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# THE WALL STREET JOURNAL.

DOW JONES | News Corp \*\*\*\*\* MONDAY, NOVEMBER 8, 2021 ~ VOL. CCLXXVIII NO. 110 WSJ.com ★★★★★ \$5.00

Last week: DJIA 36327.95 ▲ 508.39 1.4% NASDAQ 15971.59 ▲ 3.1% STOXX 600 483.44 ▲ 1.7% 10-YR. TREASURY ▲ 30/32, yield 1.451% OIL \$81.27 ▼ \$2.30 EURO \$1.1568 YEN 113.40

## What's News

### Business & Finance

**The global economy's** comeback from last year's deep contraction is approaching a delicate juncture, as policy makers and executives grapple with the transition from the post-pandemic reopening to a more normalized pace of growth. **A1**

◆ **Twitter users said** Musk should sell 10% of his Tesla stock, valued at about \$21 billion, after the CEO polled them and pledged to abide by the outcome of the vote. **A1**

◆ **BHP said** it would sell its controlling interest in two metallurgical coal mines to Stanmore for up to \$1.35 billion. **B4**

◆ **Blackstone is investing** up to \$250 million in U.K. biotech company Autolus to fund the final stages of development of a new drug to treat a serious form of leukemia. **B9**

◆ **FiscalNote**, a provider of services used to track government policy, is in talks to go public through a merger with a blank-check company at a valuation of \$1.3 billion. **B3**

◆ **Disney's** Marvel film "The Eternals" opened to a healthy \$71 million at the box office in the U.S. and Canada. **B3**

◆ **Berkshire said** net earnings fell after paper gains from its stock investments declined from a year earlier. **B9**

### World-Wide

◆ **Biden notched** a big win with the House passage of the \$1 trillion public-works bill, but political obstacles loom for the White House as attention shifts to an even bigger spending bill and next year's midterm elections. **A4**

◆ **The infrastructure** package passed Friday will modestly help the economy in the short run while priming the country for slightly stronger growth in coming decades, economists say. **A4**

◆ **An appeals court** temporarily blocked the Biden administration's new rules that require many employers to ensure that their workers are vaccinated or tested weekly for Covid-19. **A3**

◆ **An explosives-laden** drone attacked the residence of Iraq's prime minister in Baghdad in what Iraqi security officials said was an assassination attempt. **A7**

◆ **Ethiopian rebel forces** advanced toward Addis Ababa, threatening to widen a civil war marked by allegations of ethnically motivated atrocities and man-made famine. **A7**

◆ **Nicaraguans cast** ballots in an election expected to cement Ortega's hold on power amid an overwhelming police presence in the capital. **A18**

### INVESTING IN FUNDS

Does sustainable investing really help the environment? **R1-8**

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## Kenyans Break the Tape as New York City Marathon Returns



MAKE HERS A DOUBLE: Kenya's Peres Jepchirchir became the first woman to win the New York race after taking the Olympic gold in the same year. The men's finish held less drama, with Albert Korir of Kenya taking the lead after mile 19. **A14**



## Global Economic Recovery Is Facing Big Tests

Post-pandemic upturn reaches a crossroads as supply-chain snags, inflation add to risks

The global economy's comeback from last year's deep contraction is approaching a delicate juncture, as policy makers and executives grapple with the bumpy transition from the post-pandemic reopening to a more normalized pace of growth.

By Tom Fairless, Mike Cherny and David Harrison

Central banks in the U.S. and elsewhere are trying to chart a path that will curb inflation but not choke off growth as they navigate the process of weaning economies off the extraordinary measures—including rock-bottom interest rates and enormous bond-buying programs—deployed to support their economies.

The surge in U.S. consumer demand over the past year—turbocharged by trillions of dollars in stimulus—has ricocheted outward and caused disruptions to global supply chains that are now worsening and might stretch through 2022, executives said. The resulting higher prices and the

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◆ The Outlook: New Zealand seeks to cool housing..... A2

## Government-Bond Swings Burn Wall Street Investors

By GREGORY ZUCKERMAN AND JULIA-AMBRA VERLAINE

A rapid U-turn in government-bond markets has sparked deep losses for some of Wall Street's biggest investors, a stark demonstration of how even small shifts in expectations for economic growth and central-bank policy can upend the most carefully laid bets.

Behind the losses are recent abrupt moves in government-

bond prices. With central banks signaling plans to end their extraordinary stimulus measures, short-term bonds have declined in price, sending yields—which rise when prices fall—to touch their highest levels since March 2020.

At the same time, yields on longer-term bonds, which tend to fall when investors expect slowing growth, have retreated from near their highs for the year. The gap between the two narrowed sharply, a

phenomenon known as a flattening yield curve. That upset popular bets that a gradual return to normal levels of growth and inflation would push interest rates higher in the years to come.

Hedge funds and others who make big bond bets "were caught offside" by the recent price moves, said Steve Kane, who helps run TCW Group Inc.'s \$86 billion **MetWest Total Return Bond Fund**, which has also seen losses. "They're

getting squeezed," he said.

A Bloomberg Treasuries index has lost about 1.5% since early August.

While the percentages are small relative to the recent swings in bitcoin or stocks such as Avis Budget Group Inc., many hedge funds and others borrow large amounts of money to amplify their bond bets, so mistaken trades can be painful. London-based Rokos Capital, run by the in-

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## Twitter Tells Musk to Sell 10% of His Tesla Stock

By REBECCA ELLIOTT AND LAURA SAUNDERS

Twitter users said Elon Musk should sell 10% of his Tesla Inc. stock, a stake valued at about \$21 billion, after the chief executive polled them and pledged to abide by the outcome of the vote.

Voters backed the share sale by a wide margin, with 58% in favor of a sale and 42% opposed, according to the polling data posted on Twitter. More than 3.5 million votes were cast.

"I was prepared to accept either outcome," Mr. Musk tweeted after the poll closed.

Mr. Musk on Saturday put the potential share sale up for popular vote on the social-media platform as he waded back into the debate over how some of the wealthiest people in the U.S. should be taxed.

"Much is made lately of unrealized gains being a means of tax avoidance, so I propose selling 10% of my Tesla stock," he tweeted as he launched the poll, adding, "I will abide by the results of this poll, whichever way it goes."

Mr. Musk holds more than 17% of Tesla, a stake valued at more than \$200 billion, according to the most recent available data in FactSet. One-tenth of that stake could be valued at \$21 billion based on the stock's Friday closing price of \$1,222.09.

Mr. Musk and Tesla didn't

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### INSIDE



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Houston tragedy prompts new questions for concert industry. **A3**



**WORLD NEWS**  
Supporters of Ethiopia's government rally as the country moves closer to war. **A7**

## Chicken Nuggets Fly Off the Shelves at Latest World's Fair

Past events made burgers, ketchup a hit; this year, Saudi chain draws long lines

By RORY JONES

DUBAI—For more than 170 years, World's Fairs have introduced technological marvels such as the Eiffel Tower, the telegraph and the mobile phone. They have popularized ice cream cones, hot dogs and tomato ketchup.

One of the hottest showpieces at this year's event is chicken nuggets from Saudi Arabia.

Amid the hundreds of national pavilions, the fast food, made by the 47-year-old chain Al Baik, is drawing some

of the longest lines at the fair, which began on Oct. 1.

Al Baik, roughly translated as "The Chief," already has a following across the Muslim world among pilgrims who have visited its branch in Mecca. It has grown to around 130 outlets in the Gulf, including two added in Dubai and Bahrain in the past year. Social-media posts about its chicken nuggets, fries

and burgers are helping to bring visitors to its pop-up site at the Dubai Expo 2020. "It's all word-of-



Wait for it

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## Help Really Wanted: Firms Ease Hiring

By LAUREN WEBER AND CHIP CUTLER

U.S. companies are downsizing the hiring process.

Beauty product retailer The Body Shop is dropping educational requirements and background checks for job applicants. United Parcel Service Inc. is making some job offers in as little as 10 minutes. CVS Health Inc. no longer requires college graduates to submit their grades.

In a labor market where job openings outnumber applicants, companies are brain-

storming how to get more candidates in the door and to the floor. The hiring overhaul signals a potentially broad rethink of job qualifications, a change that could help millions of people enter jobs previously out of reach, according to economists and workforce experts.

Employers added 531,000 jobs in October and the unemployment rate fell to 4.6% from 4.8%, the Labor Department reported Friday, indicating that companies are filling openings at a faster clip than

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## Alleged Bribery Case Roils Mexican Politics

Opponent of country's president says he is being prosecuted on fabricated charges

By JOSÉ DE CÓRDOBA AND JUAN MONTES

NEW YORK—Three years ago, conservative Mexican politician Ricardo Anaya was running for president, aspiring to spend the next six years issuing orders from the sumptuous presidential residence in Mexico City.

Instead, he found himself recently standing on a crowded New York City street, waiting for an Amazon van to deliver a mattress to a tiny, unfurnished utility apartment with two windows

looking out on a brick wall. He wore dark glasses, a surgical mask and a blue baseball cap.

Having placed second in the 2018 election to current Mexican President Andrés Manuel López Obrador, Mr. Anaya recently fled Mexico to escape what he says is a political vendetta by the leftist leader after a bruising presidential campaign.

"López Obrador is authoritarian, he is vengeful, and he wants to destroy me," Mr. Anaya said in his first inter-

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## U.S. NEWS

# Officials Seek Answers After Tragic Concert

Investigation into surge at Texas venue that left eight dead examines security measures

By NEIL SHAH

The casualties at the Travis Scott show in Houston are prompting the concert business to search for what went wrong and raising fresh questions about the adequacy of security at music festivals.

At least eight people died and many were injured Friday night following an apparent crowd surge during Mr. Scott's headlining set at the Astroworld Festival, making it one of the deadliest concert disasters in years. Authorities have launched an investigation into the surge, security measures and reports that someone was injecting fans with drugs. It remains unclear how potential safety lapses or criminal activity might have been connected to the crowd surge.

Much as they did after other recent tragedies—including the mass shooting at Route 91 Harvest Festival in 2017 which left 58 dead—music executives and concert

safety experts are debating the appropriate level of safety at festivals, which have been a financial bright spot for the concert business in recent years.

Questions being asked include whether the Houston festival should have been designed differently to mitigate risks associated with a packed crowd, and whether security staff were adequately prepared, especially given Mr. Scott's record of raucous shows. Executives and security experts are also debating whether Mr. Scott and his team should have moved faster to end the show.

Most say it is too early to assign blame given the host of factors involved and a dearth of knowledge about what sparked the reported crowd surge. A spokeswoman for Live Nation Entertainment Inc., which owns the festival's promoter, couldn't immediately be reached for comment.

"The bottom line is no one should be getting crushed at music festivals," said Mike Luba, senior vice president of global touring at AEG Presents, the world's No. 2 concert promoter after Live Nation. "If it happens, something went



People grieved at a memorial on Sunday following a deadly crowd surge at the Travis Scott show Friday night in Houston.

wrong somewhere in a pretty fundamental way."

Michael Downing, security chief for Prevent Advisors, a security-consulting arm of live-entertainment company Oak View Group, said barriers or pens could have been erected to segment Mr. Scott's fans into groups, facilitating the entry and exit of security staff in the event of medical emergencies or threats like an active shooter.

Another music-industry security consultant said past major festivals have on occa-

sion split the crowd into six or eight sections, divided by barriers. By contrast, Mr. Scott's fans were packed tight near the front in a large mass.

During a press conference on Saturday, Houston officials defended the security at the event, saying the police department had 528 police officers and that Live Nation had 755 private security officers there.

In a video posted on Instagram on Saturday night, Mr. Scott said he could never have imagined anything like this happening. "Any time I can

make out anything that's going on, I stop the show," he said. A spokeswoman for Mr. Scott said he had no further comment.

Timothy Epstein, who runs the entertainment and sports practice at law firm Duggan Bertsch and represents promoters of festivals including Pitchfork, Riot Fest and Life Is Beautiful, said Astroworld Festival didn't have a glaring security deficit and that if lack of security were a chronic problem in the industry, such disasters wouldn't be so rare.

Mr. Epstein played down suggestions that Mr. Scott's decision to perform unopposed—no other acts were playing during his set—played a role. However, he said, it was possible the sheer number of concertgoers requiring help simultaneously overwhelmed security. "The more people that have issues or go down or become in need of help, the more strain it puts on any type of security system," he said.

—Corinne Ramey  
contributed to this article.

# Growing California Towns Prove Susceptible to Fire

By JIM CARLTON  
AND CHRISTINE MAI-DUC

GRIZZLY FLATS, Calif.—Don Lee and his wife, Amanda, moved to this small town in the foothills of the Sierra Nevada last year for a simple reason: They found a four-bedroom house for \$200,000, less than half what it would cost in nearby cities like Sacramento.

Early last month, Mr. Lee picked through the ash ruins of the home—one of more than 600 destroyed here in August when the 222,000-acre Caldor Fire roared through the town of 1,195 residents. Most of the town's residences burned to the ground.

"We were warned it could happen, but everybody up there said it was no big deal," Mr. Lee said of his move from Yuba City, where he and his wife paid \$2,000 a month in rent, compared with the \$1,700 mortgage for their home.

The Caldor Fire destroyed a total of 1,003 buildings. Statewide, wildfires so far this year have destroyed more than 3,600 structures, according to the California Department of Forestry and Fire Protection, or Cal Fire.

Many were homes in towns like Grizzly Flats that urban planners call the "wildland-urban interface," where human communities sit on the edge of flammable forests and brush.



Don Lee, whose four-bedroom home in Grizzly Flats, Calif., was destroyed in this year's Caldor Fire.

Millions of people have poured into such communities over the past few decades, often in search of more affordable housing than can be found in cities and suburbs. The population of Grizzly Flats grew 88% between 2000 and 2020.

El Dorado County, where Grizzly Flats is located, added 656 new homes in 2020, compared with 115 in 2010, according to building-permit data from the Construction Industry Research Board, a service pro-

vided by the California Homebuilding Foundation. Just over 90% of the homes built there last year were in unincorporated areas such as Grizzly Flats.

Firefighters and researchers say that population shift is an important reason 15 of the 20 California wildfires that destroyed the most structures have occurred in the past decade. Between 2000 and 2013, three-quarters of homes destroyed by wildfires in Califor-

nia were in the wildland-urban interface, according to research studies.

Climate change and associated drought, along with poorly managed forests, have made the fires more frequent and difficult to control, but they pose the most danger when they come close to communities where people live.

"People move out into these areas because they have historically been cheaper," said Ken Pimlott, the former director of

Cal Fire who retired in 2018 and now resides in El Dorado County near Grizzly Flats. "If you start building into some of these areas, there just isn't infrastructure and support in place to protect them."

New-home construction in the wildland-urban interface grew 41% between 1990 and 2010, the most recent year for which national data is available. That is the fastest for any land category, according to a study headed by the University of Wisconsin. Some of the biggest growth has come in California, where a U.S. Geological Survey analysis of data through 2015 showed the development continued spreading at a high rate.

This year's wildfire season appears to be over in Northern California and the Pacific Northwest but will likely continue in Southern California until December. The threat could re-emerge as soon as next spring, since the drought and rising temperatures have expanded fire seasons that used to last for just a few months starting in summer. California fire officials estimate the state will spend more than \$3.3 billion fighting wildfires this fiscal year ending next June, up 50% from five years earlier.

To fully address the problem, the state needs to keep more people from moving in harm's way, researchers say. "Builders are being allowed

to build. But are we asking is it appropriate to live out there?" said Kelly Turner, assistant professor of urban planning at the University of California, Los Angeles.

There has been growing momentum among California political leaders for fewer restrictions on construction in order to alleviate the state's housing shortage. Gov. Gavin Newsom in 2019 set a goal of building half a million new homes annually. Over the past five years, the state has averaged 109,000 homes a year, according to the Construction Industry Research Board.

In Grizzly Flats, people who moved there in recent years said they knew wildfires were possible, but didn't take the threat too seriously.

"I had it in the back of my mind this might burn, but I didn't think it would be this soon," said Ozzi Butcher, who with his wife in 2019 bought a four-bedroom home with a five-car garage and 2 acres for \$380,000. Mr. Butcher is among the minority of Grizzly Flats residents whose homes didn't burn.

Mr. Lee hasn't decided yet whether he will rebuild. Much, he said, depends on how much he gets from insurance and other sources.

"We might stay, or we might move," Mr. Lee said. "It is what it is."

# Vaccine Rules for Firms With At Least 100 Workers Halted

By BRENT KENDALL  
AND SABRINA SIDDIQUI

A federal appeals court on Saturday temporarily blocked the Biden administration's new rules that require many employers to ensure that their workers are vaccinated or tested weekly for Covid-19.

A three-judge panel on the New Orleans-based Fifth U.S. Circuit Court of Appeals granted an emergency stay prohibiting enforcement of the rules for now, saying they raise "grave statutory and constitutional issues."

The Fifth Circuit said it would quickly consider whether to issue an injunction against the vaccine and testing requirements, ordering the Biden administration to file initial legal papers by late Monday afternoon.

The rules, issued by the Labor Department on Thursday, apply to employers with at least 100 workers. Lawsuits challenging the requirements have been filed in courts around the country. Challengers in the case before the Fifth

Circuit include both private employers and a group of Republican state attorneys general.

Seema Nanda, the Labor Department's top legal adviser, said the administration was confident in its authority to issue the standard and was fully prepared to defend it in court.

**The White House said the legal justification for the mandate was sold.**

"The Occupational Safety and Health Act explicitly gives OSHA the authority to act quickly in an emergency where the agency finds that workers are subjected to a grave danger and a new standard is necessary to protect them," Ms. Nanda said.

White House chief of staff Ron Klain said Sunday he thought the administration's legal justification for the vac-

cine mandate was solid and that he was "quite confident that when this gets fully adjudicated" in court, the administration's order would stand.

"It's common sense," Mr. Klain said on NBC. "If OSHA can tell people to wear a hard hat on the job, to be careful with chemicals, it can put in place these simple measures to keep our workers safe."

Brandon Trosclair, a litigant in the case who employs nearly 500 workers in 15 grocery stores, said Saturday's decision was "a great first step" that "realized that the Biden employer vaccine mandate would cause great harm to businesses like mine."

Challengers are mounting several different legal arguments against the requirements, including a claim that OSHA is improperly exercising powers that can only be invoked by Congress.

The Fifth Circuit is one of the nation's most conservative appeals courts. The three judges who issued Saturday's ruling were appointed by Republican presidents.

By PETER LOFTUS

As U.S. health authorities expand use of the leading Covid-19 vaccines, researchers investigating heart-related risks linked to the shots are exploring several emerging theories, including one centered on the spike protein made in response to vaccination.

Researchers aren't certain why the messenger RNA vaccines, one from Pfizer Inc. and partner BioNTech SE and the other from Moderna Inc., are likely causing the inflammatory heart conditions myocarditis and pericarditis in a small number of cases.

Some theories center on the type of spike protein that a person makes in response to the mRNA vaccines. The mRNA itself or other components of the vaccines, researchers say, could also be setting off certain inflammatory responses in some people. One new theory under examination: improper injections of the vaccine directly into a vein, which sends the vaccine to heart muscle.

To find answers, some doctors and scientists are running tests in lab dishes and examining heart-tissue samples from

people who developed myocarditis or pericarditis after getting vaccinated.

Myocarditis describes inflammation of the heart muscle, while pericarditis refers to inflammation of the sac surrounding the muscle.

Covid-19 itself can cause both conditions. They have also been reported in a smaller number of people who got an mRNA vaccine, most commonly in men under 30 years and adolescent males.

About 877 confirmed cases of myocarditis in vaccinated people under 30 years have been reported in the U.S., out of 86 million mRNA vaccine doses administered, according to the Centers for Disease Control and Prevention.

The risk is higher within seven days of the second dose of the Pfizer-BioNTech and Moderna vaccines, the Food and Drug Administration says. Most myocarditis cases in vaccinated people are relatively mild, and patients get better on their own or with minimal treatment, doctors say.

The CDC recommends that anyone 5 and older should get vaccinated, saying the benefits of preventing Covid-19 illness, hospitalizations and death far

outweigh the risk of myocarditis, even in younger males.

Researchers have been trying to understand the link between the cases and vaccination, as health authorities expand the vaccination campaign by recommending boosters and broadening use of the Pfizer-BioNTech vaccine to younger children. The FDA has, however, held up authorizing use of the Moderna vaccine in adolescents while it investigates the risk.

Some theories about the vaccines' link to myocarditis center on the spike protein on the surface of the coronavirus. The spike protein helps the virus gain entry into human cells to replicate. The mRNA vaccines are designed to cause the body to make a certain version of the spike protein, which then sets off an immune response.

Some doctors have theorized that improper injections of the vaccines may be contributing. The shots are supposed to be injected into the shoulder muscle. If the injection accidentally reaches a vein, it could lead to delivery of some of the vaccine to the heart through blood vessels.

—Felicia Schwartz  
contributed to this article.



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## WORLD NEWS

# Rebels Advance Toward Ethiopian Capital

Move toward Addis Ababa by forces loyal to former rulers marks a widening of civil war

By GABRIELE STEINHAUSER  
AND NICHOLAS BARIYO

Ethiopian rebel forces advanced toward the country's capital, threatening to widen a civil war raging in Africa's second-most populous nation marked by allegations of ethnically motivated atrocities and man-made famine.

Fighters from the Tigray People's Liberation Front and allied militias in recent days have captured two strategic towns about 230 miles from Addis Ababa, expanding a conflict that for the past year had largely been confined to Ethiopia's north.

Ethiopian Prime Minister Abiy Ahmed ordered citizens to sign up for military training and gave security forces authority to detain without a warrant anyone they suspect of cooperating with rebel forces, which the government describes as terrorist groups.

In a speech on Wednesday marking the first anniversary of the start of the conflict, Mr. Ahmed, who won the 2019 Nobel Peace Prize, promised to reverse the rebels' progress and said he would bury his government's enemies "with our blood



Demonstrators in Addis Ababa on Sunday rallied in support of Prime Minister Abiy Ahmed, who expanded security forces' powers.

and bones."

Any rebel assault on the capital would likely face strong resistance from government troops and residents who remain largely hostile to the Tigray People's Liberation Front, which led an authoritarian regime in Ethiopia for nearly three decades until the 2018 rise to power of Mr. Ahmed.

On Sunday, tens of thousands of people marched in Addis Ababa, whose gleaming sky-

scrapers testify to the country's rapid economic growth, in support of Mr. Ahmed, accusing foreign media and the U.S. of trying to undermine the prime minister and his government.

"We support our government in its struggle to defend Ethiopia's sovereignty and territorial integrity," said Yohannes Aschalew, a taxi driver who joined the demonstrators. "The TPLF will never rule Ethiopia again."

The U.S. has called on both sides to agree to an immediate cease-fire and dial down inflammatory rhetoric. On Saturday, the State Department ordered the departure of nonemergency staff and their families and urged all American citizens to leave Ethiopia.

Senior U.S. officials have in recent days warned that the expansion of the conflict is putting at risk millions of lives in this country of more than 110

million people that has been a Washington ally in the fragile Horn of Africa region.

For members of the Tigrayan ethnic group living in Addis Ababa and other Ethiopian cities, the expansion of the conflict has meant an escalation of a crackdown by police and government security forces.

Several Tigrayan people interviewed by The Wall Street Journal said they went into hiding after relatives and friends

were detained in recent days and weeks and struggled to find lawyers to represent them.

