

## LETTER FROM THE DIRECTOR

Dear VCU Adcenter Alumni,

I hope everyone's summer is off to a great start. I want to fill you in on what's been happening at the Adcenter. This May, the Adcenter held its 10th graduation ceremony, and many of the class of 2007 graduates have already accepted jobs at some of the best agencies in the industry. We graduated our first class of Creative Brand Management students, and those graduates are starting off at organizations like Martha Stewart Living Omnimedia, The Martin Agency, Jack Morton Worldwide and the Virginia Eye Institute.

The students outdid themselves on the creative awards circuit and among their MBA competitors this spring, The Adcenter won a gold in the 2007 ANDY Awards, a bronze pencil in the One Show, had 2 finalist teams in the One Show Client Pitch Competition, and took first place in the Cadillac Case Study MBA Competition. I hope you'll join me in congratulating all the students and faculty involved in these accomplishments.

In June, the Adcenter held its first ever Executive Education Program for Strategic Planning. With the involvement of some amazing guest speakers and lecturers as well as Adcenter faculty, the week-long program was a huge success. Participants gave great feedback and felt re-energized to return to their jobs as planners. Our next Executive Education Program for Creative Directors is scheduled for August 13-17, 2007.

Please mark your calendars for the grand opening of the Adcenter's new building on Jefferson Street. We're scheduled to move in over winter break 2008, but the big grand opening celebration will be held the evening of Thursday, March 6, 2008, during the Adcenter's Spring Board Meeting. Everyone is invited!

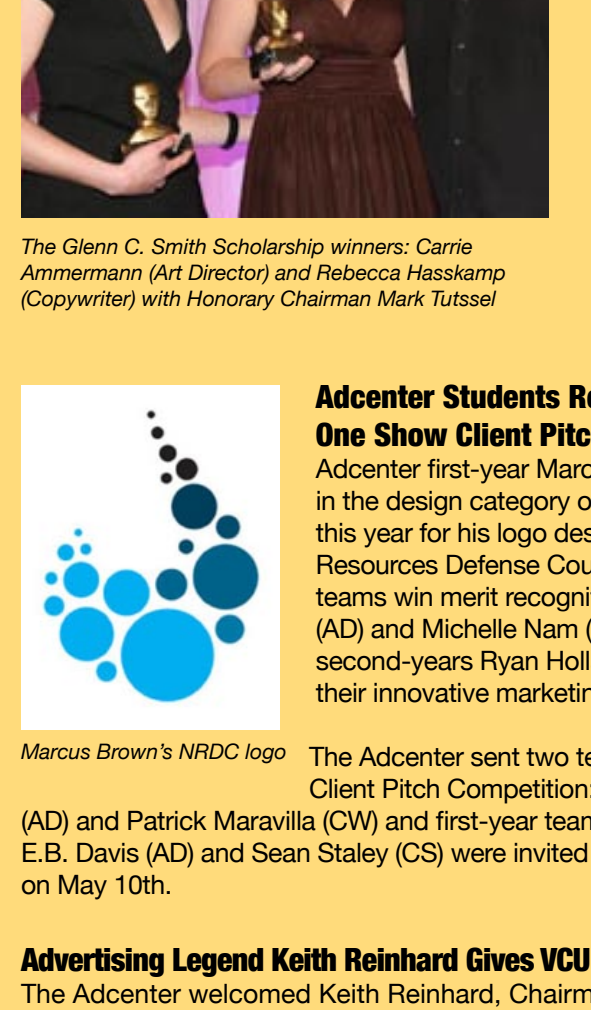
I'm excited to pass the news on to you all first, and I hope to see you this spring at the grand opening party. With all the changes going on here in Richmond, we want to be sure to keep up with your lives and careers as well, so let us know when you get a new job, win an award, get married, etc. We love to hear from you!

Best,  
Rick Boyko  
Managing Director

## BREAKING NEWS

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### Adcenter Team Takes First Place in Cadillac Case Study Competition



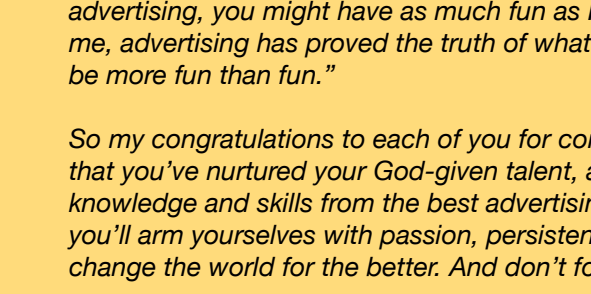
The VCU Adcenter team comprised of Joe Quattrone (CBM), Katherine Capocelli (CBM), Zoe Bell (CW), Slate Donaldson (AD) and Carmen Velasquez (CBM) came in first place at the National Cadillac Case Study Competition in May.

