

## 60-year-old exec at WorldNow, online tech company, says boss forced him to dye his gray hair

Robert Mischel, who earns \$300,000 as the CFO of the Queens-based firm, says in a lawsuit filed in Brooklyn Federal Court that company president Albert Gannaway targeted him because of his gray hair and threatened to 'pound on' him.

BY [JOHN MARZULLI](#) / NEW YORK DAILY NEWS / Published: Friday, July 18, 2014, 5:18 PM

/ Updated: Friday, July 18, 2014, 8:19 PM

A A A



LINKEDIN.COM

Robert Mischel claims in a lawsuit that his boss has discriminated against him because of his age, and told him to dye his gray hair.

This is a case of 60 shades of gray.

Robert Mischel, a 60-year-old chief financial officer of an online media technology company, claims his boss has it out for him because of his age — and told him to dye his gray hair because he looked too old.

Mischel, who earns \$300,000 at WorldNow, where he also functions as chief operating officer, has filed suit in Brooklyn Federal Court, accusing company president Albert (Gary) Gannaway III of targeting gray scalps at the firm's office in Long Island City, Queens.

Gannaway is no spring chicken — records show he is 59 — but he told Mischel to break out a little Just For Men dye, according to Mischel's age-discrimination suit. Mischel refused the "outrageous" request, said his lawyer, Douglas

Wigdor, but has since been stripped of much of his authority and relegated to note-taking responsibilities at meetings.

Mischel's suit, which seeks court-ordered relief to get him back to his normal spot in the boardroom, says Gannaway has gone after at least one other graying co-worker.

"Gannaway demanded that one gray-haired employee's photograph be removed from a slide in a presentation because there would be 'too much gray hair' on the slide if the photograph was included," the suit said.

"Gannaway explicitly told Mr. Mischel that he wanted younger employees displayed in place of the gray-haired employee." WorldNow general counsel John Wilk said the suit is "completely without merit" and that the company would vigorously defend itself.

Mischel's suit also says he was subject to a verbal tirade in 2013 from Gannaway, who is a former U.S. Marine, according to records. Gannaway threatened that "he would be the 'toughest' and 'meanest marine sergeant' (and) that Mr. Mischel would be his 'grunt' and (that) he would 'pound on Mr. Mischel like Mr. Mischel has never been pounded on before,' " the suit says.

[jmarzulli@nydailynews.com](mailto:jmarzulli@nydailynews.com)