"We are being terrorized all over the country," said one man who has been staying at a friend's house in Addis Ababa after police raided his workplace and arrested several Tigrayans. "I have two brothers and an uncle in jail. We can't find where to hide anymore," he said. "It's a very scary situation."

Hundreds of Tigrayan staff at the state-run Ethiopian Broadcasting Corp. were put on indefinite leave, an employee said. Police, who have been going house-to-house in some neighborhoods saying they are looking for illegally acquired guns and foreign currency, have also detained Tigrayan priests, deacons and administrative staff at Coptic churches in central Addis Ababa.

Billene Seyoum, a spokeswoman for Mr. Ahmed, didn't respond to a request for comment on the detentions. She has previously said the government was pursuing TPLF collaborators to preserve national security.

A joint report by the United Nations human-rights agency and the government-affiliated Ethiopian Human Rights Commission said all parties to the conflict have committed grave human-rights abuses, including potential crimes against humanity and war crimes.

# Iraq Prime Minister Targeted in Assassination Attempt

By GHASSAN ADNAN  
AND JARED MALINS

BAGHDAD—An explosives-laden drone attacked the residence of Iraqi Prime Minister Mustafa al-Kadhimi in Baghdad Sunday in what Iraqi security officials said was an assassination attempt, marking an escalation of tensions between the government and Iran-backed militia groups.

Mr. Kadhimi, who ad-

ressed the nation on television shortly after the attack, said he wasn't hurt.

The attack followed threats against Mr. Kadhimi from an Iran-backed militia leader, though the armed groups denied responsibility and no one immediately claimed the attack.

The apparent assassination attempt adds to political turmoil in the aftermath of Iraq's parliamentary election

last month in which Iran-backed militias claimed without evidence that the vote was rigged. Tehran-allied parties suffered a rebuke as voters favored nationalist and other forces in the country.

Iran-backed paramilitary groups have turned to drones in a series of attacks on U.S. forces in Iraq and Syria in recent months, prompting the U.S. military to shore up protective measures on its bases.

A senior official in the Iraqi interior ministry, Maj. Gen. Saad Maan, said two drones were involved in the attack. One of the drones carried two rockets, including one that exploded on impact.

Seven security officers were injured in the strike, Gen. Maan also said.

Qais Khazali, the leader of one of Iraq's largest pro-Iran militias, Asaib Ahl al-Haq, accused Mr. Kadhimi of direct-

ing the use of live ammunition at the protesters. Mr. Khazali said that Mr. Kadhimi needed to face legal consequences for the death of the protester and said the prime minister should "pay the price" for the killing.

Mr. Kadhimi has vowed to constrain the paramilitaries but his attempts have fallen short as the armed groups have embedded themselves deeper within the Iraqi state.

The militias are part of a broader movement that organized to fight Islamic State when it overran much of Iraq and Syria in 2014.

Iraq's largest militia groups played down Sunday's attack and denied responsibility for the incident.

An Iranian foreign ministry spokesman condemned the attack, saying Tehran supported security and stability in Iraq.

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We consider McDonald's culture to be horrible and racist, as detailed in our lawsuit against the company. It is indefensible and unacceptable. The headlines below and many others prove that you are not doing your jobs and you continue to perpetuate and support racism.

## Protesters condemn McDonald's CEO texts on shooting deaths

- Chicago Tribune

## McDonald's faces racial discrimination suit from 52 Black Franchisees

- USA Today

## African American executives file lawsuit alleging racial discrimination at McDonald's

- ABC News

## Media Mogul Byron Allen Hits McDonald's with a \$10 Billion Lawsuit

- LA Mag

Even under all this scrutiny, this behavior continues. As we sit here today, the presiding judge in our \$10 billion racial discrimination lawsuit against McDonald's has set a trial date and the case has entered the discovery phase and we are highly confident much more will be revealed.

McDonald's Board of Directors including **Enrique Hernandez, Jr., Lloyd H. Dean, Robert A. Eckert, Catherine M. Engelbert, Margaret H. Georgiadis, Richard H. Lenny, John J. Mulligan, Sheila A. Penrose, John W. Rogers, Jr., Paul S. Walsh, Miles D. White** and **Andrew J. McKenna** must make sweeping changes immediately and **remove Chris Kempczinski from his role as President & CEO now** or resign yourselves because you are on the wrong side of history!!!

## Byron Allen

Founder, Chairman & CEO  
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FROM PAGE ONE

Bribery Case Roils Mexico

Continued from Page One view since leaving Mexico in July to a previously unknown location in the U.S.

The 42-year-old former congressman, whose wire-rim glasses give him the look of an intense accountant, faces charges in Mexico of racketeering, bribery and money laundering, linked to an alleged 2014 bribe, that could land him in prison for 30 years. If convicted, he would be ineligible to run for president again.

Many legal experts, political analysts and human-rights observers say the government's case against Mr. Anaya is weak and part of a broader offensive by the president to use corruption charges against those who stand in the way of his agenda, including rival politicians, business leaders and scientists. They see the prosecution as a test of Mexico's judiciary, which has grown increasingly independent over the past two decades as the country became a fledgling democracy.

"The handling of the...case seems pretty odd and irregular to me," said Diego Valadés, a former attorney general and supreme court justice during the Institutional Revolutionary Party's long run in power.

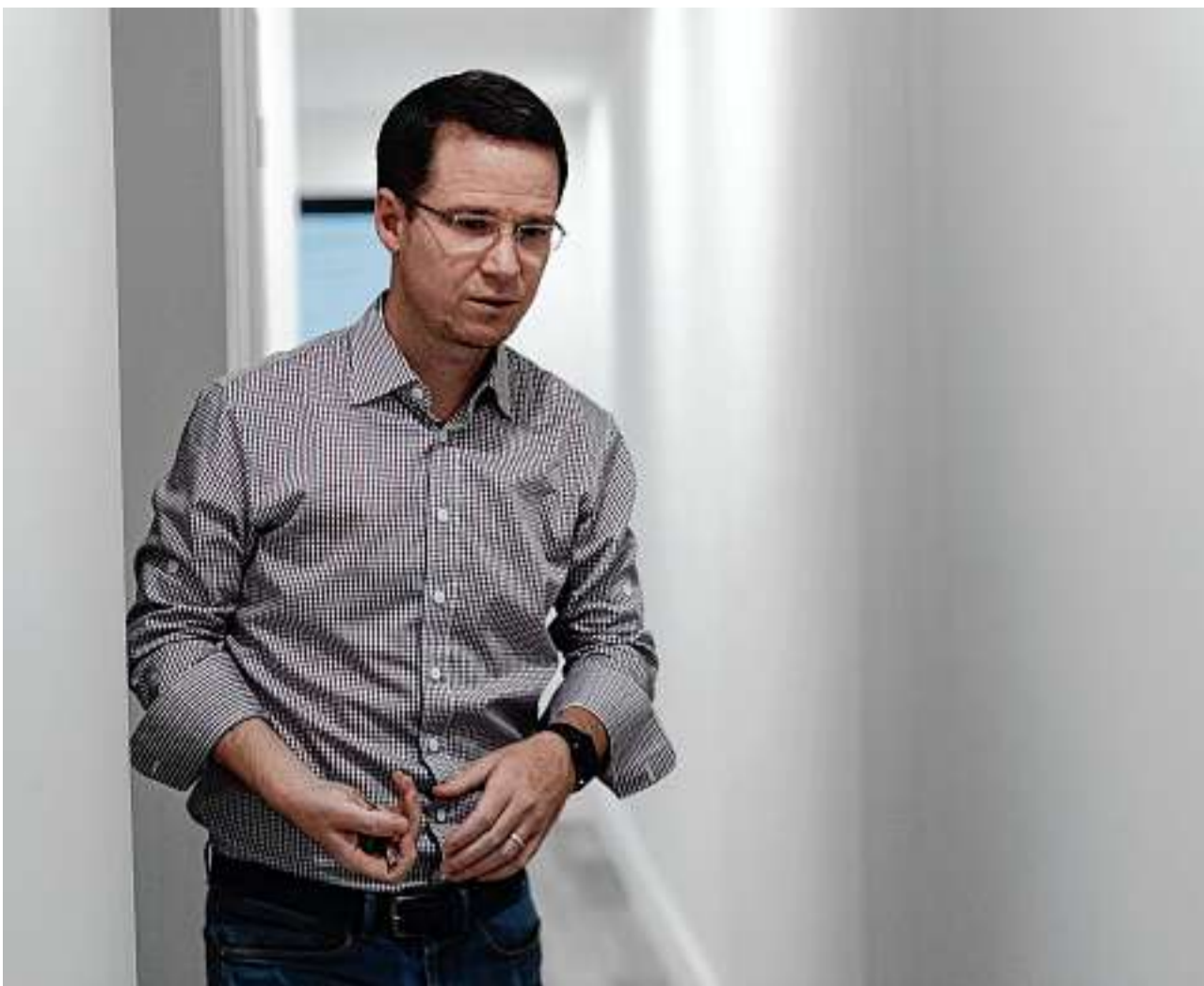
"It's incredibly worrisome for Mexico's democracy," said Shannon O'Neil, a Mexico expert at the Council on Foreign Relations in New York.

Election polls

The Mexican constitution prohibits Mr. López Obrador from seeking a second term. Most polls show Mexico City Mayor Claudia Sheinbaum and Foreign Minister Marcelo Ebrard, both members of the president's National Regeneration Movement, or Morena party, well ahead of other potential candidates, including Mr. Anaya, in elections that are still three years away. Mr. Anaya, however, does top most opposition figures in polls.

The Attorney General's Office alleges that in 2014, Mr. Anaya was given half a million dollars in cash to help pass a constitutional amendment that opened Mexico's oil industry to private firms. A hearing is scheduled for Monday before a Mexican judge, who will decide whether there is enough evidence against Mr. Anaya to proceed with an arrest warrant.

"He is crooked, a hypocrite," Mr. López Obrador said at one recent press conference, calling Mr. Anaya a "lesson" to Mexican youth of what happens if a person sacrifices his moral scruples to get ahead.



Ricardo Anaya recently fled Mexico to escape what he says is a political vendetta after a bruising presidential campaign.

Mr. López Obrador, a populist who has vowed to root out corruption, has denied the case against his former presidential rival is politically motivated and said Mr. Anaya should face Mexican justice if he considers himself innocent. He even suggested that prison time could give his opponent a political boost.

"If your conscience is clear, it doesn't affect you much to go to prison," he told a recent news conference.

Attorney General Alejandro Gertz has also denied that the accusation against Mr. Anaya is politically motivated. Attorney general spokesman Raúl Tovar declined to comment further, citing the continuing investigation.

A review of the charging documents suggests that the case against Mr. Anaya is based almost entirely on the testimony of Emilio Lozoya, a former chief executive of state-run oil giant Petróleos Mexicanos, or Pemex. Mr. Lozoya, the scion of a former energy minister under the longtime ruling PRI, once told a local journalist that he could be trusted not to steal from Pemex because he was already wealthy enough to own a Picasso painting.

In 2016, Mr. Lozoya was caught up in Latin America's biggest-ever corruption scandal. Brazilian construction giant Odebrecht SA pleaded guilty and agreed to pay \$3.5 billion to settle a case brought by the U.S., Brazil and Switzerland, in one of the largest international bribery scandals.

In 12 countries, most of them in Latin America, Odebrecht admitted it bribed top public officials, including Mr. Lozoya, in exchange for public works and infrastructure contracts.

In sworn testimony given to Brazilian prosecutors as part of his plea bargain, Luis Alberto de Meneses Weyll, the official in charge of Odebrecht's Mexico office, said the company paid some \$10 million in bribes to Mr. Lozoya, and in exchange won a contract to upgrade Pemex refineries. Odebrecht made a profit "of more than \$39 million as a result of these corrupt payments," the U.S. Justice Department said in its findings.

Mr. Lozoya fled Mexico shortly after the Odebrecht case broke and was a fugitive until 2020, when he was arrested in Spain. He was extradited to Mexico in July of that year. When he arrived, Mr. Lozoya offered to provide testimony to Mexican prosecutors in exchange for leniency, according to the attorney general's office. He told a different story than that of Odebrecht and the U.S. Department of Justice.

Mr. Lozoya admitted in testimony to receiving money in offshore accounts from Odebrecht. But he said that under orders from then-President Enrique Peña Nieto and then-Finance Minister Luis Videgaray he handed out the bulk of the money to a slew of mostly conservative lawmakers from the National Action Party, or PAN, including Mr. Anaya, to

vote in favor of the energy reform.

The former president and finance minister have denied Mr. Lozoya's allegations against them. A Mexican judge turned down the attorney general's request for an arrest warrant on the charge of "treason" for Mr. Videgaray, citing insufficient evidence. Neither man has been charged in the case.

'It's incredibly worrisome for Mexico's democracy.'

One former conservative senator, Jorge Luis Lavalle, was indicted earlier this year based on Mr. Lozoya's testimony and jailed while awaiting trial. His lawyers have denied he received any bribes.

In the case of Mr. Anaya, the prosecution alleges that one of Mr. Lozoya's bodyguards drove a black athletic bag stuffed with 6.8 million pesos in cash—then the equivalent of about \$500,000—from his Pemex office to the basement parking lot of Mexico's congress, where Mr. Anaya and an aide were waiting.

"This comes from Boss Videgaray," the bodyguard said in handing over the money, according to the bodyguard's testimony.

Two other witnesses, whom

Mr. Lozoya said would corroborate his account of the money for Mr. Anaya, denied knowledge of it in testimony to prosecutors, according to court documents reviewed by The Wall Street Journal. The two included Mr. Lozoya's personal secretary, who, according to the former Pemex chief, gave the sports bag to the bodyguard for delivery to Mr. Anaya in the parking lot.

In a statement outlining the charges against Mr. Anaya, Mexican prosecutors said Odebrecht gave Mr. Lozoya the money to "ensure the privatization of Mexico's oil production, in favor of foreign companies like Odebrecht."

Oil-industry analysts say Odebrecht wouldn't have stood to gain from allowing private oil companies to operate in Mexico. In its case against Odebrecht, the U.S. said the Brazilian company "systematically paid hundreds of millions of dollars" in bribes to get lucrative construction contracts from state-run firms. Such a strategy would be undermined by foreign competition in the energy market, these analysts said.

"It doesn't make any sense. Odebrecht was never interested in energy reform, but in construction contracts," said Carlos Elizondo, a former Pemex board member.

Mr. Weyll, the Odebrecht official in Mexico, declined to comment. His lawyer told a Mexican investigative news cooperative called Quinto Elemento Lab that Odebrecht had

never had an interest in the proposed energy reform or any contract associated with it. "If there was no interest...then [Odebrecht] would not pay legislators to vote on the reform," Carlos Kauffmann, the lawyer, said. He declined to comment further.

In a radio interview, Mr. Lozoya's former lawyer said he believes his ex-client is lying in the Anaya case. "From what I saw of the case, no way" does it stand up in court, said Javier Coello Trejo, who was Mr. Lozoya's attorney while he was a fugitive. The two parted ways when his client decided to become a cooperating witness for the government.

Mr. Lozoya's current lawyer, Miguel Ontiveros, didn't respond to requests for comment.

Plea bargain

In exchange for his testimony, Mr. Lozoya initially avoided prison. He wore an ankle bracelet and was spotted on camera dining with a small group of Mexican society figures at an expensive and crowded Chinese restaurant in mid-October.

But at a court hearing on Wednesday, prosecutors said Mr. Lozoya hadn't provided enough evidence to uphold his end of a plea bargain and successfully petitioned the judge to send him to jail while their investigation continues.

Among others Mr. Lozoya has accused of corruption are the third-place finisher in the 2018 elections, PRI candidate José Antonio Meade, as well as prominent adversaries including PAN member Felipe Calderón, who bested Mr. López Obrador in the 2006 presidential election. Neither has been charged and both have denied wrongdoing in public statements.

Political analysts and legal scholars, including two allies of Mr. López Obrador currently serving in official legal capacities, say the case against Mr. Anaya is riddled with inconsistencies. Among them: The alleged bribe, in August of 2014, took place eight months after the constitutional reform passed, and five months after Mr. Anaya left congress.

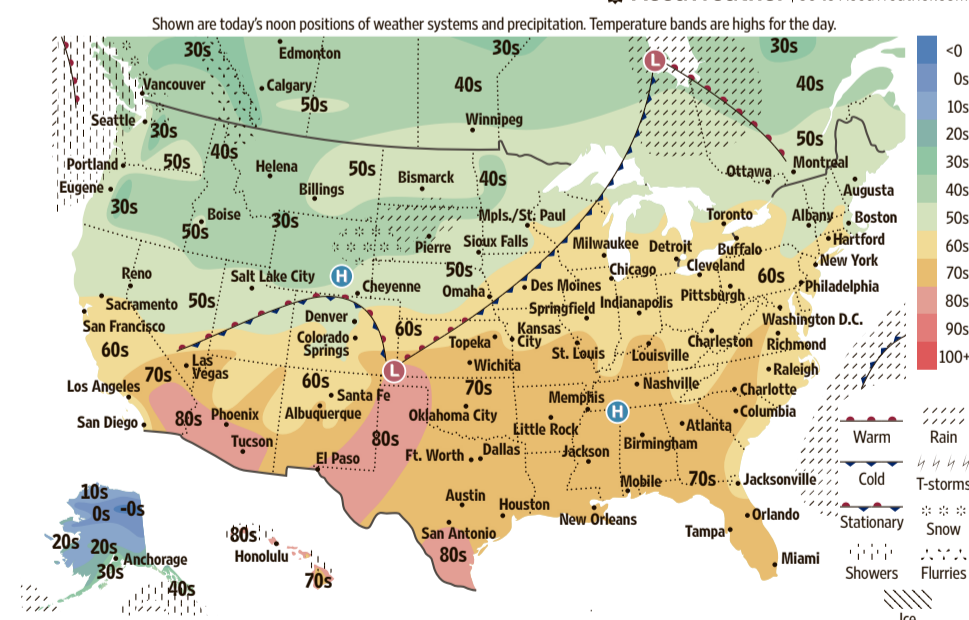
"It would have been the stupidest bribe in history," said Mr. Anaya. "Either they bought the vote of somebody who didn't have a vote, or paid for a vote that I cast months earlier."

Mr. Anaya and many political analysts say the allegations make little sense given that he and his conservative party pushed for decades to end the government monopoly on oil exploration, and never put the outcome of their votes in doubt.

"If I had voted against that reform...people would have thought I'd gone nuts," said Mr. Anaya.

—Luciana Magalhaes contributed to this article.

Weather



U.S. Forecasts

Table with 3 columns: City, Today (Hi, Lo, W), Tomorrow (Hi, Lo, W). Lists major cities and their forecasted weather conditions.

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The WSJ Daily Crossword | Edited by Mike Shenk

A crossword puzzle grid with numbered squares. The grid is 13 columns wide and 19 rows high.

LADIES' NIGHT | By Billy Ouska

- Across: 1 Ready for picking beliefs, 10 Surrounding glow, 14 Portentous sign, 15 High respect, 16 It's anything but basic, 17 First lady, 20 Overtime reward, 21 General assemblies?, 22 Before, in poetry, 23 Longtime, Chinese leader, 24 Author Brontë's section of the internet?
Down: 31 Bluish-gray (African nation), 32 Sierra, 33 Additionally, 35 Distinctive donkey features, 36 Incline, 37 Pork portion, 38 Phone download, 39 Official state dish of Texas, 40 Flash of light, 41 "Game of Thrones" co-star, 44 Tyler of "Armageddon", 45 Charged particle, 46 Outrageous, as an amount of money

- 5 Wedding site, 6 Civil rights pioneer Parks, 7 Covetous feeling, 8 "... make myself clear?", 9 Jaguar on a hood, for example, 10 Barn area, 11 Berry in smoothies, 12 Old Italian coins, 13 Gambler's calculation, 18 Debbie of Blondie, 19 Make blank, 24 Sounds of thunder, 25 Brother of Groucho and Chico, 26 Basic skateboarding trick, 27 Ducks with brightly colored markings, 28 It's often paired with gin, 29 Set of principles, 30 "The Blacklist" star Megan, 31 Porpoise's place, 34 Make a pick, 36 Reacted to a scare or cold air, 37 Like some trials, durable pants material, 40 Gander's mate, 42 Weights for barbells, in gym slang, 43 Reacts like an angry cat, 46 Physiologist Pavlov, 47 It flows through Sudan, 48 Glaswegian or Aberdonian, e.g., 49 Sign of hunger, 50 Pakistan's place party, 51 Bacchanalian party, 52 Brand of foam projectiles, 53 Surgeon's "Furto!", 55 Furious feeling

Previous Puzzle's Solution: A grid of letters with a list of words found in the puzzle. Words include FRENCH, DIAS, DIME, LAALAA, TEMPLURES, ARREST, DURACELL, SALUTE, BELABIS, KEYS, BREW, AMP, TERIGOTTE, JIGEL, PISI, BEET, VIOLA, REDFORD, CHEVRON, TIGLIO, MEIR, ANIT, SUELO, SIEDO, WIG, MED, BIRGE, VAIAN, MEX, AXE, BADA, BODRE, YODUIT, LADDER, ADVISETO, THEEND, MEAN, SIN, SURREY.

Solve this puzzle online and discuss it at WSJ.com/Puzzles.

## PERSONAL JOURNAL.

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Monday, November 8, 2021 | A11



ILLUSTRATIONS BY MITCH O'CONNELL

# Don't Be That Awkward Colleague

As people go back to offices, they find the rules and boundaries have changed. Here's a guide to the new workplace etiquette.



**WORK & LIFE**  
RACHEL FEINTZEIG

**W**ell, this is awkward. We're back at the office, yet our social skills seem to have stayed home. Or maybe it's just that the rules and boundaries have changed.

Before, it was automatic to reach for someone's hand when meeting, or grab a seat next to a co-worker in the conference room, says Dana Brownlee, founder of Professionalism Matters, a corporate-training company in Atlanta. Now, daily office interactions have the potential to seriously offend. "Like where's my 3 feet?" she says.

Some of us harbor anxiety about being back, are scared of making at-risk family members sick, or are just rusty at being around people. While we were at home, our professional networks shrank and our worlds got smaller.

"Are your relationships the same? Are they somehow different after not seeing them for so long?" asks Heather Vough, a management professor at George Mason University who has studied social gaffes in the workplace. "We're not used to hanging out with our co-workers anymore."

And yet, we've got to figure it out. Here's your guide to deftly, politely, persuasively navigating the thorniest return-to-work moments.

## Saying Hi

Don't assume someone wants a hug or even a handshake, says Daniel Post Senning, author of several

etiquette books and the great-great-grandson of manners guru Emily Post. Instead, ask: "It is so good to see you. Are we shaking hands?"

If you go in for a handshake, and the other person pulls back, apologize. Explain that you didn't mean to make them feel uncomfortable. And don't fret too much, Mr. Senning says.

Another option: confess your own awkwardness.

"It makes the other person feel better," says Van-



**Don't assume someone wants a hug or even a handshake, says an etiquette expert.**

ing them in any way or singling them out, says Dr. Bohns. Explain that you told yourself you'd say something to anyone who wasn't fol-

lowing workplace or local rules.

Or go with the it's-not-you-it's-me approach. Note that you're being especially careful because a family member is immunocompromised, or whatever you're personally concerned about. Or emphasize that you're trying to protect office mates from your own kids' school exposure.

"It's not like, 'I feel you're the germy one.' I might be the germy one," Dr. Bohns says.

