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O'Dwyer's

The Inside News of PR & Marketing Communications



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May 3, 2021 Vol. 54 No. 18

WPP GROWS 1.8% IN Q1

WPP chief Mark Read reported a 1.8 percent spurt in Q1 revenue to \$4B as the firm returned to growth in all business lines and most major markets.



Mark Read

Like-for-like revenue was up 6.3 percent.

Read said WPP's strengths in ecommerce, digital media, technology and investment in creative talent are "resonating with clients as their markets recover."

WPP's BCW, Hill+Knowlton Strategies, Ogilvy and Finsbury Glover Hering PR operations posted a 3.0 percent drop in reported revenues to \$286M.

They grew 2.0 percent on a like-for-like basis.

Greater China, which includes Hong Kong and Taiwan, was WPP's fastest growing Top Five market as L-F-L revenues surged 18.4 percent. The region rebounded from a 12.1 percent decline during 2020's final quarter.

UK grew 3.9 percent in Q1. Germany advanced 2.5 percent. US scratched out a 0.7 percent gain. India tanked 0.5 percent.

Reed said the roll-out of COVID-19 vaccines "is improving visibility in many markets."

NONPROFIT NEEDS PR FIRM

Washington D.C.-based nonprofit NCRC Community Development Fund seeks a public relations agency of record.

The NCRC Community Development Fund is a community development financial institution certified by the Treasury Department to provide loan capital to historically underrepresented small business owners and emerging entrepreneurs.



The NCRC CDF wants a PR firm with experience in the financial services field that can manage external communications for the organization as well as provide communications and public affairs consulting, social media and digital content development and executive positioning services.

Terms of the contract run for one year, with the option to renew. Annual budget for the retainer is between \$150,000 and \$200,000.

Proposals, due by 12:00 p.m. (EST) on May 14, should be emailed (in PDF format) to CDFproposals@gmail.com.

Questions also go to CDFproposals@gmail.com.

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

INTERPUBLIC POSTS 2.8% Q1 GROWTH

Interpublic reported Q1 net revenues rose 2.8 percent to \$2B and net income hit \$91.7M compared to a year ago \$4.7M profit.

CEO Philippe Krakowsky said Interpublic's "strong start to the year reflects the quality of our talent, across the organization, and underscores the successful evolution of our offerings."

Interpublic reported a 2.1 percent drop to \$1.4B in salaries and related expenses during the quarter due to cuts in base pay, benefits, tax and severance expenses connected to the impact of the COVID-19 crisis.

Interpublic's DXTRA marketing collective of 27 brands posted a 4.6 percent drop in reported revenues to \$293.6M as the pandemic took a toll on its sports, entertainment and live event offerings.

CEO Andy Polansky said DXTRA's PR component (Weber Shandwick, Golin, ReviveHealth, Current Global, DeVries Global, Powell Tate and Rogers & Cowan PMK), posted low-single digit growth on a reported basis.



Philippe Krakowsky

GREGORY FCA ACQUIRES AFFECT

Gregory FCA has acquired Affect, a B2B-focused firm serving technology, healthcare and professional services clients.

Affect founder and president Sandra Fathi joins Gregory FCA as chief strategy officer, and senior vice presidents Britany Bevacqua and Jen Dobrzelecki will become part of the company's leadership team. Gregory FCA Founder and CEO Greg Matusky and president and partner Joseph Anthony overseeing the enterprise.

The combined agency will represent more than \$14M in revenue with 96 team members.

The move marks the second acquisition Gregory FCA has made since receiving a growth capital investment from Boston-based Copley Equity Partners. It acquired KM Digital in January 2020.

The Stevens Group made the introductions between Gregory FCA and Affect, and helped facilitate the discussions.



Greg Matusky

FTI'S Q1 PR REVENUES RISE 3.7%

FTI Consulting's PR unit registered a 3.7 percent hike in Q1 revenues to \$60.5M and a 21.7 percent rise in operating income to \$9.1M as the strategic communications operation rebounded sharply from its 8.8 percent revenue slide in Q4 2020.



Mark McCall

"We are off to a solid start in 2021," Mark McCall, head of the stratcom unit, told O'Dwyer's.

