

# ShopTalk



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Editor, Mario I. Oña, x4-6803

## the ONION® Comes to D.C.

Now Washington, D.C. can also peel back the Onion and start crying—of laughter. The parody newspaper, which was started in 1988 as a local print weekly by two University of Wisconsin-Madison students,

and New York. Though the printed free copy uses many of the same “fake” stories and columns found online, the A.V. Club entertainment section provides “real” information on upcoming concerts and events that are tailored for the cities where it is published.

share in the business opportunity by helping them with their publishing, advertising, marketing and distribution.”

Though The Post newspaper is not directly involved in the partnership, Express contracted with The Post to help Express fulfill its obligation with the Onion. The first D.C. printed copy hit newsstands on April 5.

The Onion’s Washington editor, Chris Mincher, hosted a chat on [washingtonpost.com](http://washingtonpost.com) on Friday, April 13 to take questions and comments about the paper’s recent D.C. launch.

Here are a few excerpts:  
Answering why the D.C. edition came after the Minneapolis edition:

*What makes Washington inherently more important than Minnesota? Keep in mind that Minnesota’s state bird is the common loon and they have 10,000 lakes. The District of Columbia has no lakes. By the way, for those keeping track, the Onion is also available in print form in New York, Chicago, Los Angeles, San Francisco, Denver, Milwaukee, Austin and Madison.*



Tim Keck and Christopher Johnson, is now being printed and distributed in the nation’s capital through a partnership with Express.

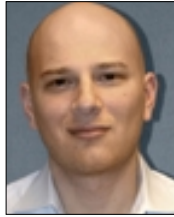
After the satirical weekly went online in 1996 and its reach and popularity grew exponentially, the Onion started expanding its paper copies to several cities throughout the U.S. including Chicago, Denver

Washington Post Company Vice President and Express Publisher **Chris Ma**, who brokered the partnership between the Onion and Express said, “The Onion was looking to expand its printed version recently and viewed Washington as a natural market. They made a deal with Express that would be beneficial to both.” He then said, “We

# New Faces



**Jennifer Agiesta**



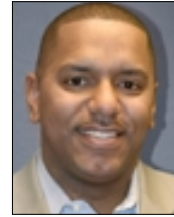
**Matthew Levy**



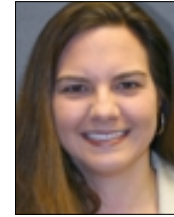
**Christopher Mackey**



**Mai Makled**



**Byron Pedrosa**



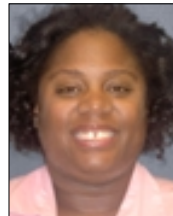
**Sally Ragsdale**



**Anjali Shah**



**Shibani Shah**



**Kim Sulio**



**David Troha**



**Tunde Turcsik**

**JENNIFER AGIESTA**, News, has joined The Post as a polling analyst. Her experience analyzing national exit polls while working at Edison Media Research will come in handy during the 2008 elections. Most recently, she was a research analyst and field manager at Belden Russonello and Stewart—a research and communications company. Jennifer is a Washington and Lee University (Va.) graduate who earned her BA in politics and print journalism. She's been snowboarding for seven years and can't seem to get enough of it. One of her favorite spots is Smugglers' Notch in Vermont.

**MATTHEW LEVY**, IT, is a new project manager for IT's business transformation department. He was previously a project manager at Kaplan Higher Education—a Post Company affiliate—in Fort Lauderdale. Matthew is certified as a Project Manager Professional by the Project Management Institute and is

working on a master's degree in project management at George Washington University. He is interested in self-sustaining, off-the-grid houses that generate their own electricity and recycle water. He would like to see how this technology continues to develop. Visit [www.earthship.net](http://www.earthship.net) for more information.

**CHRISTOPHER MACKEY**, Advertising, recently joined The Post as an account manager in Advertising's technology category. With 10 years of sales and sales management experience, he came from Infinitive Consulting, where he was director of business development. He earned his BS in exercise physiology from West Virginia University. Christopher was a college wrestler and though he still enjoys sports, his focus is to cheer on his sons—Conner and Carter—at their sporting events. He still enjoys golfing, fishing, hiking and other outdoor activities.

**MAI MAKLED**, News, recently came to The Post from Future Media Concepts, where she was an administrative intern. She's now National Weekly's new editorial aide. Mai was formerly a designer for Gulf News in Dubai and has worked on layout and design for several publications in Egypt and the United Arab Emirates. She majored in journalism and graduated from American University in Cairo. Mai, who is Egyptian and Filipino, is proficient in English and Arabic. She enjoys photography as a hobby, but aspires to take her skills to a professional level.

**BYRON PEDROSA**, Advertising, is a new sales acquisitions executive who came to The Post from Yellow Book U.S.A., where he was an account executive. He earned his degree in communications from Central Texas University. Among his hobbies, which include sports, travel, music and automobiles, Byron also likes "meeting great people." Speaking of great people,

Byron donated his left kidney to his younger brother in November 2000.