If your request doesn't land well, offer alternatives. You understand they don't want to wear a mask and

that it's frustrating. Maybe you two could try for a Zoom call from your separate offices instead of meeting in person?

## The Big Question

Yes, you can ask a co-worker if they're vaccinated. Doing so isn't a violation of the Health Insurance Portability and Accountability Act, or HIPAA, says Kate Bischoff, a Minneapolis employment lawyer and founder of human-resources consulting firm K8bisch.

More complicated is when an employee asks a manager about a colleague's vaccination status. In that case, the manager must stick to Americans with Disabilities Act provisions that prohibit disclosing a specific employee's individual health information, Ms. Bischoff says.

Managers can say, "You are in a safe environment, your co-workers are vaccinated," she adds.

And managers can ask employees their vaccination status if there's a business necessity, which could include keeping people safe at the office. Ms. Bischoff recommends bosses tee up the conversation by explaining how the pandemic has affected the organization. They can also explain that they anticipate the company will be subject to a mandate soon, and that they want to keep workers safe. She also recommends that human-resources work-

ers are the ones who ask to see vaccine cards during one-on-one meetings.

Mr. Senning says that from an etiquette perspective, talking about vaccines isn't taboo.

"It's a public-health crisis," he says. If you want to soften the approach, first ask for permission to ask them about it. Something like: "I'm curious. Are you willing to talk about your vaccination status?"

## Are You Having Fun Yet?

It's the first team happy hour since March 2020. Everyone's finally together. And they all seem miserable.

What's a boss to do? "You've got to be willing to change on a dime," says Ms. Brownlee, the corporate trainer.

If co-workers are standing apart and staring down at their drinks, tell them you're picking up the vibe that this isn't quite working. What do they think? Would they rather shift outdoors? Is the timing off?

Prevent future mishaps by chatting with a couple of plugged-in teammates before the next event to get a sense of how people are feeling, Ms. Brownlee suggests. They may need a more serious group conversation instead of a party, or a daytime event instead of a dinner that scrambles their evening family time. Use anonymous surveys to gather honest opinions.

If you're the one for whom small talk feels strange, mimic others' cues—for example, don a mask if your conversation partner does—and ask people questions rather than deliver a monologue. You can also just be honest, Ms. Brownlee says.

"There's nothing wrong with saying, 'I'm a little rusty. How about you?'"

## How Much M.B.A. Debt Should Students Take On?

By PATRICK THOMAS

**M.B.A. GRADUATES** from U.S. business schools are among the most likely to make enough to pay off their federal student loans within a few years, with most such alumni earning sufficient income to do so two years after graduating, The Wall Street Journal has reported.

For business-school candidates aiming for that outcome, the key is to align the level of borrowing you can shoulder while studying with the earnings potential you can reasonably expect after graduating, career coaches and admissions experts say.

Choice of program is a big factor, as not all M.B.A. programs generate comparable income payoffs. For elite M.B.A. programs—such as those at Harvard Business School or the Wharton School of the University of Pennsylvania—it can make sense for some people to take on a six-figure debt load to

help finance tuition, fees and living expenses, admissions coaches say. That is because those graduates tend to make more than \$150,000 a year after earning their degrees, with signing and annual bonuses on top of that.

That isn't always the case for M.B.A.s with less name-brand recognition, says Kofi Kankam, co-founder and former chief executive of admissions-focused social network Admit.me.

"Once you start going outside of the top 50 and borrow 50% of your future earnings, you have to highly scrutinize your decision," Mr. Kankam says.

Take stock of your personal situation, and first consider whether you can stomach a two-year career break to begin with. If you're looking outside the top 50 ranked M.B.A. programs, a good rule of thumb is to borrow only about half the amount you know you can earn in a new job right after graduation, several ad-

missions experts say.

To get a sense of how much to borrow, consider your age, job experience, where you live and where you want to attend business school, says Jeremy Shinewald, founder and president of admissions-consulting firm mbaMission. A grad candidate's family status—such as having a partner to help pay bills or children to provide for—and existing debts, including mortgages and loans taken out to pay for an undergraduate degree, can also play a role.



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Prospective students in their

20s might be comfortable borrowing up to three-quarters of their potential income postgraduation, but they would be wise to do so only to attend schools with strong name recognition and robust alumni networks, says Alex Leventhal, who founded admissions-consulting firm Prep MBA.

Even people without dependents and a mortgage who are considering borrowing more than half their expected income could be in for years of debt repayment, Mr. Leventhal adds.

"If a grad will have to maintain

that ratio for quite some time, then that kind of financial pressure may not be sustainable," he says.

For federal student loans, the lowest interest rate—currently about 5%—is available for the first \$20,500 borrowed a year. After that, rates rise. Some M.B.A.s have better options, says Nikhil Agarwal, co-founder of the startup Juno, which helps M.B.A. candidates pool their loans to negotiate for lower interest rates from private lenders. Mr. Agarwal says some students can get more attractive rates when they have longer work histories and better credit scores.

"They have confidence in themselves to pay back these loans fairly quickly," he says.

Midcareer professionals who aren't comfortable with a debt-to-salary range of 50% to 75% for an M.B.A. program outside the top 100 rankings still have options, says Paul Bodine, president of Admitify, who coaches M.B.A. prospects.

More affordable alternatives to full-time, two-year M.B.A.s include one-year master's programs tailored to high-demand skills such as data analytics, as well as all-online M.B.A.s for working executives, he says. The Gies College of Business at the University of Illinois and Boston University's Questrom School of Business both launched fully digital M.B.A.s before the pandemic for a total cost of less than \$30,000.

## PERSONAL JOURNAL.



**FAMILY  
& TECH  
JULIE  
JARGON**

**IT'S HARD ENOUGH** to keep kids off social media when their friends all have accounts. But when the pressure comes from school clubs, sports teams and even churches, parental efforts to delay the leap can feel futile.

The convenience and popularity of group chats and social media have led many coaches, teachers, club supervisors and youth-group leaders to suggest kids join apps like Instagram, WhatsApp and Discord. It's a tough situation when children become too old to have mom and dad handle every school and team communication, yet are still too young, in their parents' eyes, for social media. Yet it's not like kids are going to respond to email—or even read it.

Michael Kaufman, a customer-service representative in New York City, said he had a firm rule with his three children: No social media until age 13, when kids are technically old enough to sign themselves up for apps.

So when his oldest daughter's middle-school science teacher asked the students, then 11 years old, to take photos of their projects and post them on Instagram, he alerted the principal, who put an end to that effort. More recently, the same daughter, now in high school, joined a school photography club where the students were told they'd be sharing their photos on Instagram. She chose to leave the club instead. "She has very little interest in social media," Mr. Kaufman said. "I know she's the outlier."

Mr. Kaufman's younger daughter, however, really wanted TikTok but only got it in April, when she turned 13. She wanted to join the video-sharing app because all the girls in her dance team were posting videos of themselves practicing their routines to provide feedback to one another.

In the years since his oldest daughter was first encouraged to join Instagram, the risks that social media poses to kids have become clearer, giving parents like Mr. Kaufman greater pause before allowing their kids to sign on.

# Schools, Clubs Add to Social-Media Pressure

When coaches, teachers ask kids to join apps, parents face tough situation



Cyndi Schmitt, a mother of four in Tampa, Fla., doesn't allow her kids to be on Instagram. However, their church youth groups have used Instagram to post photos and updates about events. As a result, she said, "We missed out on a few things or were a little out of the loop at times."

She said that, while she would like it if the church continued putting events on websites as well as social feeds, she didn't raise her concerns because she wanted the youth-group leaders to be able to reach the kids who were already on Instagram. "I'm super-excited that the church is reaching out to students where they are," she said.

One mother in a small town near Seattle told me that her

daughter's school band group joined Discord and that her 16-year-old ended up communicating with a stranger who solicited nude photos from her.

"We can't sacrifice privacy and safety and kids' mental health just for the convenience that the ubiquity of these platforms offer," said Bethany Robertson, co-director of ParentsTogether, a non-profit family-advocacy group in Washington, D.C.

Kids use tech to socialize even without social media. A mom in Vancouver, British Columbia, said after her daughter's sixth-grade class began using the chat function in Microsoft Teams during remote school, drama quickly ensued. Her daughter and a class-

mate got into an argument in the chat and others joined in. The mom said she notified the school, which disabled the chat function.

## What You Can Do

So how can parents handle the pressure their kids face to join group chats and social media?

► **Develop a social-media agreement.** Laura Tierney, founder of the Social Institute, a company that partners with schools to teach students how to navigate social media and technology, said it's best to start discussing responsible social-media use with kids early. "Because social media is not going away, you can't restrict it and then throw them in

at age 13," she said.

Ms. Tierney suggests families develop a social-media agreement to lay out rules such as whether a child's account is set to public or private, who gets to approve friend requests and how often parents can monitor the account. The Social Institute offers a template on its website (thesocialinstitute.com).

► **Create a shared account.** Instead of letting kids loose with their own account, you can create one that you control and let them use it only for the purpose of communicating with the school club.

You can set up two-factor authentication so that a code gets sent to your email address or cell-phone every time your child wants to log in. My editor did this when family friends wanted their pre-teen sons to communicate over Discord. Just make sure your child logs off when the activity or communication is done.

**There are ways to restrict content and direct messages on TikTok and Discord.**

► **Take advantage of app settings.** If you feel your child is ready to use social media, you can still enact app settings to help protect them. Some teens find they enjoy Instagram more when they turn off the comments and likes.

There also are ways to restrict content and direct messages on TikTok and Discord, and to control who can add your children to groups and view their profile information on WhatsApp.

► **Suggest alternatives.** There's no reason for students to be limited to communicating on Big Tech's biggest platforms. There are plenty of apps designed for students to receive reminders, schedule practices, share videos and photos and communicate in small, private groups.

Alternatives used by many teachers and sports teams include Remind, GroupMe, Flipgrid, Band and PhotoCircle.

PHOTO ILLUSTRATION BY JOHN KUICZALA; GETTY IMAGES

  
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## More Job Postings Require Covid Shot

By KATHRYN DILL

People looking for jobs are increasingly finding employers requiring vaccination against Covid-19, with a small but growing percentage flagging those rules to prospective hires from the outset.

Nearly 5% of U.S. and Canadian postings for jobs paying \$80,000 a year or more now mention vaccine mandates, double the rate from the previous month, according to research released Wednesday by the Ladders, a job-search site for positions paying north of \$100,000 annually. The findings are based on an analysis of millions of high-paying jobs posted between June 2019 and October 2021.

While must-be-vaccinated postings remain fairly rare, the rise signals job seekers could soon start seeing workplace mandates on job boards more regularly, hiring experts say. Employers are preparing to comply with new federal rules for Covid-19 vaccination and testing set to take effect Jan. 4, as many struggle to fill roles and seek to attract staffers back to offices. Friday's federal jobs data showed labor-force participation remains flat and beneath pre-pandemic levels, even as the jobless rate has fallen over the past month.

The Ladders data primarily capture office workers, as opposed to front-line consumer-facing staff, suggesting that the move reflects employers' desire to bring people safely back to working in person, said Marc Cenedella, Ladders founder and chief executive.

"We'll see [vaccine require-

ments] in more job posts throughout the fall and winter, and I expect we'll see it through the next year until it kind of becomes assumed, in the way that job postings no longer mention 'must be able to type,'" he said.

Not all job seekers welcome employers' vaccine rules, just as many employers object to federal directives to impose them. For people who want to work among fully vaccinated colleagues, knowing a company's expectations early could avoid a sticking point later in the hiring process. Employers putting their rules in job posts are gambling that the risks of alienating any prospective hires are outweighed by the chance to secure the right fits quickly

nearly half of those indicated that vaccines are required for on-site work, LinkedIn said.

For job seekers who don't want to get vaccinated, the early transparency could flag which roles to avoid. In a survey of more than 1,300 U.S. employees last month by software maker Qualtrics, three-quarters of unvaccinated workers said they were considering leaving their jobs when mandates take effect. A little more than a third of the unvaccinated workers surveyed reported fear of being fired for noncompliance. If terminated, 22% said they would look for a job at a smaller company.

The Biden administration's new rules (temporarily blocked this weekend) require vaccina-



JUSTIN SULLIVAN/GETTY IMAGES

A job seeker met recruiters at a recent fair in California. A small but growing number of job postings are requiring Covid-19 vaccinations.

in a tight labor market.

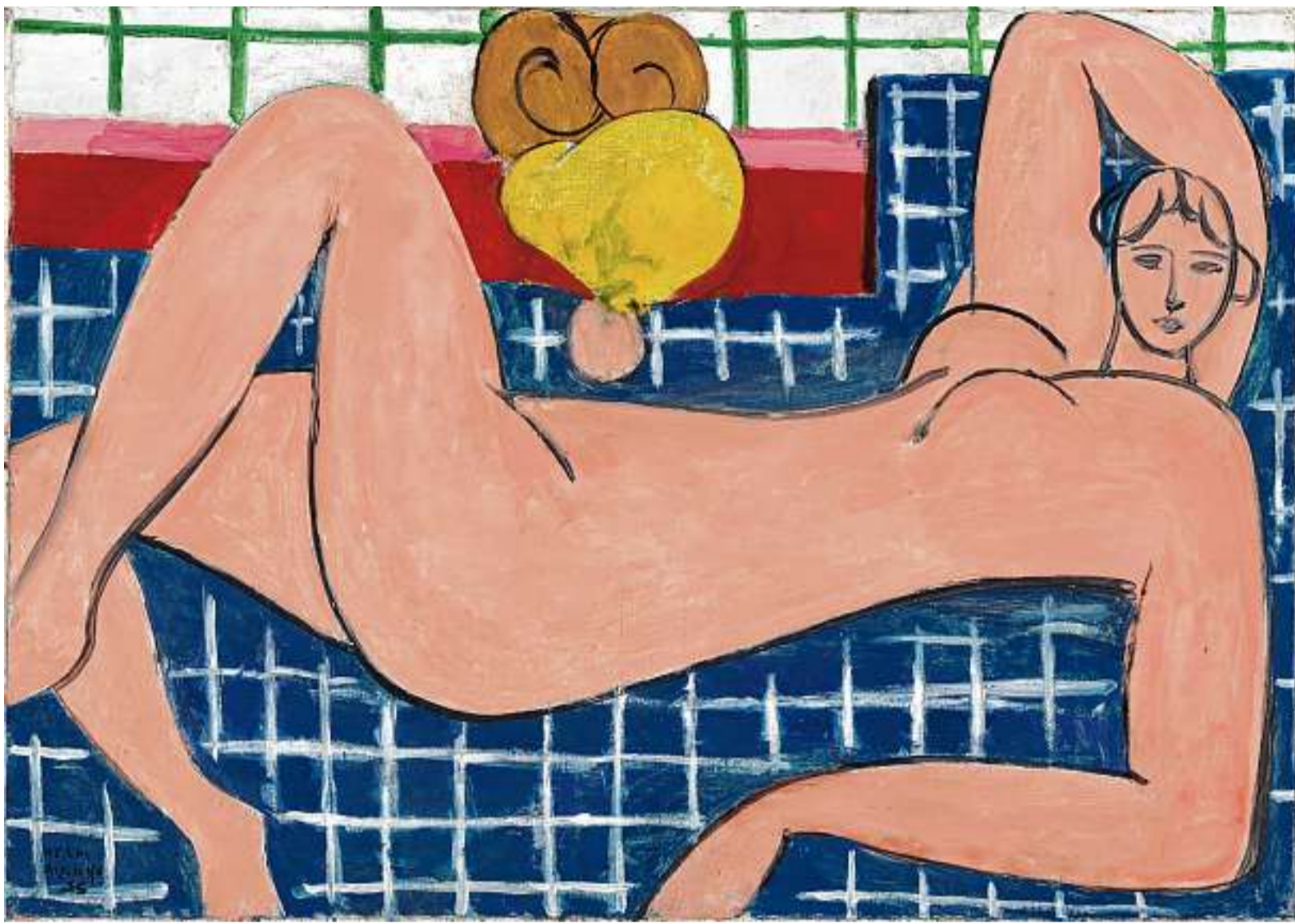
"The more data there is in a job posting, it enables a job seeker to look at a job posting and have a clear idea of what to expect," said Rohan Rajiv, group manager of talent solutions at LinkedIn. "You're more likely to find people who are interested."

New job postings on LinkedIn listing vaccine requirements increased 120-fold between July and October, according to the company. Last week, the site introduced a field on company profile pages allowing employers to list workplace policies including vaccine requirements. Of the thousands of companies that made policy entries, 33% added a vaccine policy, and

tions or weekly testing at private companies with 100 or more workers, and larger U.S. employers have begun implementing vaccine mandates in recent weeks. Those that opt to highlight such requirements in job posts might trigger a snowball effect, said Sevin Yeltekin, macroeconomist and dean of the University of Rochester's Simon Business School.

"If you think about a particular employee you'd like to retain and the vaccine requirement is the only sticking point, they're going to go to the next available job," Ms. Yeltekin said. "But if that company is now requiring it too, companies now feel more confident in being able to make that call if they think that's the right call."

## ARTS IN REVIEW



Henri Matisse's 'Large Reclining Nude' (1935), left

sentativeness of Etta's acquisitions, there is none of the Cubism-inspired work of the years 1913 to 1917, in which Matisse's art came as close as it ever would to pure abstraction. The absence of such work suggests that while Etta was willing to follow almost wherever Matisse led, her taste was circumscribed by the need to remain tethered, how-

**It shines a bright light on both Etta and the way Matisse thought and worked.**

ever tentatively, to what she knew, the world of visual appearances. This is no judgment against her—she was hardly the only modern art collector of the time who felt Cubism asked of them more than they could give.

There are exceptions to this rule, notably "Large Reclining Nude" (1935) with its radically simplified figure and pancake-flat pictorial space. More's the pity, then, that "A Modern Influence" does not take the opportunity to explore the relationship between audacity and conservatism in Etta's collecting. Perhaps the new study center can put it on the agenda.

**\* \* \***  
**PRIOR TO THE 20th** century, sculpture was made by modeling or carving. Then Picasso invented assemblage, the practice of attaching disparate elements together. Thaddeus Mosley does both: He carves and shapes pieces of felled timber and then assembles them into abstract sculptures. The magical results of this effort can be seen in "Thaddeus Mosley: Forest," a show of just five works. It was organized by Jessica Bell Brown, the museum's associate curator of contemporary art, who has displayed them closely grouped together on a single, low platform.

Mr. Mosley (b. 1926) is largely self-taught, and this redounds to his benefit—he never became hostage to any particular aesthetic dogma. Thus his sculptures, vertical and mostly human-scaled, blend the innocence of folk art, the forms and textures of African art and the formal language of modernism. They are equally wide-ranging in what they evoke: bodies in motion as well as physical forces such as weight and balance. This is a buoyant, deeply engaging display by an artist who deserves to be far better known.

**A Modern Influence: Henri Matisse, Etta Cone, and Baltimore**  
 Through Jan. 2, 2022  
 Baltimore Museum of Art

**Thaddeus Mosley: Forest**  
 Through March 27, 2022  
 Baltimore Museum of Art

*Mr. Gibson is the Journal's Arts in Review editor.*

## ART REVIEW

## A Collector Out of the Shadows

Exploring the legacy of Etta Cone, one of two Baltimore sisters who bought Matisse early and often

By ERIC GIBSON

**T**he Cone Collection at the Baltimore Museum of Art has long been a required destination for anyone wanting to understand, or simply enjoy, the art of Henri Matisse (1869-1954). Formed by two Baltimore sisters, Dr. Claribel Cone (1864-1929) and Etta Cone (1870-1949), it comprises some 600 works in all media by the artist as well as some of his illustrated books.

The Cone sisters first came into contact with modern art in Paris in the early years of the 20th century through their friendship with the writer Gertrude Stein and her family, who were some of the earliest collectors of Matisse and Picasso. The received wisdom has been that Claribel was the more adventurous of the two. Yet Etta lived for 20 years after her sister's death, during which time she continued to acquire Matisse, enlarging the collection and working closely with the artist in deciding what to purchase.

"A Modern Influence: Henri Matisse, Etta Cone, and Baltimore" invites us to reconsider the standard view, bringing Etta out of her sister's shadow to explore her role in making the Cone Collection what it is today. Jointly organized by Katy Rothkopf, senior curator of European painting and sculpture at the museum, and Leslie Cozzi, associate curator of prints, drawings and photographs, it consists of 167 paintings and sculptures; the preliminary studies for Matisse's first illustrated book, "Poems" by Stéphane Mallarmé; and abundant works on paper, among them portrait drawings of Etta and a Matisse self-portrait. Some works have rarely been seen, while others are on view for the first time. Though marred by one large missed opportunity, it is an important, even revelatory, exhibition that shines a bright light not just on Etta but on the way Matisse thought and worked. And it inaugurates the new Ruth R. Marder Center for Matisse Studies at the museum, which Ms. Rothkopf heads.

The exhibition opens with Etta's earliest purchases, made in 1906. The most striking is "Yellow Pottery From Provence" (1905), a painted still-life whose eponymous jug is not just yellow but green,



purple, ochre and red, and casts brown shadows. The work is loosely brushed in and there are patches of unpainted canvas, leaving one to wonder if Matisse abandoned it or considered it in some sense finished.

In works like this Matisse was forging a new direction in painting, where color wasn't used descriptively but expressed the painter's emotional response to the subject before him. It was a turn that famously elicited strongly negative reactions from most of those who saw Matisse's work at the time. Therefore, for Etta Cone—newly exposed to the avant-garde and with no deep background in art—to have bought "Yellow Pottery" was bold and visionary.

As we move through the show we learn that it was Etta who was responsible for acquiring works that are not just masterpieces of the collection but of Matisse's art generally: "The Yellow Dress" (1929-31) in which he upends convention by making the sitter's attire, not her physiognomy or character, the focus of his attention; and "Interior, Flowers and Parakeets" (1924), considered a key-stone work of that decade. One of the highlights of

"A Modern Influence" is a show-within-a-show. "The Yellow Dress" is displayed surrounded by over a dozen preparatory drawings recently donated by the Matisse family and another

benefactor. In the painting the model is shown seated in hieratic frontality before an open window. The drawings show Matisse beginning by studying the isolated figure in a variety of



Henri Matisse's 'Yellow Pottery From Provence' (1905), above, and Thaddeus Mosley's 'Aero Intersectional' (2018), right



Henri Matisse's 'The Yellow Dress' (1929-31), left, and 'Self-Portrait' (1937), above

poses and attitudes, then situating her in an interior before finalizing the pose, after which he was ready to begin the hard work of painting.

But while "A Modern Influence" tells us a great deal about what Etta bought, it tells us almost nothing about why she did so—in other words, about her taste. Almost the only insight we are offered is that, as one wall text reports, "Cone appreciated Matisse's celebration of the female body and all of its postures. This subject may have resonated with her own intimate same-sex relationships." (Etta never married and had a longtime female companion.)

This reading strikes me as owing more to the zeitgeist than to a close study of Etta's actions and artworks. The reality is subtler and more interesting. For all the breadth and repre-



## SPORTS



Olympic marathon champion Peres Jepchirchir of Kenya, above right, won the women's division of the New York City Marathon in 2:22:39 on Sunday. Albert Korir of Kenya won the men's race in 2:08:22.

# A Historic Finish at NYC Marathon

Kenya's Peres Jepchirchir became the first woman to win in New York after taking Olympic gold in the same year

By LAINE HIGGINS

Just three months ago, Kenya's Peres Jepchirchir survived the sweltering heat of the Japanese summer to notch a surprise win in the Olympics over a countrywoman who holds the world record at the distance. On Sunday, she won the 2021 New York City Marathon to become the first woman to break the tape in the iconic race in the same year as winning Olympic gold.

