

## LETTER FROM THE DIRECTOR

Dear VCU Adcenter Alumni,

It's finally time...

When the fall semester ends, the Adcenter will say farewell to 1313 East Main Street. Over winter break, we'll be moving to our new home at 103 S. Jefferson Street, and the doors of our world-class new building will open to students on January 14th. Everyone is excited about the new space, and I hope you'll be able to see it for yourselves at our grand opening party. Please mark your calendars for Thursday, March 6th from 5:00PM - 7:00PM. We'd love to have you celebrate this milestone with us!

In addition to the move, the Adcenter will soon have a brand new website. R/GA has been working on redesigning the school's site for the past year, and the new site will launch on January 14, 2008. It's more dynamic and easier to navigate than the current site. We can't wait for you to see it.

The school has had quite a few things to celebrate lately, including our October ranking as one of the 60 best design schools in the WORLD by BusinessWeek magazine. Our selection was based on the collaborative nature of our curriculum and our ability to foster creative thinking for both the agency and business sides. For the Adcenter to have earned this stature in our brief eleven years is a testament to how we are building this program and to the caliber of our students, alumni, and faculty. Congratulations to all of you for being part of this success.

The Adcenter is also celebrating great progress towards our \$10 million development campaign with a much-appreciated gift from Interpublic Group. IPG has generously pledged \$1 million to the Adcenter's Campaign for Change to go towards the new building as well as future strategic initiatives, including minority recruitment. We'll be sending you some info about how you, as alumni, can support the campaign by purchasing a piece of the old building or by making your mark in the new one.

As we look forward to a year full of changes, I want to make sure to keep up with our alumni on all of your news and accomplishments. Please keep in touch and enjoy the holidays!

Best,  
Rick Boyko  
Managing Director

## BREAKING NEWS

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### IPG Pledges \$1 Million to VCU Adcenter's Campaign For Change

The Interpublic Group pledged to donate \$1 million toward the Adcenter's development campaign, making IPG a lead donor to our program. The funds will be used in part to identify, attract and train the next generation of diverse, talented and qualified advertising and marketing leaders.

"The VCU Adcenter is one of the leading advertising schools in the country," said Michael I. Roth, Chairman and CEO of Interpublic. "We commend the school on its ambition of bringing into our industry young people that are prepared to raise the standards of performance in every facet of the business. That's consistent with our stated goals of developing our talent base to meet the increasingly complex needs of clients in today's marketing environment. We also share with our new partners a commitment to the importance of increasing diversity for the long-term good of our industry."

THANK YOU to IPG for their generous support of our school.

### BusinessWeek ranks VCU Adcenter Among Top 60 Design Schools in the World

This October, along with such established business schools as MIT, Stanford, Northwestern/Kellogg and Harvard, and such great design schools as RISD, Art Center College of Design and Parsons, the VCU Adcenter has been named one of the world's sixty best design schools by BusinessWeek magazine. We are thrilled to be included in this list of design schools that incorporate business strategy—and business programs that teach design as a tool for strategic advantage.

BusinessWeek selected the Adcenter after interviewing an international panel of expert design and brand consultants, academics from top business and design schools, and industry leaders from companies with expertise in design or innovative strategy. This is the first time the VCU Adcenter has held the honor, and it's a testament to how we are building the program.

### Alumni Recruiting for the VCU Adcenter

We'd like to thank some alumni who've recently recruited for the Adcenter at their alma maters. Mike D'Amico (AD, 2007) recruited at Ithaca and Jordan Eakin (AD, 2006) recruited at Murray State this fall. If you're planning a trip back to your alma mater, we'd be happy to ship some materials to you. Just let Katherine Keogh (kakeogh@vcu.edu) know if you're interested!

### Student Statistics

We wanted to share some impressive statistics to give you a sense of the current student body and the success of our recent Adcenter grads:

- With 37% minority students and 13% international students, the Class of '09 is upholding the Adcenter's diversity initiative. It's also the largest Adcenter class yet.
- An impressive 97% of the Class of '09 had internships this past summer.
- The Class of '07 is currently at a 90% job placement rate only 6 months after graduation. They're working at great agencies like Wieden + Kennedy; Crispin, Porter + Bogusky; Goody; Silverstein & Partners; TBWA/Chiat/Day, among many others.

