as "the best in the industry" and "invaluable to US legal professionals."

Ontario Pension Board, Pantheon, HiVista Strategies and Honeywell's pension plan are partners in the Wasserstein deal.

Sard Verbinnen reps Wasserstein in the transaction, while Teague Communications works for ALM and Kekst & Co. toils for Apax.

**CARLUCCI CALLS IT QUILTS AT NEWS CORP.**

Paul Carlucci, CEO of News America Marketing at Rupert Murdoch's News Corp, is retiring next month after 23 years of service.

Marty Garofalo, president of the marketing organization, will step up to the helm.

Murdoch called Carlucci "a close confidant and trusted colleague for more than two decades."

His contributions to success of the enterprise are "incalculable," according to his statement.

CEO Robert Thomson added to the tribute, saying NAM's "thriving business and a strong management team that is a monument to his leadership."

After joining as executive VP-media, Carlucci was promoted to president in 1992. He helmed News America Publishing, which housed *TV Guide* and *Weekly Standard*, and rose to publisher post at the *New York Post*.

Prior to News Corp, he was at now defunct retailer Caldor, RH Macy's and *New York Daily News*.

USA TODAY EDITOR TO AMERICAN BEV ASSN

William Dermody Jr., deputy managing editor for world news at *USA Today*, has decamped for the VP of policy slot at the American Beverage Association in Washington.

Susan Neely, president of the influential trade group, sees Dermody's experience "covering and managing significant issues around the world" as an asset to its members in the \$141B sector.

Environmental sustainability, health, science and tax issues await Dermody at ABA, which has faced soda tax battles in Europe in recent years.

AT USAT, he managed reporters in Europe, Asia, the Middle East, Latin America and the US. He also served as an assignment editor for the Gannet property, which he joined after editor and reporting stints with the Associated Press.



Dermody

CARTER FETED AT GOLDEN TRUMPET AWARDS

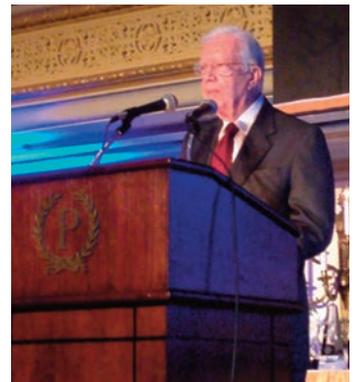
Former President Jimmy Carter delivered the keynote address at last night's 55th annual Golden Trumpet Awards gala of the Publicity Club of Chicago.

The Nobel Prize winner received a Special Award of Honor at the event held at the Palmer House Hilton Hotel, which was emceed by Chicagoland journalist Bill Kurtis.

ASGK Public Strategies, the firm founded by President Obama's top strategist David Axelrod, snagged the Platinum Award for its "Winning Marriage Equality in Illinois" campaign, while Weber Shandwick's "Pedigree Feeding Project" topped the list in the "exceptional creativity" category. Full list of Gold winners is at publicity.org.

Chicago veterans Rick Jasculca and Jim Terman of Jasculca Terman Strategic Communications scored the "Lifetime Achievement Award."

Jon Kaplan, media relations director at GreenMark PR, chaired the Golden Trumpet awards committee.



Carter at the PCC event.

MEDIA NEWS**STEVEN COLBERT: CIVICS PROFESSOR**

America's understanding of the political scene and mysterious ways of Washington will be less so when Comedy Central's Steven Colbert takes over for David Letterman at CBS, according to a study by the Annenberg Public Policy Center.

Released June 2, the "Stephen Colbert's Civics Lesson" poll of 1,232 adults found that the comedian ranks as a more important source of information than the Big Three broadcast networks, CNN, MSNBC, Fox News, newspapers and talk radio.



Annenberg focused on Colbert's ongoing reports on campaign financing and the role of money in politics.