It was a historic finish for the race making its return after a one-year pandemic hiatus. And the dramatic finish on the women's side, which saw Jepchirchir sprint away from fellow Kenyan Viola Cheptoo, matched the energy of the throngs of fans lining the streets in the city's five boroughs for the marathon's 50th running.

Jepchirchir's victory on Sunday showed her tactical mettle: She lurked in the lead pack of women until reaching the Bronx and stayed with a breakaway trio of East Africans until the final stretch up Central Park's west side. She held off Cheptoo to win by four seconds in a time of 2:22:39. Ethiopia's Ababel Yeshaneh finished third in 2:22:52.

"I knew myself. I have a finishing kick because of the way I used to train in Kenya," said Jepchirchir after the race. "When I see the finishing line, I get this extra energy and I don't know where it comes from."

The men's finish held less drama, with 2019 runner-up Albert Korir taking the lead after mile 19 as the runners charged up the Willis Avenue Bridge into the Bronx. Korir never relented en route to a

2:08:22 finish.

The men's podium was rounded out by Morocco's Mohamed El Aaraby, one of the two runners who paced the field through the first 90 minutes of the race, held on to finish second in 2:09:06, followed by Italian Eyob Faniel in 2:09:52.

Americans finished just off the podium in both professional races, with 2021 Olympic bronze medalist Molly Seidel taking fourth for the women in 2:24:42 and Elkanah Kibet doing the same for the men in 2:11:15. Kibet, who was training part-time while working as a financial planner with the U.S. Army, surprised even himself to finish 16 seconds faster than his personal best.

The women's race also featured a shocking debut from runner-up Cheptoo. The 32-year-old ran at

Florida State, having followed in the footsteps of older brother Bernard Lagat by coming to the U.S. to run in college. Like her brother, a five-time Olympian and current American record holder in several distances between 1,500 and 5,000 meters, she focused on shorter distances early in her professional career. She raced her first half marathon in February 2020.

As Cheptoo crossed the finish line, her older brother shed tears from the broadcasting booth at the finish line, where he was commenting on the race.

"I think I should have moved up a little bit earlier," she said jokingly when asked after the race whether she regretted waiting so long to race 26.2 miles. "I've watched my brother race here and I knew New York was so fun."

For Seidel, Sunday's fourth-

place finish in the marathon cemented her status as an emerging star in the sport. She was a surprise qualifier for Team USA in the marathon after taking second at U.S. Olympic Trials in her first attempt at the distance in February 2020. She surprised again at the Olympics, when she hung with a pack of decorated Kenyans, including Jepchirchir, in hot and humid conditions to win bronze.

Sunday's race marked the completion of a tight double for Seidel and Jepchirchir. Most marathoners don't race more than twice per calendar year due to the toll the 26.2-mile race takes.

"It was my plan and preparation was short, but I tried my best to see if I could fit all of my own preparation in," said Jepchirchir. "I like running in cool conditions rather than hot conditions."

## Congress Calls for Transparency From the NFL

By ANDREW BEATON  
AND LOUISE RADNOFSKY

Washington

The first volleys between the National Football League and a congressional committee seeking to investigate the Washington Football Team emails that got Las Vegas Raiders coach Jon Gruden fired—as well as other related documents—is likely to be a drawn-out affair.

The House Oversight and Reform Committee indicated last month that it intends to mount an investigation of the leaked emails that were part of an NFL probe into the Washington Football team. The emails

showed Gruden making racist and anti gay comments and resulted in his resignation.

The committee on Friday called on the NFL to lift restrictions on people who might have information in the league's investigation of the workplace culture at the team owned by Dan Snyder. The league, meanwhile, said it had responded to the committee's initial inquiry, and that it intended to cooperate.

The back-and-forth came a day after a deadline the committee had given the league to respond to its demand for documents related to the league.

It marks the beginning of what effectively amounts to a negotiation over which documents the league will turn over.

"The NFL on Thursday submitted responses to the questions in the Committee's October 21 letter," NFL spokesman Brian McCarthy said. "As we have discussed with the Committee, we are in the process of identifying responsive documents while working through issues of privilege and anonymity promised to participants in the investigation."

Rep. Carolyn B. Maloney (D., N.Y.), the oversight committee chairwoman, said on Friday that she wanted to see the league reflect other public statements by commissioner Roger Goodell and "honor the Commissioner's public

statement that witnesses to the team's hostile workplace culture are 'welcome' to come forward."

The original investigation into the Washington Football Team was launched in 2020 after the Washington Post reported 15 women were sexually or verbally harassed while working for the club. Further reports emerged of wrongdoing inside the franchise, including incidents and a 2009 settlement involving Snyder. He has denied wrongdoing and apologized for the workplace culture.

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OPINION

REVIEW & OUTLOOK

Republicans Rescue Biden’s Agenda

The press is full of triumphant accounts of how Speaker Nancy Pelosi and President Biden saved their party, the country, and maybe the future of mankind by passing the \$1 trillion infrastructure bill through the House late Friday night.

Will the infrastructure bill grease the wheels for the \$4 trillion blowout?

With their narrow House majority, Democrats couldn’t pass the bill themselves after six left-wing Members voted no. Without those GOP votes, the bill would have failed and Democrats would have suffered another political defeat and more recriminations.

The country needs spending on such public works as roads and bridges, and some projects will offer an economic return on the investment. But this bill throws money at far more than that, with only \$110 billion reserved for this traditional infrastructure.

The bill includes tens of billions in public broadband subsidies that will pre-empt private investment. Amtrak gets a \$66 billion bailout that should be enough to build a high-speed line in the Northeast corridor but almost certainly won’t because of union and political stipulations.

The bill is also a large down payment on the Green New Deal. There’s \$7.5 billion for electric-car charging stations that the Transportation Department will allocate. Energy Secretary Jennifer Granholm gets \$21.5 billion for a new Office of Clean Energy Demonstrations.

Though the bill doesn’t include a broad tax increase on individuals, it does include \$14 billion in new Superfund excise taxes on 42 chemicals, minerals and metallic elements that will be passed along to consumers.

The 13 Republicans (see nearby) who voted for this are mostly from swing districts and no

doubt want to associate themselves with a bill labeled bipartisan. Nineteen GOP Senators voted for the infrastructure bill, and their boast is that passing the bipartisan bill would make it more difficult for Democrats to pass the partisan budget bill.

“I weakened their hand. They have no leverage now,” New York Rep. Nicole Malliotakis told Axios after she voted for the infrastructure bill. “I voted against AOC and the squad tonight.”

Not so fast. To appease the left, Mr. Biden linked the infrastructure and entitlement bills. Progressives and Mrs. Pelosi extracted a written promise from swing-district Democrats to vote for the budget blowout after CBO publishes its cost estimates for the bill.

The 13 Republicans resisted the pleas of Minority Leader Kevin McCarthy and whip Steve Scalise. The GOP leaders couldn’t even get the defectors to hold their votes to see

if Democrats could pass the bill themselves. Failure would have given them leverage to get something from Democrats in return. That’s what Mrs. Pelosi did when Republicans ran the House and the Freedom Caucus created problems for GOP leaders.

\* \* \*

The silver lining of the infrastructure bill is that some projects will be worthwhile while most of it is one-time spending that will end. Not so the \$4 trillion Democratic plan that would create new cradle-to-grave entitlements that are designed to make American families even more dependent on the government.

Voters last week sent a message that they don’t want more taxes and spending amid rising inflation and shortages across the economy. If Democrats pass this monstrosity anyway, the Republicans who voted for the infrastructure bill will share the responsibility.

The 13 House Republicans who voted to pass the \$1 trillion infrastructure bill

Table with 2 columns: Name and Party/State. Includes Don Bacon (Neb.), Brian Fitzpatrick (Pa.), Andrew Garbarino (N.Y.), Anthony Gonzalez (Ohio), John Katko (N.Y.), Adam Kinzinger (Ill.), Nicole Malliotakis (N.Y.), David McKinley (W.Va.), Tom Reed (N.Y.), Chris Smith (N.J.), Fred Upton (Mich.), Jeff Van Drew (N.J.), Don Young (Alaska).

A Tax Break for Trial Lawyers

The House Democrats’ 2,100-page budget bill is chock full of goodies for liberal special interests, and one of the worst is a tax break for their dear friends in the plaintiffs bar.

The House budget bill would let them write off contingency-fee costs.

The IRS generally bars lawyers working on contingency-fee cases from deducting expenses such as depositions, expert testimony and discovery until a case resolves. In contingency-fee arrangements, attorneys front the costs of a lawsuit in return for some share—usually 30% to 40%—of the client’s eventual settlement or award.

Under longstanding IRS rules, these expenses are treated like non-deductible loans to clients since they may eventually get reimbursed at the end of a case when their client settles or wins.

Tax courts and federal appellate courts have consistently upheld this interpretation dating

to the 1930s. The Ninth Circuit Court of Appeals in 1995 created a carve-out for a certain type of contingency contract. But the IRS has limited this interpretation to states in the Ninth Circuit, which is a mecca for contingency-fee lawsuits.

Under the House bill, trial attorneys nationwide would be allowed to deduct contingency-fee expenses “disregarding the possibility that such amount will be repaid.” The bill also says “income attributable to any related recovery shall not be reduced by such amount.”

By reducing trial lawyers’ legal costs, it would effectively subsidize contingency-fee cases. Lawyers will be more likely to file dubious lawsuits and drag out cases if they can immediately deduct their expenses. This is a direct income transfer to plaintiffs’ lawyers.

Read My Lips, Says Kathy Hochul

Voters have won at least one small political victory in the wake of last week’s thumping of Democrats. To wit, New York Gov. Kathy Hochul has vowed not to raise taxes.

Now that the top rate is 14.8%, she vows not to raise taxes again.

Ms. Hochul swore off near-term tax hikes Thursday in an interview with local magazine City & State. “I’m not interested in driving people out of the state,” she said, noting the loss of New Yorkers to Florida and other low-tax climes.

You can bet her pledge was inspired by the election in neighboring New Jersey, where Democratic Gov. Phil Murphy was nearly thrown out after raising the state’s nation-leading tax rates, no matter that he had promised not to do it again.

The promised tax freeze might be a relief to New Yorkers if not for recent memory. Mr. Cuomo also pledged his opposition to tax increases when he ran in 2010, only to turn around in office and renew a “temporary” tax increase on high earners.

Never known as the begging sort, Mr. Cuomo downright pleaded with wealthy residents to

return to the state in August 2020. “You gotta come back, when are you coming back?” he asked in a press conference, adding “I’ll buy you a drink. Come over, I’ll cook.”

Mr. Cuomo knows that high taxes are driving people out of the state. “A single percent of New York’s population pays half of the state’s taxes, and they are the most mobile people on the globe,” he said.

That rare flight of sanity soon crashed when Mr. Cuomo was under siege from the left for sexual harassment allegations. This year Mr. Cuomo signed New York’s largest-ever budget, including \$212 billion of spending backed by multiple tax increases.

Ms. Hochul hasn’t objected to that tax increase, as far as we’ve seen, so her tax epiphany is sudden. What New York state really needs is a tax cut and wholesale economic reform to stop its economic decline.

LETTERS TO THE EDITOR

Stuck Between Zoom School and High Tuition

As the editorial board notes in “School Choice Showdown in Michigan” (Nov. 2), five families are part of a lawsuit challenging a provision in Michigan’s constitution that prohibits state aid to parents who enroll their children in private K-12 schools.

Unfortunately, our twin boys were part of the 60% of Michigan public-school students who started last school year with remote or hybrid instruction. They spent their first day of kindergarten in front of a computer and remained there for most of the year.

We watched as some of our friends who lived in different districts or

could afford private schools enjoyed in-person school. Our sons had to endure long hours in front of a screen, unable to meet new friends face to face. Before the school year started, I searched for private schools that planned to open in person.

Both the lawsuit and the opportunity scholarship bills the Michigan Legislature recently passed are efforts to help families like mine be able to send our kids to the schools that best fit their needs.

JESSICA BAGOS  
Royal Oak, Mich.

Limiting Chinese Steel Imports Will Do Little

In “The U.S. and EU Shake Up Global Trade” (Global View, Nov. 2), Walter Russell Mead overcelebrates the U.S.-EU steel agreement concluded at the Group of 20 summit in Rome. He says that for U.S. labor the deal “can be packaged as ‘foreign policy for the middle class.’”

Both the president and Mr. Mead would have been well served by looking at the hard facts of trade before

going overboard with sweeping statements about market and climate impacts of Chinese steel imports. There is actually little room to constrain Chinese steel exports to America: China does not even make the top-10 list of foreign steel suppliers to the U.S.

ISTVAN DOBOZI  
Sarasota, Fla.

Mr. Dobozi was a lead economist at the World Bank.

Artificial Intelligence Is Still No Match for Us

Eric Schmidt was executive chairman while I was in the trenches at Google in 2012, but I know better than to claim—as he does with Henry Kissinger and Daniel Huttenlocher—that GPT-3 is “producing original text that meets Alan Turing’s standard.”

Compared with earlier text-generation systems, the output generated by GPT-3 looks impressive at a local level: individual phrases, sentences and paragraphs usually demonstrate good grammar and look like normal human-generated text. But at a global level—considering the meaning of multiple sentences, paragraphs or a back-and-forth dialogue—it becomes apparent that GPT-3 doesn’t understand what it’s talking about.

GPT-3’s seeming fluency is a facade, albeit an impressive one, that doesn’t stand up to the serious scrutiny that Turing envisioned, in which a human inquisitor could ask questions in a back-and-forth chat session. I look forward to the day when we have AI systems that can pass the Turing test, but we’re not there yet.

ERIC NICHOLS, PH.D.  
Bellevue, Wash.

For most of human history, “intelligence” referred to abstract knowledge and reasoning, a power unique to human beings. Other animals possess what is known as estimative power through their senses. Distinguishing sensory knowledge through bodily organs from the mind’s power of abstract knowledge has value.

Such a distinction could have cleared the hype surrounding AI. Vastly underestimating human intellectual reasoning, AI pioneers equated human intellectual powers to machine intelligence. No doubt, we have produced a great science. But only a narrowly materialist philosophy would argue the human mind is reducible to an automation software.

The successes of DeepMind and halerin are within a highly specific domain of human knowledge, and, as with any engineering discipline, we engineered them to go beyond our human limitations. The science has yet to understand how human reason itself operates.

XAVIER ABRAHAM  
Livonia, Mich.

Sen. Whitehouse, Virginia’s Dirty Trick and Dark Money

Your editorial identifies Lauren Windsor as a co-conspirator in the Lincoln Project’s attempt to fan the flames of racism and deceive voters in Virginia’s gubernatorial contest (“A Dirty Campaign Trick in Virginia,” Nov. 1). Ms. Windsor is executive director of American Family Voices, a “dark money” nonprofit that has for years received much of its revenue from the Center for Media and Democracy (CMD), Internal Revenue Service filings reveal.

Yet Sen. Sheldon Whitehouse (D., R.I.), America’s leading denouncer of “dark money,” has repeatedly cited CMD’s attacks on his enemies and invited its leader to testify before him. Perhaps the senator should investigate his friends’ dark financial ties to this ugly, race-baiting interference in an election.

SCOTT WALTER  
Capital Research Center  
Washington

Pepper ... And Salt

THE WALL STREET JOURNAL



“This is a family company, sir. I’ll need your DNA.”

CORRECTION

New York’s Mayor-elect Eric Adams has served as a state senator and not as a city councilman. This was misstated in the Nov. 2 Upward Mobility column (Notable & Quotable, Nov. 3).

Letters intended for publication should be emailed to wsj.ltrs@wsj.com. Please include your city, state and telephone number. All letters are subject to editing, and unpublished letters cannot be acknowledged.





# BUSINESS & FINANCE

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THE WALL STREET JOURNAL.

Monday, November 8, 2021 | B1

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## Business Grapples With Inventories

Companies deliberate just-in-time or just-in-case stockpiles as conditions normalize

By Alistair MacDonald and Georgi Kantchev

Companies are wrestling with how big their inventories should be, since the pandemic highlighted the dangers of having both too much and too little stored away.

When the pandemic first struck and demand for many goods dived, some companies were left holding large, costly inventories. But closed borders, strained supply chains and rebounding demand meant bigger stock buffers can prove positive.

Now, the question of whether to maintain costly extra stockpiles or risk getting caught out again by disruption has emerged among the host of dilemmas businesses face, from whether to reshore production to how to best transport goods.

Companies on the S&P 500, excluding sectors that have few physical stockpiles like finance, increased their inventories by an average of 15% in the second quarter versus the comparable period in 2019, according to S&P Global Market Intelligence. Those inventories were 53% higher than the 10-year pre-Covid quarterly average.

Businesses from Nissan Motor Co. to PepsiCo Inc. say the decadeslong trend of hyper-efficient supply chains, often referred to as "just in time" manufacturing, could be ending. In a speech in October, President Biden said the world needed to take a longer-term view, as he unveiled measures to help alleviate port congestion.

However, many companies say they will likely return inventories to pre-Covid levels when trading conditions normalize. Holding large inventories ties up capital, requires extra space and people to manage it and needs to be insured. It is also a problem for companies selling products



Gilead Sciences is increasing its inventory of auxiliary products and tools, such as syringes, glass vials and filters.

with a sell-by date.

Since the start of the pandemic, Austrian construction giant Strabag SE squirreled away so much extra building material, like steel and lumber, that rivals sometimes accused it of buying up everything, said Thomas Birtel, its chief executive. But that move isn't a lasting change in strategy.

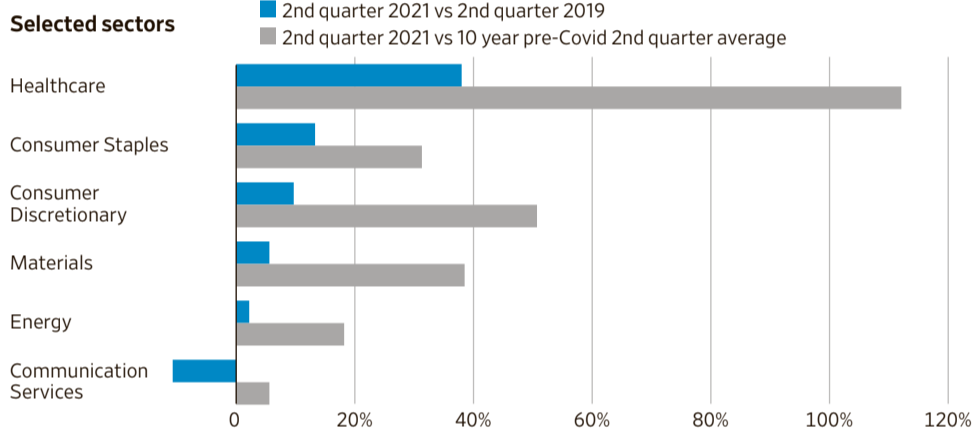
"Our margins are so, so narrow that as soon as the situation and the ability to deliver has normalized, we will come back to a normal rhythm," said Mr. Birtel.

Kevin Keegan, an inventory-planning expert at consulting firm PricewaterhouseCoopers, said his clients tell him they will draw down inventories once supply chains recover.

"Cost is still the driver for companies," he said. Others worry stockpiling products could leave them sitting on goods that expire.

Incyte Corp.'s inventory of finished products was 156% higher in the second quarter than in the same period of 2019,

Several S&P 500 sectors have increased the size of their physical inventories since the pandemic started.



Source: S&P Global Market Intelligence

partly because the drugmaker was seeking protection against supply-chain disruption. Finance chief Christiana Stamoulis said she expected inventories to return to pre-pandemic levels next year, once supply-chain strains ease.

"We had an approach [pandemic] that worked well,"

she said. "You don't want inventory that would expire."

Inventories can be problematic going into a demand shock like a pandemic. Companies like car makers and luxury-goods brands were left sitting on stockpiles they couldn't use when demand collapsed last year. Drinks com-

panies including Guinness maker Diageo PLC and Budweiser brewer Anheuser-Busch InBev SA shared the cost of undrunk beer with their distributors to spare bars and restaurants from picking up the tab during lockdowns.

In the first four months of

Please turn to page B2

## Retailers Answer Shortages With Substitutes

By Charity L. Scott and Suzanne Kapner

Retailers are pushing holiday shoppers to accept substitutions for items that are out of stock or in limited quantities due to supply-chain woes. Some consumers aren't quite sold on the idea.

Chains from Foot Locker Inc. to Home Depot Inc. have long sought to prevent shoppers from leaving their stores or websites with empty carts. But this type of suggestive selling took on greater urgency

during the pandemic, when overseas factories temporarily shut, making many items scarce.

As factories have reopened, a shortage of available shipping containers, dock workers and truckers have also conspired to slow product deliveries. The resulting limited selection has made some consumers more open to alternatives, executives said.

Out-of-stock messages to online consumers have risen 32% since June, with August levels being highest for apparel, fol-

lowed by sporting goods, baby products and electronics, according to the Adobe Digital Economy Index.

"We are seeing more of an opportunity for substitutions," Jared Briskin, chief merchant of sporting goods and apparel chain Hibbett Inc., said in August. "But at the same time, consumers frequently want what they want."

That is the case for Jamie Hobbs of Denver, who said substitutes won't cut it for her husband's Christmas gift. The 28-year-old publicist said that

even though she is having trouble finding Sony Group Corp.'s PlayStation 5 game console, she won't purchase a similar item from another brand. "It's not like I'm going to buy him an Xbox," she said of the Microsoft Corp. videogame system.

Retailers have been working overtime to try to avoid problems in the first place.

Walmart Inc. Chief Executive Doug McMillon said the company's merchants are working with several suppliers to find alternatives for items that are out-of-stock. "When sup-

plier A has an issue, they can move to supplier B, C, D, E, F to try and compensate in some way," he said at a September industry conference.

Suggesting alternatives is more straightforward when shoppers are in a physical store and can interact with a salesperson. It is harder online, but retailers are using data science to try to divine what customers are really looking for when they type in search words.

"When people search for latex gloves, they don't literally

Please turn to page B2

## Lenders Find Dental Niche

By Orla McCaffrey

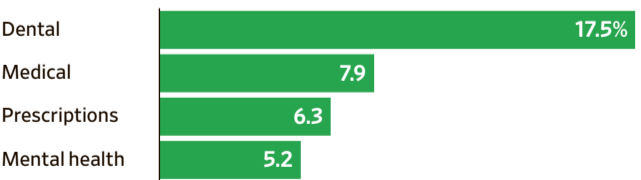
Linda Stultz learned last fall that she needed a \$1,100 dental crown, but she didn't have the money.

So Ms. Stultz instead financed the treatment with CareCredit, a credit card offered by Synchrony Financial for healthcare and pet expenses. She first learned about the card from her veterinarian's office during a visit for her cat, Tinky.

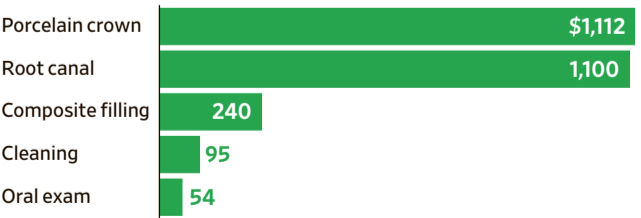
Ms. Stultz, a 72-year-old retired social worker, has dental insurance through Medicare Advantage, but she can't find a local dentist who accepts it. She paid off the cost of the crown but used the card again this year for about \$700 of fillings. She has a balance of about \$580; if she doesn't pay it off by February, the bank will start charging about 27% interest.

