

PRWeek

Breakfast Briefing: 5 things for PR pros to know on Wednesday morning

Remembering 9/11; Messina Group acquires Segal Communications; Lambert buys Vandiver Group.

by [Frank Washkuch](#) / Added 4 hours ago



PRWeek is [remembering the events of 9/11](#) with [an in-depth look at how the terrorist attacks shaped executives' lives and careers](#), as well as how they inform crisis communications to this day. **Plus:** [Tributes from colleagues](#) to Flight 93 hero and agency executive Mark Bingham and Cantor Fitzgerald's Suria Clarke.

New this morning: The Messina Group, led by former top Obama campaign and West Wing aide

Jim Messina, [has acquired Segal Communications](#) in a deal that will expand Messina's West Coast presence and boost its strategic comms chops. Segal Communications was founded in 2018 by former broadcast journalist Sarah Segal.

David Landis is planning to retire from the firm he founded at his kitchen table in 1990, Landis Communications, at the start of next month. General manager Sean Dowdall has been promoted to president of the agency.

Grand Rapids, Michigan's Lambert & Co. has acquired the Vandiver Group, a St. Louis-based market research and strategic communications firm, in its fourth transaction of the past two years. Donna Vandiver, president and CEO, founded the eponymous firm more than 28 years ago. She'll join Lambert as MD and will lead the St. Louis office.

Companies are adding new types of jobs to help them navigate vaccine mandates and other tricky back-to-the-office issues, according to Axios. **One example:** consultancy EY has named Susan Garfield to the newly created role of chief public health officer, advising clients on COVID-19 and other public health and resiliency issues.

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