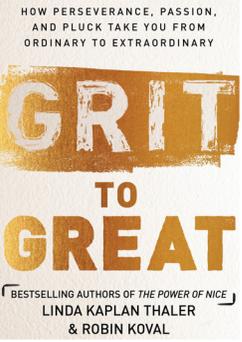




VCU Brandcenter Friday Forum

Nov. 6 / 11 am – 12:30 pm / VCU Commons Theater / 907 Floyd Avenue



Book Signing After Friday Forum

The VCU Bookstore will sell *Grit to Great* and Linda Kaplan and Robin Koval will sign books from 12:30-1:15pm in the Commons Theater.

Linda Kaplan Thaler

Chairman / Publicis New York / Co-Author of *Grit to Great*



Advertising Hall of Famer Linda Kaplan Thaler is responsible for some of America's most famous advertising campaigns in the industry, including the Aflac duck, and the daring "Yes, Yes, Yes" for Herbal Essences. Much of her work has become part of America's pop-culture landscape and she has composed renowned jingles such as, "I'm a Toys 'R' Us Kid," and "Kodak Moments." Linda has also worked on presidential campaigns for Clinton/Gore in 1992 and Hillary Clinton in 2008.

Today, Linda is the Chairman of Publicis New York with a client roster that includes: P&G, Citi, L'Oreal, Pfizer, and Wendy's.

Linda is also a best-selling author and television personality appearing on "The Apprentice," CNN, The Today Show, Good Morning America, and host of Oxygen's series "Making It Big." Her collaborations with coauthor Robin Koval have all become best-sellers: *The Power of Small*, *The Power of Nice*, and *Bang! Getting Your Message Heard in a Noisy World*. Their new book; *GRIT to GREAT*, debuted this fall.

Linda's talents have earned her the prestigious Matrix Award, the Muse Award, Advertising Woman of the Year Award, and was named one of Advertising Age's "Most Influential Women in Advertising." Linda currently sits on the Advisory Council for The Colin Powell School.

Robin Koval

CEO & President / Truth Initiative / Co-Author of *Grit to Great*



Robin Koval is the CEO and President of Truth Initiative, the national public health organization dedicated to achieving a culture where all youth and young adults reject tobacco. A leader in the world of advertising and marketing, and a New York Times best-selling author, Koval joined the organization in 2013. She re-launched its award-winning and lifesaving truth® youth tobacco prevention campaign and refocused its world-class research and activism programs to speak, seek and spread the truth about tobacco.

Koval has deep roots in advertising. A co-founder and CEO of the Kaplan Thaler Group, she grew that company from a fledgling start-up in 1997 to a billion-dollar agency working with Procter & Gamble, Pfizer, Aflac and other cherished brands. She led the agency's

integration with Publicis and was named CEO of Publicis Kaplan Thaler - New York's fifth largest advertising agency.

She and Linda Kaplan Thaler are co-authors of three best-selling books including: *The Power of Nice: How to Conquer the Business World with Kindness*. They published their fourth book in September 2015: *From Grit to Great. How Perseverance and Pluck Can Take You From Ordinary to Extraordinary*.

A sought-after expert on advertising, media, youth culture and tobacco control, Koval regularly appears on television, contributes commentary to print and online outlets and speaks at conferences and colloquia for business, government and media audiences.

Topic / "Success is a four-letter word"

Descriptor / New York Times bestselling authors Linda Kaplan Thaler and Robin Koval, founders of the award-winning Kaplan Thaler Group and the force behind the Aflac Duck, Wendy's "Red" campaign, and Herbal Essences' "Totally Organic Experience," discuss why GRIT is the best predictor of success in work and life. Drawing upon ground-breaking new research, insights and stories from their latest book, *Grit to Great*, Linda and Robin will talk about the importance of perseverance, resilience and passion in making your goals a reality.