

LETTER FROM THE DIRECTOR

Dear VCU Adcenter Alumni,

Happy New Year! The Adcenter enters 2007 with a lot to look forward to, as this is our last year at 1313 East Main Street. VCU has begun to renovate and construct an addition to the Central Belting Building; an historic structure located on the University's Monro Park Campus Addition that served previously as the carriage house for the Jefferson Hotel. We're on schedule to move in by December of this year.

We'll celebrate the move with an official groundbreaking ceremony during the Adcenter Board Meeting on Friday, March 23rd. All alumni are invited, so if you happen to be in town, we'd love to have you join in the festivities.

Starting this semester, we will employ 12 full time faculty members, the most in Adcenter history. See more about the new professors under "Backstage." The additions to our roster of faculty are in response to our increased student body. Applications for Fall 2007 are arriving daily at the Adcenter, and we plan to accept 25 students in each of our four tracks.

You read about the Adcenter's successful Executive Education for Creative Directors last summer. We have three more Exec Ed sessions on tap for this spring and summer: brand management in March, planning in June, and another program for creative directors in August. I encourage you, and anyone you know who would benefit, to look into these five-day sessions. We have even more Adcenter faculty and industry experts scheduled to conduct workshops this year and we're looking forward to further developing the Exec Ed program.

It'll be hard to top 2006 when it comes to winning student awards. To highlight a few, the Adcenter swept the ATHENA Awards for newspaper advertising, won its first gold bullet in the Young Guns International Advertising Awards, and had two teams finish in the top ten of the Innovation Challenge competition among over 300 MBA teams from schools around the world.

I hope you enjoy keeping up with the Adcenter's news and progress and, as usual, we'd love to hear how your lives are going. Please let us know of any big news or achievements you'd like to share.

Best,
Rick Boyko
Managing Director

BREAKING NEWS

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MESSAGE TO THE VCU ALUMNI FROM MIKE HUGHES

Dear Alumni:

As the Chairman of the Adcenter Board of Directors, I recently had the privilege of making a very exciting announcement to the faculty and staff of the Adcenter, and now I have the pleasure of doing the same with one of the Adcenter's most important constituencies, the alumni.

The Adcenter has its first million-dollar donors.

Rick and Barbara Boyko have pledged a million dollars to the school.

This gift is obviously important, inspiring and significant in about a million different ways.

Every day, the Boykos give their time, their energy and their hearts and souls to the school. Every day, Rick helps the Adcenter enter the hall of fame on its position as the world's preeminent graduate school in the advertising, marketing and branding arts. Every day, Rick helps the students—and the industry—make better futures for themselves. In my mind, Rick is the best thing that's happened to the Adcenter since it started—and that has nothing to do with money.

New Rick and Barb have taken their commitment one giant step further. In doing so, they've set the bar for the entire industry. This is a breathtaking way to kick off our fund-raising campaign.

(And despite what you're thinking, there's no truth to the rumor that Barb has said she'll give a million bucks to any organization that keeps Rick out of the house.)

Wow. Rick and Barb have set the bar high. With this leadership, we will no doubt be successful in our \$10 million capital campaign for the new building!

Mike Hughes, President/Creative Director
The Martin Agency

New Building Groundbreaking

The groundbreaking ceremony for the Adcenter's new building is scheduled for March 23rd, in conjunction with the Spring Board Meeting. Preliminary demolition has already begun on the building where we are planning to hold our move by December. The faculty, staff and students of the Adcenter are very excited about the move, which will offer an innovative structure and creative space, designed by renowned architect Clive Wilkinson.

Adcenter Students Work on Real World Project for The Gettysburg Foundation

Students in Rick Boyko's second year Brand Campaigns class worked with The Gettysburg Foundation to create a new website in their historical site. The Foundation is a client of Don Just, head of Creative Brand Management professor, and he procured the assignment for the Adcenter. The students were asked to develop a plan to define and reintroduce the Gettysburg brand in conjunction with the unveiling of a new \$1million visitor's center and museum in 2008. Ten teams of students from Rick's class drafted brand positioning and marketing plans and presented their work to client groups from The Foundation. The client was very impressed with the students' ideas and they are currently reviewing the presentations. The Adcenter is very excited about the move. Most likely, The Foundation will use a collection of ideas from different teams for their final plan.