**SALLY RAGSDALE**, Writers' Group, is returning to The Post as a sales representative. Some undisclosed time ago, she delivered The Post as a teenager. Prior to returning, she was a consultant at Thomson West government relations. She's held a long list of odd jobs that include working at a bridal salon and horse farm, but also working as a press correspondent for Race-track. Her BA in political science and mass communications is from Hollins University (Va.) and Virginia Commonwealth University. Sally is looking to complete her private pilot's license. She admits that her family did not own a TV until the Orioles went to the World Series.

**ANJALI SHAH**, Marketing, joined The Post as a media planner in marketing research after being a marketing specialist at Corporate Executive Board. She also interned with the Senate Foreign Relations Committee. She earned her BA in political science with a minor in South Asia studies from the University of Pennsylvania. When she was younger, Anjali studied a southern Indian classical dance called Bharatanatyam for five years.

**SHIBANI SHAH**, News, recently came to The Post as a copy editor from the Washington Times. Before that, she was an editor at the Indian Express in Pune, India, where her family lives. She has two master's degrees in journalism from Ohio State University and the Symbiosis Institute of Journalism and Communication in Pune. Her BA in political science, psychology and literature is from St. Francis College for Women in Hyderabad, India. Having done all her schooling since the second grade in English, Shibani feels equally comfortable speaking English, as she does Hindi. She once played Professor Higgins in a college, all-woman production of "My Fair Lady." She joked, "I'm fairly certain that I am the shortest Professor Higgins to have graced the stage."

**KIM SULIO**, Advertising, is a new account manager who came to The Post from WMC Mortgage (a General Electric company), where she was an account executive. Among her clients, were Washington Redskins great Dexter Manley and

a prince from the Ivory Coast. She's pursuing a degree in English and literature with a focus on the Harlem Renaissance from the University of Maryland. Kim would like to continue studying in the same field and earn her master's degree. She plays soccer and tennis and loves traveling. She speaks French fluently and though she already writes short stories and poetry, she hopes to write a novel sometime before she turns 50.

**DAVID TROHA**, Advertising, is a new zone account manager recently coming to The Post from NewsUSA, where he was an account executive. At one point, he was also a general manager at the BMW Racing Company. He's pursuing his management degree at George Mason University (Va.). He was able to combine his hobbies of traveling and automobiles when he traveled all over Italy and visited the Ferrari factory.

**TUNDE TURCSIK**, Marketing, recently joined The Post as a new marketing manager for the National Advertisers Unit. Before The Post, she worked as a digital media manager at National Journal Group, Inc. She also worked at the Canadian Embassy. She earned her undergraduate degree in international trade and German at the University of Waterloo in Canada and her MBA from Wilfrid Laurier University, also in Canada. Tunde (pronounced Toon-dah) was born in Hungary and lived in Germany and Canada. She loves to travel. "The more off the beaten path, the better!" she said. ■

## CONTINUED FROM PAGE 1

On the A.V. Club section that provides entertainment information and music and movie reviews:

*The A.V. Club will cover a wide range of local music, comedy, film and author events going on, week to week, in Washington, plus whatever else we want to highlight. Also, we stick little "AV-recommended" circles next to things we personally support, so you don't have to think whatsoever — just blindly and trustingly follow our suggestions. Makes it easy.*

On its D.C. metropolitan reach:

*The Onion is available in Virginia and Maryland, primarily in Arlington, Alexandria, Fairfax, Montgomery County and Prince George's County. If you haven't seen it yet, hold on — we're still expanding. In the meantime, if you have suggestions for where you'd like to see it distributed, send your ideas to [dccalendar@theonion.com](mailto:dccalendar@theonion.com).*

On publication schedule:

*The print edition should be available everywhere on Thursdays. You might see it on Wednesday afternoon and evening in some places, but that's just because some of our peppy delivery people are incredibly eager. It's hard to restrain their enthusiasm in getting this thing out to the waiting public. But, definitely by Thursdays.*

On freelancing for the Onion:

*The Onion will be using freelancers for local A.V. Club content, features, restaurant listings, stuff like that; those interested can send a note to [dccalendar@theonion.com](mailto:dccalendar@theonion.com). That's about it, though.*

On a possible rivalry with City Paper:

*City Paper and the Onion, obviously, are different entities; Both papers do local entertainment stuff and we hope you like the A.V. Club's style of doing it.*

On the Onion being the reason a couple got engaged (online chatter wrote: "...my fiance says the reason he first asked me out was that I read and howled over the Onion. He knew at that point that I didn't take life too seriously and would make a fun partner.")

*Let this be a lesson to all frustrated singles: Read the Onion, and you'll never, ever be lonely again. ■*

## ISO Post Book Authors

On May 3, ShopTalk is planning to run a list of books written by Post employees within the last year. If you've written a book that has not been mentioned in ShopTalk, send the complete title of your book, along with a jpg of the cover and a two-sentence blurb describing the book. Let us know when the book was published and where people can purchase it. Send your information to [shoptalk@washpost.com](mailto:shoptalk@washpost.com) or [onom@washpost.com](mailto:onom@washpost.com) by the morning of April 30 (at the latest).