### New Board Members

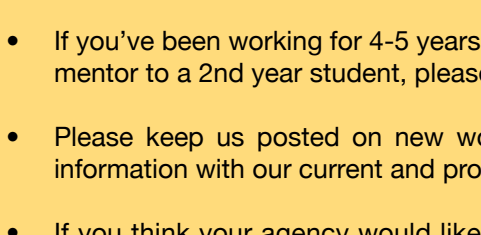
The Adcenter is pleased to welcome several new members to our Board of Directors. Joining the Board are Lori Erdos, Vice President of Advertising Sales at USA Today, Gerry Graf, Executive Creative Director at TBWA/Chiat/Day New York, Tata Sato, Managing Partner, Director of Insights at MindShare, and Matt Scheckner, Consigliere at Yahoo! The new board members are excited to share their experience with the school and help guide our next steps.

### VCU Adcenter Makes Presence Known at Advertising Week in NYC

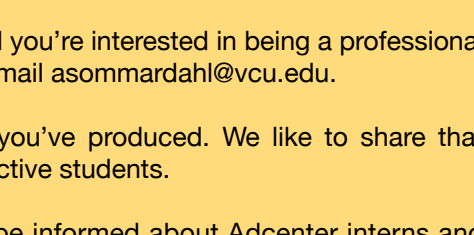
On Sept. 24th, Rick Boyko hosted a program for 100+ inner city high school students. The purpose of the forum was to open their eyes to the possibilities of pursuing advertising/marketing as a career. This is the 2nd year Rick has hosted this program. He showed some inspirational work and invited several influential guest speakers to talk about the industry and why it's a great career to pursue. In addition, Rick hosted a panel discussion on careers in advertising with several of our minority alumni (Emanuel Basnight, ST, 2004; Chiyong Jones, CW, 2006; and Yadira Santana-Dowling, ST, 2004). They spoke about how they got into advertising, what it's been like so far, and gave advice for students considering advertising as a career.

On Sept. 25th, Yahoo! hosted a cocktail party for our alumni at BB King's. Over 50 alumni attended the event. In addition to the alumni cocktail party, Yahoo! hosted a silent auction for alumni, board members and friends of the Adcenter, which raised over \$20,000 for the school.

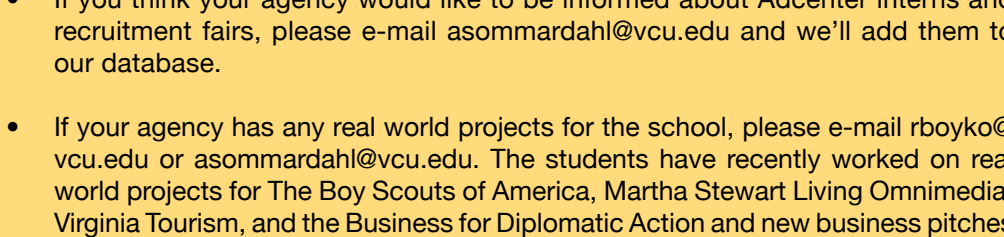
On Sept. 27th, two teams from Rick Boyko's 2nd year Brand Campaigns class presented their ideas for how to brand America and improve U.S. tourism. The Adcenter teams "pitched" their ideas against agency teams from Tribal DDB and Draft FCB. The project was part of Keith Reinhard's Business for Diplomatic Action initiative.



Howard Finkelstein (CW, 2005), Ray DeBarrio (CW, 2005), Chiyong Jones (CW, 2006)



John Venochi (AD, 2007), Tomoko Izumoto (AD, 2007), Tom Naughton (ST, 2006)



Emanuel Basnight (ST, 2004), Rick Boyko, Brooke-Lynn Luat (ST, 2004), Lea Platz (CW, 2004)

## BACKSTAGE

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### Mark Fenske: Revamping the VCU Undergrad Curriculum

Mark Fenske has been working with the VCU faculty to make the VCU undergraduate advertising program more unique and attractive to students around the country. He is working with the undergraduate faculty to focus their curricula on the characteristics students need to foster creativity. Mark Fenske and Coz Cotzias began teaching undergraduate classes in the basics of advertising and copywriting this fall.

