

# Mr. Ron G. Smith

## Curriculum Vitae

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The Pennsylvania State University  
CM - Advertising/Public Relations  
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### Education

MA, Michigan State University, College of Communications, East Lansing, MI, 1997.  
Major: Advertising  
Supporting Areas of Emphasis: Publication Design

Bachelor of General Studies, University of Cincinnati, Cincinnati, OH, 1991.  
Major: Journalism & Mass Media

### Professional Memberships

Board of Directors--AAF Relations & Scholastic Relations, Central Pennsylvania Creative Professionals. (November 1, 2013 - Present).

2016 UPDATE: I have remained an active Board Member of (CP)2 helping plan monthly Professional Development events with guest speakers and especially helped with the 2016 Bracket Awards. I was very involved in creating the Awards Category list for the 2016 Bracket Awards as well as the Awards Registration Form. I also had a student help design some marketing materials for the group including a recruitment promotional poster and other graphics.

CPsquared is the local organization of ad, PR, marketing, design, communications, and other creative professionals in the Central PA area. This is the group formerly known as the i99 Ad Club.

I have been very involved in the board of CPsquared & i99 ad club.

The i-99 Ad Club had been creating educational events every other month and occasional networking events. But a big goal the organization has had was to start some kind of design or creative awards show, likely to be part of the AAF ADDY Awards program.

But we have struggled to get enough members who would have creative work to submit. I had noticed that there were not only a group of marketing directors at local tech companies for example and a group of designers around Penn State that had never caught on to what i99 ad club was about. While some had not heard of us, some had heard of us but never got involved as the idea of an "ad club" didn't resonate with them. They didn't see themselves as doing what the big city agencies would be doing in the way of creating or hiring for an agency to create advertising. Plus the vibe I was getting from some of the PSU designers was also that a "club" didn't sound right to them.

So I proposed to the i99 board that we not only need to get rid of the "club" from our name but also "ad" and thought we should speak to ALL of the communications professionals in this region and be the one and only professional org for ad, pr, marketing, journalism, marketing, and all other creative communications like photography, video, illustration etc.

We worked as a small board of 5 people in October, November & December of 2013 to come

up with surveys and thoughts on how to rebrand the club. After our research and brainstorming, we decided to come up with an identity that will speak to all of these creative and communications professionals. After much deliberation, especially whether to use the word "creative" or "communications" professional in our name, we felt the term "Creative" spoke to the marketing directors even though they don't create but work with creatives.

We launched the new identity and branding of Central PA Creative Professionals or [CP]<sup>2</sup> -- pronounced CPsquared--in Jan 2014.

We are working to host a future awards show but are starting that process this April with an unjudged Showcase of member work. This showcase will allow local ad and marketing agencies, design studios, as well as the various designers within the Penn State community to submit some of their best creative work for an un-judged showcase, or a visual member directory of sorts.

This will help us gauge if/when/how we can launch an actual creative or design awards show for the Central PA region.

In my role on the board I'm not only encouraging other local professionals to get involved and join, but also continuing to spread the word to some professors in the Marketing Department in Smeal. Most importantly, I have been reaching out to the community of designers who work at Penn State, by posting info on events on the PSU-DSG NR listserv. We are hoping a few more of these creative professionals will start to come to our events this year including submit work to the Showcase.

In addition to a local showcase and possible ADDY Awards, we are planning for an educational program on average every other month with a professional from outside the central PA area. As well we are continuing to plan an every other month networking Meet N' Greet happy hour event.

American Academy of Advertising. (January 1, 2007 - Present).

Member of AAA to attend the annual conference to learn about significant research in the advertising industry from advertising educators presentations.

Also involved with an unofficial, ad hoc Industry Relations Committee.

2013--Asked to head up the ad hoc Design Committee which will be part of the new Communications Committee. This committee's goal is to help improve our image as we try to attract more professionals to join AAA and attend the Annual Conference.

As part of this I will oversee an upcoming redesign of the AAA Website, mainly in the way of ensuring the visual identity incorporates the AAA logo fonts and identity.

Also, I proposed that the Annual Conference Program could use a considerable overhaul to make it more readable and improve the image of the group to the professionals. In this effort I created a new design during the summer of 2013 for the Conference Program Schedule, which previously was done in one font in Microsoft Word with minimal formatting or typesetting.