The researchers found that his knack of personalizing a story -- e.g., formation of a Super PAC and 501(c)(4) organizations -- to walk viewers through the process, backed by a heavy dose of humor/satire, engaged viewers at a higher level than journalism's traditional "inverted pyramid" style of reporting.

According to the study, "watching 'The Colbert Report' not only increased people's perceptions that they knew more about political financing, but significantly increased their actual knowledge, and did so at a greater rate than other news sources."

Led by Bruce Hardy, Annenberg's chief researcher, the team called The Colbert Report "an extended civics lesson." In Annenberg's view, "soft news" political comedy and satire serves as a gateway to more in-depth studies of issues of the day.

Colbert will succeed Letterman at the former Tiffany Network sometime in 2015.

That means national treasure Colbert will guide America through the important election in November, which could give Republicans control of the Senate.

BENNETT TAPPED FOR WIRE EDIT DUTIES

Dashiell Bennett has been upped from reporter to editor of TheWire.com, which is the political, business, technology and entertainment site of *The Atlantic*.

The former *Deadspin*, *Business Insider*, *Slate*, *Gawker* and *The Onion* writer/editor, joined The Wire as freelancer in 2011.

Andrew Golis is general manager of The Wire, which gets about 5.4M unique visitors per-month.

YAHOO'S SOSIN SHIFTS TO HEARST

Lee Sosin, who was VP-Strategic solutions at Yahoo, is now senior VP at Hearst Magazines Digital Media in charge of ad concept development and content creation across its 18 brands.

He'll report to Troy Young, president of HMDM, effective June 9.

The new hire has "the creativity, talent and experience to create branded content that entertains our audi-

ence, delivers marketing results and builds our brands," according to Young's statement.

At his most recent Yahoo post, Sosin oversaw development of integrated marketing programs including customer content creation, sponsorships, mobile, and audience targeting.

Earlier, he was Yahoo's director of video/custom content, where he launched its original video slates and events.

Prior to Yahoo, Sosin was at Time Inc. Studios, where he worked on multi-platform projects for Kraft, Sears, Unilever, Intel and Microsoft.

He's co-founder of The America Channel and Assn. of Independent Programming Networks.

Cosmopolitan, *Popular Mechanics*, *Esquire*, *Seventeen*, *Road & Track* and *ELLE* are among Hearst's titles.

WIKIPEDIA CRITIC BANNED FROM NY MEETING

The banning of Wikipedia critic Gregory Kohs from the WP meeting in New York May 30-June 1, a decision "not subject to reconsideration or appeal," echoes similar press barriers put up by PR Society of America and American Legislative Exchange Council.

Kohs, who founded mywikibiz.com in 2006, the first and longest-running WP content creation and editing service, proposed a 75-minute presentation called "Confessions of a Paid Editor." He was going to cover difficulties paid or non-paid contributors have in dealing with the complicated and strict guidelines set up by WP editors and administrators.

WP is suspicious of anyone whose motives might be tainted by commercial advantage. Kohs, whose banning was covered by Wikipediocracy, was going to review instances of "marketers and PR people who botched their interaction with WP and paid the price." He was to show "where they went wrong so that paid or unpaid writers can avoid the same mistakes." He promised to overturn "some of the persistent myths about WP."

Kohs received an e-mail from a lawyer the day before the conference saying he would not be allowed to give a presentation or even attend and "The decision is final and not subject to reconsideration or appeal." Attendees had to pass through security.

Improvement Needed

Kohs would like WP to focus on "more reliable knowledge" and less on "more editors, more readers and more donors."

A major flaw of WP, he says, is the thousands of anonymous editors who have power over copy but who are not experts in the subjects they are supervising. WP editing rules are elaborate and often contradictory, he says.

"The WP Foundation really needs only 15-20 staffers and \$5 million to keep the website operating," he said. "A bloated organization has been built which now has more money than they know what to wisely spend it on. Staff totals more than 180."

Revenues in the year ended June 30, 2013 grew 26.4% to \$48,635,408 and net assets grew 29.4% to \$45,189,124. IRS Form 990, which has the 2013 pay packages of the top eight staffers, is not yet available.