### Caley Cantrell's Communications Strategy Students Help Agencies on New Business Pitches

Caley Cantrell has been working with her Communications Strategy students on conducting research to help agencies with new business pitches. The students have worked on pitches for Team One and Cramer-Krasselt.

Michael Sorosh (ST, 2005) and Phil Flickinger (ST, 2002), who are brand planners at Cramer-Krasselt, were extremely grateful for the students' work on the New Balance pitch. Phil said, "The students turned around 11 videotaped in-home interviews in a ridiculous time frame, and we ended up using a decent amount of their footage in our final consumer video. They also took the time to create a helpful topline that provided some additional insights into the lives of runners."

If your agency could use the help of Adcenter Communications Strategy students, please contact Caley Cantrell at cscantrell@vcu.edu.

### VCU Adcenter Offers Customized Executive Education Programs

The Adcenter has hosted three very successful Executive Education workshops over the past year and a half. Now, we've begun offering customized programs where our faculty go to agencies and teach customized seminars on topics like Presentation Skills, Understanding the Client's Business, and Creative Thinking. Agencies like Taxi and Dentsu have already scheduled programs for their employees. If your agency is interested in a customized program, please contact Kelly O'Keefe (kokeefe@vcu.edu) or Ashley Sommarajah (asommardahl@vcu.edu).

### Scott Withaus Makes Finals of 48-Hour Film Festival

Scott Withaus, Visual Storytelling and Technology Festival this past summer. The festival is an international contest that includes over 60 markets in the US alone. His first film was chosen in the top 45 out of 1800 films entered world-wide. He recently produced a second film for the "finals." Check out his latest film at www.48.tv. Search for "Terminus." (The film was written, produced, shot, edited, effects and sound all in one long weekend (36 hours of edit time on a Saturday and Sunday)

## HOTLINE

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- Recruiters often call us with job openings, which we forward on to the Job Seeker e-mail group. If you'd like to be included in this e-mail group, please send an e-mail to asommardahl@vcu.edu.
- If you change jobs or addresses, please remember to let us know. Please e-mail the updated information to asommardahl@vcu.edu.
- If you've been working for 4-5 years and you're interested in being a professional mentor to a 2nd year student, please e-mail asommardahl@vcu.edu.
- Please keep us posted on new work you've produced. We like to share that information with our current and prospective students.
- If you think your agency would like to be informed about Adcenter interns and recruitment fairs, please e-mail asommardahl@vcu.edu and we'll add them to our database.
- If your agency has any real world projects for the school, please e-mail rboyko@vcu.edu or asommardahl@vcu.edu. The students have recently worked on real world projects for The Boy Scouts of America, Martha Stewart Living Omnimedia, Virginia Tourism, and the Business for Diplomatic Action and new business pitches for agencies. If you're looking for some strategic and creative firepower, please let us know.

## 60 SECONDS

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### Michael Karnjanaprakorn (ST, 2006) Connection Planner, Trumpet Brand Studio

#### 1. After graduation, you worked at Naked Communications in London for a few months. How was the experience of working abroad and what made you come back to the US?

It was great! Just to give some background on how I ended up in London, I decided to travel around the world after graduation. While everyone was running around putting their books together, I was deciding between the beaches in Thailand or Greece. But while traveling, I stopped by all the creative shops for a cup of tea or coffee. No agenda. No intentions. That's how I ended up working at Naked. I met Niku Banaie for coffee and he offered an opportunity to me. I flew back to the US and flew right back out to London two weeks later.

"Men (and women) wanted for hazardous journey. Small wages. Bitter cold. Long months of complete darkness. Constant danger. Safe return doubtful. Honour and recognition in case of success." Robbie Vitramo from Trumpet was looking to hire new people and he started his emails with that quote which automatically caught my attention. We chatted and he told me about all the unique, transformative and innovative things going on in New Orleans. The more I thought about it, the more I wanted to be there. It's something I had to do or would have regretted.

#### 2. Tell me a little about Alldaybuffet.org and how other Adcenter alumni can get involved.

Alldaybuffet is a social awareness brand for creative people. Our purpose is to connect the things we like with the things that matter the most. Our concept is open participation. Our network is a family of likeminded people around the world working towards the same ideals. Whether it's drinking for a cause, curating an art project, or helping for charity, we want you to get Full on Good. It's a simple idea: inspire action. Have fun. Change the world. Because doing good shouldn't feel like a chore."