The stratcom operation remains focused on its long-term opportunities by investing in the global network and specialty practices, such as ESG, digital/insights, PA, government affairs and crisis, according to McCall.

FTI bolstered its senior PR management ranks during Q1 with the addition of Consumer Brands Assn. executive VP Bryan Zumwalt to head the government affairs group in Washington.

Julian Lambertin, Weber Shandwick executive VP, global strategy and insights, signed on as managing director, head of data & analytics, EMEA. He's based in Germany.

Kate Brader, a management consultant at Regester Larkin by Deloitte, joined to head FTI's Crisis+ offering in London.

Overall, FTI's Q1 revenues jumped 13.5 percent to \$686.3M. Net income advanced 13.7 percent to \$64.5M.

PRIME POLICY REPS ASTRAZENECA COVID JAB

Prime Policy Group is repping Britain's AstraZeneca on COVID-19 vaccine and therapy development.

The Food and Drug Administration has not approved AstraZeneca's vaccine for emergency use in the US, as it did for shots developed by Johnson & Johnson, Moderna and Pfizer.

The Biden administration plans to donate 60M doses of AstraZeneca vaccine to India and other countries that have been hit hard by the pandemic. It already has sent 4M AstraZeneca shots to Canada and Mexico.

Prime Policy Group's CEO Scott Pastrick, chairman Charlie Black and vice chairman Rich Meade are part of the AstraZeneca team.

It works for AstraZeneca as a subcontractor to sister WPP company, [BCW](#).

STANTON PR HANDLES BAIN'S SWEET DEAL

Stanton PR & Marketing is working with Bain Capital Private Equity as it gobbles up Dessert Holdings in a \$1B deal.

Based in St. Paul, Dessert Holdings owns three premium brands: Lawler's Desserts, The Original Cakerie and Atlanta Cheesecake Co. that distribute their products to more than 250 retailers and foodservice clients in the US, Canada, Mexico and Asia.

CEO Paul Lapadat said Bain's financial clout and business-building expertise will bolster Dessert Holdings as it accelerates its growth in the premium and artisanal desserts categories.

Gryphon Investors of San Francisco has owned Dessert Holdings for the past five years, supporting two add-on acquisitions and a major plant expansion.

Stanton has Charlyn Lusk and Scott Lessne representing Bain, while Lambert & Co.'s Caroline Luz and Jennifer Hurson handle Gryphon.

DESSERT HOLDINGS



ON THE MOVE

Real Chemistry adds tech executive **Bob Weiler** to its board of directors and market access pro **Amy Grogg** to its CEO advisory board. Weiler most recently served as executive vice president, global business units at Oracle, and has led such organizations as Phase Forward and Giga Information Group. Grogg most recently served as senior vice president, strategy and commercialization, at AmerisourceBergen, where she held operational responsibility for many companies within its network, including Xcenda, Lash Group and Innomar Strategies.



Bob Weiler, Amy Grogg

The Corporation for Public Broadcasting names **Brendan**

Daly vice president of communications. Daly most recently served as chief communications officer for the Recording Industry Association of America. From 2002 to 2011, he was chief spokesman for Nancy Pelosi, working with her through her first two terms as Speaker of the House. He has also been an executive vice president at Ogilvy Public Relations. At CPB, he is responsible for the development and implementation of the organization's communications and messaging strategy.

IDG Communications, a tech media, data and marketing services company, appoints Brian Stoller as chief marketing officer. Stoller comes to the company from the CMO spot at Mobiquity Technologies. He has also served at executive director of performance marketing at IBM was a managing partner at Mindshare. At IDG, Stoller will lead the company's global data-driven marketing efforts.

Baretz+Brunelle brings on **Laura Gingiss** as senior managing director in its Chicago office and **Wayne Kessler** as managing director in its New York office. Gingiss was previously head of business marketing communications at Deloitte Consulting. Kessler joins B+B from Stroock & Stroock & Lavan, a New York legal firm where he led communications efforts. Both Gingiss and Kessler will play key roles leading the PR, marketing and business development efforts for Baretz+Brunelle's roster of legal industry clients.

