



Thanos Dimadis <dimadis@foreignpressassociation.org>

Call

Thanos Dimadis <dimadis@foreignpressassociation.org>
To: Christopher Loder <christopher.loder@bayer.com>
Cc: Ray Kerins <ray.kerins@bayer.com>

Mon, Jun 25, 2018 at 5:17 PM

Thank you for your call, Chris.

I am so glad for your positive feedback on my points and thoughts. I very much look forward to working with you and I want Ray and you to consider me as your strong ally. I have the determination to deliver and commit all my time to make these concepts/projects happen successfully with the highest level of professionalism and integrity from my side.

I would appreciate if you can find a way for me to work with you as a part-time contractor so that I can get paid for the extra work and time I am going to put on developing and delivering our projects in a daily basis based on strict timelines, evaluation reports, and goals.

If a separate contract between me and Bayer through my personal LLC as a contractor of yours cannot be possible, I would also like to ask you to consider the idea of adding an extra budget in each year's donation so that will be part of my executional cost and will be provided upon the successful delivering of each one of our projects from me. I will sincerely appreciate a support that I can have from you as your arm of execution not just for our projects but on multiple other things I can be very effective and helpful through my role.,

Thank you again for your consideration and in the meantime I look forward to sharing our developments with our board tomorrow at 4.30 pm. Chris, I will also need you to send a resume to share it with our board members and to post it in our website after the board expected approval tomorrow.

I look forward to hearing from you.

Kind regard,
Thanos

On Mon, Jun 25, 2018 at 3:08 PM Christopher Loder <christopher.loder@bayer.com> wrote:

Hi Thanos,

I will call you at 4.

Thanks,
Chris

From: Thanos Dimadis [mailto:dimadis@foreignpressassociation.org]

Sent: Monday, June 25, 2018 10:09 AM

To: Christopher Loder

Cc: Ray Kerins

Subject: Re: Call

That works for me, Chris. Thank you and we talk at 4pm.

Best regards

Thanos

Sent from iPad

On Mon, Jun 25, 2018 at 10:03 AM Christopher Loder <christopher.loder@bayer.com> wrote:

Hi Thanos,

Greetings and Happy Monday. Hope you had a great weekend.

How does 4 p.m. sound today for a call? I am free then.

Thanks,
Chris

From: Thanos Dimadis [<mailto:dimadis@foreignpressassociation.org>]

Sent: Monday, June 25, 2018 9:31 AM

To: Christopher Loder

Cc: Ray Kerins

Subject: Call

Hi Chris-

What time do you want to speak today? My cell is+16468295382.

Look forward to talking with you.

Best,

On Fri, Jun 22, 2018 at 8:53 AM Thanos Dimadis <dimadis@foreignpressassociation.org> wrote:

Hi Chris!

Thank you. I've also post the video of Scaramucci event on our website. You can watch it there.

Look forward to speaking with you on Monday and having your feedback and thoughts. I can talk any time from 8-11am and then again after lunch from 3pm- 6pm.

Let me know how it works better for you.

Regards to both of you and have a great weekend in the meantime.

Tnanos

On Fri, Jun 22, 2018 at 8:42 AM Christopher Loder <christopher.loder@bayer.com> wrote:

Hi Thanos,

Greetings and Happy Friday. Congrats on the event with Scaramucci. I saw the press on it and it was terrific. Really well done.

I am off today but back in the office on Monday. Can we set up a call to discuss the points you've outlined? Have some thoughts I would like to share with you.

Just let me know a good time on Monday to talk.

Thanks,

Chris

Sent from my iPhone

On Jun 21, 2018, at 11:38 AM, Thanos Dimadis <dimadis@foreignpressassociation.org> wrote:

success. We posted some first pictures on our website. If you want, take a look: <https://www.foreignpressassociation.org/>

On July 10th, I am planning the next one with the Former Secretary of Homeland Security Jeh Johnson.

I haven't heard back from you about what I should do as next steps. I look forward to having your feedback on the points I developed from our discussion and I hope I'll hear back from you so you can arrange a meeting in your offices with me to discuss more details and prioritize the immediate and long-term steps.

