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WILLIAMSBURG DANGLES \$500K PR BUDGET

The Williamsburg Tourism Council is looking for a PR representative to promote its "Visit Williamsburg" destination marketing program.



The goal is to increase awareness and overnight visits to Virginia's "Historic Triangle" of Williamsburg, York County and James City County.

The area attractions include Colonial Williamsburg, Jamestown Settlement, Busch Gardens, College of William & Mary, Yorktown Battlefield, American Revolution Museum and Water Country (water park).

The selected firm will develop a PR strategy that covers the consumer, trade and business media.

It will create press releases/media kits/image library; attend industry meetings; handle press inquiries; and plan and execute WTC's annual event in New York.

WTC has budgeted \$500K for a one-year contract that will kick off on July 1. There will be four one-year option years.

Proposals are due March 27.

WTC requires an original and working copy, as marked, and an electronic version on a flash drive in the PDF format.

Send the package to: Williamsburg Tourism Council; Attn: Lori Ottarson or Designee; 421 North Boundary Street; Williamsburg, Virginia 23185

[Read the RFP \(PDF\).](#)

APCO ADDS GEOPOLITICAL RISK PRO TORRENS

[APCO](#) has named Chris Torrens, a geopolitical risk and compliance veteran, as managing director of its Greater China region.



Chris Torrens

He was a partner at Control Risks, where he led geopolitical teams in China and the EMEA during an 18 year run.

Earlier, he was associate director in Pricewaterhouse/Coopers' advisory practice in Shanghai, and head of research in Hong Kong for UK government relations shop Batey Burns, which APCO acquired in 1999.

Masayo Nagai, chairman of APCO's Asia region, said Torrens has a proven track record of helping clients navigate risks, enter new markets and seize critical opportunities.

[APCO is O'Dwyer's No. 5 ranked independent firm](#), chalking up \$180.4M in fees during 2022.

SIGNAL GROUP REGAINS INDEPENDENCE

[Signal Group](#) CEO Blake Androff has purchased the Washington-based public affairs shop from Wiley Rein law firm, which had been its owner since 2014.

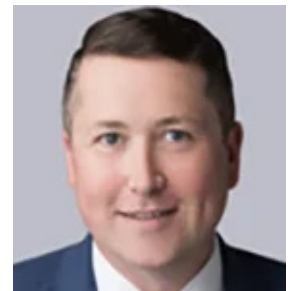
He will lead the firm with president Chelsea Koski, who will oversee day-to-day operations, and Robert Bole, who takes the newly created head of innovation and strategy position.

Androff said the split from Wiley will enable Signal "to remain nimble and dynamic during a period of exponential growth."

Signal's services include content development, messaging, thought leadership, media relations/training, crisis, corporate affairs, community engagement, government relations, social media and reputation management.

The firm has counseled clients in the renewable energy, healthcare, outdoor recreation, conservation, transportation, copyright, entertainment and international affairs sectors.

Peter Shields, Wiley managing partner, said his firm will continue to partner with Signal under Androff's leadership.



Blake Androff

PUBLIC POLICY HOLDING CO. GROWS 24%

Public Policy Holding Company registered 24.1 percent growth to a record \$135M during the past year, which included the results of the March 1 acquisition of Multistate Assocs.

The DC-based company was up two percent on an organic basis. Net income rose 13.9 percent to \$26.5M.

CEO Stewart Hall said the performance occurred during "some of the toughest macro conditions" that PPHC experienced since it was launched ten years ago.

PPHC wrapped up 2023 with about 1,200 clients, up from 850 from the year earlier period.

That roster includes 137 Fortune 500 companies and trade groups representing 44 of the Fortune 100.

The number of clients spending more than \$100K or greater in 2023 hit the 468 mark, a jump of 23 percent.

Key client wins include RTX Corp. (formerly Raytheon), Phillips 66 and the Nuclear Innovation Alliance.

PPHC, which trades on the London Stock Exchange, is the parent company of Seven Letter, Crossroads Strategies, O'Neill & Assocs., Alpine Group Partners, Forbes Tate Partners, KP Public Affairs, Concordant Advisory, and Multistate.



