• Brett Reese (CW, 2005) is a copywriter at AKQA in Washington, D.C. He recently
• Emily Collier (ST, 2003) recently got engaged to Peter Sengenberger. They’re
• Marcus Livesay (CW, 2000) is now a copywriter at Beowulf in NYC
• David Perks (CW, 2002) is now a copywriter at Trahan Burden & Charles in
• Sean Vij (CW, 2003) recently left Ground Zero for a job as a copywriter at 72
• Aziz Rawat (AD, 2003) recently left SS+K in New York for a job as an art
director
• J.B. Hopkins (AD, 1998) married Jackie Schutty on June 3rd in Savannah, GA.
• Dawn Waters (former Assistant Director of the Adcenter) is the Director
• Hal Vincent (ST, 1999) is an account supervisor at Westwayne in Tampa. He’s
• Kristin Erwin (CW, 1998) recently left The Martin Agency and will be starting a
• Jason Smith (AD, 2001) is an art director at Grant, Scott & Hurley in
• Katie Schaeffer (AD, 2001) is moving to Washington, DC. She is a visual
display

Humans: -10 Chickens: -2.

poisoning (from bad Thai food), the entire crew got sick (from mild avian flu) and two

5. Do you have a favorite campaign? Can you tell us a bit about your experience

M/W is a great place to get your “feet wet.” From the beginning, I was given way

Good Taste II. Chinese food by the pound (twice as good as Good Taste I).

radio but was mostly irrelevant to youth culture and Nokia was beating them up

talking and mobile culture was in its infancy in the U.S.

as much as your own agency. That kind of collaboration really raises the level of

strategists and interactive department in most of my meetings. You learn a lot

stuck in that movie The Labyrinth. You just have to keep your goals straight and rely

It was best summed up in a speech I heard from Chuck Porter at this year’s Account

It was a statement that I didn’t believe. I never believed it until maybe five years later.

might have been Bill Westbrook. What I do remember is that he said, “You all know

I remember sitting there in the “big” room downstairs listening to a guest speaker

Dear Adcenter Alumni,

The Adcenter started as the first graduate advertising program of its kind, and I’m

As the rising second year students return from their internships and the new first

Adcenter Creates New Track by Merging Two Existing Tracks

Dentsu, Japan’s largest advertising agency, hired the VCU Adcenter to lead a two-

Adcenter and Dentsu conduct So-Hatsu Labo in Japan

Adcenter Executive Education Program for Creative Directors

posted on the details.

upcoming programs. We are tentatively planning future programs for account

like Element 79, Cramer-Krasselt, Amazon, McCann BBDO, Ogilvy, RIGGS, FCB,

insights used in the creative development of the “Live and Learn” campaign.

Planning Conference

• Acceptance of minority students has increased from 15% to 38%.

ahead of the industry, and I’d like to highlight for you some of our progress since the

The Adcenter Executive Education Program for Creative Directors in Fall 2006

30 Seconds

5. Do you have a favorite campaign? Can you tell us a bit about your experience

It was a statement that I didn’t believe. I never believed it until maybe five years later.

Funding priorities include support for the new Adcenter building, infrastructure in order to lead the Adcenter through its first-ever fundraising charge is to build a strong entrepreneurial development operation and

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We have several new adjunct professors this fall:

• We’ve hired Beth Harrington as our Senior Director of Development. Beth’s

- Bill Heater, President, Real Life Creative

- Nina DiSesa, Chairman, McCann Erickson

- David Vogeleer (Technology) is a web programmer at The Martin Agency.

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