I have the board meeting with Nancy on July 26th and it would be very important for me to know what update I can give to Nancy and to other board members about what we discussed in regards to the advisory board and other matters.

Best regards,

Thanos

----- Forwarded message -----

From: **Thanos Dimadis** <dimadis@foreignpressassociation.org>

Date: Mon, Jun 18, 2018 at 1:08 PM

Subject: Re: Bayer (Ray & Chris) - FPA & FPF- Thanos

To: Ray Kerins <ray.kerins@bayer.com>, Christopher Loder <christopher.loder@bayer.com>

Hi: Just a quick update. Today I confirmed a new partnership between the FPA and [OZY.com](#) (OZY has received financing from Laurene Powell Jobs, widow of Steve Jobs)

Along with the Knight Foundation, they will support the Foundation's mission and the Scholarship Awards. This is an important step towards enriching our collaborations with American media and online platforms, and it's also a tool for promoting many other planning initiatives. I look forward to your feedback and discussing in details the points of initiatives I drafted for you.

Best regards,

Thanos

On Sat, Jun 16, 2018 at 10:51 AM, Thanos Dimadis <dimadis@foreignpressassociation.org> wrote:

Ray and Chris,

these are the points I developed based on our discussion as well as the "visionary" approach I have about what the Foreign Press Association can do for Bayer and the opposite. For all these initiatives I am the execution arm and I feel very comfortable to work on each one of them, bring results and have success for you as long-term supporters. I believe that given my role as well my experience in journalism, media, and communications enable me to be very effective on the development of each one of these initiatives that I would love to work with you to make them happen. I wish I can meet you in your offices during this week and we can get together into specifics. It'd be great if we can finalize everything before our next board meeting which is on June 26 and before Ray leaves from the office (as you mentioned if I remember right).

These points are written by me and I send them to you confidentially- I haven't shared anything of what we discussed with David; Nancy knows the general framework of our conversations and she will be on board with what we will finalize as an agreement. I look forward to hearing from you. I am ready to do some great things together that will create a lot of adding value to Bayer and the FPA by the end of this year.

Thanos

Bayer: Major Supporter of the Foreign Press Foundation

Foreign Press Foundation: The vehicle to deploy multiple initiatives each year with the goals of raising awareness around important topics that matter, of improving the educational background and the knowledge in benefit of international and national journalists. These topics will be identified each time by the Foreign Press Association and Bayer, as the major supporter of these initiatives.

Thanos Dimadis: the person from the Executive Director's role who will execute these initiatives by reassuring that Bayer as the Major Supporter will be actively informed and involved in the supervision of these planned initiatives.

For the year 2018: Bayer's prior commitment for \$25.000 comes with commitments on behalf of the Foreign Press Foundation for 2018 which are:

1. Bayer's executive will present the first Scholarship Award of the night during the Centennial Year Gala Night. The Scholarship will be named as Bayer Foreign Press Scholarship. Bayer's executive will be able to give a 5 minutes speech given that Ray and Chris have been long-term supporters of the Foundation not only through their current roles at Bayer but from the previous companies they had served. Bayer's executives will be honorary guests of the Centennial Annual Gala Night. The Foreign Press Foundation will publicly acknowledge their constant support and contribution to the Foreign Press Scholarship Awards.
2. Chris on behalf of Bayer joins the advisory board of the Foreign Press Foundation: he provides insights and support to the Foreign Press Foundation's objectives and plans. He participates in the FPF Board meetings. He is informed about the Foundation's plans, projects, and initiatives and he represents Bayer as a major past and future sponsor of the Foundation.
3. Bayer, as a major long-term sponsor of the Foreign Press Foundation, should be aware in advance about the honorees of the Foreign Press Awards and in general about any aspect of the Centennial Annual Gala night which is organized by the Foundation. The selection of the honorary awardees for the Foreign Press Awards should not be contradictory to Bayer's strategic communications plans and initiatives.
4. Thanos Dimadis will be the executive director of the Foreign Press Foundation and the Foreign Press Association for the period that Bayer is supporting the Foundation in 2018 and the years ahead. If for any reason Thanos Dimadis quits from my role as Executive Director of the Foreign Press Association or Foundation, Bayer's commitments and financial support to the Foundation are recalled, and Bayer is withdrawn as a primary sponsor of the Foundation. Bayer's collaboration to implement these strategic plans will be only with the Executive Director and any communication between the Foreign Press Foundation, and the Foreign Press Association will be through either the Executive Director, Thanos Dimadis or the Chair of the Board of Governors, Nancy Kamel.