It's something I started with a couple of crazy creatives in NYC because we noticed that even though people wanted to do good, the options to do something were very limiting. People are willing to subscribe to Good Magazine but may not want to attend their weekend planting trees. So we decided to start a brand that strived to make doing good cool and creative. Right now, we're hosting Cause for Drinks where \$2 from every drink goes to a charity. Adcenter alumni can attend the events or even host in their own city! Check out the website at <http://www.alldaybuffet.org>

#### 3. What are you doing at Trumpet also? Are you guys focused solely on NOLA rebuilding/branding or do you work for other clients?

I work as a Connection Planner, which is a combination of traditional account planning, media strategy and creative thinking. I have a firm belief that titles and silos should be thrown out the window. Most agencies are operating on a business model from over 30 years ago which I find absurd. Connection Planning is a great way to collaborate and innovate. With a city that's rebuilding and reinventing itself, Trumpet is doing the same by emerging as one of the thought-leaders within the industry.

Right after Katrina, Trumpet fired two of its national clients to focus on rebuilding NOLA with getting clients such as the CVB (tourism), New Orleans Hornets, LED (Louisiana Economic Development), Superdome and Voodoo Music Experience. Two years later, they are focused on getting clients and I'm working on the new business campaign right now. Treating Trumpet as the client with a real marketing budget and real campaign. Should roll out in the next month so stay tuned!

#### 4. What is Polygamous Weddings? Sounds like fun.

Polygamous Weddings is a Connection Planning Conference we hosted here in New Orleans in October. The first ever. Based on the premise of a wedding of account planning + media strategy + creative. In the physical sense of breaking down silos. And also in the discipline sense that everyone should work as all three. We had some great speakers like John King from Fuller, Paul Woolmington from Naked, Adrian Ho from Zeus Jones, Ed Cotton from Batten, Gareth Kay from Modernista! And many, many more. I think John King said it best, "it was great to see an assembly of people and agencies who all want to get past simply delivering messages in media, to push the industry toward truly delivering ideas into the world and adding value via brand action." You can check out the videos at [polygamousweddings.com/blog](http://polygamousweddings.com/blog)

#### 5. How's NOLA? Are things moving along there? Would you recommend the area/job market to other alumni? I've read some stuff recently about it being a great place for entrepreneurs.

New Orleans is one of the greatest cities in the world. There is a huge influx of young idealist people. We're calling them vanguards. Healthy narcissists that want to be on the front line. They see an opportunity to reinvent a city, not rebuild it. Many are part of this cultural trend we noticed called the Fourth Sector - combination of social purpose and financial promise. They seek meaning and purpose in what they do and value corporate responsibility over their starting salary. Life over work balance. Not a vow of poverty but a firm belief that business and making a profit can impact social good. The sweet spot in New Orleans right now is where the Fourth Sector movement intersects with the startup laboratory of NOLA. Petri dish. That's what makes New Orleans different from NY, SF or DC. Those places are cool and hold plenty of opportunity to make incremental change. In New Orleans, the opportunity is for transformation. Big risk, bigger reward.

I think New Orleans is on a brink of a huge movement. Much like Austin is known for music and Berlin for creativity, New Orleans will be known for doing good + profit.

#### 6. How do you pronounce your last name? Just kidding.

Secret is breaking it up in syllables. Karn-ja-na-pra-korn.

#### 7. Anything else you'd like to share?

The doors at Trumpet are always open to anyone visiting New Orleans. We'll give you the real tour of New Orleans. From eating red beans and rice on Monday to dancing with Rebirth Brass Band on Tuesday night to jamming out to a Michael Jackson vs Prince party without in the Marigny on Saturday. We'll teach you how to properly eat a crawfish and make sure you have the most wicked hangover on your flight back because you can drink in the street here and last call doesn't exist. Twist your arm enough yet?!