Out of 70 schools and 1,200 students who entered the competition, the Adcenter team was one of only two teams to make it to the finals in Detroit. They presented to, and were selected the winners by, a team of judges from Cadillac and its agency, Modernista!

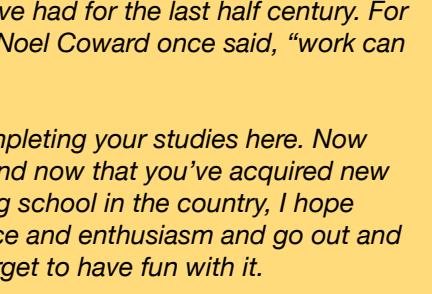
This is a terrific accomplishment and is yet another validation of how the Adcenter's curriculum, with its focus on creativity and collaboration, is ahead of any other in the country. While Don Just led the team, several other faculty members participated in the preparation, including Coz Cotzias, Wayne Glenn, Kelly O'Keefe, Caley Cantrell, Donna Spurrier and Earl Cox. Congratulations to all.

### Adcenter Students Receive Gold ANDY Award, Glen C. Smith Scholarship

The awards just keep on coming for the Adcenter student team of Rebecca Hasskamp (CW) and Carrie Ammermann (AD), who received a gold bullet for their U-Haul campaign in the Young Guns competition last fall. This time, the campaign scored another gold at the 2007 International ANDY Awards. As winners of the ANDY Awards student competition, Rebecca and Carrie were awarded \$5,000 for the Glen C. Smith Scholarship by the Advertising Club. Their winning U-Haul campaign was also featured in CMKY and won merit recognition in the 2007 Art Directors Club awards competition.



The Glenn C. Smith Scholarship winners: Carrie Ammermann (Art Director) and Rebecca Hasskamp (Copywriter) with Honorary Chairman Mark Tutsoel



### Adcenter Students Represent at the One Show and One Show Client Pitch Competition

Adcenter first-year Marcus Brown (AD) won a bronze pencil in the design category of The One Show student competition this year for his logo design for this year's client, the National Resources Defense Council. The Adcenter also had two teams win merit recognition: second-years Richard Fischer (AD) and Michelle Nam (CW) for their TV campaign, and second-years Ryan Holland (AD) and Jim Robbins (CW) for their innovative marketing campaign.

The Adcenter sent two teams to the finals of The One Show Client Pitch Competition: second-year team Alexis Bass (CS), Gaurav De (CW), E.B. Davis (AD) and Sean Staley (CS) were invited to present their pitches in New York on May 10th.

### Advertising Legend Keith Reinhard Gives VCU Adcenter Commencement Speech

The Adcenter welcomed Keith Reinhard, Chairman Emeritus of DDB Worldwide and President of Business for Diplomatic Action, to Richmond this May as the guest speaker for the Adcenter's 2007 graduation ceremony. Keith gave a speech that was both humorous and motivating for the Class of 2007, their families, and the Adcenter faculty. It was quite an honor to have an advertising legend share his wisdom. He generated a lot of excitement among all the graduates about the industry they are about to enter. The following is an excerpt from Keith's speech:

*There are three ingredients in the recipe for creative achievement. Talent is one. It's God-given and you either get a little or a lot—not much you can do about the size of your gift. Skill is another—that you can acquire through learning from experts such as the Adcenter faculty and through training and practice. But the most important ingredient is passion.*

*I hope your passion will give birth, as it almost always does, to persistence and enthusiasm. Ray Kroc was 55 years old when he founded McDonald's. No bank would loan him the money and his detractors said he was nuts. But he was a man of passion who persisted. And he was fond of a Calvin Coolidge quote on the subject — so fond, in fact, Ray took credit for it. "Nothing in the world can take the place of persistence." Said Coolidge and Kroc, "Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education alone will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent."*