Spirit of America, a nonprofit citizen service organization that supports the safety and success of U.S. troops and diplomats serving abroad, hires **Alan Feldenkris** as its first chief marketing officer. Feldenkris was formerly managing director, global brand marketing and strategy, for The Nature Conservancy. In his new post, he will be responsible for generating revenue and raising the visibility of Spirit of America, as well as overseeing the development and marketing & communications teams.



Alan Feldenkris

Crosby Marketing Communications promotes **Madeleine Beck** to vice president, integration management, and **Sabrina Ostrowski** to vice president, contracting & financial management. Beck has been with the agency since 2009, overseeing national public education campaigns and targeted behavior-change programs. Ostrowski joined Crosby in 2015, and has been responsible for all contract administration for the firm's government practice.

A PERSONAL COVID EXPERIENCE

They all expected me to croak. But I didn't.

On Christmas Day 2020 I was taken, non-responsive, by ambulance to Torrance Memorial Medical Center. I'd been diagnosed with COVID-19 for more than a week. I was super tired, desperately in need of sleep. No appetite. And then, after 10 days, I basically went into a viral tailspin.



Bob Gold

The massive amounts of antibiotics, anti-fungicides, Remdesivir, plasma and more, pumped into me simply wasn't enough. Doctors recommended the last resort: intubation. I knew what happened to folks who were kept on a ventilator for too long. And I did not want that to be me.

My staff at our PR agency went into crisis mode, taking on new clients and reassuring existing ones that they were well taken care of. The agency never missed a beat. My sudden arrival in the ICU became a test of their leadership, courage and staying focused on their jobs—and I'm very proud to say every single associate rose up, took on even more work and thrived.

After 12 days of being sedated while on the ventilator, the doctor said to my sons, "Well this doesn't seem to be helping. Let's take him off. We can always put him back on."

One nurse told my sister, "I don't see the point on keeping him on a ventilator this long. He's not going to make it."

Maybe it was the heart attack I had while intubated or the renal failure that contributed to the medical determination of: "It's not working." In total, I was in the ICU for 13 days.

My oldest son kept everyone apprised of my situation and the desperation of it. And though I didn't know it, those group texts and Facebook posts resulted in hundreds and hundreds of people praying for me. I attribute my recovery to those prayers, the incredible support from a terrific hospital staff and the diligence of my sons.

I'm here. I beat the damn COVID. And as PR professionals, I believe we have a duty to better educate our communities to take the virus seriously. That's why I'm writing this.

The virus has changed my life. I know what it means to not be able to walk without help or assistance. To be unable to shower or bathe by oneself. To not be able to put on one's own clothes.

Discharged from the hospital, I also brought home COVID brain fog. Asked a question, the answer would sit in my brain, unable to come out of my mouth for 30 seconds, a minute or more. This was terrifying. And on top of it all, my hands trembled, which never happened before. And then there were my lungs. For three months I have had tightness in my chest like ropes are around my lungs only allowing a limited intake of air, before I feel the constriction.

As you read this, I'm once again in total quarantine.

My biggest takeaway is to hold tight to the people I've met along the way, especially those who I truly respect and care for.

While I have recovered my weight, stabled my trembling hands and, for the most part, pushed away the Brain Fog, it's not over. Not by a long shot.

COVID isn't going anywhere. This disease isn't to be ignored. And if we rally as professionals to help share our incredibly fast growing body of knowledge of COVID we might just make our world a bit brighter.

Bob Gold is founder and CEO of Bob Gold & Associates.

PORTSMOUTH, VA POSTS PR, MARKETING RFPs

The City of Portsmouth, Virginia is requesting proposals from full-service marketing and public relations agencies.

Scope of the work includes: creating an annual strategic marketing and messaging plan for the city; developing a media and public relations plan; promoting the city through branding and creative design work; marketing research and data analysis; website design; providing a quarterly advertising plan; and participating in regularly scheduled meetings.

Terms of the contract run for two years (beginning August 1) with the option to renew for up to three one-year extensions.