Millions of Americans, including many who have dental insurance, have to take out personal loans or dig into slim

Share of adults skipping care because of cost within the previous 12 months, 2020



Median cost of dental treatments, 2020\*



\*Figures represent full procedure cost before insurance is applied. Procedure fees can vary based on the tooth, number of surfaces and materials used. Sources: American Dental Association Health Policy Institute analysis of the National Health Interview Survey (share of adults); American Dental Association (treatment cost)

savings to pay for dental care. Many forgo treatment altogether. A previous version of President Biden's proposed economic package would have given dental benefits to people

on Medicare, but that measure was dropped from the pared-back version of the legislation.

Covid-19 turbocharged investors' interest in medicine

Please turn to page B9

### INSIDE



BOX OFFICE 'Eternals' takes in \$71 million, the fourth best debut during the pandemic. B3



TECHNOLOGY McDonald's is among the companies using NFTs as a tool for marketing. B4

## Amazon Cloud's Boss Readies to Defend Turf

By Aaron Tilley

Adam Selipsky has taken over at Amazon.com Inc.'s cloud-computing unit this year as it faces the biggest challenge ever to its dominance in the industry. To stay on top, he is taking a page from the playbook of his fast-growing rivals.

Microsoft Corp. and Alphabet Inc.'s Google have come on strong in recent years by offering customers not just the cloud infrastructure that Amazon Web Services pioneered, but also sophisticated and popular end-user software programs, such as those that help turn companies' tools of data into charts or pools for employee collaboration.

Mr. Selipsky said Amazon Web Services plans to maintain its lead by offering more applications that can help organizations take advantage of the cloud. For example, it developed a cloud tool that uses ar-

## Pension Funds Face Narrower Investing Prospects

By Heather Gillers

State and local pension funds are reaping a historic windfall thanks to billions of dollars in record market gains and surplus tax revenues. Now they need to decide what to do with the money.

It is a bittersweet dilemma that the chronically underfunded retirement systems share with many household and institutional investors around the country. Just when they finally have cash to play around with, every investment opportunity seems perilous.

Leave the money in stocks, and a pension fund becomes more vulnerable to the type of losses suffered in the 2008-09 financial crisis. Move the money into bonds for safekeeping, and the fund risks losing even minimal gains to inflation. Seek out alternative assets to help diversify and drive up returns, and the fund enters a crowded competition for private equity and real estate where it can take years for money to be put to work.

Pension funds and other institutional investors lost 0.06% for the quarter that ended Sept. 30, according to Wilshire Trust Universe Comparison Service data released last week, their first negative return since the early days of the pandemic. After a year of stimulus-fueled economic gains on the heels of a decade-long bull market, it is hard to find bargains anywhere. That means investment chiefs are choosing where to park their unprecedented windfall in an increasingly volatile and unpredictable world.

"There are things going on that I've never seen, ever—people leaving the labor market, office buildings being vacant, ships in the middle of the ocean with cargo," said Angela Miller-May, chief investment officer for the \$55 billion Illinois Municipal Retirement Fund. "Even if you've had years and years of investment experience, you've never experienced anything like this."

Ms. Miller-May's fund swelled by more than \$10 billion over the past fiscal year, between market gains and contributions from the towns, cities, school districts and other governments it serves. The fund has bought close to \$1 billion worth of bonds and, since a board decision to increase alternative investments in December, allocated an additional \$1.54 billion to private equity and real estate, Ms. Miller-May said. She said about \$140 mil-

Please turn to page B6



## BUSINESS NEWS



The movie failed to meet expectations set by the comic-book epics, perhaps a result of the film's poor reviews and tepid audience response.

## 'Eternals' Leads at Box Office

Disney's Marvel epic is fourth-highest debut since pandemic began, boosting theaters

By ERICH SCHWARTZEL

Walt Disney Co.'s Marvel superheroes again rescued the nation's struggling theater chains at the box office over the weekend, with the studio's "The Eternals" opening to a healthy \$71 million in the U.S. and Canada.

While a much-needed jolt of revenue for exhibitors, the opening failed to meet the sky-high expectations set by the comic-book epics, perhaps a result of the film's poor critical reviews and tepid audience response. The movie collected an additional \$90.7 million from international ticket sales, according to preliminary studio estimates.

As the nation's entertainment industries try to encourage consumers to venture back to concerts and theme parks, the movie business has struggled to see consistent returns from weekend to weekend.

### Estimated Box-Office Figures, Through Sunday

Film	Distributor	Sales, in millions		
		Weekend*	Cumulative	% Change
1. 'Eternals'	Disney	\$71	\$71	—
2. 'Dune'	Warner Bros.	\$7.6	\$84	-51
3. 'No Time to Die'	United Artists Releasing	\$6.2	\$143.2	-20
4. 'Venom: Let There Be Carnage'	Sony	\$4.5	\$197	-22
5. 'Ron's Gone Wrong'	20th Century	\$3.6	\$17.6	-4

\*Friday, Saturday and Sunday in North American theaters

Source: Comscore

Big-budget offerings like "The Eternals"—the second Marvel film in two months to fill auditoriums—have been the consistent driver of ticket sales, and this most recent opening should give studios a dash of optimism ahead of the all-important holiday film season.

"The Eternals" opening puts it behind Marvel's Labor Day release, "Shang-Chi and the Legend of the Ten Rings," which made its debut to \$95 million, or March's "Black Widow," which opened to \$80 million. Still, "The Eternals" had the fourth-highest open-

ing since the pandemic began, behind those two films and another comic-book adaptation: "Venom: Let There Be Carnage," released by Sony Group Corp.'s Sony Pictures Entertainment.

The strong performances of these big-budget, youth-oriented movies bodes well for the Christmas season, which exhibitors will be counting on to make up for months of empty seats. "Spider-Man: No Way Home" and a new installment in the "Matrix" franchise, both of which are scheduled to hit screens in late

December, are considered the most likely candidates for blockbuster sales.

Directed by Chloé Zhao, this year's Academy Award winner for best director for her film "Nomadland," "The Eternals" follows a band of superheroes who have lived in secret but must come together to battle a new foe.

The movie is the 26th film in the hugely successful series of films known as the Marvel Cinematic Universe, and was repeatedly delayed as Disney waited for auditoriums around the world to reopen and return to fuller capacity.

"The Eternals" could struggle with the word-of-mouth needed to parlay its opening-weekend performance into a strong showing in the weeks to come.

The movie received harsher critical reviews than is typical for a Marvel film, and opening-weekend audiences gave it a "B" grade, according to the CinemaScore market research firm, a lower-than-usual grade for a Marvel movie. "Shang-Chi" received an "A," and "Black Widow" an "A-."

## Media Company FiscalNote Seeks Listing Via SPAC

By BEN DUMMETT AND JULIE STEINBERG

FiscalNote Holdings Inc., a Washington, D.C.-based provider of services used to track government policy, is in talks to go public through a merger with a special-purpose acquisition company at a valuation of \$1.3 billion, according to people familiar with the matter.

The company, owner of Washington political publication CQ Roll Call, plans to merge with Duddell Street Acquisition Corp., the people said. The SPAC is listed on Nasdaq and is backed by Hong Kong hedge fund Maso Capital.

Companies and lawmakers use FiscalNote's software tools and information to navigate changes in legislation and government regulation in the U.S., European Union and other jurisdictions. Customers include the U.S. Securities and Exchange Commission, Southwest Airlines Co., Nestlé SA and Tesla Inc.

FiscalNote's backers include Mark Cuban, Jerry Yang and S&P Global Inc. They will remain shareholders as part of the merger plan, the people said.

FiscalNote and Duddell could announce the deal as soon as Monday, the people said.

Co-founded in 2013 by Chief Executive Tim Hwang, FiscalNote is raising a separate \$100 million private investment in public equity, or PIPE, from investors as part of the merger plan, the people said. Those include Maso and others.

FiscalNote will get a total of \$275 million from the Duddell merger. The company, whose competitors include the much larger Bloomberg LP and the London Stock Exchange Group PLC's Refinitiv, plans to use the new sources of money for product development and to help fund acquisitions.

Bloomberg and Refinitiv compete with Dow Jones & Co., the parent company of The Wall Street Journal.

Already this year, FiscalNote has struck nine deals to add products and expand geographically. That includes the September acquisition of Cambridge, Mass.-based Forge.AI Inc. Banks, asset managers and hedge funds use Forge's technology to identify and model risk.

FiscalNote targets customers affected by new regulations such as cryptocurrency, autonomous and electric vehicles, and the gig economy, the

The owner of CQ Roll Call and other products aims for a \$1.3 billion value.

people said. It also serves organizations looking to improve environmental, social and governance performance metrics.

SPACs, also known as blank-check companies, raise money by going public. They then have a set period, usually two years, to hunt for an acquisition target. They often appeal to companies as a faster way to gain a public listing and raise money than through a traditional initial public offering.

The structure, though, also allows investors to pull money out of a blank-check company before the merger goes through. That can leave the company going public with much less cash than expected.

Duddell raised \$175 million in its SPAC IPO in October 2020. To offset the possibility of withdrawals before completion of the FiscalNote merger, Maso has agreed to backstop the full amount, the people said.

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## BUSINESS NEWS

# Marketers Add NFTs to Toolbox

Brands are using nonfungible tokens to explore new strategies, engage new audiences

By MEGAN GRAHAM

State Farm Mutual Automobile Insurance Co. rolled out an augmented-reality treasure hunt last week targeting football fans, the latest company to use nonfungible tokens as a way to reach potential customers with a new medium.

In the State Farm quest, fans can use mobile phones to search college campuses and other locations for more than a million virtual footballs that may contain prizes, including NFTs to keep or sell. NFTs are vouchers of authenticity for digital assets that can be traded and tracked indefinitely with blockchain technology.

Interest in NFTs is exploding, generating \$10.67 billion in trading volume in the third quarter, up 704% from the second quarter, according to digital analytics firm DappRadar. There have been a number of headline-grabbing NFT deals, including the sale of a digital image by an artist in March for \$69.3 million through Christie's.

Some marketers are experimenting with NFTs. Last week, fashion retailer American Eagle Outfitter Inc. put a collection of 120 NFTs up for sale at \$1 each, and fast-food chain McDonald's Corp. began a sweepstakes giveaway of 10 McRib-themed NFTs. Brands including Campbell's, Pizza Hut, Taco Bell, Charmin and Pringles launched NFT-related promotions this year.

Last month, skin-care and cosmetics maker Clinique Laboratories LLC, part of global beauty brand Estee Lauder Cos., invited consumers to enter contests to win one of three NFTs inspired by its products.

"We started to see consumers shift into the NFT space. And for us, we just really



Fast-food chain McDonald's Corp. began a sweepstakes giveaway of 10 McRib-themed NFTs.

wanted to explore," said Roxanne Iyer, Clinique's vice president of global consumer engagement.

Clinique plans to continue investing in the area, Ms. Iyer added. "All of the things that we are able to work with the consumer on in the physical world is something that we are thinking about potentially in the digital world as well," she said.

But NFTs face criticism for the amount of energy used to authenticate them and their transactions. These tokens usually are bought with cryptocurrencies, which likewise consume high amounts of electricity and produce carbon emissions.

The environmental impact of many NFTs may be at odds

with sustainability pledges many brands have made, said Mike Proulx, research director at Forrester Research Inc., in an email. "This could result in consumer backlash of brands that purport to be green."

NFTs have been called a fad, and, as marketers have moved in, the value of owning a brand's virtual slice of pizza or virtual football may not be obvious to many consumers.

"Brands that are getting into the NFT space have headwinds to contend with," Mr. Proulx said. "Blockchains, cryptocurrency, and digital wallets are still foreign territories to the everyday consumer."

He added: "Plus, legal ambiguity exists on whether NFTs grant 'ownership' of the actual digital asset or simply the to-

ken associated with the asset."

NFT advocates say the digital assets could play a role in future virtual platforms.

Interpublic Group of Cos. digital-ad firm R/GA in London is working with brands to help create virtual stores in metaverse platforms, including one that will launch next month for British clothing brand Vollebak on the virtual platform Decentraland. The store's digital merchandise can be bought and worn in the digital environment and are affixed with NFTs.

"These NFTs become assets, digital artifacts that you can then bring into your kind of virtual worlds that you're exploring, living in, playing in," said Tiffany Rolfe, R/GA's global chief creative officer.

Brands are exploring linking NFTs to the real world. Clinique's NFT sweepstakes promised winners a selection of the beauty brand's physical products for the next decade. American Eagle's NFTs come with woven patches with a corresponding image and a gift card.

"Over the past few months, many of the successful projects have had that element of utility really underpinning the value," said Avery Akkineni, president of consulting firm VaynerNFT, a division of communications company VaynerX that worked with American Eagle on its NFT promotion.

Many brands dabbling in NFTs are doing so hoping to earn media coverage, but they should be taking a longer view, Ms. Akkineni said. Brands could give owners of their NFTs the ability to get early access to merchandise, enter conferences, or even to vote on certain company matters, she said.

"I do think that the collectible market is a niche use case for NFTs. It's one that is resonating right now, and I think will continue to resonate," Ms. Akkineni said. "But it's not ultimately a game-changing opportunity."

Some consumers may feel more invested in a brand, both emotionally and financially, if they own its NFTs, said Craig Elimeliah, executive creative director at WPP advertising agency VMLY&R. Owning NFTs is like investing in "cultural stock," he said. "It's kind of like you have skin in the game, right?" Mr. Elimeliah added.

For State Farm, the NFT treasure hunt was a way of getting in front of those under the age of 40 and pursuing its project of using technology to pull consumers closer, said Alyson Griffin, the company's head of marketing. "It's around being able to continuously tell our story to that person over time," she said.

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## BHP Sells Two Mines For \$1.35 Billion

By RHIANNON HOYLE

ADELAIDE, Australia—BHP Group Ltd. said it would sell its controlling interest in two metallurgical coal mines to Stanmore Resources Ltd. for as much as \$1.35 billion, shifting focus to high-quality coal that it expects to be in demand as the global steel industry decarbonizes.

BHP said Stanmore will buy its 80% stake in BHP Mitsui Coal, which operates the South Walker Creek and the Poitrel coal mines in Queensland, a coal-rich Australian state located in the northeastern part of the country. Japan's Mitsui & Co. owns the remaining stake.

BHP will receive \$1.1 billion when the deal is completed and an additional \$100 million six months later. The world's biggest mining company by market value could receive as much as \$150 million more in 2024 depending on movements in the price of metallurgical coal, an ingredient in steel manufacturing. BHP said profit from the deal could be used for future dividends, buybacks or both. It expects the deal to be completed in the middle of next year.

"As the world decarbonizes, BHP is sharpening its focus on producing higher-quality metallurgical coal sought after by global steelmakers to help increase efficiency and lower emissions," said Edgar Basto, president of BHP's minerals business in Australia. The miner began to seek a buyer for the mines last year.

BHP remains Australia's largest producer and exporter of metallurgical coal as an equal partner in a separate alliance with Mitsubishi Corp. That joint venture operates seven mines and owns and operates the Hay Point Coal Terminal in Australia.

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BUSINESS NEWS

# AWS Boss Girds to Defend Turf

Continued from page B1

from 8.7% in 2016, while Google more than doubled to 6.1% in that period. AWS's share of 40.8% last year is still the largest, but it is down from 53.7% in 2016, Gartner said.

Amazon's rivals have been investing to gain market share. In 2019, Microsoft said it would invest \$1 billion in the artificial-intelligence firm OpenAI LP, in part to get its advanced AI capabilities onto its cloud.

This month, Google's cloud unit struck a deal with CME Group Inc. that coincided with its \$1 billion investment in the futures-exchange company.

Mr. Selipsky returned to AWS after a roughly five-year hiatus to take over the cloud giant from Andy Jassy, who helped start AWS in 2006 and built it into a profit juggernaut before being promoted to replace founder Jeff Bezos as Am-

azon's CEO in July. The cloud unit generated \$4.9 billion in operating income in the latest quarter, more than the amount for Amazon as a whole.

Mr. Selipsky thinks there is still a lot of room for growth in the cloud, giving him a chance to make his own mark on the company. "Something on which I want to be very focused is figuring out more ways to make AWS easier to consume for more sets of customers," Mr. Selipsky said.

He brings experience that could help the company springboard into more businesses. Mr. Selipsky started in the early days of AWS, working with Mr. Jassy for about 10 years. He left in 2016 to take over as CEO of Tableau Software, a Seattle firm whose software helps organizations better interpret their data by turning it into charts they can tinker with. He helped shift Tableau's business model from selling software for a one-time fee to a subscription model in which software is delivered over the cloud. In 2019, Salesforce.com Inc. bought Tableau for more than \$15 billion.

AWS built its head start in the cloud by investing in



Adam Selipsky worked at Amazon in the early days of AWS.

server farms and renting out that remote computing power to clients. Microsoft and Google have eaten into its lead, in part because they both have large end-user bases and popular cloud-software tools—

such as Microsoft Word, Excel and Teams, and Google Docs, Sheets and Gmail—which they can use to lure business customers and pair with their own cloud infrastructure.

AWS offers basic services

to store, manage and process data, but it hasn't succeeded much with applications higher up the cloud value chain that non-engineers can use. The lower-level, basic-infrastructure parts of the cloud will likely be commoditized in time, so AWS needs more higher-level services to keep cloud profits up, analysts said. It offers a videoconferencing app called Chime, although it hasn't gained much market share.

"Amazon has always had a void in the application space as a whole," said Sid Nag, vice president at Gartner.

AWS needs to pivot to new and sophisticated tools to make the cloud more powerful for different types of businesses and easier to use, said Matt McIlwain, managing director at Seattle venture-capital firm Madrona Venture Group, an early investor in Amazon. "If AWS doesn't move up the stack and simplify it, they're going to be outmaneuvered by somebody," he said.

The pandemic accelerated demand as companies use the cloud to connect with remote workforces and customers. Total cloud spending, including

from infrastructure services as well as applications such as videoconferencing and customer-management tools, will grow from \$706.6 billion in 2021 to \$1.3 trillion by 2025, estimates research firm International Data Corp.

Mr. Selipsky said he is striving to make AWS more accessible to employees inside organizations who aren't software engineers. He said AWS has some early success here. One example is Amazon Connect, a cloud-based contact-center system that lets customers such as Barclays PLC shift thousands of its contact-center workers to working from home.

AWS is rolling out tools designed for specific industries such as financial services, automotive, telecom and media.

At AWS's annual cloud conference in Las Vegas starting later this month, the company will launch more of these higher-level services that Mr. Selipsky has hinted at, a person familiar with the company's plans said.

"I think it's really important that we remember that we're still at the very beginning of the journey," the person said.

# Investments Narrow for Pensions

Continued from page B1

lion of that money has been put to work so far.

Around the country, pension managers are competing to reinvest blockbuster gains from the 2021 fiscal year, which injected around \$800 billion into state retirement systems alone, according to an estimate by the Pew Charitable Trusts. The funds, which serve police, teachers and other public workers, still have hundreds of billions of dollars less than needed to cover promised benefits. Even so, they grew more in the 12 months ended June 30 than in any of the past 30 years.

Some pension funds are

also getting injections of cash from 2021 state tax collections supercharged by federal stimulus programs.

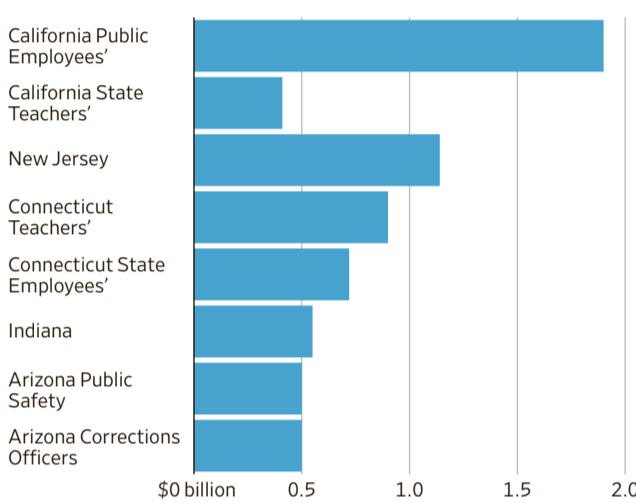
California transferred an extra \$2.31 billion to its teachers' and public workers' pension funds after stock gains and the economic recovery bolstered income tax collections, according to budget documents. Connecticut Treasurer Shawn Wooden is transferring an additional \$1.62 billion to that state's teachers' and workers' pension funds in accordance with a mandate that excess revenue be used to pay down debt.

This year New Jersey is making the full pension payment recommended by its actuaries for the first time since 1996, plus an extra half-billion dollars, funneling a total of \$6.9 billion to the state's deeply underfunded retirement plan, the New Jersey treasurer's office said.

Asked how the money would be used, a spokeswoman

Some states funneled surplus 2021 revenues from income tax collections and other sources into their pension funds.

State funds received beyond expected pension payments



Source: State financial reports, treasurers' offices and finance departments

for the state's division of investment said it "will continue to move forward toward the previously established allocation targets." The \$101 billion

fund's private equity, private credit, real estate and real assets portfolios each contained between \$1 billion and \$3 billion less than the goal amount

as of Aug. 31, records show.

New Jersey's investment division said this fall that it intended to start reinvesting gains from one of its private-equity investments as a way to deploy capital into the asset class more quickly after the fund earned nearly 48% on its private-equity portfolio for the year ended June 30.

Some funds are branching out into new assets. In May, the Jacksonville, Fla., Police and Fire Pension Fund approved the first investment in a recently created \$200 million private credit portfolio, a \$100 million allocation to Ares Management Corp. The Houston Firefighters' Relief and Retirement Fund in October bought \$25 million worth of bitcoin and ether.

One of the most common moves pension funds are making amid the current windfall, however, isn't an investment at all. Instead, retirement systems from South Carolina to Idaho are surveying the mar-

ket landscape and lowering their investment-return projections at a pace never seen before, said Keith Brainard, research director of the National Association of State Retirement Administrators.

Pension funds have been slowly rolling back those targets for years as a decades-long drop in bond rates has driven down the amount they can earn on safe fixed-income investments. Several pension officials also said the pandemic-prompted federal funding and market intervention early last year accelerated stock-market gains that otherwise would have unfolded more slowly, reducing expectations for the coming decade.

"There are a lot of questions as to whether the returns are front-loaded and whether they can be sustained," said Kevin Olineck, director of the Oregon Public Employees Retirement System, which lowered projections to 6.9% from 7.2% last month.

THE WALL STREET JOURNAL.