*As for enthusiasm, everything depends on it, said Picasso. "If the painter brings enthusiasm to the canvases, this will communicate to the viewer — and the painter will be rewarded and paint with enthusiasm again." What a direct parallel to our own creative acts and aspirations. Vince Lombardi, one of the most successful football coaches in history, coached so much importance on the enthusiasm of his players that he said, "Any player who is not fired with enthusiasm will be fired! With enthusiasm!"*

*Finally, my last hope for you today is that as you pursue your careers in advertising, you might have as much fun as I've had for the last half century. For me, advertising has proved the truth of what Noel Coward once said, "work can be more fun than fun."*

*So my congratulations to each of you for completing your studies here. Now that you've nurtured your God-given talent, and now that you've acquired new knowledge and skills from the best advertising school in the country, I hope you'll arm yourselves with passion, persistence and enthusiasm and go out and change the world for the better. And don't forget to have fun with it.*

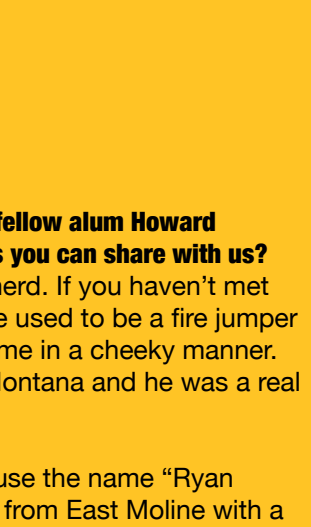
### Adcenter Students are "In Demand"

On May 22nd and 23rd, the Adcenter drew a record number of recruiters from agencies around the country to the Recruiter Session, all of them anxious to see the work of the Class of 2007. With over 100 recruiters, we actually had more than 200 students. At the time of graduation, twenty-five percent of the Class of 2007 had job offers. Thanks to all of our alumni who've helped recent Adcenter grads get jobs at agencies like TBWA/Chiat/Day, Goodyby, Silverstein & Partners, Wieden + Kennedy, The Martin Agency, R/GA, Crispin, Porter + Bogusky, Campbell-Ewald, Ogilvy & Mather, Element 79, and McKinney + Silver.

Agencies also fought over Adcenter first-year students for summer internships. We placed 95% of the class of 2008 in paid summer internships around the country and abroad in great agencies and companies like Crispin, Porter + Bogusky; TBWA/Chiat/Day, Strawberry Frog, BBH, Mother London, EA Games, Circuit City, among many others. Thank you to alumni Stacy Thomas (ST, 2001), Amida Mehta (ST, 2000), Mathieu Dauner (ST, 2005), Matt Fischvogt (CW, 2001), Jay Picard (ST, 1999), Prudence Roberts (ST, 2000), Jodi Kanger (ST, 2000), Tim Anderson (ST, 1999), Katherine Wintsch (ST, 2001) and Mike Karjanaprakorn (ST, 2006) for encouraging their agencies to sponsor Adcenter interns. Get a head start on letting us know if your agency or company might be interested in hiring an Adcenter intern for next summer...they go fast! Contact Ashley Sommardahl at [asommardahl@vcu.edu](mailto:asommardahl@vcu.edu).

### Coz Cotzias Wins VCU Distinguished Teaching Award

In April, Coz Cotzias was awarded the 2006/2007 Humanities and Sciences Distinguished Teaching Award. The award honors an outstanding contribution to the craft of teaching by a faculty member in VCU's College of Humanities and Sciences. Coz was recognized for his unusual ability to engage students and stimulate learning, his personal investment and commitment, and his ongoing effort to improve teaching.



This is a great accomplishment that recognizes Coz's contributions to making the Adcenter what it has become. Congratulations Coz!

### Mark Fenske & Coz Cotzias to Teach VCU Undergrad Classes

We are excited to announce that after much planning, the Adcenter has joined forces with VCU's Mass Communication Department to facilitate the teaching of two undergraduate classes. Adcenter professors Mark Fenske and Coz Cotzias are slated to each teach one VCU undergraduate advertising class this coming fall semester. They will be teaching the basics of advertising and copywriting.

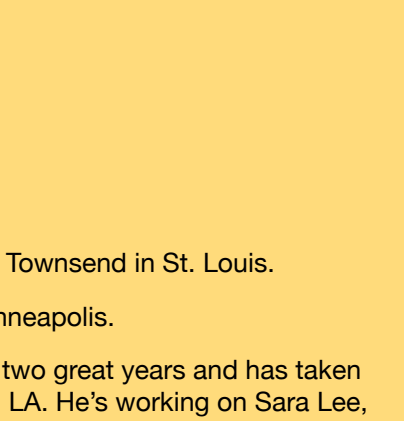
### SIXTY – This Just In!