Proposals are due by 2 p.m. (EST) on May 11 and should be mailed or delivered to: The City of Portsmouth Virginia; Attn: Purchasing Department; 801 Crawford St, 5th Floor; Portsmouth, VA 23704

All bidding agencies should include one original and four copies of their proposals, as well as an electronic copy on a flash drive or DVD. Proposals must be returned in an envelope labeled with the company name, proposal number (P265-21-MA) and RFP closing date (5/11/21).

Questions should be directed to purchasing officer Michael Ammons, ammons@portsmouthva.gov.

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

SEN. MCCONNELL AIDE JOINS CORNERSTONE

Katelyn Bunning, Senator Mitch McConnell's legislative director, has joined Cornerstone Government Affairs, the DC-based PA firm that has more than 100 staffers in 13 offices.

She advised the Minority Leader on energy, environmental, education and agricultural policy issues and played a key role in the passing of the Horseracing Integrity and Safety Act and American Miners Act.

Cornerstone also has recruited Shanetta Paskel, senior director of federal and state government relations at Navient, student loan server and debt collector.

Geoff Gonella, Cornerstone president/managing director, said Bunning and Paskel have a diverse set of relationships on both sides of the aisle that will bring impact and value to clients.



Katelyn Bunning

BURNS MCCLELLAN WORKS VACCITECH'S IPO

Burns McClellan handles US media for the IPO of Vaccitech, the British biopharmaceutical company that owns the technology behind AstraZeneca's COVID-19 vaccine.

Vaccitech on April 29 priced the IPO shares at \$17 each, which valued the IPO at \$579M. The shares trade on the NASDAQ.

Vaccitech was co-founded by University of Oxford scientists Sarah Gilbert and Adrian Hill and has received backing from Google Ventures and Gilead Sciences.

It will receive 1.4 percent of net revenues from the AstraZeneca COVID-19 vaccine, when it is sold for profit after the end of the pandemic, according to the *Financial Times*.

Founded in 1988 by Lisa Burns, New York-based Burns McClellan bills itself as an independent IR/financial PR firm serving the life sciences market.

It has Ryo Imai and Robeert Flamm working the Vaccitech IPO. London's Scius Communications (Katja Stout) is working the European media.

THE PITFALLS OF GREEN MARKETING

Corporate sustainability efforts have become a year-round discussion, peaking around Earth Day as companies eagerly volunteer details on how they're environmental stewards.

Being environmentally conscious is table stakes for consumer consideration—according to Nielsen's Global Corporate Sustainability Report, 66 percent of consumers would spend more on a product if it comes from a sustainable brand, and that figure jumps to 73 percent among millennials. But before waving the sustainability banner, it is crucial to carefully weigh the risks vs. the rewards.



Mia West

Having a reputation as an environmental crusader comes with a tremendous amount of accountability. When companies set public goals, then fail to maintain their promises, inflate impact or make uninformed declarations they open themselves up to the criticism of greenwashing. Following are a few considerations to ensure you're seen as a good citizen and changemaker, rather than just another company hopping on the eco-bandwagon.

It takes a village

The real brand heroes are those creating meaningful change by linking arms with competitors to solve challenges, share best practices and elevate their respective industries.

A beautiful example is the "Beyond the Bag" initiative driven by Target, Walmart and CVS. These retail giants united to fund a program inviting entrepreneurs and inventors to pitch ideas to replace the 100 billion plastic bags used in the United States every year, promising \$15 million in investments.

On a smaller scale, professional haircare brand KEVIN. MURPHY mastered how to create beauty packaging from 100-percent ocean waste plastics and then volunteered to mentor the rest of the industry on how to accomplish this complicated and expensive environmental goal.

To the consumer, these efforts feel authentic and accountable. If you're helping spur change at a macro level, broadcasting these type of efforts, even if they don't center on your brand, feels less self-congratulatory and can create a deeper connection with your target audience.

As brands achieve major environmental milestones, they deserve applause for staying the course. However, before sharing the moment with external audiences, take a moment to assess the messaging. Green innovation and conservation efforts can fall flat when other business practices are falling short or even contributing to environmental degradation.