NEWS OF PR FIRMS**SINGAPORE RENEWS EDELMAN**

The Singapore Economic Development Board has renewed its contract with Edelman through 2015.

The No. 1 independent firm has been working to position Singapore in the US market as a center of technology innovation.

Edelman, which also works with Singapore's tourism entity, reports to Elizabeth Tan, senior officer, marketing & communications, for SED.

The firm first picked up the account in 2012 on a 15-month pact, which carried a one-year option that became eligible in April 2014.

Edelman's initial pact was worth \$550K.

LEWIS PR ACQUIRES CHINA'S EBA COMMS

Top 10 independent firm Lewis PR has acquired Hong Kong-based EBA Communications, a 50-staffer tech-savvy firm with four China offices and clients like Honeywell, Siemens, Infineon and New South Wales Tourism.

Terms of the deal were not disclosed, but Lewis, which did \$44.8M in revenue last year and is based in San Francisco in the US, said it expects to reach \$65M this year after the acquisition.

Lewis will merge its Hong Kong office with EBA, but EBA's outposts in Beijing, Shanghai and Guangzhou will continue under the EBA Communications banner with the tag "a Lewis company."

Lewis Asia-Pacific senior VP Andy Oliver said EBA has a strong client base with several Fortune 500 companies, adding that the deal offers an "alignment of independence, culture, enthusiasm, creativity and career opportunities."

The firm has not had an office in mainland China since the mid-2000s.

Euan Barty, a former tech journalist who takes an advisory role with Lewis after the deal, founded EBA in 1987.

The firm grew from a tech base to serve clients in tourism, consumer products, professional services and aviation, among other sectors.

EBA managing director Claudia Choi will serve as VP for greater China at Lewis.

RUBENSTEIN POPS UP AIDS EXHIBIT

Rubenstein PR is producing a weeklong pop-up exhibit in New York featuring eco-friendly activist jewelry designer Tatiana Pagés and her LAIO Collection.

The Meatpacking District event, running from June 4-11, benefits AID FOR AIDS, which assists communities at risk of HIV.

Rubenstein is hosting the public project, which includes an interactive art experience and album release party from mixed media artist Ben Moon.

A panel discussion is aimed to bring awareness to the topic of social responsibility in art and design.

RPR president Richard Rubenstein said the firm anticipates the exhibit will not only showcase Pagés' designs, but will also "shed light on the fundamental mission of the LAIO Collection: creating social change through design."

NEW ACCOUNTS**New York Area**

Turner PR, New York/Oliberté, sustainable footwear brand, as AOR for PR in the US. The Fair Trade Certified shoes are made in Addis Ababa, Ethiopia.

North 6th Agency, New York/Allied Fiber, which is building a fiber network in the US, as AOR for PR, including content development, social media management and strategy, marketing audits and assessment reports and media outreach.

Susan Magrino Agency, New York/ Champagne Nicolas Feuillatte, French champagne, as AOR.

Weill, New York/Milestone Hotel, five-star London property opposite Kensington Palace, for PR, and One&Only Resorts, for North American PR for its resorts in The Bahamas, Cabo San Lucas, Cape Town, Mauritius, the Maldives and Dubai. Four new resorts are pending, including Hayman Island in The Great Barrier Reef in July; Sanya, on China's Hainan Island; the Adriatic coast of Montenegro, and at Obhur on the Red Sea north of Jeddah.

Music Management USA, New York/Cygnets, Canadian synthpop group, for publicity.

Southeast

Brandware PR, Atlanta/Lexol, luxury leather care brand for automotive, sporting, furniture and fashion accessories, for PR. Summit Industries owns the brand, which has been made in Georgia for 37 years.

TransMedia Group, Boca Raton, Fla./Kid Critics, which is focused on changing children's diets for the better by collaborating with brands to place a seal of approval on products, for a national PR campaign.