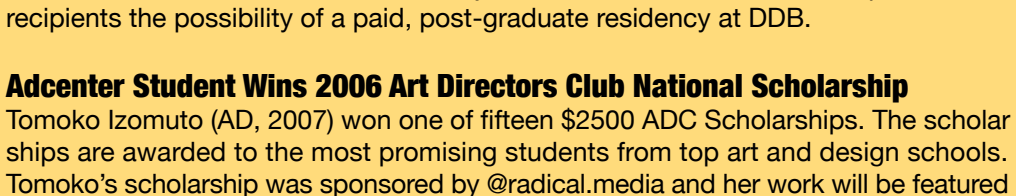
Adcenter Students Win Gold Bullet in Young Guns Competition

Carrie Ammerman (AD, 2007) and Rebecca Hasskamp (CW, 2007) won the Gold Bullet award for the Young Guns competition (student category) for their U-Haul campaign, beating out students from other schools around the world. Started in 2000, the Young Guns competition is the only international advertising award in the world for creatives and students under the age of 30. The Adcenter has never won a Young Guns award so we're especially proud of this accomplishment.

Carrie Ammerman (AD, 2007)

Adcenter Students Featured in Archive Magazine

Luzza's Archive selected work from a team of our students, Tomoko Izumoto (AD, 2007) and Jared Cresson (CW, 2007), to be featured in their magazine. Volume 5/06 of Archive featured their campaign for Scotch tape.



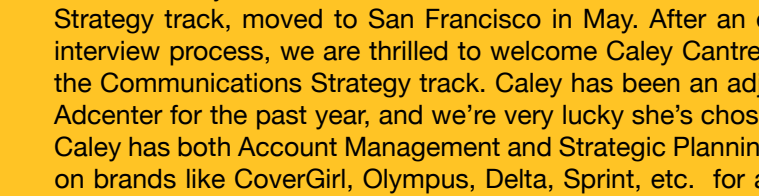
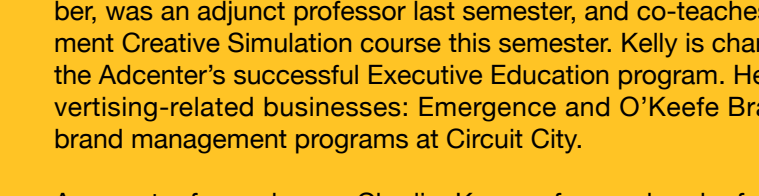
Tomoko Izumoto (AD, 2007) and Jared Cresson (CW, 2007)

Adcenter Teams Place in Darden Innovation Challenge

Two Adcenter teams from Professor Don Just's Business of Advertising class, placed in the top ten of the Innovation Challenge hosted by the Darden Graduate School of Business at the University of Virginia. Innovation Challenge is the world's largest MBA innovation competition. Competing against 440 teams from 88 of the world's who in business schools, from 18 countries including China, Australia, India and Japan. Some of the schools we bested were UC Berkeley, McGill, Darden, Yale, Harvard, University of Chicago, MIT, Manchester Business School, Duke, Georgetown, among others. The Adcenter was, along with the Indian School of Business, the only school to have two teams in the top ten.

The judges (marketing executives from Chrysler, Whirlpool, Hilton, etc.) made a point of saying how impressed they were with our teams in terms of their ability to compete with mature MBA teams. The Adcenter's teams were comprised of the following class of 2008 students:

- Rodrigo De Lima (CW)
- Narcus Brown (AD)
- Mien Liu (CS)
- Elizabeth Gershman (AD)
- Sruji Dhillipala (GBM)
- Zoe Bell (CW)
- Luis Carranza (CBM)
- Alexis Bass (CS)
- E.B. Davis (AD)
- Dete Oni (GBM)



Pictures of Adcenter teams from Innovation Challenge Competition.

Adcenter Students Sweep Athena Awards Show

A three-year joint program with the Newspaper Association of America to build newspaper advertising into the Adcenter's curriculum has fostered some tremendously creative and non-traditional student work. This year the Adcenter earned all three student awards in the 2006 ATHENA awards show (Award To Honor Excellence in Newspaper Advertising), marking this the first year any school has swept the competition. The awards are:

- Gold: Stephanie Summers (AD, 2006) & Jeff Gillette (CW, 2006); Gordon's Jewelers
- Silver: Andreas Pitsillides (AD, 2007) & Luke Behrends (CW, 2007); CareerBuilder
- Silver: Stephanie Summers (AD, 2006) & Faith McCormick (AD, 2006) & Lindsay Wilson (CW, 2006); Land Rover

To view the winning campaigns, go to <http://www.athenawards.com/2006/index.html>.

