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O'Dwyer's

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NEW ACCOUNTS

West

Landis Communications, San Francisco, and **VPE PR**, Los Angeles/California Society of Anesthesiologists, for PR to promote the physician organization and its mission.

South/Mountain West

Phoenix Marketing Associates, Phoenix/El Sol Foods, salsa maker, for marketing and PR.

104 West Partners, Denver/FlixMaster, online video platform, and **SDL Campaign Management and Analytics**, customer engagement, for PR.

Midwest

Weber Shandwick, Chicago/Big Ten Conference, college athletic conference dating back to 1896, for comms. counsel on issues like its recent expansion to include the Univ. of Maryland and Rutgers Univ.

RMD Advertising, Columbus, Ohio/Watershed Distillery, micro-distillery producing vodka, gin and bourbon, for social media and PR.

East

ab+c, Wilmington, Del./Eos Medical Group, emergency medical services, for an employment branding campaign following its name change.

Abel Communications, Baltimore/CohnReznick, national accounting, tax and advisory firm, as AOR for PR for its Baltimore office.

Warschawski, Baltimore/ImQuest BioSciences, pre-clinical research and drug development services, for brand research, messaging and positioning.

More new accounts are at <http://odwpr.us/11Ev9Xp>.