I not only brought in the AAA logo font into the design but also created much more effective "hierarchy" in the design's typesetting to make it easier for the reader to find where each session ends and where each day ends etc, which was very confusing in the past, especially in the midst of the conference when you are trying to quickly flip thru the program to find that session you were wanting to attend. To complement this as an additional collateral piece, I proposed creating a basic Schedule Grid Poster for each day of the conference that would be printed in at least 18" x 22" or larger so attendees can quickly glance at the session titles and what room they are going on in.

I took the AAA 2013 Conference Program from Albuquerque in April 2013 and redesigned it along with creating a poster mock up and sent this to the AAA Executive Committee (EC) for discussion at their annual EC Meeting in the Fall. The EC approved the redesign of the Schedule Booklet and the set of posters to be printed and put on easels near the registration table for this coming AAA Annual Conference in 2014 in Atlanta. -- UPDATE-I just completed the Schedule Booklet design on Feb 28, 2014 and sent it to the printer. I am finishing up the posters to have on site at the March conference.

Pittsburgh Advertising Federation.

While I am not an official member and PSU is not a member of the AdFed, I do follow the AdFed, and promote relevant events to our student AdClub as needed.

I have attended the AdFed's ADDY Awards show in March of 2013, 2012, 2010, 2008 and 2007 to see the creative work coming out of Pittsburgh and to network with more Pittsburgh professionals.

Member of Education Committee, Philadelphia Advertising Club. (October 1, 2011 - September 30, 2016).

UPDATE on this membership.

As a result of a disorganized membership recruitment process on the part of the Membership group and the Education Committee at the Philly Ad Club, in consultation with Bob Baukus we cancelled our Education level membership with the Philly Ad Club at the end of the summer of 2016. The office continued to try to charge us dues in Fall 2016 when we had paid in January of 2016. And upon repeated attempts by Bob Baukus & I to reach someone either on the Education Committee or the Membership Office we never had our calls answered nor did any one return our couple of messages (voicemail and email) that both he & I left with our relevant contacts. We are no longer an active paid member of the Philly Ad Club as of October 1, 2016.

As the PSU College of Communications has joined the Philly Ad Club as an Education Member this past fall, each education member school can have a representative on the Education Committee.

While its difficult for me to be able to regularly attend the Education Committee's monthly committee meetings, I am on the e-mail list to receive the minutes from the meetings and other communication about upcoming education related events, including a couple of job prep/networking Personal Branding Boot Camps and Career Workshops for students this past fall that I announced to our classes and AdClub.

I also encouraged our students (in Fall 2012 during the sign up deadline) to get involved in the Philly Ad Club's call for student volunteers for their Annual ADDY Awards Show Judging each year in January. In 2013, two of our students (Emily Burke—a Sophomore at the time in Jan 2013, and Sydney Gayner—a Freshman last Jan 2013) signed up to help volunteer on a Saturday in late January 2013 for the Video/Broadcast portion of the Philly Ad Club's ADDY Judging. The 2 PSU students along w/ a few students from other Philly Ad Club member schools, helped route judges packets and input judges scores, while watching the whole judging process and network with the out of town judges and the Philly Ad Club ADDY Committee Members.

I heard positive reports from these 2 students and encouraged our students again in Fall 2013 to sign up to volunteer for the ADDY Judging in Jan 2014.

I am also promoting the Philly Ad Club's Future Scholarship Awards to our students since all Education Member schools of the Philly Ad Club can submit one student nominee for the March interviews which will determine the top 10 college students to receive scholarships.

Last year in 2013, it was a struggle for some reason to find a viable PSU junior, not studying abroad, active in AdClub who wants to pursue a career in Philadelphia, to apply to be our Philly's Future Scholarship Nominee. I found one at the last minute 3 days before the due date in March 2013. We submitted Natalie Handali to be our nominee, but she did not place in the Top 10 of the 18 students.

As we renewed our Education Membership for the Philly Ad Club for 2014, I heavily pitched this opportunity to AdClub and classes in the Fall of 2013. The application is due soon after I type this Annual Review entry.

We had 3 PSU advertising juniors interested (Emily Burke, Rachael Kline and Carly Wenderlich). In order to determine which of the 3 to submit, since each Academic Member Institution can only submit ONE nominee, I had each student submit their application materials to me in mid-February and I copied all 3 applicants' materials and routed it to all the Ad/PR Faculty and asked each to take a few minutes out of their busy schedule to review the 3 PSU candidates. After they all reviewed the applicants in late February 2014, Emily Burke had the most votes and she is polishing up her application materials to get to me to submit by the March 3 2014 deadline.