MARKETERS MUST UP FOCUS ON OUTCOMES

A new study from Walker Sands says that some marketers have been putting the cart before the horse when it comes to the relationship between marketing channels and business outcomes.

“Despite claiming to understand the importance of business outcomes to their executive teams,” Walker Sands co-CEO Dave Parro says, “B2B marketers still take a channel-first approach to strategy. They’re working backward to connect the dots between channel-based KPIs and business performance—and struggling to meet C-suite expectations.”

The study says that instead, communications pros need to establish a game plan for what they want to accomplish before turning their attention to such channel-determined goals as the number of media placements, website traffic or share of voice.

That requires getting a handle on the “Why?” behind your communications efforts. According to Walker Sands, B2B brands primarily use marketing to accomplish one of these four things—strengthening their position, accelerating their growth, building reputation and sparking a brand’s relationship or interaction with its intended audience.

To accomplish these goals, the study authors stress making sure that your message remains as big a focus at the channel

used to deliver it.

A group of 150 marketing leaders and 50 non-marketing C-suite executives polled by Walker Sands was close to unanimous in the belief

Why Marketers Are Stuck on Channels

Marketing Perspective

87%

agree that, compared to 2019, their department now focuses more on achieving overarching business objectives rather than activating channel-based KPIs and goals.

BUT ONLY

27%

start with outcomes, then set specific channel activations and KPIs accordingly.

73%

still focus first on activating specific marketing channels and achieving KPIs, then connect metrics back to the outcomes.



that those overall marketing goals are growing in importance, with 98 percent of them saying that, compared to 2019, they and their executive teams “more heavily evaluated marketing success based on its contributions to key business outcomes.”

But there is a disconnect between how the C-suite and the marketing team see those goals. Almost three quarters of the leaders surveyed said their marketing staffs “struggle to understand the business outcomes” they expect. In addition, more than half (58 percent) of marketers surveyed also say that they have difficulty understanding the outcomes that their bosses want to see.

And while the importance of outcomes is generally acknowledged, the draw of focusing on channels remains strong. Only about a quarter (27 percent) of marketers say that they start out prioritizing outcomes before shifting their attention to specific channels and KPIs.

To get past this problem, Walker Sands suggests what they term “Outcome-based marketing.”

The study concludes that “with an understanding of the root problem—channel-first biases—we can start to kick less-than-efficient habits to the curb and make the shift toward an outcome-first mentality.”

ON THE MOVE

Nashville-based **MP&F** hires **Vince Skyers** as its first ever executive creative director. Skyers was most recently creative director at SmileDirectClub, leading the creative packaging and on-shelf merchandising for the company’s oral care line. He has led design and branding efforts for Sony and Condé Nast’s suite of properties including Allure, Brides Magazine and Details Magazine. In his first 90 days at MP&F, Skyers plans to nurture creative teams through a collective he launched dubbed the Creative Council—a first for the agency. The council, composed of senior creative leadership, sets out to collaborate on topics of creative innovation, process efficiencies, conceptual design and more.



Vince Skyers

APCO names **Tristan Lemonnier**, who has nearly 15 years of experience in public policy, integrated campaigns and crisis management, as the agency’s managing director of APCO in France. Since 2021, Lemonnier has supported Arnaud Pochebonne as deputy managing director of APCO in France. Prior to joining APCO, Lemonnier served as the director of development and operations for The GreenData, a start-up company specializing in artificial intelligence for the agro-ecological transition. He previously served as the chief of staff to the deputy CEO of Econocom, a leading digital transformation company in Europe.

Healthcare communications company **Health Monitor Network** brings on **Lorraine Forster** as SVP of human resources. Foster was most recently director, talent at Publicis Media. She has also held senior posts at Marina Maher Communications and Havas Health. In her new role, Foster will lead Health Monitor Network’s human resource function, focusing on organizational growth and design, succession planning, colleague training, development and engagement.

