



VCU Brandcenter Friday Forum

September 16th / 11 am – 12:30 pm / VCU Commons Theater / 907 Floyd Avenue

Jordan Childs (CBM, 2009)

Founder & Owner / Shine Craft Vessel Co. and Eastern Land Collective



Jordan Childs is originally from Black Mountain, NC and moved to Richmond in 2007 to attend the VCU Brandcenter. After graduation he moved to San Francisco to work in advertising for BMW/MINI, eventually leaving the agency to take a senior marketing position within the LEGO Group overseeing branded retail. Jordan cared for the advertising and experience of the North American LEGO Stores, Catalogs and Events. Jordan left LEGO in 2014 to move back to Richmond and start his own business.

Shine Craft Vessels was founded in early 2014 on the simple premise to make a better beer growler: something that dramatically differentiated itself from the standard glass growlers and brought beauty to a product category that was lacking. The company made an initial batch of 100 and has now produced thousands. Each one made with small businesses with an extreme scrutiny that makes each one meaningful and unique. The mission of Shine is to pioneer a new category of specialty barware by bridging craft beverage with innovative product design, manufacturing and finishing techniques.

Jordan and his wife, Kim, live in Church Hill with their daughter, Ever.

Drew Dayberry (XD, 2010)

Owner-Operator / Roaring Pines



Drew Dayberry is just a kid from the suburbs who liked VCU so much he went twice. He wrapped up his time at VCU after graduating from the Brandcenter. After the Brandcenter, Drew worked at Wieden + Kennedy in Portland, Oregon for two years, where he worked on campaigns for Target, Levi's, Dodge, and Nike.

While moonlighting on more exciting projects, he teamed up with a brand new camping startup named Poler Stuff. He decided to leave his comfortable job at W+K to work for Poler Stuff doing any and everything he could for them. Bag design, website overhauls, stapling catalogs, driving the night shift to trade shows, anything.

Drew moved back to Richmond in 2013 to make his dream of Roaring Pines a reality. Oh and so his wife could get a real job...not very many jobs in Portland these day folks. The goal of Roaring Pines is not only to support American manufacturers by selling their everyday products but to also educate others on the current state of American manufacturing, good and bad. Roaring Pines sells everything from brooms, trashcans, notebooks, and bags. It has grown over the last three years from an online store to a brick and mortar location in Union Hill, featuring a classic soda fountain and coffee bar.

Drew works at Roaring Pines every day and moonlights with Poler every night. He and his wife Stephanie live in Hopewell, for some reason, with their son Porter.

Topic / Tales from Another Trail

Descriptor / A no nonsense collection of stories filled with risk, crossroads, pitfalls and adventure from two guys in the throws of building small businesses after moving back to Richmond.