As far as the Education Committee Meetings. These meetings are held the first Friday of each month during the school year. I had hoped to get involved as much as possible with the Philly Ad Club by attending one of their monthly meetings, but I had Friday classes in Fall 2013. I did schedule to attend the Jan 2014 meeting but winter weather cancelled that meeting and altered the schedule for the February 2014 meeting that I couldn't attend. I am scheduled to attend the March 2014 meeting coming up so that I can offer some insight about some of these events, programs and scholarships from the PSU student perspective.

Hopefully the winter weather will cooperate and not cancel the meeting this time so I can find a way to get more involved with this group.

Association for Education in Journalism and Mass Communication. (January 1, 2006 - December 31, 2015).

General member in AEJMC to be able to submit student logos for the yearly Call For Entries for the annual AEJMC conference logo design competition.

I continue to renew my AEJMC Membership just in order to be able to submit student logos to the AEJMC Annual Conference Logo Design Contest.

Board of Directors--AAF Relations & Scholastic Relations, i-99 Advertising Club. (January 1, 2011 - December 31, 2013).

I have been very involved in the new local professional Advertising Club, the i-99 Ad Club, an officially recognized American Advertising Federation professional chapter.

The i-99 Ad Club is a new professional organization started by local designer/advertising professional Mark Dello Stritto. The two-and-a-half year old i-99 Ad Club, now an officially recognized chapter of the American Advertising Federation, serves as the only professional organization for advertising/communication/marketing professionals between Williamsport and Altoona/Johnstown, though initially focusing efforts locally here in State College for now.

Myself, along with Bob Baukus, Ken Yednock and Frank Dardis pooled together to join as a corporate membership under the Penn State Ad/PR Dept, to show our support of this local professional club. After a successful year and a half of hosting mainly Meet N Greet Happy Hours in State College, we held 4 events with professional speakers in Spring 2011 thru Fall/Winter 2011.

I am helping build the success of the local club by serving as an i-99 Ad Club Executive

Board member. I am contributing primarily in the areas of AAF Relations & Scholastic Relations. I'm not only encouraging other local professionals to get involved and join, as well as reminding them of upcoming events, but also some professors in the Marketing Department in Smeal whom I have been in contact with, as well as some designers who work at Penn State, by posting info on events on the PSU-DSGMR listserv.

Some events or initiatives the board is pursuing that I am involved in include, planning a local ADDY Awards Show next year, which we will try to get started with a non-judged, showcase of local members' only creative work this year in some kind of gallery display, possibly in collaboration with the local chamber CBICC. This event & reception will hopefully get members interested in the possibility of a judged local ADDY Awards Show, and will at least help us gauge to what extent the local professionals are interested in a juried creative awards show. In our efforts to plan for this event, I have been in touch with both Karen Love in the AAF District Two Offices and Brian Bronaugh, a PSU Graphic Design graduate who has been very active in our PSU AdClub and some College of Communications mentoring events, and is a past president of the Pittsburgh Ad Federation and a regional governor of AAF District Two. Both of these key AAF administrators are giving me advice and tips on how to plan and organize an ADDY Awards.

In addition to a local showcase and possible ADDY Awards, we are planning for an educational program on average every other month with a professional from outside the central PA area. As well we are continuing to plan an every other month networking Meet N' Greet happy hour event.

## **Awards and Honors**

AEJMC Annual Conference Logo Design Contest, AEJMC — Visual Communication Division.  
(August 24, 2012 - April 1, 2013).

## **Teaching**

### **Teaching Experience**

#### **Penn State**

COMM 297, Special Topics, 15 courses  
COMM 421, Ad Creative Strat, 20 courses  
COMM 468, Graphic Comms, 9 courses  
COMM 494, Research Project Courses, 4 courses  
PSU 009, First-Year Seminar Communications, 1 course  
PSU 9, First-Year Seminar Communications, 3 courses

### **Non-Credit Instruction**

Workshop, Instructor, Lecture/Lab, n/a, Carnegie Mac Lab rm 19, 25 participants, Internal to Penn State, Academic. Spring (September 17, 2013 - September 24, 2013).

Seminar, Instructor, Classroom, AdClub, Carnegie Conference rm 1, 12 participants, Internal to Penn State, Academic. Fall (December 3, 2012).

## **Research**

## Creative Accomplishments

### Other

Print/Logo Design as Independent Studies or Directed Research, "Non-Profit Marketing Collateral Design: 2013." (2013).

#### NOTE:

I am providing a detailed list of all these projects & printed samples, as a printed narrative discussion along with sample PDFs for all the projects, that I will pass on to my department chair as supplemental evidence of my creative projects.

