



Jack O'Dwyer,  
Editor-in-Chief

# O'Dwyer's Newsletter

The Inside News of  
PR and Marketing  
Communications

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## PEOPLE

### Joined

**Catherine Blades** has moved to insurer Aflac Inc. in the new post of senior VP, corporate communications. Blades exits the chief communications and marketing officer slot of Flextronics. She was previously in the aerospace sector, serving as VP of communications and PA at Raytheon and handling marketing communications at Lockheed Martin Aeronautics. At Columbus, Ga.-based Aflac, she reports to EVP of corporate services Audrey Boone Tillman. Eleven-year Aflac veteran Laura Kane is VP/communications.



Blades

**Jeff Goldfarb**, senior strategist at Matthews Media Group, will join JPA Health Communications on Feb. 3 as VP. At MMG, he managed PR and patient recruitment efforts at the National Institutes of Health. He also helped run programs for the FDA and National Cancer Institute for Rockville, Md.-headquartered MMG, part of Ketchum and Omnicom.

**Adam Wagner**, director of comms., SevenTwenty Strategies, to DDC Advocacy, National Harbor, Md., as director of business communications.

**Douglas Myers**, who held comms. and marketing roles with AIDS Walk, LA Law Library, MONY Group and PricewaterhouseCoopers, to Landis Communications, San Francisco, as senior director.

**Kimberly Premo** joins as an A/C handling City CarShare, Merlin Entertainments, Northstar Memorial Group and Walmart.

**Georgia Carter Turner**, VP of tourism development, Flagler County (Fla.) Chamber of Commerce, to Florence/Lauderdale Tourism, Florence, Ala., as communications manager.

**Roy Hinz**, director of PA, AAA Wisconsin, to The Meemic Foundation, Madison, Wisc., non-profit of Michigan-based Meemic Insurance Company, as community advocacy administrator.

**Lana Mini**, former journalist and PR staffer for non-profit ACCESS, to Marx Layne & Company, Farmington Hills, Mich., as an A/E.

**Aileen Bennett**, former marketing and comms. manager, Institute for Sustainable Practice, Lipscomb Univ., and Ellis Metz, intern at Marketing 24/7, to Jarrod Phillips Cate & Hancock, Nashville, Tenn., as advisors.

## NEW ACCOUNTS

### New York Area

**Butler Associates**, New York/Grandparents.com, news and content for the 50+ segment, for communications strategy, media and financial relations counsel.

**5W PR**, New York/Diono USA, car seats and other child accessories, for media relations for the brand and its RadianRXT product; One Hour Translation, translation and interpretation services, as PR firm of record, and The Salerno Center, for PR to increase awareness for its founder, Dr. John P. Salerno, and its vitamins and supplements.

**Susan Magrino Agency**, New York/Geoffrey Beene, men's apparel and accessories, for PR. All of the company's net profits fund philanthropic causes like cancer research.

**Mfa Ltd.**, New York/Alex and Ani, for PR for its product collections of bangles and candles, retail locations and brand strategy, and KaBOOM!, non-profit focused on creating playgrounds, as AOR.

**Raker Goldstein**, Old Tappan, N.J./Assured Environments, commercial pest management company, for comms.

### East

**PAN Communications**, Boston/SDL, customer experience management, for global PR strategy, including social media, content and influencer marketing.

### Southeast

**Brandware PR**, Atlanta/MyAssist, live-agent personal assistance and concierge service that supports connected vehicle and consumer needs, for PR.

**JoTo PR**, Tampa Bay, Fla./elements fitness, Miami fitness and weight loss club for women, for PR.

### Midwest

**Kroner Communications**, Boulder, Colo./Exhibitor Media Group, trade and show and corporate event marketing education, for PR aimed at growing the EXHIBITOR2014 expo in Las Vegas in March.

### Mountain West

**Verde Brand Comms.**, Boulder, Colo./RockyMounts, car racks for bikes, snowboards and other gear, as AOR for PR

### Southwest

**Richards Partners**, Dallas/The Salvation Army, as AOR for PR. Parent The Richards Group has been advertising AOR since 2005. PR work includes the annual Red Kettle campaign and communications support surrounding emergency and disaster response.

### West

**SHIFT Communications**, San Francisco/Whole Foods Market Northern California, as AOR for PR in the region, following a competitive review. The region includes San Francisco Bay Area, Sacramento, San Jose and Reno.

**Landis Communications**, San Francisco/Merlin Entertainments Group, for launch of two new properties at Fisherman's Wharf: Madame Tussauds San Francisco and the San Francisco Dungeon.

### Canada

**Brooks Communications**, Toronto/Titan Medical, robotic surgical system, for a \$7K-a-month IR and financial communications pact for 2014.