## Fitness Center Celebrates First Anniversary

The fitness center will celebrate its first anniversary on Monday, April 30. All members are invited to the center for snacks and to enter a raffle for various prizes, including different fitness classes, personal training sessions and massages. Snacks will be available at 11:30 a.m. and 3:30 p.m.

There will also be free introductory classes open to members and non-members. A description of the classes is available on the bulletin boards outside of the fitness and health centers. Register by calling x4-7192.

**April 30** at 4:00 p.m. – 30-min. strength and cardio with Lyndon Williams.

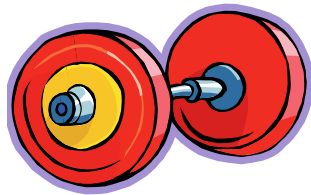
**May 1** at 11:30 a.m. – Runners club orientation with John Wong.

**May 1** at 12:30 p.m. – Belly Dancing with Stephanie Clark.

**May 2** at 12:30 p.m. – Intro to Meditation with Kliia Bassing.

**May 3** at 12:30 p.m. – Hip Hop Abs (video guided).

**May 4** at 12:15 p.m. – Jazzer-cise with Lynn Maloney and Beth Sanzone.



**May 4** at 1:00 p.m. – Intro to Yoga and Pilates with Viviana Chieme.

**May 7** at 12:30 p.m. – Total body conditioning with Monica Reed.

**May 9** at 5:30 p.m. – Intro to Tai Chi with Mike Ward.

## EAP: Alcohol Awareness Month

- Even in small quantities, alcohol can impair a person's ability to drive. It can also lead to interpersonal conflicts and long-term health problems. April is Alcohol Awareness Month and as part of APS Healthcare's continuing effort to promote the Employee Assistance Program (EAP), a tip sheet titled, "Alcohol Awareness," is now available.
- Remember: Your EAP is committed to being "healthy together" and is available 24 hours a day, seven days a week at toll-free 1-800-765-0770.

## Volunteering Opportunity

Reading is Fundamental, Inc. (RIF) will be holding its annual D.C. initiative book distribution on May 9 – 11, as part of RIF Week. The distribution, designed to help motivate millions of children to discover the joy of reading, will take place at more than 30 schools. Volunteers will take two-hour segments in the morning or early afternoon, where they will help children pick out books or read books to the children. Once you've determined what day you can participate, contact Rose Dean, director of donor relations for RIF, for more details at: 202-536-3431 or [rdean@rif.org](mailto:rdean@rif.org).

## Marketplace

**FOR SALE:** 2004 Mazda Miata convertible. With the weather warming up, you'll love driving this beautiful black convertible with tan leather interior and tan ragtop. It's like new with only 30,000 mi. Just has its Maryland emissions inspection. \$14,500. Contact Tracy at x4-7454.

**FOR SALE:** 70-gallon fish tank with canopy, closed-in stand, filter, pump and lighting. All you will need is the water, food, rocks and fish. Will help the buyer move and set up tank. Available now! \$500.00 Contact Daryl at x6-1963.

**FOR SALE:** Moving sale: Sofa, single seat and coffee table only \$400. 53-in. Panasonic projection HDTV (2-yr. old) only \$900. Two single seats with ottoman only \$150. Prices are negotiable. Contact Benny at [tennisbear369@verizon.net](mailto:tennisbear369@verizon.net) or 301-262-6098.

**FOR HIRE:** Special occasion makeover specialist. For weddings, graduation, bar mitz-vah/bat mitz-vah, black tie event or any occasion you want to have a special look. Call me to see how I can use my 14 years of make-up application experience to make your day even more special. Contact Christine at 571-243-1089.

**FOR SALE:** Dining room table includes 3 chairs and bench—all cushioned in blue material. Wood is stained in dark tone. Table is 35 in. wide and 6 ft. long. Can email photos. Asking \$250. Contact Joe at x6-1994.

**FOR SALE:** Vacation week in Villas at The Boardwalk. This is a beautiful ocean-front resort in Virginia Beach. Check in Friday, Aug. 3 and check out on Aug. 10. One bedroom, two sofas, kitchen. Sleeps up to six people. Accommodations: indoor pool, jacuzzi, gym and restaurant. Asking \$750.00. Call and leave a message for Trinh x4-402 between: 7 p.m. – 11 p.m.

**FOR SALE:** Great, reliable second car. 2000 Honda Accord EX V6 with leather interior, AM-FM/CD. 123,500 mi. original owner. Very good condition. Must sell; asking \$7,000. Contact Sandy at x4-739 or [boodmans@washpost.com](mailto:boodmans@washpost.com).

**NEW MARKETPLACE DEADLINE: Noon THURSDAYS.** Please include your name, extension and phone number. Ads are for Post employees only. Send ads to ShopTalk, seventh floor, or call x4-6803. To send ads via fax dial x4-4963 or to email send to [shoptalk@washpost.com](mailto:shoptalk@washpost.com) or [onom@washpost.com](mailto:onom@washpost.com). Ads run for two issues unless otherwise requested. One ad per employee. ShopTalk reserves the right to publish and edit all ads.