This Creative Activities section doesn't take into consideration non-video type projects. So I'm still not sure if this is the best place to be posting this.

#### BASIC DESCRIPTION:

I have worked on approximately a dozen different design projects, both logo identity design projects and non-profit marketing collateral projects. These projects are mostly done by students who complete the primary design work while consulting with the non-profit client for content and edits, and earning COMM 494 Directed Research credit, or in many cases, not earning any credit at all as they just want the portfolio piece & experience to learn more design.

I meet with most of these students for a 1 hour discussion/design critique session once every two weeks to see their progress and offer design feedback on what to improve in the layouts. And in the case of projects for the College of Communications provide feedback from my meetings w/ the clients or our discussions in the ad hoc Marketing Committee meeting.

These dozen or so projects are in various forms of completion. Some are completed and final files having been provided to the client for their use; while others are in production and some are on hold waiting to hear from the client.

I am submitting sample printouts of most of them.

Print Design as Independent Studies or Directed Research, "Non-Profit Marketing Collateral Design: 2012." (2012).

#### NOTE:

I am providing a detailed list of all these projects & printed samples, as a printed narrative discussion along with sample PDFs for all the projects, that I will pass on to my department chair as supplemental evidence of my creative projects.

#### BASIC DESCRIPTION:

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I meet with most of these students for a 2 hour discussion/design critique session once every two to three weeks to see their progress and offer design feedback on what to improve in the layouts.

These dozen or so projects are in various forms of completion. Some are completed and final files having been provided to the client for their use; while others are in production and some are on hold waiting to hear from the client.

## Consulting/Advising

Misc Design/Creative Consulting w/ local Non-Profits, Misc---Included in the section "Creative Activities", Misc non-profits.

All of my consulting activities are design work for various local non-profits or for our College of Communications marketing efforts. Most of this work is pro bono as they are non-profits with no budgets for design or advertising. And most are projects that I oversee as class projects or Independent Study/Directed Research Projects that students design to learn a new type of communication piece to add to their creative portfolios.

All of these projects are listed in Creative Activities, Awards, Courses, Narrative Statement, etc.

Misc Design/Creative Consulting w/ local Non-Profits, Misc---Included in the section "Creative Activities", Misc non-profits (2016). (January 1, 2016 - December 31, 2016).

All of my consulting activities are design work for various local non-profits or for our College of Communications marketing efforts. Most of this work is pro bono as they are non-profits with no budgets for design or advertising. And most are projects that I oversee as class projects or Independent Study/Directed Research Projects that students design to learn a new type of communication piece to add to their creative portfolios.

All of these projects are listed in Creative Activities, Awards, Courses, Narrative Statement, etc.

## Presentations Given

Smith, R. G. Misc Workshops/Seminars/Presentations, Misc.

## Development Activities Attended

"Student Advertising Competition," AAF District 2, American Advertising Federation, 2016 District Two AAF National Student Advertising Competition, 0 credit hours. New York, NY, US. (April 14, 2016 - April 16, 2016).

American Academy of Advertising (AAA), American Academy of Advertising (AAA), 2016 Annual Conference. Seattle, WA, US. (March 17, 2016 - March 20, 2016). [http://http://www.aaasite.org/](http://www.aaasite.org/).

"Penn State Web Conference," Penn State Web Conference Committee, Penn State. University Park, PA, US. (June 22, 2015 - June 24, 2015). <http://elements.psu.edu>.

American Academy of Advertising (AAA), American Academy of Advertising (AAA), 2015 Annual Conference. Chicago, IL, US. (March 26, 2015 - March 29, 2015). [http://http://www.aaasite.org/](http://www.aaasite.org/).

"Student Advertising Competition," AAF District 2, American Advertising Federation, District Two AAF National Student Advertising Competition, 0 credit hours. New York, NY, US. (April 11, 2014 - April 13, 2014).

American Academy of Advertising (AAA), American Academy of Advertising (AAA), 2014 Annual Conference. Atlanta, GA, US. (March 27, 2014 - March 30, 2014). [http://http://www.aaasite.org/](http://www.aaasite.org/).

"Student Advertising Competition," AAF District 2, American Advertising Federation, District Two AAF National Student Advertising Competition, 0 credit hours. New York, NY, US. (April 26, 2013 - April 28, 2013).

American Academy of Advertising (AAA), American Academy of Advertising (AAA), 2013 Annual Conference. Albuquerque, NM, US. (April 4, 2013 - April 7, 2013). <http://http://www.aaasite.org/>.