The Gab Group, Boca Raton/Apura Juicery & Coffeehouse, as AOR for PR, brand identity marketing, social media and web design.

Midwest

Ironclad Marketing, Fargo, N.D./Atlas Copco Construction Equipment, Colorado-based provider of machines, tools and other equipment used in construction and demolition industries, as AOR for PR and marketing.

Southwest

Hopkins PR, Dallas/Universal Technical Institute, post-secondary education for students seeking careers as professional automotive, diesel, collision repair, motorcycle and marine technicians, for PR.

Ward, Bellaire, Tex./North Dakota LNG, supplier of liquefied natural gas for drilling, fracking and transportation in the Bakken shale; VIV Solutions, vortex-induced vibration suppression technologies for the oil and gas sector; International Energy Agency's Gas & Oil Technologies Implementing Agreement, worldwide forum; Next Level Urgent Care, and Hydrogen Group, global recruiter, for PR.

Plat4orm PR, Seattle/SinglePoint, mobile technology and marketing, for PR as it expands into mobile marketing and payments. The work includes a three-way joint venture, GreeStar Payments Solutions.

West

LFPR, Irvine, Calif./derma e, natural skin care products, for national PR and strategic communications, a renewal after being named AOR in 2013.

NEWS OF SERVICES**VOCUS, CISION TO BE MERGED**

The Chicago private equity firm that acquired Vocus and Cision this year has confirmed industry expectations and said it will combine the two PR and marketing software providers under former Cision CEO Peter Granat.

GTCR, through its GTCR Canyon Holdings affiliate, acquired Vocus in January in a \$446.5M deal and last month closed a tender offer that won control of Cision.

"The public relations and marketing industry is experiencing a fundamental transformation," said Mark Anderson, GTCR managing director, who believes the combination will leverage each company's strengths across a combined customer base.

Plans for the combination of Sweden-based Cision, which has a North American base in Chicago, and Lanham, Md.-based Vocus have not yet been revealed.

Granat, who helped pivot Cision to a digital platform and divest legacy businesses over the past few years, stepped down from the Cision CEO post on June 2.

Cision said it had 963 employees through the first quarter of 2014, during which it posted revenue of around \$31.6M.

Vocus had fourth quarter 2013 revenue of \$47.5M on 16,800 subscription clients. Its average subscription price was around \$7K last year and the company hoped to push that to \$10K this year as it moved away from a small-business base.

Neither company was profitable last year as Vocus saw a net loss of \$21.8M and Cision had net loss of 315M Swedish krona, about \$41M, mostly on the offload of its print monitoring business in the US.

IABC LOST \$529K IN 2013, REVS FALL \$692K

International Association of Business Communicators lost \$529,073 in 2013 as revenues dipped \$692,486. A loan of \$250,000 was taken to fund a new website.

IABC usually does not release the audit until the annual general meeting June 24 in Toronto.

Members must wait until almost seven months after the close of the year to see the finances. IABC does not publish quarterly reports.

IABC released the report following a report by Dave Murray who operates the writingboots blog. It showed revenues declined 10.8% to \$5,666,483 from \$6,350,927 in 2012.

Net assets declined 43.7% to \$680,013 from \$1,209,086. Its deferred dues account, representing services owed to members over the course of the dues year, was \$1,499,364 or about half of dues income of \$2,917,858. PR Society of America books almost all its dues as cash, bloating its net assets total by about \$2.5 million. Less than \$400,000 is allocated to delivery of its publications.

Christopher Sorek had resigned last June as executive director after less than a year on the job. He had fired 16 staffers shortly after arriving last year.

IABC sold some of its investments, used \$100,000 of its line of credit, and took a loan of \$350k for the new website, reported Murray.

General and administrative expenses grew 56% and board expenses, 25%.