The newest edition of SIXTY magazine is just back from press and the ink smells fantastic! This edition is Volume 10 of our annual magazine and is a farewell to Suite 103, the Adcenter's home.

After a month of diligent envelope stuffing, we will mail copies of SIXTY to alumni in July.

### ANGER + ART = CHANGE

May 11th marked the official opening of the first Anger + Art = Change exhibition at Mad Works Gallery on Broad Street in Richmond. The show is the evolution of a Creative Thinking assignment by Charles Hall (creative professor) designed to teach students how to combine the energy of a raw emotion with an artistic expression, in the name of change.



The students' potent interpretations warranted a public forum, and this exhibit is the first step in establishing Anger + Art = Change as a powerful and active brand.

anger is good. it ignites emotions.  
art is beautiful. it captures passion.  
change is necessary. it creates hope.

anger + art = change. mark works.

The equation comes from an article written by Kim Hastreiter, editor of Paper Magazine, in celebration of Banksy, a world-renowned graffiti artist.

### Executive Education Program for Strategic Planning A Success

During the week of June 4th, the Adcenter held its second Executive Education workshop. The focus was on strategic planning and featured amazing speakers like Eric Ryan, Method cleaning products; MT Carney, Naked Paul Laviole, Taxi; Pam Scott, The Curious Company; Colin Drummond, Crispin, Porter + Bogusky; and Russell Davies, Open Intelligence Agency, among many others. 21 strategic planners attended the program from agencies like DDB, Element 79, Calder Bateman, Daley & Associates, The Martin Agency, and Butler, Shine, Stern and Partners. 100% of the attendees said they'd recommend the program to others and many commented on how they felt inspired and re-energized after spending a week with us. Included in the 21 attendees were: alum Stacey Thomas (ST, 2001), Matt Mattox (ST, 2005), and Adrian Fogel (ST, 2001).

Our next Executive Education Program will be the week of August 13th. The focus is on Advanced Management Training for Creative Directors and targets senior-level art directors and copywriters and/or newly-appointed Creative Directors. We held this program last summer, and it was incredibly successful. We think this summer's ED program will be even better with amazing speakers like Bruce Bletstein, brew: a creative collaboration; Steve Bassett, The Martin Agency; Jan Leth, Ogilvy; John Jay Wieden + Kennedy; and Dennis Ryan, Element 79, among many others. For more information or if you're interested in attending, please check out the website at [www.adcenter.vcu.edu/execed](http://www.adcenter.vcu.edu/execed).

In addition to these programs, the Adcenter also offers customized Executive Education programs tailored for your agency or company. If you're interested in developing a customized program, please contact Kelly O'Keefe ([kokeefe@vcu.edu](mailto:kokeefe@vcu.edu)).



### Campaign for Change

The Adcenter's \$10 million capital campaign to raise funds for our new building is off to an amazing start, thanks to the efforts of our Senior Director of Development, Beth Harrington, Adcenter faculty, the Board of Directors and other friends of the Adcenter. We have secured donations from IPG, Rick & Barb Boyko, Yahoo!, Elizabeth Talerman, Taxi, @RadicalMedia, Bob & Jane Scarpelli, Michael Chaney, Peter Coughter, Kelly O'Keefe, Don Just and Jon Kamen. Thank you to all our generous donors!

In the next year, we plan to organize several "friend-raising" events to help with the awareness of the Adcenter in Richmond. If you are interested in getting involved with fundraising or if you would like to make a donation to the Adcenter, please contact Beth at [ekharrington@vcu.edu](mailto:ekharrington@vcu.edu) or 804.828.8384, ext. 122.

## 60 SECONDS

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### Marcy d'Avignon (AD, 2005)

Agency: Wieden + Kennedy Portland

**1. Please tell me a bit about the Coke spot you wrote featuring fellow alum Howard Finkelstein's name. Was he in it? Are there other inside jokes you can share with us?**  
We needed a nerdy-sounding name. Matt is from the other side is a nerd. If you haven't met Howard, he's 6 foot 3, 190 lbs of rock-solid man. I mean, he used to be a fire jumper before the Adcenter, so naturally I was wary of using his name in a cheeky manner. Fortunately, I contacted him at his family's cattle ranch in Montana and he was a real sport.