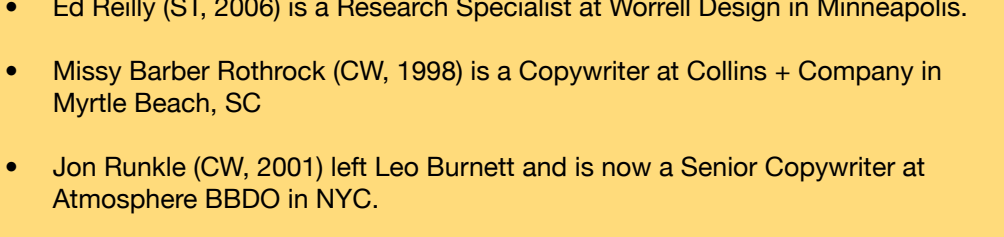
## WHO? WHAT? WHEN?

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- Matt Arnold (AD, 2003) recently left BDB Chicago for a job at Ten United in Columbus. Also, Matt won a Cannes Lion this past summer for his Bud Light spot.
- Shameka Brown Barbosa (CW, 1998) is expecting a baby on Feb. 13, 2008, a week after his or her big sister turns 2.
- Ryan Bogardus (CBM, 2007) is working at grandparents.com in NYC as a Sales and Marketing Associate.
- Hunter Butler's (ST, 1999) travel website, [www.bluescapescapes.com](http://www.bluescapescapes.com) was featured in the June issue of Conde Nast Traveler as the "Best Villa Agency for the British Virgin Islands." Hunter specializes in villa rentals on the islands of Anguilla, Antigua, Cayman, Grenada, Jamaica, St. Barth, St. Croix, St. John, St. Martin, St. Thomas, Tortola and Virgin Gorda. She also offers luxury villa rentals on the private islands of Musha Cay, Necker Island, and Little Thatch Islands. If you need an escape from the insanity of advertising, contact her at [info@bluescapescapes.com](http://info@bluescapescapes.com), 1.800.556.4801.
- Tannen Campbell (CW, 2003) is a Copywriter at McGarrath Jesse in Austin, TX.
- Ana Sofia Carbuccia (ST, 2003) is a Brand Planner at Y&R in NYC.
- Peter Carnevale (CW, 2000) is a Senior Copywriter at Goodby, Silverstein, & Partners. He was previously at Y&R San Francisco.
- Jason DeTurris (ST, 2002) is a Planning Director at JWT in NYC. He is working on REX, Schick, and Nokia.
- Heather English (CW, 2005) and Beth Wetzel (AD, 2005) recently left Merklely + Partners for a job as a creative team at Hanft Raboy in NYC.
- Rachel Scott Everett (AD, 2001) is starting a new job as a Copywriter at McCann-Erickson, creating ad campaigns for the Kohl's account which just launched the new "Simply Vera" collection by Vera Wang.
- Brian Feeney (AD, 2007) is an art director at McKee Wallwork Cleveland in Albuquerque.
- Lauren Felton (AD, 2004) is an Art Director at Ogilvy in Durham. She recently designed the interior of their new office. Herman Miller was so impressed with her interior design work that the furniture company wants to use the Ogilvy office as a media study.
- Natalia Fitzgerald (AD, 2006) is an art director at EURO RSCG in Chicago.
- Adam Fleishman (AD, 2007) is a Junior Art Director at Avenue A | Razorfish in Chicago. He works on AT&T.
- Gabe Gathmann (AD, 2004) is an Art Director at Martin Williams in Minneapolis.
- Brian Gibson (AD, 2001) is a freelance Art Director based in NYC.
- Jonathan Graham (CW, 2002) is a Copywriter at Goodby, Silverstein & Partners.
- Priyanka Guha (AD, 2007) is an Art Director at Cline, Davis & Mann in NYC.
- Sanders Hearne (CW, 2002) has left BBDO Atlanta for a position at McKinney in Durham, NC.
- Bill Hollister (CW, 1999) is a freelance CD in Chicago.
- JB Hopkins (CW, 1998) and his wife, Jackie, had a little boy named Dylan last spring.
- Tomoko Izumoto (AD, 2007) is an Art Director at Tribal DDB in San Francisco.
- Dinesh Kapoor (CW, 2001) is a Creative Director at JWT. He and his wife recently had a daughter, Zohra Khwaish Kapoor.



Jodi Kanger (ST, 2000) was married to Jason Shelley September 15th in Richmond at the Valentine Museum.



Ha Diep Boehler (ST, 2000) is an Account Manager at the Meridian Group in Virginia Beach.