Marketing for Change, an Alexandria, VA-based agency that produces behavior-change campaigns for states, nonprofits, foundations and federal agencies, names **Christene Jennings** CEO. Jennings joined the agency in 2006 after serving as director at the Automotive Coalition for Traffic Safety, and she has served as its chief operating officer since 2017. She succeeds Peter Mitchell, who will remain on the leadership team and move into a new role as chief insight officer, overseeing consumer research and product development. “This has been the plan for some time – to continue to evolve with a new generation of leadership,” Mitchell said. Marketing for Change became a majority women-owned company in 2023.



Christene Jennings

Hooker Furnishings, a furniture designer, marketer and importer, hires **Cameron Cook-Sellers** as VP, brand marketing & communications. Cook-Sellers most recently served as head of partnerships at Lowe’s, and she has also been director of marketing at Natuzzi. In her new role, she will oversee brand marketing, growth marketing and insights, partnerships and licensing, and global communications.

THE FUTURE OF FOOD

Michael Pollan, author of “The Omnivore’s Dilemma,” said: “Our food system depends on consumers not knowing much about it beyond the price disclosed by the checkout



Jennifer Becker

scanner. Cheapness and ignorance are mutually reinforcing.”

Why is ignorance about the food system acceptable? To learn more, G&S conducted a Snap Poll on Feb. 3 of 313 U.S. adults who are the decision makers regarding grocery purchases. It revealed that 69 percent of respondents want to have more knowledge about how their food gets to market.

Since consumers desire more information, it’s time to help them see the crossroads before us.

The crossroads

According to the 2023 Global Climate Report, 2023 was the hottest year on record and it’s been 47 years since Earth experienced a colder-than-average temperature. This trend means seasonal and regional temperature extremes affect habitats and intensify rainfall. If temperatures continue to spike around the world, it could affect the ability to grow food.

Aside from shifts in climate, there are more mouths to feed. The United Nations predicts the world’s population will increase to 9.7 billion people in 2050 with a peak at nearly 10.4 billion in the mid-2080s.

With more people needing food and climate change affecting the land on which to grow it, consumers need to understand it’s critical to pivot to a sustainable food system. In comforting news for communicators, 35 percent of respondents to the G&S Snap Poll said they have a basic understanding of what a sustainable food system is and desire to learn more.

What is a sustainable food system?

The Academy of Nutrition and Dietetics defines a sustainable food system as providing nutrition and food security without compromising the planet or people.

Sustainable food systems address three criteria: Economic, Environmental and Social.

- **Economic.** Everyone involved needs to benefit financially. This includes employees, the government, the businesses involved throughout the food system and consumers.
- **Social.** It needs to be fair for all involved. This means training about hygiene and proper food-handling techniques and providing a safe work environment.
- **Environmental.** There must be a neutral or positive effect on the environment. This includes maintaining biodiversity, minimizing water consumption, lowering food waste and reducing carbon emissions.

Currently, many see the food system as a drain on natural resources and a contributor to greenhouse gases that harm the environment. This means the government, farmers, food processors, distributors and consumers all have a role to play in achieving a sustainable food system.

This is where communicators can help educate consumers. In the G&S Snap Poll, 41 percent of respondents believed the farmer was responsible for a sustainable food system and only 13 percent believed consumers had a role.

Communication is essential

Communicators can help consumers better understand the food system. Food brands can raise awareness of the issues

and provide education through their marketing and communications efforts. If brands are reducing their carbon footprint, consumers should know.

As brands delve into recyclable and biodegradable food packaging, they should share with consumers why this is important. The goal is to reinforce the story of the brand’s commitment to its values and feeding the growing population. This effort can help earn consumer trust and continued purchases.

As for raising awareness of the part consumers play in the food system, it will take a concerted effort. Education campaigns can explain where food is grown and processed, and how it’s done so sustainability. Meal planning tips could be shared to help consumers plan what they need at the store to help minimize food waste.

Communication efforts that put a face to each part of the food life cycle will help consumers be more engaged. If they can relate to the processes and people who help bring food to their tables, there’s a good chance they will focus on more than the cost of their food. Communicating about a complex system—in a compelling and interactive manner—will help consumers better understand the food system.