PEOPLE**Joined**

Ann Davison, a 25-year policy, advocacy, education veteran, joins Burson-Marsteller June 16 as US PA/crisis chair. She replaces Steve Lombardo, who exited to take the chief communications and marketing officer duties at the Koch Companies Public Sector. During the past 15 years, Davison divided her time between VOX Global and FleishmanHillard. Earlier she was communications director for the GLOBE Program initiative of the Clinton White House, special assistant at US Environmental Protection Agency, and aide to Florida's Democratic Sens. Lawton Chiles and Bob Graham.

**Davison**

Lisa Pintchman, EVP and a longtime Weber Shandwick Boston staffer, to customer relationship management software developer Pegasystems in a new post to head corporate communications. Pintchman takes a VP title to lead internal and external PR for the Cambridge, Mass.-based company, which was founded by global chess master Alan Trefler. She directed WS' Boston tech practice and spent more than 17 years with the firm, as well as another decade at predecessor The Weber Group. Larry Weber, founder of TWG and WS, is a board member of Pegasystems.

**Pintchman**

Howard Pulchin, a creative and consumer marketing leader at Edelman, to APCO Worldwide in a new post directing creative strategy for clients. As global director, creative strategy and community at APCO, the 14-year Edelman alum advises clients across its PR, Studio Online (digital) and Strawberry Frog (advertising) units. Pulchin, who left Edelman earlier this year, co-created the firm's Strategic + Creative Guild and was managing director of its New York consumer marketing practice. Earlier, he directed US communications for Guinness-Bass Import Co. He started out at Edelman and was also a VP at Cohn & Wolfe.

Rosanna Maietta, a nine-year veteran of Fleishman-Hillard, is now senior VP/development and head of PR & comms. at the American Hotel & Lodging Association, focused on outreach to mainstream, trade and political media for the Washington-based trade group. She was senior media relations manager at *Newsweek* and radio anchor in Rome for Vatican Radio and Bloomberg. AHLA says its members generate more than \$150B in annual income and serve about 5M guests.

Nicky McHugh joined Ogilvy PR June 2 as executive director of its New York corporate practice. She reports to Jennifer Scott, managing director. Most recently, McHugh was deputy practice director and lead of MSLGroup's financial and professional services teams.

**McHugh**

She had oversight of account service/budgeting & forecasting, business development and staffing at the Publicis Groupe's property. Her earlier stints included Stanton PR & Marketing and Hill & Knowlton.

SILICON VALLEY AIRPORT REVIEWS COMMS

Norman Y. Mineta San Jose International Airport, the \$70M airfield that serves Silicon Valley, has cleared for takeoff a review of its marketing and communications account as it looks to raise its profile and lure more carriers and passengers.

An RFP being circulated notes strong demand from Silicon Valley businesses and travelers is not being met by its choices for domestic and international travel.



The City of San Jose, which administers the airport, wants a bifurcated marketing communications push to reach airlines and passengers.

The account is expected to be worth \$900K over two years, starting in September. That pact could be extended for a total of six years at \$2.7M. San Francisco-based H&L Partners and Los Gatos-based Barnestorming are incumbents.

The airport served 8.8M passengers last year through 11 commercial airlines, adding All Nippon Airlines and Virgin America in 2013 to lineup that includes Alaska Airlines, American, Delta, Hawaiian, JetBlue, Southwest, United and Volaris.

The airport was named for Bush and Clinton cabinet secretary Norm Minetta, a vice chairman of Hill+Knowlton Strategies.

Proposals are due June 27.

RFP: <http://bit.ly/1n290ye>.

SOCO TO GET COMFORTABLE WITH LDA'S

Southern Comfort, the whiskey-based liqueur, says it has "lost relevance" among younger people of legal drinking age and believes a consumer PR campaign can remedy the situation.

The beverage worries that it "lacks a clear brand identity" with a low 25 percent "unaided brand awareness" among its target audience, according to a PR brief circulated by the Brown-Forman unit.

SC's goal is to educate LDA's that "it's an easy drinking whiskey" containing a "unique blend of fruits and spices."