Pittsburgh Ad Federation, PGH AdFederation (Pittsburgh's AAF Professional Chapter), PGH AdFed 2013 ADDY Awards Presentation. Pittsburgh, PA. (March 1, 2013).

## **Service**

### **Service to the University**

#### **College**

##### **Assistance to Student Organizations**

Creative Mentor-HVC, I offer design advice for HVC Account Teams' creative projects, including promotional banners & posters. (January 1, 2013 - December 31, 2013).

Creative Mentor-Valley, Mentor. (January 1, 2013 - December 31, 2013).

##### **Committee Work**

Committee Member, College of Communication Marketing Committee, Committee Member. (January 1, 2013 - December 31, 2013).

#### **Department**

##### **Administrative Support Work**

Organizer. (January 1, 2014 - Present).

Help plan details for guest professionals to come to campus to speak to students as part of Hearst Visiting Professional visits.

On average every year I usually take the lead on planning the details for a guest professional's visit to campus as part of Hearst Visiting Professional's visits.

For 2014 I have planned the visit of 1999 PR grad, Tom Resau for March 2014. Including arranging his schedule of 4 total classroom presentations over his 2 day visit. Also included arranging with Ann Marie Major to have him do something with the PRSSA chapter as he was the first Treasurer of the PRSSA chapter here.

##### **Assistance to Student Organizations**

AdClub Faculty Adviser-2013, Advisor. (January 1, 2013 - December 31, 2013).

Advise the student officers in planning events for the school year to bring professionals in to speak about their agencies and careers.

For detailed events and membership stats, please see separate hardcopy narrative submitted along w/ sample event posters the students designed to give an overview of the events.

Creative Mentor-2013, Mentor. (January 1, 2013 - December 31, 2013).

Serve as the Nittany Group AAF Team's creative & design mentor to help with the design of the plans books especially, and just an overall additional advisor with respect to creative execution and design.

In addition to advising the AdClub, I continued to assist Ken Yednock with advising the



Nittany Group AAF Team, primarily serving as Creative Mentor to offer advice on campaign ideas and the plans book design and production, as well as logo design tips.

This year's client for 2013, was Gliden Paints.

My most significant contribution was consulting with the plans book designer to provide tips on designing the book and how to properly set up the InDesign files for optimal printing. Included attending a meeting at the PSU Multi-Media Print Center, where the plans book was printed, with the Nittany Group student director, the book designer, and Ken Yednock to ensure the book designer understood the printing process.

AdClub Faculty Adviser-2012, Advisor. (January 1, 2012 - December 31, 2012). Advise the student officers in planning events for the school year to bring professionals in to speak about their agencies and careers. For detailed events and membership stats, please see separate hardcopy narrative submitted along w/ sample event posters the students designed.

Creative Mentor-2012, Mentor. (January 1, 2012 - December 31, 2012). Serve as the Nittany Group AAF Team's creative & design mentor to help with the design of the plans books especially. In addition to advising the AdClub, I continued to assist Ken Yednock with advising the Nittany Group AAF Team, primarily serving as Creative Mentor to offer advice on campaign ideas and the plans book design and production, as well as logo design tips. My most significant contribution was consulting with the plans book designer to provide tips on designing the book and how to properly set up the InDesign files for optimal printing. Included attending a meeting at the PSU Multi-Media Print Center, where the plans book was printed, with the Nittany Group student director, the book designer, and Ken Yednock to ensure the book designer understood the printing process.

## **University**

### **Committee Work**

ISIS Replacement Committee-design & creative liaison, ISIS Replacement Committee, Consultant - Design & Creative. (January 1, 2013 - July 31, 2013). Provided creative and design consultation to the university-wide committee to replace the entire software infrastructure currently called ISIS. In Nov 2012 I was asked by Dean Marie Hardin for ideas on how our college can help contribute to a university wide committee she has been sitting on for a year or so.

The ISIS Replacement Project Committee is a committee that was created to come up with a plan to purchase a new Student Information System software package and phase out the current ISIS software that manages admissions, billing and accounts, financial aid, course & classroom scheduling, transcripts, and advising records for Penn State students. This also includes eLion.

Penn State's current ISIS software has been deemed to be too antiquated to update and thus the need to replace it with a more robust vendor-supported software to better support undergraduate & graduate students as well as faculty and staff, at all University locations.