Bill Bernbach Minority Scholarship Program Selects Three Adcenter Students

This year's Bill Bernbach Minority Scholarship Program judges selected five recipients, including three Adcenter students, for their scholarships. Adcenter students Nate DeLeon (CW, 2007), Tomoko Izumoto (AD, 2007), and Jenny Lui (CW, 2007) were each awarded a scholarship. The Bill Bernbach Minority Scholarship, sponsored by DDB Worldwide, recognizes excellence in art direction and copywriting by awarding five students \$5,000 each. Scholarship recipients fly to New York for dinner with the DDB Worldwide Board and meet with industry creative leaders. The scholarship also offers recipients the possibility of a paid, post-graduate residency at DDB.

Adcenter Student Wins 2006 Art Directors Club National Scholarship

Tomoko Izumoto (AD, 2007) won one of fifteen \$2500 ADC Scholarships. The scholar ships are awarded to the most promising students from top art and design schools. Tomoko's scholarship was sponsored by gradical.media and her work will be featured in the Art Directors Annual, on the ADC web site, ADC monthly e-newsletter and related press releases.

Adcenter Alumni & Students Meet with High School Students During Advertising Week

On September 25th, in conjunction with Advertising Week in New York City, Rick Boyko, Managing Director of the Adcenter, hosted a panel of alumni and students who spoke to high school students about pursuing careers in advertising. Mark Kaminsky, President, SS+K, and Jerry Shereshevsky, Ambassador Plenipotentiary to Madison Ave, Yahoo!, also participated in the panel. Adcenter participants included Brooke-Lynn Luat (ST, 2004), Strategic Planner, Berlin Cameron; Emanuel Basnight (ST, 2004), Strategic Planner, JWT; Brian Chiao (AD, 2007), Art Director, SS+K; Jennifer Palacios (CS, 2007); and Morgan Copeland (CW, 2007). The high school students who participated in the program received the panel art direction and copywriting by awarding five in advertising. The program was a tremendous success and the Adcenter plans to sponsor it again in 2007.

Adcenter Calendars Executive Education Programs for Brand Managers, Strategic Planners, and Creative Directors

The Adcenter's first Executive Education Program for Creative Directors in June, 2006 was a huge success. As a result, the Adcenter hired Kelly O'Keefe (Director of Executive Education) to spearhead the Executive Education program and to further its success. In conjunction with Ashley Sommarajah (Assistant Managing Director of the Adcenter), the Adcenter is planning three programs in 2007.

- The Creative Brand Management program will be held at the Adcenter on March 12-16th.
- The Strategic Planning program will be held at the Adcenter on June 4-8th.
- Advanced Management Skills for Creative Directors will be held at the Adcenter on Aug. 6-10th.

For more information about the speakers and agenda or to register for the seminars, please visit www.adcenter.vcu.edu/exeed. The site will be live by February 5th.

BACKSTAGE

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Adcenter Welcomes New Faculty

- Kelly O'Keefe (Director of Executive Education) is a former Adcenter Board Member, was an adjunct professor last semester, and co-teaches the Brand Management Creative Simulation course this semester. Kelly is charged with expanding the Adcenter's successful Executive Education Program. He has owned two advertising-related businesses: Emmerge and O'Keefe Brands. He also leads brand management programs at Circuit City.

- As most of you know, Charlie Kouns, former head of the Communications Strategy track, moved to San Francisco in May. After an extensive search and interview process, we are thrilled to welcome Caly Cantrell as the new head of the Communications Strategy track. Caly has been an adjunct professor at the Adcenter for the past year, and we're excited to have her back on campus. Caly has both Account Management and Strategic Planning experience working on brands like CoverGirl, Olympus, Delta, Sprint, etc. for agencies in New York City, San Francisco and Richmond. Before joining us, Caly was SVP, Group Management Supervisor at The Martin Agency. She'll be teaching Advanced Portfolio Development and Strategic Thinking this spring.

- We're also excited to welcome Scott Witthaus as a full-time faculty member. Scott replaces Tim Chumley who left in July to pursue photography full time. Scott is a VCU alum with a great deal of production and editorial experience. Scott is a partner at Greybox, a true creative editorial house located in Shockoe Bottom. His company works with agencies all over the country handling post production on their spots. Scott will be teaching Visual Storytelling for Strategists and Digital Media this semester.