5. Since July 1st, Bayer's executives and the Executive Director of the Foreign Press Association and Foreign Press Foundation are going to start working together to set up a plan of a series of initiatives that meet the requirements of Bayer's sponsorships. Part of these initiatives will begin being implemented and executed in the last quarter of 2018 and 2019. The goal is that these initiatives will become permanent in the years ahead beginning from this year, 2018.

For the years 2019 and 2020 Bayer makes a commitment of the same level donation (\$25,000) as previous years to the Foreign Press Foundation under the provision that the Foreign Press Foundation and Foreign Press Association agree to implement with Bayer the following initiatives:

1. Organizing two forum discussions per year (one in the Spring and one in the Fall) starting with the first one in Fall 2018 (the next ones will be in Spring 2019 and Fall 2019). These will be all-day forum discussions in collaboration with the Schools of Journalism in New York (for those students of journalism who will attend they will be granted with a Certificate of Attendance). These forum discussions will be attended by exclusive members of the international and American press, bloggers, and online media influencers. These all-day forum discussions will consist of prominent speakers, and experts from the specific topics agreed between Bayer's executives and FPA. These are going to be topics relevant to Bayer's strategic communications goals and priority (for example agriculture, or any other issue that matter to Bayer). These topics will be developed in a way to attract attention from the media representatives by identifying and inviting media influencers. The Foreign Press Association will be the vehicle for organizing this initiative. Bayer will be the principal sponsor in regards to the execution costs. Chris will provide us support and insights into potential further donors/sponsors who could get involved. Everything will take place in coordination with Bayer' team and the executive director. The executive director will work for the execution of this initiative starting on July 1st, 2018 which will be followed by the next similar forums in Spring 2019 and Fall 2019.

2. Starting July 1st, 2018, Bayer's team and Thanos develop the second significant initiatives which will take place in Summer 2019 in New York: this is going to be the first major conference against fake news organized by the Foreign Press Association and Bayer. The conference will gather together the heads of media organizations from across the globe and the leaders of national press organizations from the international stage, and media representatives. They will get together to discuss the significant challenges of the media industry and agree on a framework against fake news. This annual conference will also get involved institutional stakeholders such as the European Commission, American press organizations, American media, and elected officials who are responsible for managing the media in their countries. Bayer will be the primary sponsor and Chris as an advisor to the Foundation's board will provide support and insights about potential further sponsors to support the execution of this event.

3. Each year there will be two main cocktail parties for foreign and American journalists starting in December 2018 (the next one in June 2019 and another one in December 2019). Bayer and Thanos work together on identifying the media influencers from the American and international community of journalists in New York, and speakers-media influencers who will attend and engage with Bayer's executives and the mission of the Foreign Press Association.

4. Each year there will be three background briefings with Bayer's executives and selected members of the international and national press and online bloggers- organized by the Foreign Press Association to inform media representatives on topics that fit in Bayer's communications priorities and strategic goals.

5. The Executive Director on behalf of the FPA will work with Bayer's team to develop a certificate

character of an executive education program. The Executive Director on behalf of the FPA will bring together stakeholders, such as State Department, United Nations, to enrich this one week program with exclusive talks and seminars, by giving these young international journalists the opportunity to become affiliated with the American political and media culture in Washington DC. The work for the execution of this program starts on July 1st, and the goal is the first enrollment of 10 international journalists to begin in Fall 2019.

6. The Executive Director works with Bayer's executives during each year to provide them with any support they may need in arranging media contacts and meetings in national and international level.

Thanos Dimadis, the person who executes these initiatives along with Bayer, will develop and agree with Ray and Chris a parallel framework of an agreement that contains the execution costs of implementation (hours of work/ timeline/ reports of progress).

Thanos Dimadis

Executive Director | Foreign Press Association of the United States

CELEBRATING 100 YEARS

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