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Chief Human Resources Officer, Unilever

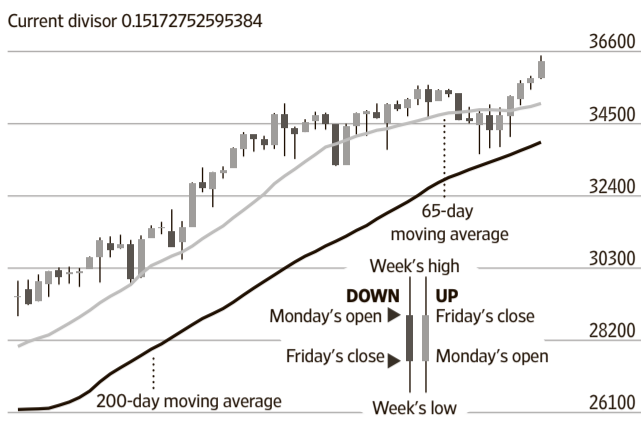
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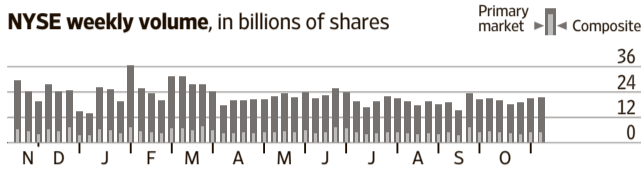
MARKETS DIGEST

Dow Jones Industrial Average

36327.95 ▲ 508.39, or 1.42% last week
Trailing P/E ratio 22.65 28.15
P/E estimate \* 18.89 23.46
High, low, open and close for each of the past 52 weeks
Dividend yield 1.87 2.18
All-time high 36327.95, 11/05/21



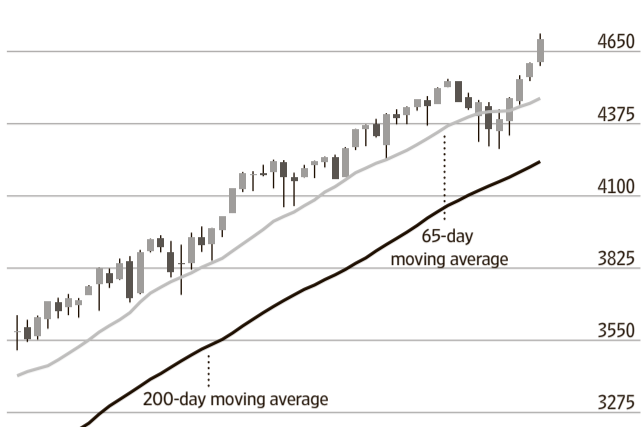
Current divisor 0.15172752595384
Bars measure the point change from Monday's open



\*Weekly P/E data based on as-reported earnings from Birinyi Associates Inc.; †Based on Nasdaq-100 Index

S&P 500 Index

4697.53 ▲ 92.15, or 2.00% last week
Trailing P/E ratio \* 29.05 39.81
P/E estimate \* 22.45 25.15
High, low, open and close for each of the past 52 weeks
Dividend yield \* 1.27 1.74
All-time high 4697.53, 11/05/21



Track the Markets
Compare the performance of selected global stock indexes, bond ETFs, currencies and commodities at wsj.com/graphics/track-the-markets

New to the Market

IPO Scorecard B8

Public Offerings of Stock

IPOs in the U.S. Market

Initial public offerings of stock expected this week; might include some offerings, U.S. and foreign, open to institutional investors only via the Rule 144a market; deal amounts are for the U.S. market only

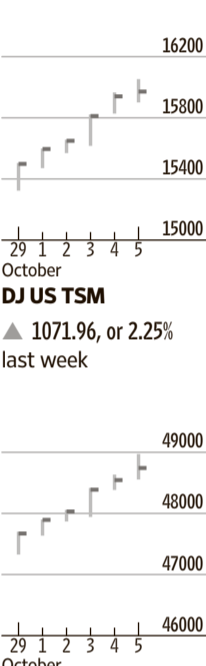
Table with columns: Expected pricing date, Issuer/business, Symbol/primary exchange, Shares (mil.), Pricing Range(\$), Bookrunner(s). Lists IPOs for Rivan Automotive Inc, Lulus, Third Coast Bancshares Inc, etc.

Major U.S. Stock-Market Indexes

Table of major U.S. stock market indexes including Dow Jones, Nasdaq Composite, S&P 500, and Russell 2000 with current values and weekly changes.

Nasdaq Composite

▲ 473.20, or 3.05% last week



Lockup Expirations

Below, companies whose officers and other insiders will become eligible to sell shares in their newly public companies for the first time. Such sales can move the stock's price.

Table of lockup expirations with columns: Lockup expiration, Issue date, Issuer, Symbol, Offer price(\$), Offer amt (\$ mil), Through Friday (%), Lockup provision.

Other Stock Offerings

Secondaries and follow-ons expected this week in the U.S. market

Table of other stock offerings with columns: Expected Issuer/Business, Symbol/primary exchange, Amount (\$mil), Friday's price (\$), Bookrunner(s).

Off the Shelf

None expected this week

Public and Private Borrowing

Treasuries

Table of public and private borrowing including auction dates and terms for various maturities.

International Stock Indexes

Table of international stock indexes by region (World, Americas, EMEA, Asia-Pacific) with current values and weekly changes.

Source: FactSet; Dow Jones Market Data

Commodities and Currencies

Table of commodity and currency prices including DJ Commodity, Crude oil, Natural gas, U.S. Dollar Index, etc.

WSJ.com Real-time U.S. stock quotes are available on WSJ.com. Track most-active stocks, new highs/lows, mutual funds and ETFs.

A Week in the Life of the DJIA

A look at how the Dow Jones Industrial Average component stocks did in the past week and how much each moved the index. The DJIA gained 507.61 points, or 1.42%, on the week.

Table showing the percentage change in DJIA component stocks over the past week, sorted by largest gain.

\*Based on Composite price. DJIA is calculated on primary-market price. Source: Dow Jones Market Data; FactSet.

Consumer Rates and Returns to Investor

Table of U.S. consumer rates and returns to investor including new car loan, prime rate, and various bank rates.

Table of interest rates for federal funds, prime rate, and various mortgage and loan products.

Bankrate.com rates based on survey of over 4,800 online banks. \*Base rate posted by 70% of the nation's largest banks. † Excludes closing costs. Sources: FactSet; Dow Jones Market Data; Bankrate.com

Benchmark Yields and Rates

Table of benchmark yields and rates for Treasury yield curve bills, Forex Race, and Tradeweb ICE Friday Close.

Corporate Borrowing Rates and Yields

Table of corporate borrowing rates and yields for various bond indices like U.S. Treasury, U.S. Treasury Long, etc.

Sources: JP. Morgan; S&P Dow Jones Indices; Bloomberg Fixed Income Indices; ICE BofA

Currencies

Table of U.S.-dollar foreign-exchange rates in late New York trading for various countries and currencies.

Sources: Tullett Prebon; Dow Jones Market Data

CLOSED-END FUNDS

Listed are the 300 largest closed-end funds as measured by assets. Closed-end funds sell a limited number of shares and invest the proceeds in securities.

Table with 4 columns: Fund (SYM), NAV, Close, Disc. Lists various funds like ETRV, ETRV, ETRV, etc.

Friday, November 5, 2021

Table with 4 columns: Fund (SYM), NAV, Close, Disc. Lists various funds like General Equity Funds, Specialized Equity Funds, etc.

IPO Scorecard

Performance of IPOs, most-recent listed first

Table with 6 columns: Company, SYMBOL, Friday's IPO date/Offer price, % Chg From Friday's close (\$), Offer price, 1st-day close. Lists companies like 7 Acquisition, SVNAU, etc.

Sources: Dow Jones Market Data; FactSet

Insider-Trading Spotlight

Trading by 'insiders' of a corporation, such as a company's CEO, vice president or director, potentially conveys new information about the prospects of a company.

Biggest weekly individual trades

Table with 8 columns: Date(s), Company, Symbol, Insider, Title, No. of shrs in trans (000s), Price range (\$), \$ Value in transaction (000s), Close (\$), Ytd (%). Lists trades for Liberty Media, Xerox Holdings, etc.

Sellers

Table with 6 columns: Nov. 1-2, Amazon.com, AMZN, J. Bezoz, H, 256 3284.57-3372.00, 844,176, 3518.99, 8.0. Lists other sellers like Danaher, ZoomInfo, etc.

\* Half the transactions were indirect \*\* Two day transaction p - Pink Sheets

Buying and selling by sector

Table with 6 columns: Sector, Buying, Selling, Sector, Buying, Selling. Lists sectors like Basic Industries, Business services, etc.

Sources: Refinitiv; Dow Jones Market Data

Table with 4 columns: Fund (SYM), NAV, Close, Disc. Lists various funds like BlackRock Tax Muni Bond, DoubleLineOppor Crdt Fd, etc.

Table with 4 columns: Fund (SYM), NAV, Close, Disc. Lists various funds like U.S. Mortgage Bond Funds, Investment Grade Bond Funds, etc.

Table with 4 columns: Fund (SYM), NAV, Close, Disc. Lists various funds like Apollo Senior Floating, BR Debt Strat, etc.

Table with 4 columns: Fund (SYM), NAV, Close, Disc. Lists various funds like Calmos Conv, VAGI Conv, etc.

Table with 4 columns: Fund (SYM), NAV, Close, Disc. Lists various funds like High Yield Bond Funds, Other Domestic Taxable Bond Funds, etc.

Table with 4 columns: Fund (SYM), NAV, Close, Disc. Lists various funds like BlackRock Tax Muni Bond, DoubleLineOppor Crdt Fd, etc.

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Table with 4 columns: Fund (SYM), NAV, Close, Disc. Lists various funds like Single State Muni Bond, U.S. Mortgage Bond Funds, etc.

Table with 4 columns: Fund (SYM), NAV, Close, Disc. Lists various funds like Loan Participation Funds, IWS Credit Income, etc.

Table with 4 columns: Fund (SYM), NAV, Close, Disc. Lists various funds like High Yield Bond Funds, Griffin Inst Access CdA, etc.

Table with 4 columns: Fund (SYM), NAV, Close, Disc. Lists various funds like Alternative Strategies, BOW RIVER CAPTL EVGN, etc.

Table with 4 columns: Fund (SYM), NAV, Close, Disc. Lists various funds like WVA Middle Mkt Inc, AFAMMCLnst, etc.

Table with 4 columns: Fund (SYM), NAV, Close, Disc. Lists various funds like BlueBay Destra Iti EA, BlueBay Destra Iti EI, etc.

Table with 4 columns: Fund (SYM), NAV, Close, Disc. Lists various funds like National Muni Bond Funds, Ecosfin Tax-Adv Sec Invt, etc.

Borrowing Benchmarks | wsj.com/market-data/bonds/benchmarks

Money Rates

Key annual interest rates paid to borrow or lend money in U.S. and international markets. Rates below are a guide to general levels but don't always represent actual transactions.

Table with 5 columns: Instrument, Latest, Week ago, -52-Week-High, -52-Week-Low. Lists Inflation, U.S. consumer price index, International rates, Prime rates, etc.

Commercial paper (AA financial)

Table with 5 columns: Maturity, Latest, Week ago, -52-Week-High, -52-Week-Low. Lists 90 days, 180 days, etc.

Libor

Table with 5 columns: Maturity, Latest, Week ago, -52-Week-High, -52-Week-Low. Lists One month, Three month, etc.

Euro Libor

Table with 5 columns: Maturity, Latest, Week ago, -52-Week-High, -52-Week-Low. Lists One month, Three month, etc.

Secured Overnight Financing Rate

Table with 5 columns: Latest, Value, -52-Week-Traded, High, Low. Lists 0.05, 0.05, 0.11, 0.01

DTCC GCF Repo Index

Table with 5 columns: Instrument, Latest, Value, -52-Week-Traded, High, Low. Lists Treasury, MBS

Notes on data:

U.S. prime rate is the base rate on corporate loans posted by at least 70% of the 10 largest U.S. banks, and is effective March 16, 2020. Other prime rates aren't directly comparable; lending practices vary widely by location.

Cash Prices | wsj.com/market-data/commodities

These prices reflect buying and selling of a variety of actual or "physical" commodities in the marketplace—separate from the futures price on an exchange, which reflects what the commodity might be worth in future months.

Table with 3 columns: Commodity, Friday, Friday. Lists Energy (Coal, Oil), Metals (Gold, Silver), Battery/EV metals, Fibers and Textiles, Grains and Feeds, Fats and Oils.

KEY TO CODES: A=ask; B=bid; BP=country elevator bids to producers; C=corrected; E=Manfra, Tordella & Brookes; H=American Commodities Brokerage Co; K=bi-weekly; M=monthly; N=nominal; n.a.=not quoted or not available; R=SNL Energy; S=Platts-TS; T=Cutlook Limited; U=USDA; V=Benchmark Mineral Intelligence; W=weekly; Z=not quoted. \*Data as of 11/4

Source: Dow Jones Market Data



# HEARD ON THE STREET

FINANCIAL ANALYSIS & COMMENTARY

## Business Is the Game-Changer at COP26 in Glasgow

The 2015 Paris climate conference mostly involved governments pushing businesses to cut emissions. In Glasgow, businesses are the ones pushing governments to act.

From a low base, expectations for the COP26 summit that kicked off last week have been boosted by a flurry of promises. While skeptics grumbled that some were recycled commitments, by Friday the International Energy Agency said that, if delivered, the updated pledges would likely limit global warming to below 2 degrees Celsius—the first time it has fallen below that benchmark. New national commitments from China and India were central to the new IEA analysis, even if they disappointed some.

Government negotiations continue, yet the real game-changer has arguably been corporate muscle.

Exhibit A is the \$130 trillion in private capital promised for the energy transition by the Glasgow Financial Alliance for Net Zero, a group of 450 financial institutions from 45 countries. However, the associated plan to reform the financial

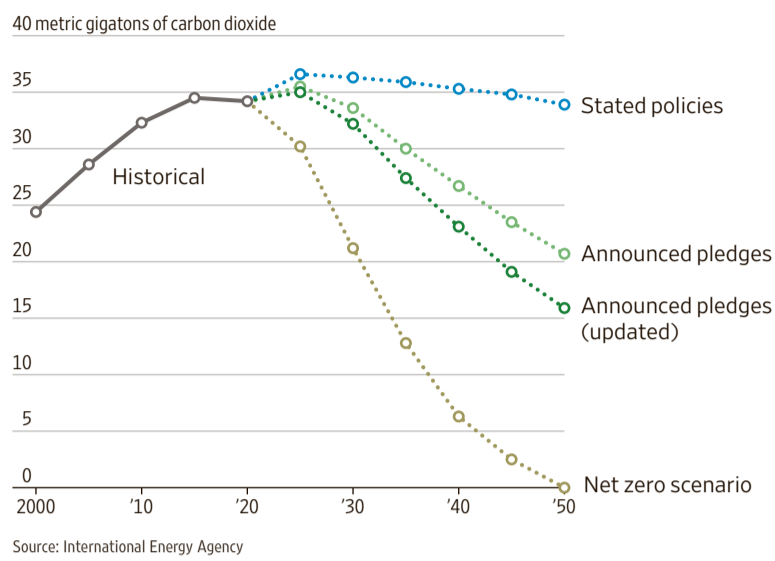
system warns that governments need to provide the “commitment, clarity, and coordination required to accelerate progress.”

Regulations are often disparaged as red tape that slows innovation. But decarbonizing economies requires massive changes that create great uncertainty about future markets and industries. Businesses and investors, many with newly minted net-zero commitments, need governments to create a plan and some rules to reduce the unknowns.

“If there is a framework and pathway that shows how the pieces fit together, that is what will really mobilize investment,” says Lucy Heintz of Actis, a veteran energy-transition investor in high-growth markets.

Investors are also pushing governments to set standards for climate reporting and carbon-credit markets. In both areas, a host of voluntary measures have filled the void left by regulators grappling with if and how to set official rules. The resulting Wild West of different benchmarks makes it hard to

CO<sub>2</sub> emissions in World Energy Outlook scenarios over time, 2000-2050



compare companies and can enable so-called greenwashing—talk not matched by action.

This will change. A new International Sustainability Standards

Board, announced last week in Glasgow, expects to publish mandatory climate reporting standards by the end of next year for countries to implement. National negotiators are

also working on a carbon accounting rulebook, which together with private initiatives should provide the base needed to scale up the market for carbon credits.

To be sure, most COP26 commitments are pledges, not legal requirements, raising the risk that they aren't delivered. But as last week's protests in Glasgow indicate, public pressure is high and scrutiny is rising. The world has changed since 2015: Extreme weather events are shifting public opinion and costing businesses, while renewable energy has become cost competitive. Standardized reporting also should add some teeth.

Governments, industry and the financial sector are mostly now pulling in the same direction, creating a powerful growth platform for companies that are exposed to the right areas. Investors still need to be wary of the waves of hype and disappointment that ripple out from any megatrend, but climate action is increasingly looking like a subject they can't afford to ignore.

—Rochelle Toplensky

## Driverless 'Robotaxis' Arrive at the Stock Market

Driverless vehicles have a new public face: **Aurora Innovation**. Its stock will be a barometer of investor sentiment toward a technology that seems likely to change the world, albeit slowly.

The company, which is working on hardware and software to automate driving, made its market debut Thursday following the closure of its merger with a special-purpose acquisition company. The deal raised \$1.8 billion before fees, slightly less than hoped when it was announced in July, to fund Aurora through the final two years before its targeted commercial launch. The stock fell 3% on its first trading day but rebounded to close up 4% on Friday.

Aurora isn't the first company to

go public with hopes of delivering a technology expected to upend the multitrillion-dollar market for moving goods and people—if and when it can be made to work at scale. A truck-focused rival called TuSimple held a conventional initial public offering in April, and two other SPAC deals with trucking startups are waiting to close. But Aurora, valued at \$10.6 billion in the merger, is the largest to date, and the only one working on “robotaxis” as well as driverless big rigs.

The company was launched in 2017 by three industry veterans: Chris Urmson spearheaded Google's pioneering driverless-car project before it became Alphabet subsidiary Waymo; Sterling Anderson ran Tesla's autopilot; and

Drew Bagnell was a founding member of Uber's team charged with developing the technology. Aurora agreed to acquire Uber's autonomy business last December in a deal that made the ride-hailing giant a big shareholder.

Despite their background in passenger vehicles, the founders' more immediate focus is heavy trucks. Freight routes are usually less complex driving environments than urban centers, but a bigger reason is that highways tend to be similar across the U.S., making the technology potentially easier to roll out at scale.

Scalability seems to be a problem with driverless taxis. Waymo made history by opening its robotaxis to the public in an Arizona suburb

more than a year ago, but has been cautious about expanding to potentially more lucrative markets.

Aurora wants to launch driverless trucks in late 2023 and robotaxis a year later. Mr. Urmson envisions using the experience of hauling freight to drive Uber on highways before taking them into city centers. He touts the advantage of being able to integrate robotaxis gradually into a wider human-driven fleet, rather than trying to create an entirely automated taxi service capable of handling all journey types from the get-go.

The company expects roughly \$2 billion in revenue in 2027, the last year in its public business plan, which seems tiny compared with General Motors' hope for \$50

billion of revenue for its robotaxi business Cruise by 2030. Since the technology isn't there yet, any such numbers are more or less cautious guesses. Timelines for mass delivery of driverless vehicles have been continually pushed back and could be again.

The longer the technology takes to work at commercial scale, the longer investors will have to bankroll it. Waymo and Cruise have both considered going public, according to press reports, only to turn to private funding rounds for extra cash. Argo AI, backed by Ford and Volkswagen, is also exploring an IPO. Aurora's competitors will be among the closest followers of its newly listed stock.

—Stephen Wilmot



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# INVESTING IN FUNDS & ETFs

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THE WALL STREET JOURNAL.

Monday, November 8, 2021 | R1

## Does Sustainable Investing Really Help the Environment?

Tariq Fancy says Wall Street, his former home, benefits more than the planet does. Alex Edmans says that criticism goes too far.

By WILLIAM POWER

**S**ustainable investing has been a wild success. For Wall Street, at least.

But whether Wall Street or Mother Nature will be the ultimate beneficiary of all of the money flowing into ESG (environmental, social, and governance) mutual funds and exchange-traded funds is a difficult question to answer.

We asked two experts to weigh in.

Tariq Fancy, CEO of the Rumie Initiative, an education-technology nonprofit, has been a critic of ESG investing since leaving his job as chief investment officer for sustainable investing at BlackRock. In his writings including an online essay in August, "The Secret Diary of a Sustainable Investor," he argues that funds that focus on ESG are profitable for Wall Street—but amount to a "dangerous placebo" that doesn't

cure the planet's problems.

Alex Edmans, professor of finance at London Business School and an adviser on responsible investing to Royal London Asset Management and other investment firms, says that while he sees merit in some of Mr. Fancy's criticisms, they are more sweeping and blanket than justified.

Here are edited excerpts of the discussion, conducted by email:

• **WSJ:** You both have been advocates of sustainable investing, though you disagree about Wall Street's role. Do you feel better about the fate of the planet now that Wall Street has carved a niche for ESG?

• **MR. FANCY:** Unfortunately, I feel worse about it. Is ESG good for  
*Please turn to page R4*

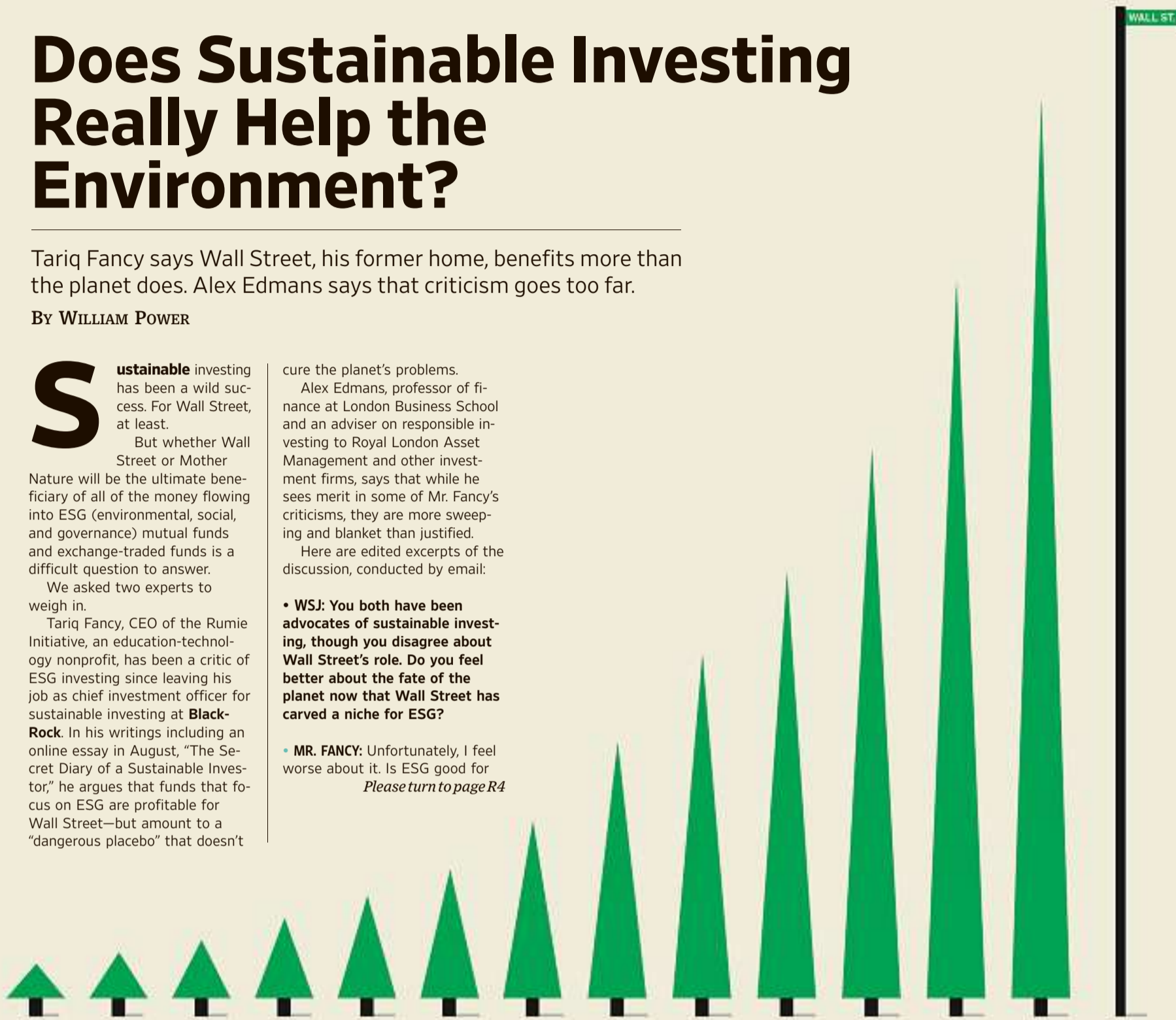


ILLUSTRATION BY TYLER COMRIE

### Inside

#### Ask Encore

Paying off your house before you retire seems like a logical goal. But perhaps not in every case. **R7**



### Boo 2022?

Will stocks suffer the "sophomore slump" next year? Here are some of the issues that investors can watch out for. **R3**

#### Saving for College

It's Fafsa time for parents (and the college-aid filing might feel different). **R8**

#### SCOREBOARD

October 2021 fund performance, total return by fund type. More on R2.