- For the past year, we've conducted an exhaustive search and interview process for someone to fill Mark Fenske's position. As most of you know, Mark left the Adcenter last January to be a Creative Director at Wieden + Kennedy on Coca-Cola. After almost a year of meeting and talking to potential candidates, we found that the only person to replace Mark Fenske is... Mark Fenske. We're happy to tell you he's decided to return to the Adcenter this semester and he'll be teaching Advanced Portfolio Development. In addition to teaching, Mark will also be advising and reviewing portfolios for creative students one-on-one.

- We're very happy to also welcome Charles as a full-time professor. In our search to fill Mark's position, we found Charles, and we're lucky to be able to bring them both on. This past fall, Charles taught a section of Creative Thinking. The student reviews from his sessions were outstanding, and we're fortunate that he has decided to join our faculty. Charles has over 20 years of professional experience working for agencies like Wieden + Kennedy, Ogilvy and Mather, Pepsi DDB, BBDO/Chiat/Day, etc. on brands like Benetton, Boost Mobile, Infiniti, Sipki, Ritebok, and Nike. In addition, he's created a fashion line called Fat Daddy Loves You and he's written, directed, and produced several short films. Charles will be teaching Building Brands in International Cultures, and like Mark, he'll also be advising and reviewing portfolios for creative students one-on-one.

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 asmomardahl@vcu.edu.

- If you change jobs or addresses, please remember to let us know. Please e-mail the updated information to asmomardahl@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 asmomardahl@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 asmomardahl@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 asmomardahl@vcu.edu. The students are currently working on real world projects for Martha Stewart Living Omnimedia, Virginia Tourism, Health South, The Gettysburg Foundation, 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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Susan Hurley (CW, 2005) and Jordan Eakin (AD, 2006)

Agency: Modernista!

1. You have worked together since you were students at the Adcenter and you were hired as a team at Modernista. Do you think this gives you an edge over other creative teams who might have been paired by an agency?

Susan: At least in our case, being in a team definitely helped. When hiring a single person I know some recruiters worry about getting the "wrong one." As a team, the weaker one remains a secret.

Jordan: Whether it's produce, underwear, or COTEs, I don't want it picked out for me. (Although how you screw up a bag of Idaho potatoes is beyond me.)

2. What are your partner's strengths and weaknesses?

Susan: Besides his requisite AD abilities, Jordan's a pretty good editor. Most importantly, he can tell when I'm not doing my best work, even when I don't realize it. Jordan's main weakness: he worries.

Jordan: 2 strengths, 1 weakness.

Strength 1: Her writing. She has a slightly creepy and wickedly truthful style that I always look forward to.

Strength 2: Her enthusiasm is contagious. When she gets excited about something, I can't help but get excited, which makes my job easier. I end up producing better work when I'm around her.

Weakness: Staying on track. Meaning, she gets distracted by sparkly objects.

3. What do you do when you're stressed? What do you do for inspiration?

Susan: I'll watch a movie about the thing I'm trying to think of. Writing holiday radio spots (in October) was a little easier after watching the Griswold's in Christmas Vacation. I think best while traveling (train, subway, car, plane) and unfortunately, worst while sitting at my desk at work.

Jordan: I go to Borders. A book jacket is a designer's one shot to inspire me to buy several hundred pages worth of literature. Some of them are pretty good.

4. Do you have a favorite campaign? Can you tell us a bit about your experience working on it?

Susan: My favorite thing we've done here at Modernista is a poster for the men's room. We sit about 10 feet from the door and sometimes...well, we are victims of an olfactory attack. So we designed some propaganda to discourage the enemy. (note: for billing reasons, it was important the poster not look like we spent too much time on it.)

Jordan: Susan wrote captions for The New Yorker's weekly caption contest. We took those cartoons and built a small booklet around their promoting her writing. We produced a few hundred and sent them out. Hand-crafting a massive project like that was very rewarding. And it's what led to our job here.



5. What's the one thing you never did while at the Adcenter that you wish you had kicked out?

Susan: Nothing. Because if I'd done what I'm thinking, I would have gotten kicked out. So nothing.

Jordan: I wanted to launch the White Oppressed Men's Advertising Network (WOMAN) in response to creativeshirts.com, but never did. That was a sorely missed opportunity.