Measure and learn

Landing pages, social listening, focus groups and market research can help communicators determine if their efforts are getting traction.

In conclusion, 71 percent of respondents in the G&S Snap Poll said they are concerned climate change and population growth could impact their access to food. Consumers should understand the effort of growing food, producing it and transporting it for their purchase. They should also understand their part in the food system and their role in sustainability.

To ensure food for all, each person throughout the life cycle can work to create a sustainable food system. The key will be how well communication efforts explain the crossroads before us, and the steps we each take, because the future of food may depend on the actions we take today.

Jennifer Becker is Vice President at [G&S Business Communications](#).

KEKST CNC, GOLDIN WORK GRANT THORNTON

[Kekst CNC](#) represents Grant Thornton as it sells a majority stake in its US arm to New Mountain Capital, which relies on Goldin Solutions, in what is billed as the largest PE investment in the accounting and advisory sector.

Chicago-based GT, which is the No. 7 accounting firm, registered \$2.4B in revenues during fiscal year 2023, ended July. It has about 10K staffers.

CEO Seth Siegel said the partnership with NMC empowers the firm “to deliver transformational, high-quality outcomes.”

GT will now enjoy “greater scale, resources and agility, while better positioning the firm to make targeted investments in talent, technology, infrastructure and enhanced capabilities,” he added.

New York-headquartered NMC has \$50B in assets under management.

The deal is expected to close during the second quarter.

Kekst CNC, which is part of Publicis Groupe, has partners Daniel Yunger and Nathan Riggs, and senior associates Mark Fallati and Hallie Wolff handling GT.

Goldin Solutions’ John Eddy represents NMC.



GrantThornton

SF FILLS POOL OF 'GREEN PR' FIRMS

The San Francisco Environmental Department is accepting the qualifications of firms eager to provide community engagement activities to promote its policies and programs.



It wants firms with experience in running education and public awareness campaigns; staging events, developing culturally appropriate marketing messaging, and conducting marketing research and follow-up.

SF Environment plans to create a pool of qualified shops to be hired on an as-needed basis over the next two years.

Proposers are required to review the city's mandatory [green purchasing requirements](#) to ensure all goods and services provided to SF's government comply with the guidelines.

Proposals are due March 26. Interested firms must be registered on [SF's bidder portal](#).

[Read the RFQ \(PDF\)](#).

FGS PAVES WAY FOR JAPAN PM'S DC TRIP

FGS Global has signed on to provide strategic communications to the office of Japan's prime minister in advance of Kishida Fumio's visit to the US next month.



Kishida Fumio

Kishida's official visit to the US will include a summit with president Joe Biden and a state dinner slated for April 10. He will address a joint session of Congress on April 11.

Kishida's visit comes as opposition grows to Nippon Steel's \$14B plan to acquire US Steel.

FGS represents the Japanese politico via an understanding with Japan's Dentsu advertising giant. A written contract is in the works. FGS partners Richard Mintz and Joshua Gross handle the effort.

Mintz previously led the Harbour Group PA shop, headed Burson-Marsteller's DC office, and was PA director of the Dept. of Transportation during the Clinton Administration.

Gross did a nearly 12-year stint at Finsbury Glover Hering, a FGS predecessor firm, and served as director of media relations at the embassy of Afghanistan from 2006 to 2008.

FGS is part of WPP.

FASHION BIGS LAUNCH TAYLOR BURKE

Taylor Burke Communications, a consultancy that provides digital-first strategies based on a thorough knowledge of business needs and brand positioning goals, launches.



Andrew Taylor, Robert Burke

Its founders are Andrew Taylor, who has held executive marketing posts at Neiman Marcus, Burberry and Saks Fifth Avenue, as well as heading his own firm, Taylor-Communications, and Robert Burke, who was SVP of fashion and PR at Bergdorf Goodman before founding Robert Burke Associates in 2006.

Taylor and Burke have built an advisory board of industry leaders including CBS Sunday Morning Contributor Alina Cho, former *Wall Street Journal* senior special writer Teri Agins and The Michelin Guide head of editorial Edward Barsamian.