U.S. stocks*	Intl. stocks*	Bonds (intmd.)
▲ 5.7%	▲ 2.9%	▼ -0.1%

\*Diversified funds only, excluding sector and regional/country funds. Source: Refinitiv Lipper

### Pick a Fund Manager: Rookie or Veteran?

By DEREK HORSTMAYER

**Fund investors** often debate: Should I entrust my money to an experienced fund manager with a record over many different market cycles, or should I go with an upstart manager who might have fresh ideas on how to generate gains?

My research shows that if you want a fund that will track an index better and provide superior posttax returns, the more-seasoned fund manager is likely your best bet. If, on the other hand, you are looking for outsize bets and potential home runs, a short-

tenure manager may be the way to go.

To examine the relationship between fund-manager tenure

**Longer-tenure fund managers are more reliable than rookies, but hit fewer home runs, research shows.**

and performance, my research assistant, Ioana Baranga, and I collected data on all actively managed mutual funds between 2010 and 2020. We

then partitioned all fund managers by their tenure at the fund, using a range of zero to three years to define "short tenure" managers, and six years and greater to define the "long tenure" managers. If there were multiple fund managers within the same fund, we opted to use the oldest fund manager's tenure to define our partition.

Next, we explored how these fund managers differ in their returns and investment decisions. The results associated with managers in the

*Please turn to page R2*

## Three funds, all in the Invesco QQQ family.

**QQQJ**

INVESCO NASDAQ NEXT GEN 100 ETF

**QQQM**

INVESCO NASDAQ 100 ETF

**IVNQX**

INVESCO NASDAQ 100 MUTUAL FUND



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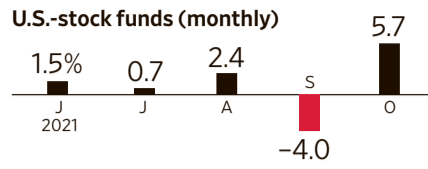
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JOURNAL REPORT | INVESTING IN FUNDS & ETFS

A Journal Report special look at the numbers and news about this month's investing

# JR.



## Rookies vs. Veterans

Continued from page R1  
 large-cap U.S.-stock category highlight the results well. On a pretax basis, the average long-tenure manager underperforms the average short-tenure manager by 0.03 percentage point a year (12.39% average annual return for long-tenure managers versus 12.42% average annual return for short-tenure managers). Yet this result flips when we examine posttax returns—it is actually long-tenure managers outperforming short-tenure managers by 0.14 percentage point a year, on average (9.15% average posttax annual return for long-tenure managers versus 9.01% average posttax annual return for short-tenure managers).

by 0.24 percentage point a year on a pretax basis (10.03% versus 9.79%), but outperforming by 0.09 point on a posttax basis (7.04% versus 6.95%). Similarly, we see that spread between the 95th percentile and fifth percentile in annual returns is 16.46 percentage points for long-tenure managers and 17.59 points for short-tenure managers, averaged over all asset classes.

### Too much trading?

Two other interesting features of note are how trading and fees relate to performance.

We also observed across all asset classes and managerial types a negative relationship between fees and

### Insight

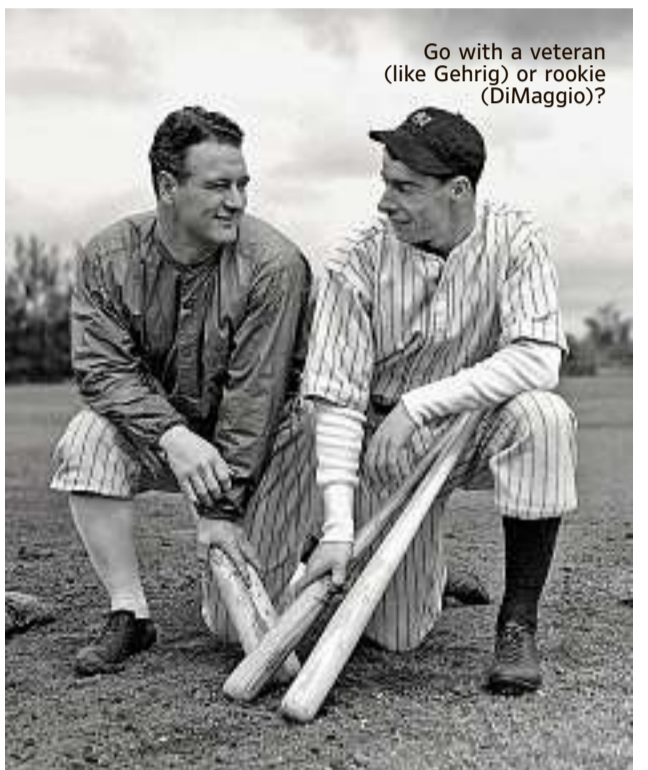


10/6/21 Turkeys at Park Farm in Knutsford, England, where high demand and supply-chain issues abound.

**19%** The year-to-date gain for the Dow Jones Industrial Average. It set a closing record of 36327.95 last week.

**-20%** Percentage change in stockpiles of turkey meat in cold storage, compared with the year earlier, as disclosed by the Agriculture Department's October report (August data).

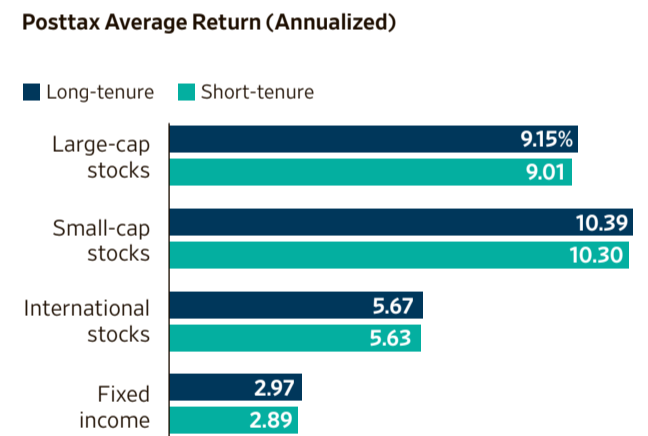
**Gobble Up the Stocks** You wouldn't know it from the stock market's rally, but supply-chain issues are bedeviling businesses and consumers around the world. As Western economies emerge from lockdowns, demand is out of sync with many suppliers. That's why some operators of U.S. supermarkets started buying turkeys early this year, trying to avoid shortages.



Go with a veteran (like Gehrig) or rookie (DiMaggio)?

## Experience Counts

Returns for actively managed mutual funds between 2010 and 2020



Source: Derek Horstmeyer, George Mason University

### Larger tax bills

Why does this reversal happen? The answer is that short-tenure managers are trading much more often than long-tenure managers. The average long-tenure large-cap manager has an asset turnover ratio of 54.89% while the average short-tenure large-cap manager has an asset turnover ratio of 84.90%. For investors, more trading means a much larger tax bill at the end of the day.

We also observed much greater dispersion in the results for short-tenure asset managers compared with long-tenure ones. Again, looking at the results for large-cap stock managers, we see the spread between the funds in the 95th percentile and fifth percentile in annual returns is 13.22 percentage points for long-tenure managers and 14.66 for short-tenure managers. By going with a short-tenure manager you have a better chance of hitting it out of the park, but you also have a better chance of striking out.

All these results persist across all asset classes investigated: small-cap U.S. stocks, international equities and fixed income. Across all groups we see the average long-tenure manager underperforming the short-tenure manager

performance, as well as turnover and performance. That is, the more your managers charge you in fees, or the more they trade, on average the worse your performance will be (no matter what type of manager you go with).

### Short-tenure managers are trading much more often than long-tenure managers.

So, what is the key takeaway from all of this? If you are going to hold mutual funds run by short-tenure managers, it may be best to hold them in tax-advantaged accounts such as IRAs or 401(k)s, since their excessive trading and higher tax bills can be shielded in such accounts. Otherwise, holding mutual funds run by short-tenure managers might hurt your returns if you are holding such assets in a taxable account once the tax bill comes in.

Dr. Horstmeyer is a professor of finance at George Mason University's Business School in Fairfax, Va. He can be reached at [reports@wsj.com](mailto:reports@wsj.com).

**'Great investors do not suffer from "the recency effect," or the tendency to get swept up in the euphoria or depression of the moment. As investors make big bets in areas of excess like FAANG stocks, I'm reminded of the importance of thinking long-term.'**

John W. Rogers Jr.  
 Chairman and co-CEO, Ariel Investments



## Monthly Monitor William Power U.S.-Stock Funds Jumped 5.7%



Investors are looking on the bright side of life.

U.S.-stock mutual funds and exchange-traded funds in October logged their best monthly percentage gains of the year as a variety of worries—from inflation to the virus—failed to keep the market from hitting more records.

"The fact we're still bumping up against records is emblematic of the rose-colored lens that investors are looking through," says Greg Bassuk, chief executive officer of AXS Investments in New York.

There was anticipation that October could be a time for market corrections, but instead, the market powered on—and has continued to do so in November.

"Since about mid-May we were in a trendless market and we've broken out of that," says Brent Schutte, chief investment strategist at Northwestern Mutual Wealth Management in Milwaukee.

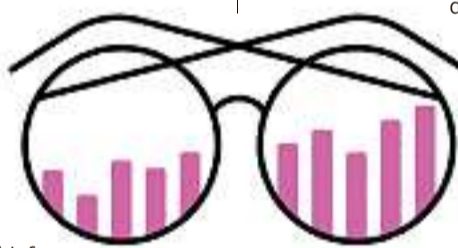
Mr. Schutte says investors have shaken off three summertime issues that he labels as: "Too Much" (worries about inflation and the Fed), "Too Little" (worries about the Covid lockdowns' effect on economic growth) and "Too Expensive" (worries about stock valuation).

Instead of that "Too" trio, says Mr. Schutte, "You're really seeing a market driven by economic and earnings fundamentals which are strong, and those are joined at the hip."

The average U.S.-stock fund rose 5.7% in October, according to Refinitiv Lipper data. That boosted the year-to-date advance to 21.1%. International stock funds were up 2.9% in the month, boosting their year-to-date gain to 10.3%. And even as companies report strong earnings—the underpinning of the market rally—Mr. Bassuk notes that executives are warning there could still be supply-chain issues. Yet even that is being viewed favorably. "That could be a benefit to stocks since it lessens the Fed's speed and extent of tapering," or reducing its pandemic-era stimulus, says Mr. Bassuk.

Bond funds tied to intermediate-maturity, investment-grade debt (the most common type of fixed-income fund) slipped 0.1% in October, to leave them with a 1.2% decline so far this year.

Mr. Power is a Wall Street Journal features editor in South Brunswick, N.J. Email him at [william.power@wsj.com](mailto:william.power@wsj.com).



## In Translation 'Carry' In Investing



Sometimes Wall Street veterans use the term "carry" when referring to the attributes of different asset classes. But to make matters more confusing, the term also refers to a type of sophisticated trading strategy. In its simplest form, used to describe attributes, an asset has a positive carry if it generates a profit just from owning it. Likewise, negative carry means the investor has real and implied costs to cover when owning the asset.

In today's economic climate, "Commodities definitely have positive carry because the prices are going up," says Keith McCullough, founder and CEO of markets-research company Hedgeye Risk Management.

Commodities also can incur a negative carry, since buyers typically need to pay for storage and insurance for the materials or foodstuffs that they buy.

However, investors can offset those costs with the gains from an upward price trend, such as the one over the past year and a half. Starting in April 2020, the CRB Index, which tracks a basket of commodities prices, has more than doubled. In other words, overall, commodities were a good bet because of overall positive carry.

That is in contrast with February 2012-April 2020, when the CRB fell by almost two-thirds. Storage and insurance costs would have added to commodities investor losses in that period.

Recently, part of the bond market switched from positive to negative carry, Mr. McCullough says. Even while some countries, such as France and Germany, had negative-yielding debt, he says it was worth buying those securities. Investor losses from the negative interest rates were more than offset by the rallying bond prices, resulting in an overall positive carry.

—Simon Constable



## JOURNAL REPORT | INVESTING IN FUNDS &amp; ETFS



◀ Stocks have often been weaker in the second year of a new U.S. president's term.

“Virtually every company will experience some form of cost pressure,” says Eddie Perkin, chief equity investment officer at Eaton Vance Management, an asset-management company. He adds that the impact could vary significantly for different sectors and companies, making stock selection a challenge.

#### 4. Market valuations are lofty.

After recent gains, the S&P 500 has a broad valuation of around 22 times 12-month forward earnings, 30% above the average of the past two decades, according to Mr. Stovall of CFRA.

Investors tend to ignore such flags when underlying conditions are favorable and there's a lot of willingness to take risk. But next year, with inflation possibly lingering and the Fed draining liquidity from the economy, investors may decide that stocks are overly expensive, says Timothy Murray, a capital-markets strategist at T. Rowe Price.

The market also may prove

## 5 Reasons Why Stocks Might Be Weaker in 2022

History could wind up repeating itself next year

By MICHAEL A. POLLOCK

**C**an U.S. stocks avert a “sophomore slump” in 2022?

Over the past 75 years, in the second year of a new U.S. president's term, stocks have tended to fall short of their long-term average annual performance. The pattern, evident in data from S&P Global Market Intelligence, may reflect a tendency by the party that holds the White House to enact—or try to enact—less-market-friendly policies well in advance of the elections midway through each presidential term.

Some researchers doubt that this finding is statistically meaningful. But whether or not this particular bit of history is a good forecasting tool, there are reasons why the market's performance next year may be far less impressive than it has been since the low reached in March 2020, a

period in which the S&P 500 index has about doubled.

Among the headwinds the market faces are the expiration of government aid programs to offset the impact of Covid-19, rising interest rates, and supply-chain glitches that have caused shortages of goods and helped fan inflation.

For those who want a better understanding of what might drive returns just ahead, here is a list of issues to track.

### 1. The rush from Covid relief programs is fading.

Although Congress enacted trillions of dollars in pandemic relief programs, those are expiring. The result will be “a radical downshift in income growth for pretty much the whole country” in 2022, says Brad McMillan, chief investment officer of Commonwealth Financial Network, an adviser and broker-dealer.

Because consumers amassed savings during the pandemic and have shown signs of being eager to spend, analysts see scant risk of a recession. Still, next year's U.S. GDP growth,

which is projected at around 3% to 4%, might feel tepid after an estimated expansion this year of about 6%.

### 2. Fed policy probably won't be as easy.

To keep the economy from going into a tailspin, the Fed last year cut its benchmark interest

rate to near zero and began large purchases of government bonds. Bond yields move the opposite way as bond prices, so the buying depressed yields, making it cheaper to borrow.

But inflation in recent months has been hanging around 5% annualized. And although Fed officials say that pace will slow, they have announced a tapering of bond purchases. Markets also expect the Fed to raise its benchmark bank lending rate twice next year, perhaps by a total of 0.5 percentage point, further tightening policy.

These steps would remove a large amount of liquidity from the financial system, says Steve Sosnick, chief strategist at Interactive Brokers. It remains to be seen how the bond market reacts, he adds. But in recent months, rises in bond yields have sparked selling in equities.

### 3. Corporate profit growth may lose steam.

Corporate profits—a key ingredient in investor enthusiasm for stocks—are estimated to surge about 43% for 2021 versus last year. That has helped propel the market. But profit growth is slowing because of rising wages, soaring freight costs and higher materials prices. It is estimated at only around 7% for 2022, says Sam Stovall, chief investment strategist at data provider CFRA.

### Investors tend to ignore stock valuations when underlying conditions are good and there's appetite for risk.

less resilient in the face of new shocks, such as the possible emergence of a more virulent version of Covid-19. So while there's a chance that 2022 could be a “decent” year for stocks, any flare-ups of the virus clearly pose a risk to the market, says Ryan Detrick, chief market strategist for LPL Financial, an investment-advisory firm and broker-dealer.

### 5. Stocks simply may be unable to repeat.

So far this year, the S&P 500 is up 25%. But when analysts track how the market has fared on a rolling basis in past decades, the data shows that strong stretches usually are followed by more-lackluster periods, says Mr. Stovall of CFRA. Based on how the market has been doing recently, the odds favor a gain of perhaps just 6% in 2022, he says.

*Mr. Pollock is a writer in Pennsylvania. He can be reached at reports@wsj.com.*

## A Multiplier Effect in the Stock Market

A study finds that for every \$1 that goes into the stock market, prices go up by \$5

By MARK HULBERT

**A new study** shows how much the flows of money into and out of the stock market affect stock prices—perhaps more than many investors realize.

Specifically, a dollar of cash from outside the stock market that is invested in equities will cause the combined market cap of all stocks to rise by about \$5, while a dollar withdrawn from the market will have the opposite “multiplier effect,” the study says.

This doesn't mean that each individual stock will go up when new cash comes into the market. Some stocks and sectors will rise more than others. But overall, according to the study, investors as a group are reluctant to sell their equities when cash comes in from outside the market. Their price insensitivity can be understood intuitively by imagining a market in which there are just two investors: If the first wants to buy stocks with cash from outside the mar-

ket, and the second wants to continue owning equities, prices have to go up a lot to convince the second to sell.

This multiplier effect doesn't exist when the cash used to buy a stock comes from *inside* the market—from the proceeds of selling another stock, in other words. Any increase in market cap that comes from such a purchase will be offset by the decrease caused by the sale.

The reigning academic theory of the market up until now, in contrast, has insisted that investors are extremely sensitive to price, very willing to sell when prices go up. As a result, flows into the market that have no relevance to a company's fundamentals should play no role.

### The stock-market research casts new light on what happens during share-buyback programs.

The new study that finds to the contrary, titled “In Search of the Origins of Financial Fluctuations: The Inelastic Markets Hypothesis,” was written by Xavier Gabaix, a professor of economics and finance at Harvard University, and Ralph Koijen, finance professor at the University of Chicago's

Booth School of Business.

They aren't denying that traditional forces related to earnings, dividends, cash flow and risk appetite also play a role, Prof. Gabaix says. One of the contributions of their new research is to show that flows also play a significant role in explaining the market's volatility, though they don't yet have an estimate of just how significant that role is.

### Cash and fundamentals

One reason investors collectively are price-insensitive, according to the professors, is that large institutional investors typically operate with mandates specifying their equity-exposure levels.

Most are constrained to maintain a more or less constant proportion of their portfolios in equities. So, in contrast to what would be expected if these investors were price-sensitive, they don't significantly cut their exposures when new cash comes into the market and drives up prices.

Another reason is investor psychology: We become more bullish as prices rise—not less. An illustration is how much stock market timers' recommended equity-exposure levels have risen since the March 2020 bottom. According to my tracking of nearly 100 such timers, they on average were completely out of the market at that bottom, when the Dow Jones Industrial Average was below 19000. Today, with the DJIA



A ‘multiplier effect’ unrelated to the latest news can move stock prices.

nearly double where it stood then, the average exposure level is 63%. If these timers were more price-sensitive, you would expect their equity-exposure levels today to be a lot less.

### Explaining phenomena

Meanwhile, this new research provides a new perspective on a number of market phenomena that up until now have been the source of controversy, including:

• **Share repurchases.** Though many on Wall Street already believe that repurchases are bullish, others insist that they have no price impact. The professors show why repurchases could have a multiplier effect on the

combined market cap of all stocks.

• **Government stimulus.** This new research identifies a potentially powerful tool that governments could use to stimulate the market: direct purchases of stocks, which could increase the combined value of the stock market upward by five times the dollar amount allocated to such purchases. Though the U.S. government hasn't yet employed such a tool, it wouldn't be a surprise—especially in light of this new research—that the government is seriously considering it.

*Mr. Hulbert is a columnist whose Hulbert Ratings tracks investment newsletters that pay a flat fee to be audited. He can be reached at reports@wsj.com.*

## JOURNAL REPORT | INVESTING IN FUNDS &amp; ETFs

## Who Benefits From ESG?

Continued from page R1

the industry? Undoubtedly yes. It presents a lucrative new opportunity to raise funds and fees. And as an added bonus, it keeps government regulation to address the climate crisis at bay through feeding us yet another narrative in which our answers are solved by the “free market” magically self-correcting.

But good for the planet? I think even Alex would agree that there is no compelling empirical evidence that ESG investing mitigates climate change. Outside of a very small minority of private, long-term funds, such as venture-capital funds that back promising technological solutions to the climate crisis, the vast majority of funds marketed as ESG and sustainable funds today—as well as the nonbinding practice of ESG integration into existing investment processes—can't point to any real-world impact that would not have otherwise occurred.

• **DR. EDMANS:** I feel modestly better about it. Only modestly better, because Tariq is right that divestment has negligible effect on company behavior. But still better, because Tariq's essay in August ignored the key mechanism through which sustainable investing has impact—engaging with companies on ESG issues. We've seen such impact with upstart hedge fund Engine No. 1 getting three climate-conscious directors appointed to Exxon's board, and this isn't just an isolated case. Indeed, careful research shows that engagement by index funds, hedge funds and investor collective-action groups creates shared value for both shareholders and society. In particular, activism on ESG issues creates shareholder value as a byproduct, and activism to enhance long-term shareholder value ends up improving ESG.

• **MR. FANCY:** Given the scale of the challenge presented by the climate crisis, we need to stay focused on the bigger picture: The ESG industry may be developing data sets, standards, and ushering in a wave of talented young people to work with them, but these tools are clearly not being combined in the right way right now—given that ESG assets and marketing spin are increasing rapidly alongside carbon emissions, inequality and a host of problems they're meant to do something about. Are there a few isolated areas where ESG can create win-wins? Sure. But overall, the ESG industry today consists of products that have higher fees but little or no impact and narratives that mislead the public and delay the government reforms we need.



◀ Clearing the Air?  
A wind turbine in Huxley, Iowa

that “sportsmanship” to your stakeholders can also benefit shareholders, so it's in investors' own interest to take stakeholders seriously. For example, companies that treat their employees well outperformed their peers in total shareholder returns by a range of 2.3 to 3.8 percentage points a year over a 28-year period—that's 89 points to 184 compounded. Similar results hold for companies that deliver value to customers, the environment and material stakeholders. Second, many key ESG dimensions can't be regulated, such as corporate culture—hence the role for investors to hold companies to account.