6. What advice do you have for current students?

1. Fork over \$40 and get a VIP pass to VCU's French Film Festival in late March. Then go to it.
2. Go talk to Rob Thieman about something other than computers.
3. Chat with Arnette, Ricardo and the rest of the janitorial staff..

Jordan: While in school, choose roommates within your track. This will force you to become better. It can't hurt.

7. Anything else you'd like to share?

Susan: Having a plan in case you're in the majority that still don't have a job by the time the '0bers come back from their internships. In other words, stay on good terms with the parents.

Jordan: From what I've heard, most prospective juniors screw up interviews by coming across too arrogant. Don't do that.

WHO? WHAT? WHEN?

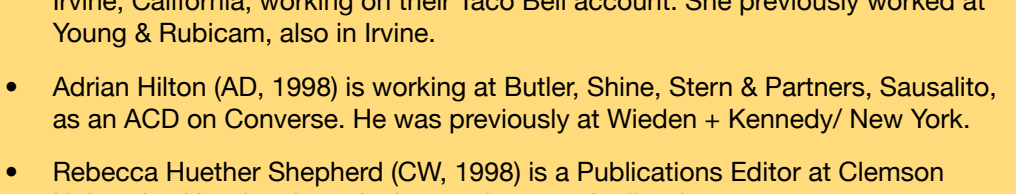
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- Amanda Abrams (CW, 2003) is working to San Diego and is working as a copywriter at VitroRobertson. She is relocating to their Newcastle and Yamaha Watercraft accounts.

- Raqib Ali Sheikh (ST, 2006) is working at Saatchi & Saatchi X in Springdale, Arkansas as an Account Planner.

- Rob Antley (AD, 2005) is working at Steelhead. He was previously at McKinney-Silver.

- Johanna Beyenbach (ST, 2006) is a planner at Naked NYC. She was featured on MediaPostPublications.com where she wrote about her experiences with her blog. Check her out in this picture from FastCompany.



- Shameka Brown Barbosa (CW, 1999) left FCB NY after seven years and is currently freelancing in NYC and the tri-state area. She recently had a baby girl named Sasha.

- Anupama Bhoopathy (ST, 2005) is working as an Account Manager for RKB Swamy BBDO (an agency of the BBDO Worldwide network) in Hyderabad, India.

- Alison Bonner (ST, 2006) has accepted a planning position at Wieden + Kennedy in Portland. She will be working primarily on their Coke and Diet Coke accounts.

- Elizabeth Brown (ST, 2003) is working at Leo Burnett, Chicago, on the health and wellness initiative under Kellogg's.

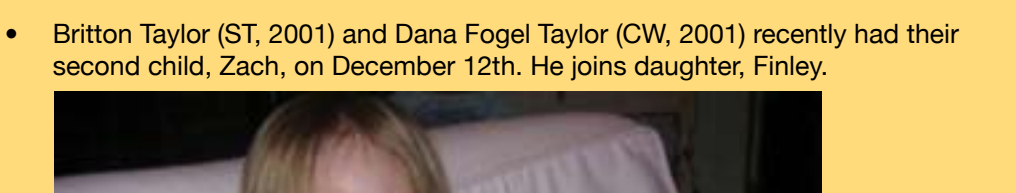
- Jon Burkhardt (CW, 1999) is working at Kastner and Partners in London on accounts like Red Bull (their UK and Ireland ads), Charvret UK, Oakley sunglasses and fashion, and Haribo gummy bears.

- Elizabeth Childs (ST, 2004) is working as a brand manager for Capital One's Small Business Division in Richmond. She was previously at Crispin, Porter & Bogusky.

- Janna Clark (ST, 2001) is a Consumer Insights Manager at Mediaedge:ia.

- Casey Conway (ST, 2004) has accepted a position as an account planner at Ogilvy, NY. She was previously with WPP as a planning fellow.

- Bryan Fischer (ST, 2005) is engaged to Jennifer Taylor. He proposed in November at The Tobacco Company Restaurant on a Scrabble cake. A May 2008 wedding is planned.