**2. Do you have a favorite funny bits. I hope someday to use the name "Ryan Stavens" in an ad. Not sure when I'll be a tractor salesman from East Moline with a peg leg and a penchant for showboats, but I'm sure something will come up.**

**3. What do you have a favorite campaign? Can you tell us a bit about your experience working on it?**  
I enjoyed working with pro alum Matt Stein on some Coke spots. They turned out fine, but the highlight was visiting the Pilsner Urquell brewery in the town of Pils. Other than that, we just finished a few spots for EA Sport's NBA Live 08. Got to shoot Kevin Durant's first commercial. He's 18 years old and his endurance at the shoot surprised his mother and father. I liked that.

**4. What do you do for inspiration when you're stumped?**  
Panic? Cry? Question both my abilities as a writer and whether or not I deserve to have a job? Fear makes me write.

**5. What's the one thing you never did while at the Adcenter that you wish you had?**  
I wish I had stolen the oil painting of Rick Boyko that hangs in his foyer.

**6. What advice do you have for current students?**  
I haven't worked long enough to offer much sage advice. I suppose that the only thing I would say is don't take everything so seriously. Advertising is supposed to be fun. Have it.

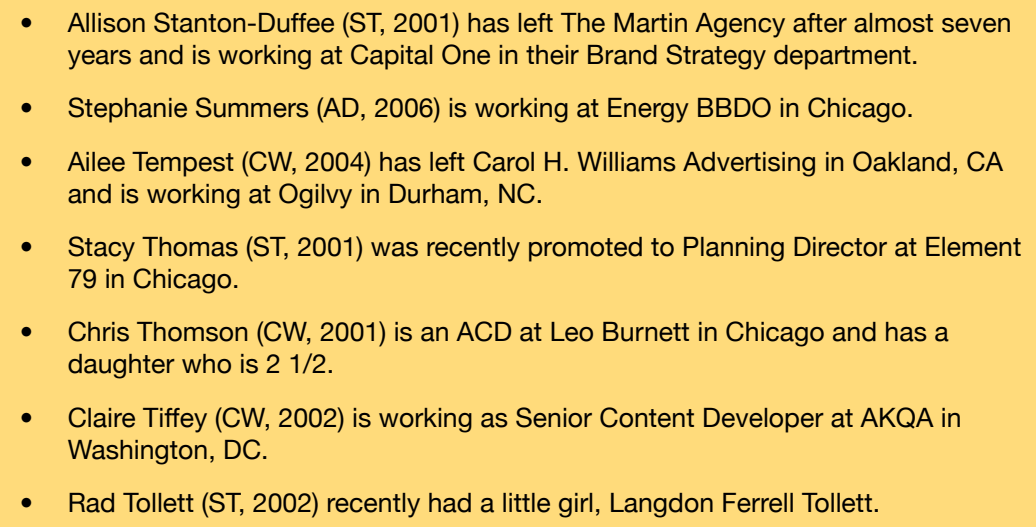
## WHO? WHAT? WHEN?