Carly Lee (ST, 2003) recently accepted a position at Nike Sports China as a Senior Consumer Category Manager. She's based in Shanghai. Carly previously worked at Ogilvy Discovery China.

Jonathan Liew (ST, 2007) is a strategic planner at McCann in San Francisco.

Brooke-Lynn Luat (ST, 2004) has left Berlin Cameron for a position as a Planner at R/GA. She'll be working on Nokia and Johnson & Johnson.

Harrison Luongtan (AD, 2007) is a Copywriter at Juice Communications in Denver.

Allison May (AD, 2004) is an Art Director at BBDO West in San Francisco.

Darla Miazdyk (ST, 2005) won an APG Award for her work on Barely There.

Matt Mullen (ST, 2007) is a Junior Planner at TracyLocke in Dallas.

John Nelson (ST, 2004) is a Planner at Deutsch in NYC.

Ronny Northrop (AD, 2000) is a GCD on the Sprint account at Goodby, Silverstein & Partners.

Jennifer Palacios (ST, 2007) is a Planner at Omelet in LA.

Trish Pavlech (CW, 2007) is a Copywriter at Amalgamated in NYC.

Lauren Peters (AD, 2005) is an Art Director at agency.com in San Francisco.

Kevin Profodt (CW, 1998) developed and produced a documentary series called NIMROD NATION. The series recently debuted on the Sundance Channel and has garnered rave reviews. Here are a few of them...

"Nimrod Nation" is that rare thing, a story of small-town life in America that neither looks for nor finds a dark underbelly. Set to "Fargo"-like music in a major key, it feels like *It's a Wonderful Life* without the depression and "Napoleon Dynamite" without the insanity on Saturday. We'll teach you how to properly eat a crawfish and make sure you have the most wicked hangover on your flight back because you can drink in the street here and last call doesn't exist. Twist your arm enough yet?!

"Cavemen was 2007's big ad-to-TV show story, but this high school basketball documentary series - developed from an ESPN spot - is the underdog winner. Following the Watersmeet, Mich., Nimrod (named for the biblical hunter) and their troubled small town is like watching a real-life Friday Night Lights: a story of hoops and hope. Grade: A-." - TIME MAGAZINE

"Imagine 'Fargo' crossed with 'Hoop Dreams' and you get a sense for the eight-part documentary series 'Nimrod Nation.' The documentary is beautifully shot and beautifully scored, and captures small town life in a way rarely seen in non-scripted programming." - MSN.COM

Nicole Pryzbojewski (CW, 2006) is freelancing at Deutsch in NYC.

Brett Reese (CW, 2005) is a Copywriter at AKQA. The X Games site he created last year won a Merit award in the One Show Interactive competition. He also, here's a pic of his 8 mos old son, Jonas.



Ed Reilly (ST, 2006) is a Research Specialist at Worrell Design in Minneapolis.

Missy Barber Rothrock (CW, 1998) is a Copywriter at Collins + Company in Myrtle Beach, SC

Jon Runkle (CW, 2001) left Leo Burnett and is now a Senior Copywriter at Atmosphere BBDO in NYC.

Scott Simpson (ST, 1998) is a Brand Strategist at Bamboo Worldwide in Chicago.

Jake Smialek (AD, 1998) is a Sr. Art Director at GKV Communications in Baltimore, MD.

Michael Streubert (AD, 2004) has left The Richards Group and is now working at trm in Dallas.

Eider Suso (AD, 2001) has been traveling for the past year and this website documents her travels: [www.eidersuso.com/291](http://www.eidersuso.com/291) 291 days in 291 pictures.

John Topacio (CW, 2002) left Doser Detroit to join Organic. He'll be launching the Chicago office of Organic.

Amy Travis (CW, 2007) is a Copywriter at R/GA.

Tricia Warner (AD, 1999) is an Art Director at Martin Williams in Minneapolis.

Thema Wilson (AD, 1999) works at Don Schaaf & Friends, Inc. in Washington, DC.

Katherine Hubbard Wintch (ST, 2001) won APG Awards for her work on Barely There and TLC. She and her husband, Richard, had a baby girl in September. Her name is Layla.

Mark Zukor (AD, 2000) is freelancing in Minneapolis.