DCI GROUP LANDS \$3.6M IN UKRAINE WORK

Kyiv Global Outreach has hired DCI Group, which has strong ties to the Republican Party, for media and public affairs work.

The move comes as GOP support for arming Ukraine in its fight against Russia falters.

DCI's contract calls for helping to "rebuild and maintain strong public support for Ukraine" in its fight against Russian aggression, and to back policies that strengthen Ukrainian security and the conditions for peace.

The pact runs from Feb. 26 through the end of the year. It is worth \$3.6M.

DCI managing partner Justin Peterson, who worked on the presidential campaigns of Elizabeth Dole and George W. Bush, heads the Ukrainian business.

Kyiv Global Outreach's purpose is to carry out analytical, research, educational and advocacy activities to preserve Ukraine's democratic values and promote industrial and economic development of the country.



DASCHLE GROUP REPS HONG KONG GROUP

The Daschle Group is representing Santa Monica-based Stand with Hong Kong Action, an advocacy group that fights to end Chinese repression in Hong Kong.

SWHK was formed in the aftermath of the massive 2019 protests by Hong Kongers demanding the freedom and rights that were promised following the UK handover of its former colony to the People's Republic of China.

SWHK says it is one the last surviving grassroots groups representing the voice of Hong Kongers in the US, UK and European Union.

Former Senate Majority Leader Tom Daschle (D-SD) leads TDG.

Spencer Wolf, the firm's VP-international relations and a former public policy advisor at Baker Donelson, handles the SWHK account. He will make the rounds of Capitol Hill regarding issues connected with HK's promised autonomy, sanctions and the security law.



Tom Daschle

RTC PARTNERS INVESTS IN COMM

RTC Partners, Miami-based private equity firm, has invested in COMM, Boston digital marketing shop with 50 staffers.

Launched in 1994, COMM provides branding, creative, media, lead generation, web development and social services to clients in the healthtech, financial, manufacturing tech and retail sectors.

Clients include Bose Automotive, Wilmington Trust and Guidehouse.

The COMM investment "accelerants to our vision of integrating growth strategy together with leading in-market programs, informed by marketing science and technology, to drive growth for our clients," said RTC CEO John Shomaker.

RTC's also has invested in fama PR, Intelisent, MarketBridge and Quarry. They have 260 professionals in six locations in the US and Canada.



BROWNSTEIN JOINS SAUDIS' NEOM TEAM

Brownstein Hyatt Farber Schreck has signed on to represent Neom, the \$500B mega-city under construction in Saudi Arabia.



NEOM

The firm will focus its attention on Tonumus, the technology company that is the first subsidiary formed by Neom.

Tonomus' mission is to develop the digital infrastructure for Neom, and help Saudi Arabia build the sophisticated technical work force required to achieve the goals of

its Vision 2030 economic plan.

Brownstein's contract went into effect on Feb. 21 and runs through November. It is worth \$40K a month.

Al Mottur and Greta Joynes, co-chairs of Brownstein's technology & telecommunications practice; Samantha Carl-Yoder, co-chair of the international practice; and David Pryor, former Arkansas Democratic Senator are working on the Saudi business.

COZEN O'CONNOR HIRES NYC LANDMARKS VET

Cozen O'Connor Public Strategies, a bipartisan government relations practice that is part of international law firm Cozen O'Connor, brings on Meenakshi Srinivasan as a senior principal.



Meenakshi Srinivasan

Srinivasan, who has served as chair of New York City's Landmarks Preservation Commission and Board of Standards and Appeals, was most recently a senior land use and zoning advisor at law practice Kramer Levin Naftalis & Frankel LLP.

She will work closely with Cozen O'Connor's international real estate practice as part of its expanded focus on development, following the recent additions of Richard Kalson, a veteran construction lawyer, and Kerry Cooperman, who counsels not for profit organizations on real estate matters.

SC ECON DEV GROUP SEEKS PR SUPPORT

The South Carolina Economic Developers' Association seeks consultant or agency to provide PR services.

SCEDA needs an agency to market the organization, position it as a critical voice for economic development, educate its membership and keep them apprised of news, economic development trends, and key developments.