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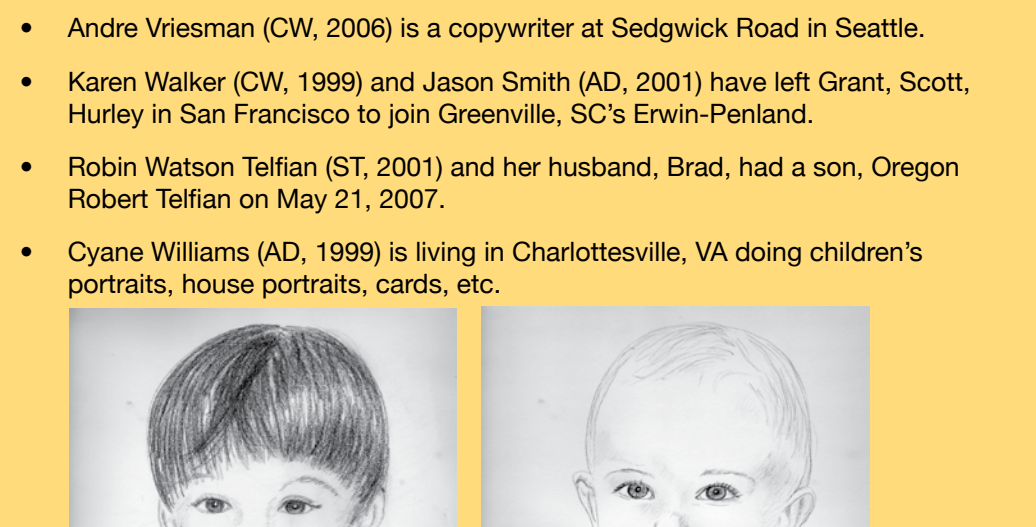
- Several alums from the Class of 2003 won awards for their work at the One Club's annual award show.
  - o Marc Einhorn (CW, 2003) Truth (Arnold)
  - o Stuart Jennings (AD, 2003) ESPN (Wieden + Kennedy NY)
  - o Jon Randazzo (AD, 2003) Axe (BBH)
  - o Adam Stockton (AD, 2003) GEICO (The Martin Agency)
- Amanda Abrams (CW, 2003) is working at Vitro Robertson.
- Jacob Baas (CW, 2000) is a Senior Copywriter at Cole & Weber United in Seattle.
- Gerard Blanton (AD, 2006) is working at The Republik in Durham, NC.
- Matt Blum (AM, 2001) was married on May 12th in Duck, NC to Julia Kress, a graphic designer at Carmax. Matt is working in Charlottesville, VA for Musictoday as the Client Services Director of Fan Clubs. He and his company were featured in a recent issue of Fast Company magazine.
- Anupama Bhoopathy (ST, 2005) was married on April 8th. She and her husband Krupa, an investment banker, live in New York.
- Eric Boyd (CW, 2006) is working at Outwater in San Francisco.
- Elizabeth Brown (ST, 2003) is working at Leo Burnett, USA as a planner.
- Sonia Brown (ST, 2004) was married in December in Punta Cana, Dominican Republic.
- Nathaniel Bull (AD, 2005) is working at Rodgers Townsend in St. Louis.
- Daniel Burke (AD, 2006) is working at Irvine Falline in Minneapolis.
- Andrew Butler (ST, 2003) left FCB in Falline after two great years and has taken a Senior Planner position at TBWA/Chiat/Day in LA. He's working on Sara Lee, Jimmy Dean and EarthGrains.
- Christie Chaffee (ST, 2005) recently left Y&R Chicago and is now working at DraftFCB Chicago as an Account Planner.
- Bryan Chiao (AD, 2005) is working at SSA+K in New York City.
- Dana Chochoomnethinh (ST, 2006) is working at Saatchi & Saatchi X.
- Diz Cohrs (CW, 2001) is a copywriter at Blattner Brunner in Washington DC.
- Emily Collier (ST, 2003) and Peter Senegenberger were married in January. They live in London.
- Jason DeTurris (ST, 2002) is a Planning Director at JWT New York working on Dominos and new business.
- Kristin Erwin (CW, 1998) is working at Avenue A | Razorfish in Atlanta.
- Carrie Evans (AD, 2006) is an Art Director at R&R Partners in Las Vegas.
- Rachel Everett (AD, 2001) and Brian Gibson (AD, 2001) traveled abroad for several months this past winter/spring.
- Craig Ferrence (AD, 2003) left Martin Williams and is working at Ground Zero in Marina del Rey, CA.
- Josh FINDERUP (CW, 2006) is working at Fort Franklin in Boston.
- Christa Finley-Dozier (ST, 2000) and her husband Troy are expecting a baby girl this summer.
- Brian Fischer (AD, 2005) is working as a graphic designer at Salem Communications (<http://salemweb.net/>) in Richmond.
- Joyce Forbes (ST, 2002) is the VP of Strategy, Business Development & Innovation at Vigilante.
- Jenna Hall Capobianco (CW, 1999) and her husband just returned from their Megamem. After years of working overtime at Leagas London, Fallon NYC, Wieden Amsterdam and Rinley SF, Jenna decided it was time for some R&R. So she and her husband quit their jobs, bought round-the-world plane tickets and spent last year traveling and volunteer teaching in Rwanda and Tanzania.
- Roberta Hatchett-Matthews (ST, 2004) is working at Bank of America for their in-house ad agency as an AE.
- Brandon Hill (ST, 2006) is working for Connelly Partners in Boston.
- Jamin Hoyle (AD, 2003) left Rosenthal Partners in Bethesda, MD and is working at Arnold Worldwide in McLean, VA.
- Brock Huber (CW, 2004) is working at Chiat LA.
- Crockett Jeffers (CW, 1999) is an ACD at Venables Bell in San Francisco.
- Howard Jordan (CW, 1999) is an ACD at Hill Holiday New York working on USTA (United States Tennis Association), Smith Barney, and Kennedy.
- Mira Kaddoura (AD, 2002) worked on the Wieden + Kennedy "I Feel Pretty" campaign for Nike which won an Effie, a Silver ADC, a Silver British Television Award, and two gold lions at Cannes.