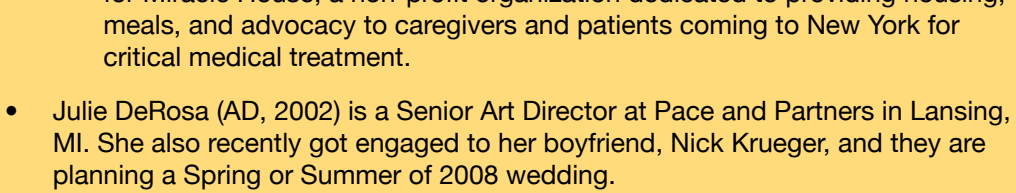
- Joel Grylewski (CW, 2005) has accepted a position at Butler, Shine & Stern in San Francisco, where he recently moved with his fiancé Lauren Weinblatt (AD, 2005). Lauren is working at Venables Bell in San Francisco. Previously, they worked as a creative team at Sedgwick Rd. in Seattle.

- Charles Goschwend (CW, 2003) is a copywriter at Wieden + Kennedy in New York City. He was previously at Butler, Shine, Stern & Partners.

- Tamee Gunnell (ST, 1998) is the VP Director of Account Planning at Draft FCB in Irvine, California, working on their Taco Bell account. She previously worked at Young & Rubicam, also in Irvine.

- Adrian Hilton (AD, 1999) is working at Butler, Shine, Stern & Partners, Sausalito, as an ACD on Converse. He was previously at Wieden + Kennedy/ New York.

- Rebecca Huether Shepherd (CW, 1998) is a Publications Editor at Clemson University. Her daughter, Jose, was born on April 3rd.



- Deborah Kakoma (ST, 2004) is a United Nations Expatriate Brand Consultant in Rwanda, East Africa.

- Edward Lahmann (ST, 2004) is an assistant brand manager for General Cigar in Richmond.

- Elaine Leung (AD, 2003) is working at Cramer-Krasselt in Phoenix. She previously worked at McCann-Erickson as an art director.

- Jan Little (ST, 1999) is teaching Intro to Public Relations at Fordham University this fall. She is a Senior Manager, Corporate Communications for The Kaplan Thaler Group.

- Matt Mattox (ST, 2005) recently got engaged to his fiancé, Connie Donnelly.

- Tiffany McKee (AD, 2006) is working at Toy in NYC.

- Claire Morrissy (CW, 2006), Jenn Totten (CW, 2006), and Lauren Peters (AD, 2006) continue to receive recognition for their blog: Creativeshirts.com.

Creativeshirts has set-up a dialogue, called *Been There*, between female junior creatives and senior female creatives, who act as mentors to their newbie counterparts. Mentors include Nancy York, Sally Hogsheard, Kara Goodrich, Janet Kestlin, and Joyce King Thomas, among others.

- Joe Nio (ST, 2000) is working at Deutsch, Los Angeles. He got married in July and they're expecting their first child, a girl, in late March.

- Ronny Northrop (AD, 2000) is an ACD at Goodby, Silverstein & Partners, San Francisco.

- Jay Picard (ST, 1999) is a planning director at Publicis Seattle. He was previously Director of Brand Development at FutureBrand.

- Nicole Przybowski (CW, 2006) is working as one of two copywriters at Coates Kokes in Portland, Oregon.

- Brett Reese (CW, 2005) is working at AKQA in Washington, DC and his wife Sarah is expecting their first baby in February.

- Ed Reilly (ST, 2006) has joined Franklin Street Marketing in Richmond.

- Mohamed Salim (ST, 2002) has joined McCann-Erickson Singapore as a full-time account planner.

- Cory Smith (AD, 2000) is working at Hill-Holliday New York.

- Terence Stone (AD, 2001) is teaching two classes this fall at Northeastern Academy in New York: Graphic Design and Photography/Videography. In addition to Studio Art, which he has taught for the past two years.

- Britton Taylor (ST, 2001) and Dana Fogel Taylor (CW, 2001) recently had their second child, Zach, on December 12th. He joins daughter, Finley.

Finley and Zach Taylor - parents are Britton Taylor (ST, 2001) and Dana Taylor (CW, 2001)

- Greg Welch (AD, 2004) recently finished his first national commercial for Taco Bell. It should be on the air in Q2.

- Don Marshall Wilhemi (AD, 2004) recently finished a TV spot for Carmax titled "Sweet 16." He and his girlfriend, Barrie Leimer (ST, 2006) recently got engaged.

- Amy Woolard (CW, 2002) is in her second year of law school at the University of Virginia.

- Christine Patrick Jenkins (AD, 2000) is an art director at United American Insurance Company in McKinney, TX. She was previously with Houghton Mifflin.