One obstacle, the brief says: "young people suffer from a sense of ceaseless crushing insecurity and struggle to be themselves."

The social media-skewed campaign will aim to inspire "confidence to be your awesome self, and life is much better when you own who you are."

The LDA's "need to be told how to drink to give them confidence to order [SC] in a bar."

The PR drive will tie in to SC's "Whatever's Comfortable" ad push, which will be freshened up with new creative by the end of the month.

SC traces its origin to New Orleans' McCauley's Tavern in 1874.



ESPOSITO GOBBLES UP WENDY'S PR POST

Lilana Esposito is taking over chief communications duties at Wendy's Co. for John Barker, who is calling it quits after an 18-year stint.

The 39-year-old had been VP-corporate communications/PA at Dean Foods, the No. 1 dairy processor/distributor.

She played a role in restructuring Dean, where she also handled sustainability, nutrition, animal welfare and charity issues.

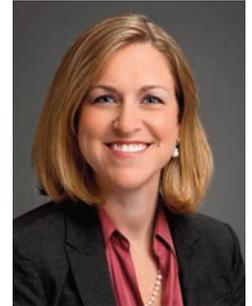
Earlier, Esposito was at Mercury Public Affairs and Burson-Marsteller.

The No. 3 hamburger chain, which is the home of the Baconator, suffered a 13.4 percent first-quarter sales dip to \$524M due in part to tough winter weather.

Net profit soared to \$46.3M from \$2.1M.

CEO Emil Brolick is spearheading a "brand transformation" of the Dublin (Ohio) fast-feeder.

His "image activation" program is supposed to position Wendy's as a "cut above" competitive brands Burger King and McDonald's.



Esposito

BURSON BACKS BAHAMAS CHAMBER

Burson-Marsteller is advising the Bahamas Chamber of Commerce and Employers Confederation as it fights a value added tax aimed to curb the country's \$5B debt.

The Chamber set up the Coalition for Responsible Taxation in 2013 to urge alternatives and a longer implementation timeline for a VAT, a consumption levy that Caribbean governments like St. Lucia are turning to in order to raise revenue.

The Bahamian government, which has asked for recommendations from the business sector, is planning a 7.5% VAT that would begin in January 2015.

B-M's Miami office registered on May 19 a \$62,500 contract for PR work from May through August with the Coalition. Burson's team include Lucas Silva Wood (manager), Robert Cadogan (director) and Santiago Fittipaldi (director).

The Bahamas, known as a global tax haven for corporations, has no corporate, capital gains or income taxes.

A VAT proposal for Turks and Caicos was postponed in 2013 after business opposition, according to the *Caribbean Journal*.

DERI MOVES TO TENEO

Agency vet Chris Deri has left the president slot at WCG after a year and landed at Teneo Strategy, the New York communications firm.

Deri, who takes a managing director role at Teneo, led Burson-Marsteller's China operation and spent 10 years at Edelman, building its global CSR and sustainability practice.

He had been based in New York for San Francisco-headquartered WCG, part of W20.

IABC and PRSA, again proving you can't teach an old dog new tricks, are opting for high-priced association execs to "lead" them instead of hands-on PR pros who can handle facts surfaced by traditional and blogger press.

Carlos Fulcher, deputy executive director, Drug Information Assn., Horsham, Pa., until November, 2013, has joined the Int'l Assn. of Business Communicators as executive director. His 2012 pay package was \$283,749.

The PR Society is seeking a CEO who "preferably" has an MBA, is a Certified Assn. Executive, and is APR. It is going down the association road after seven years of being headed by CAE Bill Murray who was unable to increase revenues during his term in office. His pay package in 2012 was \$423,000 and included a \$61,000 bonus that was not revealed to the 2013 Assembly. He resigned March 7 effective June 1.

Staff heads of legal and medical professional groups, as well as those of the American Society of CPAs and other groups, are always professionals of the respective groups. IABC and PRSA have been invaded by association pros who are expert at politics and avoiding press. They tend to do what is strictly legal rather than what is ethical (withholding IRS Form 990 until the last minute, depriving members of important financial information including pay packages of top staffers).