Scope of the work includes earning media coverage; posting and monitoring on social media; developing and distributing internal and external communications (including a newsletter); providing media training and presentations; and meeting monthly with SCEDA's PR committee.

Terms of the contract call for work to commence in July and continue for two years, with a two-year option for renewal.

Proposals are due by March 29 and can be emailed to Katie Koon, info@sceda.org.

Proposals can also be mailed to: SCEDA; Attn: Katie Koon; P.O. Box 80994; Charleston, SC 29416

Those with questions should call 803/929-0305.

[Download the RFP \(PDF\).](#)

NEWS OF FIRMS

SFC Group, a woman-owned healthcare marketing agency, acquires **CareContent**, a female-owned, Chicago-based content creation company that focuses on producing accessible and educational content for healthcare organizations. Founded in 2014 by Kadesha Thomas Smith, CareContent aims to expand healthcare organizations' capacities to reach audiences. "With this acquisition, we're proud to offer our clients expanded capabilities in content creation, from websites to social media to podcasts and everything in between," said Susan Flinn Cobian, president and CEO of SFC Group. "With this acquisition, we're proud to offer our clients expanded capabilities in content creation, from websites to social media to podcasts and everything in between."



**Susan Flinn Cobian,
Kadesha Thomas Smith**

Ohlmann Group, a family-owned, Dayton-based marketing and advertising firm, celebrates its 75th anniversary with the opening of a new office downtown. Headquartered on the city's North Main Street for 55 years, Ohlmann Group donated its facilities (valued at over \$600,000) to a local organization in 2023, and moved in a new suite in the 130 Building on W. Second Street. Among its plans for the anniversary, the agency will host Create the Future events for area college students who are studying marketing, communications and design.

Calysto Communications, an Atlanta-based firm specializing in the AI, IoT, mobile, wireless and telecom industries, marks its 25th anniversary. Before founding the agency in 1999, Laura Borgstede had helped Sprint Spectrum launch the first PCS network, Nokia unveil the first smartphone and BellSouth launch Cellemetry, the first commercial machine-to-machine/Internet of Things (M2M/IoT) service. Over the past 25 years, Calysto has added content development services and social media marketing as well as expanding into such areas as IoT and artificial intelligence. The agency's clients have secured more than \$4.8 billion in publicly reported valuations for clients in the last 25 years.

UpSpring announces a comprehensive company rebrand. The rebrand includes a refreshed logo, branding package and website, all of which were developed by the agency's in-house graphic design team. The effort was the result of a thorough exploration of the agency's evolving identity, reflecting its transition from a boutique PR firm to a fully-integrated PR, marketing and creative agency. "Our leadership team was allowed to reimagine what we wanted UpSpring to be in its next act, all while preserving the integrity of the path we took to get here," said UpSpring CEO Tiffany Rafii.



Aspekta AB, an independent Sweden-based agency, joins the Public Relations Global Network. Founded in 1994, Aspekta has offices in Malmö and Copenhagen, working across such industries as life science, transport and energy, packaging, real estate and construction, food and the public sector. Its clients include Booking.com, Bona, Duni, Ependion, Midsona and Trelleborg Group. "The addition of Aspekta not only further expands PRGN's global footprint, but also adds a team with valuable client experience to our global network," said PRGN president Andy See.

COMMENTARY

Putting TikTok out of its PR misery... Former Treasury Secretary Steven Mnuchin says he will put together a consortium to take TikTok off the hands of China's Bytedance.



Steven Mnuchin

The PR world should rejoice because TikTok's ham-handed campaign to stave off US legislation forcing it to split from its Chinese owner is almost over.

TikTok somehow thought it was a good idea to recruit creators for a trip to DC for a photo-op designed to stave off legislation.

It was hardly a spontaneous display of support for TikTok, which paid for transportation, lodging and meals for the creators, including a festival dinner at the Bazaar by Jose Andres in the Waldorf Astoria hotel, according to the *New York Times*.

Sen. Josh Hawley (R-MO), a long-time foe of TikTok, said the app is used by the creators as a shield when it's not an American company. He co-authored the bill that removed TikTok from US government devices.

