

BUSINESS LIVES

22%
of employees
nationwide are
worried about being
laid off

Source: Q3 Glassdoor Employment Confidence Survey

HOT JOBS

EDITOR-IN-CHIEF

PUBLICATION Columbia Journalism Review

JOB DESCRIPTION Provide editorial vision; supervise a nine-person staff plus freelancers

MOST IMPORTANT TASK Manage a \$1 million-plus annual budget to make *CJR* a must-read

CREDENTIALS NEEDED

Advanced degree preferred, plus a minimum of eight to 10 years of writing, editing or managing experience in a journalistic setting

SALARY \$84,165 minimum

RECRUITER Internal

DOWNSIDE Facing a time of flux as the publication shifts its attention to the economics and public policies behind journalism

UPSIDE Becoming the public face of a noted magazine

Bimonthly *CJR* boasts a circulation approaching 20,000; *CJR.org* has more than 125,000 unique visitors a month.

—IRVIN BARGUEN

EXECUTIVE MOVES



The Society of Memorial Sloan-Kettering Cancer Center. Annette U. Riekel, 60, was appointed president of the volunteer organization that

supports patient care, cancer research and public education in partnership with the Memorial Sloan-Kettering Cancer Center. She was previously vice president of the society. She will continue to serve as a professor at Weill Cornell Medical College and on the staff of New York-Presbyterian Hospital.



NBC Universal. Nancy Cohen, 53, has joined as director of sales for women, a newly created position. She was most recently senior account executive at Oxygen.

DLA Piper. George J. Mitchell, 77, returned as chairman emeritus and ex officio member of the law firm's global board. The former U.S. senator from Maine was most recently U.S. special envoy for Middle East peace.

Wilson Elser. Robin N. Gregory, 55, joined the law firm as partner. She was previously a partner at Lewis Brisbois Bisgaard & Smith. **Areona M. Mizeln,** 33, joined as partner. She was previously a partner at Lewis Brisbois Bisgaard & Smith. **Patrick Murphy,** 34, joined as of counsel.

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CHIPS OFF THE OLD BLOCK: Robin Antar hopes that a potato chip company will buy her latest consumer product; if so, she'll add the logo.

PHOTO: JAMES

GOTHAM GIGS

Carving Out a Niche

'How can I represent America? What is America? It's junk food'

For 10 years, Brooklyn sculptor Robin Antar has risen each morning and headed to her garage, where she's turning a 6,000-pound marble slab into a giant replica of a bag of potato chips. To work on different sides of the sculpture, she has to rent a crane to move it. ¶ Now that she's nearly finished, Ms. Antar has been calling chip company execs to see if they want to buy the piece. If someone does, she'll add the appropriate brand. ¶ The 53-year-old artist has sculpted a host of consumer products. Her works, priced at \$5,000 to \$126,000, include a life-size Dr. Martens boot, a York Peppermint Pattie and an 800-pound "bag" of M&M's. ¶ An art teacher and abstract sculptor since 1978, Ms. Antar started creating product replicas after Sept. 11. ¶ "Everyone was doing things like Twin Towers and flags, and I said: 'What can I do to represent America? What is America?'" Ms. Antar asked. "It's junk food." ¶ The artist, who raised three boys while frequently staying up all night to sculpt, says that by capturing everyday items in stone, she is creating a record of contemporary culture. ¶ "Two thousand years from now, there's not going to be Reese's Peanut Butter Cups," she said.

—MIRIAM KREININ SOUCCAR

EXECUTIVE INBOX

Anne Fisher

Why your firm needs Facebook

"WHEN FACEBOOK is used properly, it can be a wonderful tool for building a small business," said Jennefer Witter, founder of The Boreland Group Inc., a public relations firm based in Riverdale in the Bronx. "It's a great way to network like crazy without ever leaving your desk."

Yet when she encourages other business owners to build a Facebook following, "the comments I usually get are things like, 'I'm a private person' or 'It's just a place to meet people,'" Ms. Witter continued. "From a business perspective, all of these reasons for avoiding Facebook are flat-out nonsense."

Lots of recent research bears her out. A new study from Rice University in Houston, for instance, says Facebook fans of small businesses make 36% more store visits than other customers and spend 33% more.

The site's uses for growing a company are many, Ms. Witter notes. By posting articles of special interest to your customer base, "you can make your Facebook page a go-to source of information, which clients really appreciate," she said.

"You can also post news about new hires and their backgrounds and skills, and about yourself—if, say, you've been invited to speak at a prestigious industry event," she remarked. "All of this polishes your brand in subtle ways."

Ms. Witter also believes that judiciously revealing a bit about your private life on your company's page can be good for business.

"I recommend what I call the 80-20 Rule. Your posts should be 80% professional and 20% personal," she said. "The 20% could be things like the fact that you're reading *Madame Bovary* for your book group, or you're running a 5K race for charity."

Why bother mentioning these tidbits? Simple.

"You never know what will catch the eye of a potential client and become a conversation-starter," Ms. Witter said.

HAS FACEBOOK been helpful to you in building your business? Tell us at www.creain.com/newyork.com/executiveinbox.