Fulcher, who is at the annual IABC conference that opened June 8 in Toronto, is a career association executive who has the CAE credential of the American Society of Assn. Executives. He has a BS in industrial technology from Northern Illinois University (1990) and an MBA from Rockford University, Rockford, Ill., (1996). Student body at Rockford is 1,250.

IABC Has Financial, Web Problems

IABC, very late as usual in releasing its audit, reported last week that 2013 revenues declined 10.8% to \$5,666,483 and that net assets had plummeted 43.7% to \$680,013.

Cash and cash equivalents declined \$495,117 to \$42,172. Investments fell to \$2,045,162 from \$2,627,995.

A "contract dispute" has developed with an unnamed firm doing web construction. It may be Extractable, S.F., which was named at the end of 2012 to do a complete revision of the group's website. Because of this, \$552,067 is listed as "intangible assets-net" vs. the previous figure of \$88,125. The intangible assets include \$386,400 in web development that is "currently on hold due to a contract dispute" and \$211,250 for software.

IABC has a history of withholding key information from members. The 2003 audit mentioned a "lawsuit" but gave no further information. A search of the California courts by this website turned up a defamation lawsuit by Elizabeth Allan, president and CEO from 1995-2001.

She named IABC, former president Lou Williams and promised to name 20 others as part of the suit, which limited damages to \$1 million.

Williams had told an IABC meeting that the Talk-

ingBusinessNow website on which \$1 million had been lost was a "foolish" venture and a "pipedream" that happened on Allan's watch.

IABC's response to the Allan suit was that Allan's own conduct was the "sole and proximate cause" of the financial problems that beset the group. The suit was settled with minimal payment to Allan.

The 2013 IABC audit revealed that \$91,350 was paid to an unidentified previous board member to provide interim staffing on internal and external communications.

Fulcher succeeds Christopher Sorek who had resigned last June after about a year in the job.

Other issues facing IABC as members gather for its annual conference are the suspension of its Accredited Business Communicator program in favor of a new designation to be developed following principles of the Int'l Standards Organization and the switch of its magazine *Communication World* to online-only in 2013.

Russell Grossman, director of communications, Dept. for Business, Innovation and Skills, U.K. Government Administration, London, is succeeding Robin McCasland as chair.

McDonald's Exec Speaks

Among speakers at IABC is John Betts, CEO of McDonald's Canada. He will discuss "The power of connecting: McDonald's Canada business transformation."

Other topics to be covered <http://www.iabc.com/> include "Turn your CEO into a communications star"; "the surging role of images in communication"; "How to self-inspire when the muse is missing"; "testing your social media issues management strategy without a single Tweet"; "A human touch: How simplified, conversational language improves the brand experience"; "Empower your employees to effectively and responsibly engage in social media"; "The new reality of career transitions," and "The science of employee engagement."

PRSA Heads Down Assn. Road

The search committee that is looking for the new CEO of the PR Society is proof that the tiny clique of arch-conservative APRs that has ruled the Society since the 1970s shows no signs of giving up any power.

All seven members of the committee are APR and three are Fellows. Only one should be APR to reflect the fact that only 18% of members are APR. No chapter presidents are on the committee, another sign that the chapters have taken a dive. Committee members are 2013 chair Mickey Nall; chair-elect Kathy Barbour; treasurer Mark McClennan; Secretary Blake Lewis, and national directors Marisa Vallbona, Susan Walton and Felicia Blow. None are from New York. The EC has taken too much power to itself, co-opting the rest of the board.

The 110 chapter presidents, if they acted in unison, could control the Assembly and erase the association mentality that has choked the Society since 1980. Instead, they have sold out for an expense-paid "Leadership Rally" June 13-14 in New York (as always) that should be a real Assembly with powers over the board.

— Jack O'Dwyer