Teachable moments

As already noted, becoming an environmental warrior as a business is complicated. What may seem like an environmentally sound idea or practice may open your organization up to critique. Before committing to or unveiling green processes and initiatives, it may be beneficial to align with a sustainability focused nonprofit or independent expert.

In addition to offering valuable insight to ensure maximum impact, bringing in an outside expert adds credibility to your mission and can mitigate greenwashing accusations.

Do the right thing

An organization still needs to be profitable, while simultaneously doing good. As you evaluate how or even IF you move forward with this lofty undertaking, the number one consideration must be whether it is a smart business decision. For

example, changing an entire business supply chain is an extraordinary expense, and if it negatively affects the consumer's experience, it can cost you even more. At the end of the day, a business must evaluate if going green is a wise investment. Many brands have faced challenges with their eco-friendly endeavors and discovered it was a costly wrong move.

Becoming a sustainably minded company is a noble cause. It can give purpose to an organization's employees and is increasingly more important to consumers. But ahead of celebrating your efforts in the public eye, it's critical to be self-reflective and approach communication and marketing strategies thoughtfully. As you build your environmental impact narrative, weigh the impact, address the future, admit what you don't know, and be human. No one's perfect but at least you're trying.

Mia West is vice president of publicity at Havas Formula.

WPP'S SMITH TAKES DEI POST AT FLEISHMAN

Adrienne Smith, who served as WPP's first global director of inclusion and diversity, is moving to FleishmanHillard, where she will take on the role of chief diversity and inclusion officer.

She replaces Emily Graham, who was promoted to chief equity and impact officer at Omnicom, FH's parent company, in January 2021.

In her new role, Smith is tasked with advancing FleishmanHillard's global diversity, equity and inclusion strategy. Reporting to FleishmanHillard president and CEO John Saunders, she will be a member of the agency's global leadership cabinet, heading up the work of its DE&I taskforce.

She will work with Leela Stake and Adiya Mobley, co-leaders of True MOSAIC, FleishmanHillard's capability created to provide DE&I counsel and solutions to clients.

At WPP, Smith led the team responsible for building an internal global inclusion and diversity resource platform for its network of agencies.



Adrienne Smith

KENMORE SEEKS DEI GUIDANCE

Kenmore wants to hire a firm to develop a diversity, equity and inclusion policy to help make the Seattle suburb a more open, inclusive and welcoming place for all people.

The desired firm will inform the city manager about DEI approaches taken by other cities and public organizations, and assess the city's DEI policies and programs and create a "gap analysis" to show where Kenmore falls short.

The firm will create a DEI toolkit for use in policy and implementation decisions and identify strategies to ensure ongoing public participation and stakeholder involvement in rolling out the DEI plan.

Kenmore requires its partner to attend six DEI task force meetings and three open houses/town halls.

The city has budgeted \$100K for the DEI push.

Responses are due May 10. Kenmore prefers electronic responses sent to bids@kenmorewa.gov. They must be referenced as RFP #21-2713, City of Kenmore Diversity, Equity, and Inclusion Proposal.

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



PASSMAN TO LEAD LANSONS INTERMARKET

Lansons Intermarket has named Josh Passman, who exited Prosek Partners in 2019 after a more than 12-year run, CEO of the New York financial firm that is part of UK-based Lansons.



Josh Passman

He succeeds the leadership team & Intermarket co-founders Matt Zachowski, LI CEO, and Martin Mosbacher, president. They will continue at the firm as senior consultants.

Passman joins LI from PJ Solomon, boutique investment firm, where he was head of marketing & communications.

He told O'Dwyer's that he will better align the brand, culture and capabilities of the firms on both sides of the ocean,

while serving as chief liaison between New York and London.

The new CEO is eager to beef up LI's service capabilities (e.g., social media, digital, content development); tap into Lansons' reputation management offerings, such as its ESG practice; and expand the senior management ranks.

LI will rebrand as Lansons by the end of the year and the firms will have a unified website. A single financial/accounting system will be in place by the end of summer.

The British firm acquired a majority stake in Intermarket in 2019. LI ranks as O'Dwyer's No. 20 financial firm with 2020 fees of \$2.5M.