There are certainly institutional investors who claim that their sustainability actions are a substitute for government action, and who launch ESG products with bold claims of impact to dupe unsuspecting clients to pay fat fees for them. Tariq's essay has a lot of value in calling them out. However, most true ESG investors don't do this. They don't make unsupported claims of impact; their marketing argues that ESG's main effect is to improve long-term returns rather than change company behavior. Investors who are late to the ESG game are suddenly jumping on the bandwagon and making a lot of



Tariq Fancy



Alex Edmans

The small wins that Alex highlights, insofar as they exist, are nowhere near sufficient to rapidly decarbonize our economy on the timeline required, which only governments can catalyze through rapidly adjusting the incentives of all the players in the system, for example through a price on carbon. I refer to ESG's small, mainly marketing wins as “giving wheatgrass to a cancer patient.” And there is now evidence emerging that they may be a giant societal placebo that lowers the likelihood of us following expert recommendations to address the climate crisis. In that sense, the wheatgrass isn't harmless; it's delaying the chemotherapy that science tells us we need immediately.

If you sell people a win-win fantasy, they're less likely to accept the truth: Fighting climate change is going to require an

economic transformation that will of course 100% involve the private sector, but must be sparked by government, including through taxes and regulation, and is going to be very difficult and cost us a lot of money.

• **WSJ: Dr. Edmans, you seem to have more faith than Mr. Fancy in the role of investors in helping the planet.**

• **DR. EDMANS:** Tariq is correct that government intervention is key. However, it's not either/or. Investors launching sustainable funds does not prevent government action; in contrast, doing so encourages action by shifting the so-called Overton window—the range of ideas that is currently acceptable in the political mainstream. Moreover, many investors directly call for government action. In July, investors representing over \$6 trillion in assets called for a global carbon price.

• **MR. FANCY:** The only people shifting the Overton window toward a robust response to the climate crisis are brave activists, climate scientists, climate economists and other experts who are telling us that saving the planet will involve taking sacrifices, and needs to happen quickly. The Overton window wasn't shifted by the ESG industry; on the contrary, today it's unfortunately being wasted by it by diverting the growing momentum for climate action into yet another dodgy free-markets-self-correct fable.

• **WSJ: Mr. Fancy in his August essay made the analogy that capitalism is like a basketball game: Each is a competition to score (whether points or profits), and sportsmanship happens**

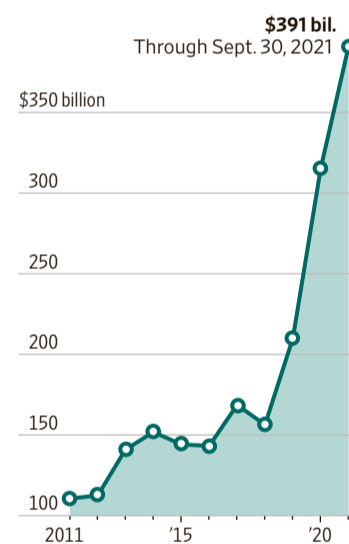
**only when it's required under the rules. The implication is that Wall Street doesn't really have its heart in helping the planet.**

• **DR. EDMANS:** Many ESG advocates immediately got on the defensive and started arguing why Tariq's essay is wrong. But we should first consider the possibility that it might be right. Relying on companies/investors to do the right thing without government action is as naive as having a professional basketball league without rules or referees, but clubs writing glossy purpose statements promising to play fair.

However, the analogy is imperfect in two ways. First, basketball is a zero-sum game. One team can only win if the other loses, and so instances of sportsmanship will be limited. But, in many cases, business is a positive-sum game. Rigorous evidence shows

## Do-Good Investing

Total assets for responsible-investing funds\*



\*Includes traditional social-aware funds, ESG and impact-investing funds registered for sale in the U.S. Source: Refinitiv Lipper

## Mr. Fancy calls all the ESG-focused mutual funds and ETFs a 'dangerous placebo.'

noise in a desperate attempt to play catch-up. Tariq is right to expose them, just like those who promote faddish weight-loss programs should be exposed—but this doesn't mean the entire weight-loss industry is a ruse.

• **MR. FANCY:** There are indeed areas where small win-wins exist, and where shareholder value can be enhanced by serving all stakeholders. I used to eagerly trumpet these areas in my previous role in sustainable investing. I've received an avalanche of messages from people thanking me for saying something they also felt needed to be said. Yet few want to say that out loud themselves, which I understand: I couldn't have said the same things while I was still in the industry. I think the ESG industry has the potential to move from serving as a dangerous placebo to playing a leading role in this change, but that requires us having an open and honest debate about how to arrive at a more rigorous and honest ESG 2.0.

Mr. Power is a Wall Street Journal features editor in South Brunswick, N.J. Email him at [william.power@wsj.com](mailto:william.power@wsj.com).

## 'Gender Lens' Funds Let Investors Put Their Money on Women Leaders

The funds invest based on whether a company has women in leadership roles or is committed to their advancement in some other way

By BAILEY MCCANN

If you are an investor who wants to support the advancement of women, there's a category of investments for that: gender-lens funds.

These mutual funds and exchange-traded funds are part of the environmental, social and governance, or ESG, investing movement, and they specifically invest based on whether a company has women in leadership roles or is committed in some other way to women's advancement and equity.

Morningstar Direct includes gender-lens funds in a group of 52 funds that seek to make a measurable impact on gender and diversity disparities. The research firm says \$4.9 billion has flowed into this fund category this year through Sept. 30, up from \$2.9 billion in the same period a year ago.

Parallele Finance, a gender-lens advisory firm, says assets in the

group of gender-lens stock funds it tracks rose 8% in the second quarter from the first quarter.

For investors who may be interested, here are funds to consider.

## Mutual funds

**Pax Ellevest Global Women's Leadership Fund (PXWEX).** Pax

Ellevest is one of the oldest offerings in the gender-lens category. It tracks the Impax Global Women's Leadership Index, which includes the highest-rated companies in the world for advancing women's leadership. The fund also seeks to invest in companies that have gender parity in pay policies and are transparent about gender diversity.

The fund, which has an expense ratio of 0.78%, gained 17.58% this year through Oct. 30, according to data from Morningstar. The S&P 500, by comparison, rose 22.6%.

## Fidelity Women's Leadership Fund (FWOMX)

This fund, which Fidelity Investments launched in 2019, invests in companies that either have a woman as a member of the senior management team, are governed by a board where women represent at least one-third of all directors, or have policies designed to attract and retain women employees. The fund has a 0.90% expense ratio and was up 20.74% for year through October.

## Index funds

**Barclays Women in Leadership Total Return Index (WIL).** This exchange-traded note, launched in 2014, invests in companies that have either a female chief executive or a board that is at least 25% female. The fund has an expense ratio of 0.45% and was up 22.91% this year through October.

**SPDR SSGA Gender Diversity Index ETF (SHE).** Launched in 2016 by State Street Global Advisors, SHE doesn't have a quota for the

number of women in leadership positions but invests in companies that exhibit greater gender diversity than peers. The fund was up 20.21% this year through October and has an expense ratio of 0.20%.

## Impact Shares YWCA Women's Empowerment ETF (WOMN)

This fund invests in 200 companies that have shown a commitment to gender diversity, based on criteria of the Morningstar Women's Empowerment Index. The fund donates its advisory fees to the YWCA. The fund has an expense ratio of 0.75% and was up 21.18% through October.

## IQ Engender Equality ETF (EQU)

This fund is part of a suite of ESG ETFs launched by New York Life Investments and Index IQ in October. EQU invests in companies that have demonstrated a commitment to gender equality throughout their organizations based on data from Equileap, a provider of gender-equality data. The fund also will make contributions to nonprofit Girls Who Code. The management fee is 0.45%.

Ms. McCann is a writer in New York. She can be reached at [reports@wsj.com](mailto:reports@wsj.com).



Several mutual funds and ETFs are tied to pro-women investments.

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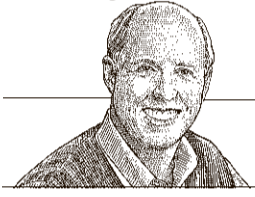


JOURNAL REPORT | INVESTING IN FUNDS & ETFS



Ask Encore • Glenn Ruffenach

Pay Off Your Mortgage Before Retiring (Usually)



There are some exceptions to the conventional wisdom

I would like to get your thoughts about the pros and cons of paying off a mortgage before retiring. I think the conventional wisdom is to pay it off, if possible. Are there any exceptions?

You're right about the "conventional wisdom." And I happen to agree with it. But yes: There can be exceptions.

Let's start with some unsettling numbers. A report published in April by the Government Accountability Office found that the median amount of debt among older households with debt (where the household head or a spouse/partner is 50 or older) was about three times as high in 2016 (\$55,300) as it was in 1989 (\$18,900).

To be more specific, the percent of older households with home debt (mortgages, home-equity loans and home-equity lines of credit) rose to 43% from 30% over the same period.

So...this is where the conventional wisdom kicks in. Remember: Once you're retired, your income,

in large part, comes from your investments and the returns on those investments. If the economy and markets stumble, your returns and income could fall—but your debt payments, typically, will remain fixed. That means a greater percentage of your income will go toward paying your mortgage or credit-card bills and a smaller percentage will be available for, say, travel or spoiling grandchildren.

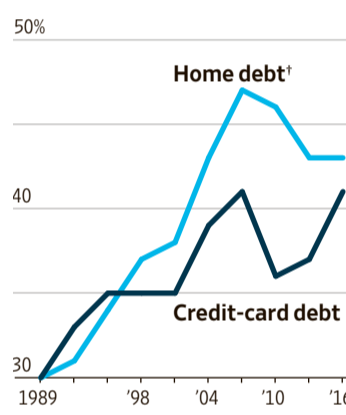
So, yes: I think it's prudent to reduce—and, ideally, eliminate—debt before retiring, including paying off one's mortgage. Doing so, in short, makes it easier for retirees and their nest eggs to ride out downturns in the markets. That, in turn, tends to give one peace of mind. And we have emphasized many times in this space the importance of having a financial plan that allows you to sleep soundly at night.

The exceptions? Here, we turn, primarily, to the idea of opportunity costs.

Mortgage rates today remain low by historical standards—about 3% for a 30-year loan. Your question didn't include particulars about your mortgage; in theory, though, you could earn a higher

Household Debt

The percentage of older households\* with:



\*Household head or a spouse/partner is age 50 or older. †Includes mortgages, home-equity loans and home-equity lines of credit used to purchase a primary home. Source: Government Accountability Office, "Retirement Security," April 2021

return over time by investing your money in, say, dividend-paying stocks or mutual funds than you could by using that same money to pay off (or accelerate payments on) your mortgage.

Indeed, an interesting article published earlier this year by the Wharton School at the University

of Pennsylvania, titled "Think Twice Before Paying Off Your Mortgage Early," questions whether the conventional wisdom is right for everyone. (Go to knowledge.wharton.upenn.edu and search for: mortgage.)

The author, Michael Roberts, a professor of finance, acknowledges that there are "psychological benefits" in avoiding debt. But he adds that "the financial ones are less clear." More to the point, he argues that "many homeowners may be better off investing any extra money, as opposed to using that money to pay their mortgage off early."

Prof. Roberts offers a detailed example of how a hypothetical homeowner might fare by chipping away at her mortgage with extra money, compared with placing that money in various investments with various returns. His findings: The latter strategy, in some instances, proves to be the wiser move financially—although he notes that older homeowners, with a shorter investment horizon, "may have less appetite" for steering extra money, if available, into the markets.

He concludes: "Ultimately, paying off your mortgage is not necessarily a financially wise decision for everyone; making an informed decision is."

That's tough to argue with. All of us should run the numbers before making big financial decisions in later life. And decisions about mortgages, in particular, seem to involve more variables. These include: your life expectancy, how your assets are invested, your tolerance for risk, tax issues, the size

of your mortgage, the value of your property, whether you might move in retirement, interest rates and more.

In fact, to show you how tricky this decision can be, let me argue against myself for a moment. Yes, I believe strongly that people should do their best to eliminate debt before retiring. But I also believe (again, strongly) that retirees must account for the possibility of needing, and paying for, long-term care. So, if a person has funds that could be used to help pay off a mortgage before retiring, a better use of those funds might be to buy long-term-care insurance.

Again, tricky. If you lean toward Prof. Roberts's arguments, check out a spreadsheet at Mortgage Professor (mtgprofessor.com), an educational website developed by Jack M. Guttentag, professor emeritus of finance at Wharton. Titled "Loan Repayment Versus Investment," this tool helps users see what might happen to their finances in the long run if they liq-

Paying off a mortgage can give you peace of mind. But is it always the best choice for financial planning?

uidate assets to pay off a mortgage, or if they retain both the assets and the mortgage. (At the top of the website's home page, click on "Other Tools" and, then, "Spreadsheets.")

Also spend some time with Prof. Guttentag's articles—almost four dozen in all—about the merits and mechanics of paying off a mortgage early. Several of the pieces are somewhat dated (about 10 years old), but the insights remain invaluable. (At the top of the website's home page, click on "Articles" and look for the category: "Prepayment of Mortgage Balance.")

For my part, peace of mind still plays a significant role. Yes, there will always be exceptions to the conventional wisdom. But when the next big bear market rolls around (and it will), retirees without debt should have an easier time sleeping through the night.

Mr. Ruffenach is a former reporter and editor for The Wall Street Journal. Ask Encore looks at financial issues for those thinking about, planning and living their retirement. Send questions and comments to askencore@wsj.com.

Mutual-Fund Yardsticks: How Fund Categories Stack Up

Includes mutual funds and ETFs for periods ended Oct. 29. All data are final.

Table with 4 columns: Investment objective, Performance (%) (October, YTD, 1-yr, 5-yr). Rows include Diversified stock & stock/bond funds, Sector stock funds, World stock funds, Taxable-bond funds, and Municipal-bond funds.

Stock & Bond Benchmark Indexes All total return unless noted

Table with 4 columns: Investment objective, Performance (%) (October, YTD, 1-yr, 5-yr). Rows include Large-cap stocks, Midcap stocks, Small-cap stocks, Broad stock market, Stock indexes, Taxable bonds, Municipal bonds, and International stocks.

\*Annualized †Diversified funds only \*\*Excludes money-market funds ††Europe, Australia, Far East Source: Refinitiv Lipper

How the Largest Funds Fared

Performance numbers are total returns (changes in net asset values with reinvested distributions) as of Oct. 29; assets are as of Sept. 30. All data are final.

Table with 6 columns: Fund, Ticker, Assets (\$billions), Total Return (%) (October, 1-year, 3-year, Annualized 5-year, 10-year). Rows include Vanguard TSM Idx;Adm, Vanguard 500 Idx;Adm, SPDR S&P 500 ETF, Fidelity 500 Index Fund, American Funds Gro;A, Invesco QQQ Trust 1, Vanguard Dev Mkt;ETF, American Funds Wash;A, American Funds NPer;A, Fidelity Contrafund, Vanguard S-C Id;Adm, American Funds Flwv;A, Vanguard Val Idx;ETF.

Bond Mutual Funds and ETFs

Table with 6 columns: Fund, Ticker, Assets (\$billions), Total Return (%) (October, 1-year, 3-year, Annualized 5-year, 10-year). Rows include Vanguard Tot Bd;Adm, Vanguard Tot Bd I;Inv, PIMCO:Income;Inst, Vanguard Tot Intl B;ETF, iShares:Core US Agg Bd, Vanguard Int-Tm TxEx;Adm, MetWest:Total Rtn;I, Vanguard Sh-Tm Inv;Adm, Vanguard Sh-Tm B;ETF, American Funds Bond;A, Dodge & Cox Income, PIMCO:Tot Rtn;Inst, Vanguard Tot Intl B;Inst, Lord Abbett Sh Dur;F, Fidelity US Bond Index.

Note: For funds with multiple share classes, only the largest is shown. N.A.: Not applicable; fund is too new or data not available Source: Refinitiv Lipper

## JOURNAL REPORT | INVESTING IN FUNDS &amp; ETFS

Penn State  
in 2017

## Saving for College

## It Will Be a Tricky Year for Fafsa

The economy, plus some rule changes, make it crucial for families to understand the process

By CHERYL WINOKUR MUNK

**I**t is Fafsa time again, when parents and students fill out the required financial disclosure for college financial aid. For some parents, the economic environment—as well as various changes in the rules—makes it especially important that they understand the process this year.

The 2022-23 Free Application for Federal Student Aid, or Fafsa, opened to families on Oct. 1. It uses financial information from applicants' 2020 tax returns, but some families' financial circumstances may have deteriorated since then due to the pandemic and lockdowns, various weather-related disasters or other factors. If that's the case, families should contact the financial-aid office of schools they're applying to or attending and ask that their changed financial circumstances be taken into account.

It's advisable for these families to contact the aid office soon after filing the Fafsa, so the aid calculation isn't delayed—especially if a prospec-

tive student expects to weigh offers from several colleges.

**Changes in situations**

Families should be prepared to provide supplemental information that can detail their change in circumstances. The type of documentation will vary depending on what has changed, but can include things like bills, signed letters from caregivers or medical providers, court documents, termination letters, proof of unemployment benefits, pay stubs, and out-of-pocket repair costs after a natural disaster.

Families should also contact the aid office if a parent or parents collected unemployment due to the pandemic and filed their 2020 taxes before Congress changed the rules to allow them to keep some of that income out of their adjusted gross income. Families should ask their student's school or prospective schools if their aid award can be adjusted favorably, says Karen McCarthy, vice president of public policy and federal relations at the National Association of Student Financial Aid Administrators.

Also this year, there are a few other important considerations for families seeking fi-

ancial aid. Males no longer have to register with the Selective Service System to be eligible for federal financial aid. In addition, having a drug conviction will no longer affect a student's ability to seek financial aid.

Other Fafsa modifications that families might have heard of are coming but won't affect applicants for aid in the 2022-23 school year. The Con-

**Some families' financial outlooks have deteriorated in the pandemic and lockdowns.**

solidated Appropriations Act of 2021 authorized significant changes to federal student-aid policy, including Fafsa simplification, but many of the bigger changes, including a streamlined form and expanded federal Pell grant eligibility, have been pushed back a few years.

**Worth filling out**

Experts say families should fill out the Fafsa even if they

think they won't qualify for aid. Only 68% of families with undergraduate students completed the Fafsa for academic year 2020-21, a decline from the prior two years, according to Sallie Mae's How America Pays for College report.

Families may opt not to fill out the Fafsa for any number of reasons. A recent poll from LendingTree's Student Loan Hero unit found that 85% of undergrads polled didn't know that the Fafsa determines eligibility for aid like grants and work-study in addition to loans.

"The Fafsa unlocks the gateway to millions of dollars in federal student aid, including scholarships, grants and student loans," says a spokeswoman for ECMC Group, a non-profit corporation that focuses on student success.

Though the latest Fafsa application doesn't close until June 2023, applying sooner can have benefits in terms of awards from states and colleges that have limited funds to dole out. "Applying sooner versus later is a good idea—much of the aid available is awarded on a first-come, first-served basis," the ECMC spokeswoman says.

*Ms. Winokur Munk is a writer in West Orange, N.J. She can be reached at reports@wsj.com.*

**Avoid These Financial-Aid Strategies**

They might sound good. But if you do them, you've committed fraud.

**Can students boost** their financial aid for college by getting married? Yes, but it probably isn't worth the risk.

Social-media chatter has increased the awareness of potential maneuvers like marrying to get more need-based aid, or transferring legal guardianship of a college-bound child to relatives or friends who are less well off so the teen can seek more financial aid, according to Elaine Rubin, director of corporate communications at Edvisors Network Inc., a provider of financial-aid information and advice.

Married students can qualify for more financial aid, Ms. Rubin says, because their parents' income isn't considered in the calculation.

But she advises students and their families against either marrying or transferring guardianship solely to qualify for additional aid, pointing out that both tactics have at least one big problem: They're financial fraud. And the penalties for getting caught can go way be-



Stealing financial aid is a crime.

yond missing out on financial aid. Aid officers who suspect fraud must report their suspicions to the Office of Inspector General at the Education Department, which can pursue criminal charges.

"Stealing student aid is a crime—be it through identity theft, or applying for student aid without any intention of attending classes, or providing false information on a Fafsa to get more aid than you are entitled to receive," says Aaron Jordan, assistant inspector general for investigation services at the Education Department. "It's a crime with real repercussions, like prison and financial penalties."

Depending on the amount of aid fraudulently received, a person could be sentenced to up to five years in jail, fined up to \$20,000 or both.

—Cheryl Winokur Munk

## Alternative Investing

**The Risks and Rewards Of Angel Investing**

The risk is straightforward: You very well could lose all your money. But you could possibly make a lot of money, and have fun while doing it.

By DAN WEIL

**It isn't easy** being an angel.

Angel investing—taking an equity stake in a startup company—is coming back after a pandemic-induced slowdown last year. But there is a lot you should consider before joining the crowd.

For the chance at a big reward, you have to accept a lot of risk up front, and the chances of a payout are slim. Also, even if an investment does pay off, it will likely be years down the road.

On top of all that, it can be tricky to figure out how much to invest in the first place and, of course, which companies to bet on.

With low interest rates pushing investors to riskier plays, they poured \$2.7 billion into angel com-

mitments this year through September, according to data company PitchBook. This pace would produce a 2021 total of \$3.6 billion, up from \$2.5 billion last year and \$2.7 billion in the pre-pandemic year of 2019.

While an overwhelming majority of startup companies fail, a return on a successful one can be huge—say, 10 times the initial investment. "It's like buying a lottery ticket," says Robert Siegel, a venture-capital investor who teaches at Stanford University's Graduate School of Business.

**Locked in**

To become an angel, you must be an accredited investor. That requires earned income over \$200,000 (\$300,000 for couples) for each of the past two years, or net worth over \$1 million, excluding a primary residence. Whoever receives investors' money, whether it's an angel-investing fund or the company itself, is responsible for making sure investors meet the requirements. The recipients may face regulatory



Angel investors interested in startups must be designated as accredited.

finances if they let a nonaccredited investor through.

You also have to consider how angel investing might play out. If you make 10 investments and get lucky, five may fail, two may return even money, and two may return two to three times your initial investment, says David S. Rose, an entrepreneur and investor. "That puts you back where you started," he says. "All your profit will come from the last one—hopefully it's 30 times."

Waiting for investments to play out takes patience. It generally takes seven to 12 years for a

startup to sell itself or go public, which is how investors usually get a payout, if one is coming. Until then, your investment is generally locked up.

"I act to myself like the money I have invested is worth zero," says veteran angel investor Ellen Levy, a former LinkedIn executive. "The mind-set of saying it could go to zero helps."

**Importance of research**

So, how exactly should you make such a risky bet?

Start by thoroughly research-

ing companies in which you might invest, and their founders. There are three main areas you want to judge, says Avy Stein, an angel investor and co-chairman of wealth-management firm Cresset Capital. That includes the dynamics of the company's industry, the company's competitive position in the industry and the strength of the company's management team.

"It's more about the founder than the idea," Dr. Levy says. You should meet with the founders if possible.

**The money question**

When you're ready to start writing checks, remember not to commit too much. Dr. Levy says the most she could lose is 2% to 3% of her net worth, though thanks to the appreciation of some of her investments, they now make up 7% to 8% of her portfolio.

The size of individual investments in a company often ranges from \$15,000 to \$100,000, but sometimes you can get in through an investing group for as little as \$1,000. But realize if you go small, your investment might be diluted to a small percentage of the company as others join the party.

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