joined us as Professor of Creative Technology. Mark is teaching two courses, "Business of Branding" and "Creative Technology," which focus on digital media and branding. Mark has a passion for new technology and is excited about the possibilities it offers for creativity and innovation.

I wish I would have taken in more of the sites in Richmond. Edgar Allen Poe museum. Confederate capital. I chat with David Byrd. And Diana Brost. But there aren’t many alums here other than us. I try to talk to the semi-finalist teams are below. The finalist team is in red. The Challenge competition as part of Professor Don Just’s Business of Branding course. We’re very proud of the students for their hard work and dedication. They’ve worked on the Innovation Challenge, which is a global competition that brings together the best creative and technological minds to develop solutions to real-world problems.

We plan to do future alumni events in Chicago and San Francisco. If you have suggestions for agencies or schools, please let us know. We’re always looking for new ways to engage with our alumni and bring them together.

On September 22nd, Rick Boyko hosted a program for inner city high school students during Advertising Week. It was a great way to introduce them to the world of advertising and show them the opportunities that are available to them. I hope they were inspired to pursue their dreams and pursue careers in advertising.

Our new student orientation was held at the Brandcenter building on August 19th. The incoming class of 94 students is a diverse group of talented young people who are eager to learn and grow. We had an outstanding showing of 20 attendees for our alumni mixer. The Brandcenter nearly swept the Richmond Show with two Gold cannonballs, two Silvers, five Bronzes, and a Silver Cube. D&AD selected a campaign for the Ogilvy Brief "If I’d Only Listened More Carefully," by Candice Anderson (CW, 2008). The CMYK blog at cmykmag.com features the winning campaign. The Class of 2009 also made a strong contribution to the student

VCU Brandcenter is the graduate program in advertising at the School of Mass Communications, Virginia Commonwealth University. Our mission is to prepare students to be leaders in the advertising industry by providing them with a comprehensive education in both traditional and digital media. We have a strong track record of producing successful graduates who go on to work in some of the most respected agencies and companies in the world.

Our faculty includes leaders in the industry such as David Droga, Founder and Creative Chairman of Droga5, who was the guest speaker at our annual alumni mixer. He was an inspiration to our students and alumni.

Our students work on projects for top brands, and we have a 100% placement rate after graduation. Our alumni network is strong and supportive, and we have many opportunities for students to get involved and make connections.

Beyond Sixty

• Joe Rose (CS, 2000) is a Copywriter at T.A.G. in San Francisco.
• Diana Magid (AD, 2000) is an ACD at Publicis West.
• Todd Lamb (AD, 2000) has left his Senior Writer position at Mother NY. He has been freelancing for the past year.
• Rachel Everett (AD, 2001) recently worked on a multi-media campaign for Kohl’s. It involved multiple locations and a variety of media. She is now working at a different agency.
• Diana Brost (CW, 2008) is a Copywriter at Crispin Porter + Bogusky in Boulder.
• Walt Barron (CS, 2002) was named a VP at McKinney in Durham, NC.
• Luisa Alba (CS, 2005) is the Manager of Insight and Strategy at Moses Anshell.
• Cliff Adams (CS, 2007) and this partner at Team One were finalists in the Pick of the Litter competition. They worked on a project for a major client and were honored for their creativity.
• Kristin Erwin & John Woodward
• Felix Yip (CS, 2006) is a Planner at Agency.com.
• Bryna Keenaghan (CS, 2006) is a planner at Red Scout in California.
• Brandon Hill (CS, 2006) is a planner at Digitas in NYC.
• Andy Grayson (CS, 2003) and his wife, Kristen, had a little girl, Mary Grayson, on December 13, 2007. Earlier that year, they stopped drinking champagne.

Thank you for your support of the VCU Brandcenter and our students. We are proud of the work they do and the impact they make in the advertising industry.