USAID SHOPS FOR PR ASSISTANCE

The US Agency for International Development is looking to hire a press and communications advisor to increase awareness and appreciation of its Bureau of Humanitarian Assistance, which is responsible for coordinating US assistance to victims of famines, droughts, earthquakes, floods and war.

The advisor will provide guidance to BHA staff, generate talking points, draft press releases and handle media outreach.

He/she will develop and implement plans and campaigns that reflect changing messaging priorities and highlight BHA's impact, expertise and value.

The press officer will devise new ways to communicate BHA's investments in risk reduction and resilience, which save lives by preventing or reducing the impacts of shocks.

The job is based in DC and runs for two years with three one-year options. Salary is capped at \$134,798.

Resumes are due May 11. Click here for the [solicitation](#).

CURRENT SNAGS MEDIA VET HAMILTON

Interpublic's Current Global arm has hired Chris Hamilton as senior VP-media relations.



Chris Hamilton

Most recently, Hamilton was head of US media for Publicis Groupe's MSLGroup, where he generated earned media results for clients such as Procter & Gamble, Emirates Airlines, Home Depot, Campbell Soup and Mike's Hard Lemonade.

He also was corporate media director at WPP's BCW and VP-financial and consumer media at Omnicom's Ketchum.

Hamilton reports to Current Global North America president Amy Colton.

ORANGE COUNTY TRANSIT ISSUES PR RFP

The Orange County Transportation Authority is seeking proposals for public relations agencies that can provide outreach services for a rideshare program.

OCTA's rideshare program seeks to provide Orange County commuters and employers with commuter alternatives to driving alone—carpooling, using bus and rail transit, bicycling, walking and teleworking—that meet emission reduction targets.

OCTA is seeking an agency that can conduct outreach via calls, emails and in-person events for OCTA's rideshare program with the goals of increasing participation in employer programs, commuter rideshare modes and annual rideshare campaigns.



Scope of the work includes: creating a monthly plan to direct outreach and develop ongoing strategies for promoting employer programs and alternate commute modes; conducting a targeted outreach effort; and maintaining consistent contact with leads and nurturing them through the sales process.

Budget for the project is \$80,000 for one year.

Proposals are due by 2:00 p.m. (PST) on May 11 and should be submitted electronically [here](#) and select "RFP 13351" from the drop-down menu and follow the instructions as prompted. All submitting agencies must first register with OCTA's online procurement site, at [Camm Net](#).

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

MERCURY STANDS UP FOR UGANDA

Mercury Public Affairs is providing strategic consulting services to the Republic of Uganda as its security forces unleash the worst wave of repression in the east African country for decades, according to the Guardian.

Hundreds of people, suspected of supporting political opposition to 76-year-old president Yoweri Museveni, have been rounded up, tortured and held in secret prisons.

Museveni, who has been in power for more than 35 years and is a key ally to the US, has denied that Uganda's military forces have abused and detained civilians.

Mercury, which began repping Uganda on April 22, is working as subcontractor to Mercury International UK Ltd. in London.

Uganda senior presidential advisor Procovia Nalweyiso oversees the PR push.

Omnicom owns Mercury.

GLOBAL STRATEGY GROUP ADDS FLOYD

Global Strategy Group has hired Jade Floyd as senior VP-communications and public affairs.

She joins the New York-based shop from the Case Foundation and Revolution Venture Capital, which are led by Jean and AOL co-founder Steve Case.

As VP-communications during her nearly 10-year stint, Floyd handled executive positioning, strategic partnerships and media outreach for the Cases.

Earlier, she did a five-year stint at CLS Strategies, counseling clients such as Wells Fargo, DuPont, Champagne Bureau and Project for US Food Aid and Security.



Jade Floyd

COMMENTARY



What a difference a 100 days makes... Since Joe Biden moved into the White House, America's image overseas has improved by an average of nine points, according to a Morning Consult political tracking poll of 14 countries.

Germany showed the biggest gain in net favorability, 47 percent, which is defined as the percentage of people with favorable minus unfavorable views of the US from Biden's first day in office, Jan. 20, to April 25.

Japan (39 percent), France (37 percent), Canada (32 percent) and UK (30 percent) ranked next.