The US would never let China acquire major stakes in "old media" outlets such as the *Washington Post*, CNN or CBS.

Why should it have unfettered access to new media outlets like TikTok?

China bans social media platforms Google, Facebook, Instagram and YouTube from its market due to data collection and content rules.

It is hypocritical for China to then squawk about US law designed to stem its influence among the 170M American users of TikTok.

WPP Calls for Burson Reinforcements. In its Jan. 25 announcement about the merger of BCW and Hill & Knowlton to form Burson, WPP promised the "new agency will draw on both organizations' unrivaled talent base."

That's why it is surprising that BCW has made two major executive hires since the merger went public, adding two Edelman veterans.

Lee Alman joined BCW in February as executive VP in its North America corporate affairs practice and leader of the issues and crisis specialty across the U.S. He spent nearly a dozen years at Edelman, exiting as executive VP, U.S. crisis and risk practice.

On March 13, BCW and H&K announced that Allison Cirullo will join as global chair of consumer and brand for Burson. She's a 16-year Edelman veteran, who rose to the COO spot in the global brand practice.

There's still time to add more executive reinforcements, as the Burson brand will debut on July 1.

Shades of Richard Nixon... Donald Trump has a "detailed plan" to end the war in Ukraine, according to Hungarian autocrat Viktor Orban. They huddled together at Mar-a-Lago.

Nixon had a "secret plan" to end the war in Vietnam, which he promised to divulge after the 1968 presidential election.

Tricky Dick's plan was to bomb the beejesus out of North Vietnam and extend the bombing into neighboring countries Laos and Cambodia. We know how that turned out.

We also know that the Mango Mussolini's detailed plan is to pull the plug on aid to Ukraine and hand the country over to his buddy Vladimir Putin.

Orban has good ties with Russia and is in frequent contact with Putin, who must be overjoyed with Orban's report that his acolyte is willing to destroy the reputation of the US as a faithful ally by abandoning Ukraine.

Nixon snookered voters in 1968. There's still a chance to stand by Ukraine.

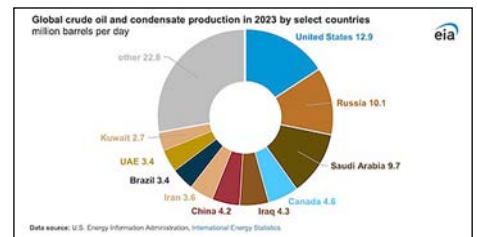
More hot air. While Donald Trump promises to "drill baby drill" on Day 1 of his second administration, America's greatest environmental president since Teddy Roosevelt got the job done.

The US Energy Information Administration reported on March 11 that the US produced an average of 12.9M barrels of oil per day in 2023, an all-time high.

America produced more crude oil than any nation at any time, said the USEIA.

And president Biden shouldn't worry about Saudi Arabia or Russia knocking America from its top spot during his second administration.

The US currently has a production capacity of 13.3M barrels per day. Saudi Arabia's state-owned Saudi Armco won't hit the 13.0M mark until 2027.



Take a bow, Joe. Your campaign could use an energy boost.

Beannachtaí na Féile Pádraig oraibh (Happy Saint Patrick's Day)... Enterprise Ireland, which bills itself as Europe's largest venture capital firm, is using the Global Situation Room for strategic communications support around the festivities slated for the holiday.

GSR also is showcasing Ireland's increasing investment in the US.

The US and Ireland relationship is more than parades and pints, said GSR president Brett Bruen. "While many like to say they're, 'Irish for a day' on March 17th, the country's companies are now touching our lives every day. It's a message that will come through loud and clear this year."

Launched in 1998, Enterprise Ireland supported more than 4,000 Irish companies, which employed more than 225K people in 2023. It created more than 15K new jobs last year, with 68 percent of them outside Dublin.

Enterprise Ireland invests in areas such as climate/sustainability/agritech, life sciences, digital technology, engineering, food & beverage, packaging and financial services.

It looks forward to boosting its US profile beyond Saint Patrick's Day.

—Kevin McCauley