- Deborah Kakorna (ST, 2004) is working in Rwanda as a marketing and a coffee shop in Kigali, East Africa.
- Allison Khoury (CW, 2003) is working at Campbell Mithun NY.
- Brett Landry (CW, 2004) is working at Dramer & Goliath.
- Elaine Leung (AD, 2003) is working at Cavendish Krasselt in Phoenix.
- Marcus Livesay (CW, 2000) is a copywriter at Publicis NY.
- Emily Lopez (ST, 2003) is Marketing Manager at Bluewolf in San Francisco.
- Frank Lopresti (AD, 1999) is working at Lehman Millet in Boston.
- Vijay Mali (ST, 2003) is a strategic planner at The Richards Group.
- Faith McCormick (AD, 2006) is freelancing in New York City.
- Amida Mehta (ST, 2000) is working as a Marketing Analysis Manager in the Packaging Resource Group at Meadwestvaco Corporation in Richmond.
- Kristen Meloche (AD, 2006) is working with Dominique Osborne (CW, 2006) as a creative team at Kirshenbaum Bond.
- Lauren Monahan-Farrell (ST, 2001) had a baby boy named Colin on December 20, 2006. He joins big sis, Ashley.



- Krisstie Morris (ST, 2006) is an Interactive Media Planner at Hill Holiday. She and Kevin Rothermel (ST, 2006) were engaged in November. Kevin is a strategic planner at Modernista!
- Stacy Milrany (AD, 1998) left Goodyby and is working as a freelancer in San Francisco.
- Claire Morissey (CW, 2006) is working at JWT NY.
- Joe Nio (ST, 2000) is a Planning Director at TBWA/Chiat/Day LA on the Playstation account. He and his wife recently had a little girl named Chloe.



- David Perks (CW, 2002) is working as a Senior Writer at MGH Advertising in Baltimore.
- Rich Perusi (AD, 2006) is working at TBWA / Tequila NYC.
- Mark Peters (AD, 2000) is working as an ACD/Art Director at GSD&M in Austin, TX.
- Robin Rindolph (CW, 2004) left Daley & Associates and now works for Wildfire in Winston-Salem.
- Pete Ruest (ST, 1999) left Y&R Chicago and joined Energy BBDO to work on Wright's Orbit gum.
- Subooh Samudre (AD, 2006) is working as an AD at Digitas on many of their accounts and has been involved in several new business pitches.
- Tom Scharpf (AD, 1998) is an ACD at Venables Bell San Francisco.
- Su-bin See Toh ("Remy") (AD, 2006) is working for Ernest Lupinacci at his new venture Ernest Industries in New York City. They launched a global campaign for Timex in April.
- Jim Schuch (ST, 2005) is working at Starcom Chicago.
- Allison Stanton-Duffee (ST, 2001) has left The Martin Agency after almost seven years and is working at Capital One in their Brand Strategy department.
- Stephanie Summers (AD, 2006) is working at Energy BBDO in Chicago.
- Ailee Temple (CW, 2004) has left Carol H. Williams Advertising in Oakland, CA and is working at Ogilvy in Durham, NC.
- Stacy Thomas (ST, 2001) was recently promoted to Planning Director at Element 79 in Chicago.
- Chris Thomson (CW, 2001) is an ACD at Leo Burnett in Chicago and has a daughter who is 2 1/2.
- Claire Tiffey (CW, 2002) is working as Senior Content Developer at AKQA in Washington, DC.
- Rad Tollett (ST, 2002) recently had a little girl, Langdon Ferrell Tollett.
- Matt Trego (AD, 2004) is working at Eleven on brands like Google and the Oakland A's.
- Shawn Utterback (ST, 2003) and his wife Wendy welcomed a daughter, Sophia Grace, on May 16, 2007.