Morning Consult believes Biden's message that the country is back on the diplomatic front that he made after two weeks on the job, coupled with his decision to rejoin the Paris Agreement climate pact, bolstered America's image overseas.

US net favorability ratings fell in China (-13 percent), South Korea (-2 percent) and grew only 3 percent in India.

On the home front, 78 percent of us now have a favorable image of the US compared to 73 percent on Biden's first day on the job. The unfavorable score fell from 22 percent to 17 percent for a net favorability gain of 10 percent.

That means that most foreigners have a better image of our country than we do. What do they know that we don't?

Tom Nides, who did a very short stint as CEO of Burson-Marsteller, is under consideration for the US ambassador to Israel post.

He joined B-M in 2004 from Credit Suisse, where he was chief administrative officer, and fled to Morgan Stanley the next year for the COO post. Nides left the investment banker for the State Dept. but returned to Morgan as managing director and vice chairman in 2013.

The Duluth native was Wall Street's biggest supporter of Minnesota Senator Amy Klobuchar's Democratic presidential primary run. He shifted to Joe Biden after she dropped out of the race.

In his LinkedIn bio, Nides doesn't mention his B-M posting.

The New York Times is canceling the term "op-ed" because it no longer makes sense in the digital age, according to Kathleen Kingsbury, editor of the opinion section.

Launched Sept. 21, 1970 for articles penned by outside writers, op-eds were so named because they ran opposite the paper's editorial page.

Kingsbury notes that today's Times readers access the medium online so there is no "geographic ed" for the op-ed to be opposite of. She may view the term op-ed as "a relic of an older age" but the term has a certain gravitas about it, compared to its replacement term, "guest essays."

Jessica Alba, actor and founder of The Honest Co., stars in the "risk factors" section of the natural beauty products company's S-1 filing for its initial public offering.

The company admits that it is all about Alba.

THC's very ability to compete against major players in the

beauty products market "is largely dependent" on Alba, chief creative officer and chair. "We believe that the success of our brand depends in part on our ongoing affiliation with Jessica Alba," says THC in the S-1.

THC has a "likeness agreement" with Alba, which she may terminate at any time upon written notice, or if the company becomes insolvent. Termination of that pact would result in THC losing its ability to associate its brand with the actor and cause "reputational damage."

The company also relies on Alba's social media reach and influence to connect with consumers and provide insight on current trends.

Consumers buy THC products because of Alba, according to the filing. "If Ms. Alba's image, reputation or popularity is materially and adversely affected, this could negatively affect the marketability and sales of our products and could have an adverse effect on our business, financial condition, results of operations and prospects."

THC lost \$14.5M on \$300M revenues during 2020. Perhaps Alba needs to step up her promotional activity.

The company's S-1 risk factors section runs a healthy 46 pages.

No more political chatter around the corporate water cooler, is the edict passed down to staffers by Basecamp CEO & founder Jason Fried.

There will be no more societal and political discussions on the company Basecamp account, he blogged on April 25.

"Today's social and political waters are especially choppy. Sensitivities are at 11, and every discussion remotely related to politics, advocacy, or society at large quickly spins away from pleasant."

"You shouldn't have to wonder if staying out of it means you're complicit, or wading into it means you're a target. These are difficult enough waters to navigate in life, but significantly more so at work."

Basecamp partner David Heinemeier Hansson extended the political chatter ban companywide.

He wrote that the software productivity company is no longer going to weigh in publicly on societal political affairs.

Basecamp will restrict comments to topics directly related to its business—antitrust, privacy, and employee surveillance.

Tough love from JPMorgan Chase CEO Jamie Dimon, who plans to begin welcoming staffers back to their workstations on May 17 so they can begin to get comfortable being back in an office setting.

He expects the whole JPMorgan Chase gang to be back on the job in early July on a consistent rotational schedule.

JPMorgan Chase concedes that not everybody is juiced about returning to the office. Its message: work it out.

"We know that many of you are excited to come back, but we also know that for some, the idea of coming in on a regular basis is a change through which you'll need to manage," said the employee memo.

COVID-19 vaccinations are not required for returning to the office.

—Kevin McCauley