This University-wide committee included one person representing each college as a way for each college to offer support in this major transition. Dean Hardin was our college's representative. Our college's role on this committee was primarily in the way of helping with the communication campaign to announce the transition and name the new software (at least name the communication campaign and that name would likely become the moniker for the new software system) as well as develop a logo and visual identity for the

campaign/software.

In my initial meetings with Dean Hardin in November 2012 she asked for my advice on how we could help in the way of naming and/or creating a logo. I suggested that the best way we could help would be that we could have students help with naming and I could then find a skilled student to design the logo. My proposal was to make this an Extra Credit opportunity for advertising students by announcing a naming contest at AdClub and in both Ken & my COMM 421 classes since those students had been learning how to at least write slogans and they could apply that idea to naming the Communication Campaign/Software.

We had students submit name ideas by the beginning of December and presented the batch of about 30 names to the ISIS Replacement Committee. The committee chose a student's name suggestion, LionPaw, at their Dec meeting.

While I considered making this a COMM 468 logo project or a contest, based on the intended timeline of needing a name and logo done by mid- Spring term, I felt picking one student to do all the design work was the best approach. The student we chose to do the design work was Andrea Tinkoff a senior at the time who had been doing various design projects with me for Directed Research credit and some not for credit over the prior year. I felt she had the most advanced design skills of any student. Dean Hardin provided a stipend of about \$300 for Andrea to do the design work over the course of the first couple months of 2013.

Once the name was solidified, Dean Hardin and I along with Andrea met with Karen Magnuson, Assistant Director and Manager of the University Editor Representative System (i.e. the person at Penn State who manages the use of the various university logos). Karen's involvement was to help advise us on what we could and could not do as far as creating a new logo or symbol to represent the university as a whole as this software package would.

Andrea created a variety of great logos concepts for the committee to start reviewing in January. The committee was impressed with a couple of her designs and gave approval to move forward on fleshing out a couple for a 2nd draft. Shortly after, we were notified that the committee learned that the name of a group at campus, the Lion's Paw Society, was too close to our new name. and we could not use LionPaw as a URL. So we had to go back to the drawing board and have students in COMM 421 in the Spring Term 2013 to submit names with slight new parameters.

In late Feb 2013 I presented a list of new names to the Committee and helped brainstorm with them a short list of 5 names that would be taken to PSU Legal Dept for them to look into the availability of the name. In the brainstorming discussion, the Committee really liked the idea behind some of the student's acronyms, but none fit exactly, or some seemed to be in use as a URL. Though a few inspired the committee to keep brainstorming various acronym based names, one of which was LionPATH, where PATH = Penn State Academic Technology Hub.

It still had the same ring to it as LionPaw. This first choice of name the committee wanted to use was forwarded to the PSU Legal Dept, which responded that the name seemed to be viable for use and approved the committee to move forward with that name.

Andrea also started from scratch to come up with new designs now that we could not maintain the "paw" idea.

Due to the busy March and April, for both myself and Andrea (who was also serving as the AAF Nittany Group Plans book designer) the Committee gave Andrea some extra time and we presented designs in April 2013. And the committee picked a favorite and

Andrea polished and created a full logo identity. At this point Dean Hardin & I met w/ Karen Magnuson to make sure to get her approval for a final polishing of this logo that would be used for a long time to represent the university. Magnuson approved the use of the LionPATH logo icon and wordmark as it fit into the parameters for visual identity standards for the university.

Andrea polished the logo treatments and the ISIS Replacement Committee then presented the designs to the Executive Council for the final stage of approval which the council did approve. We provided a final set of logos and treatments in June 2013.

The Project LionPATH Website w/ Andrea's logo is now live to announce the impending transition. <http://projectlionpath.psu.edu/>

### **Participation in Recruitment and Retention Activities**

President's Convocation for Freshmen, Attendee. (August 23, 2014).

Was asked by Dean Hardin to be one of 2 College of Communications representatives for the new President's Convocation for Freshmen the Saturday before the first day of classes in Fall 2014.

Noted above. Not a committee. Just walked in the procession to represent the College at this new event President Barron created to welcome Freshmen.

## **Service to Society as a Representative of the University**

### **Participation in Community Affairs**

ArtsFest 2014 Ambassador, Central PA Festival of the Arts, Volunteer, Regional. State College. (July 10, 2014 - July 13, 2014).

I spent about 10 hours volunteering as an Arts Fest Ambassador walking an assigned route to see if any vendors had questions or needed someone to watch their booth so they can get food or a bathroom break.

I enjoy helping out these talented and I'm sure exhausted artisans who travel the country trying to sell their wares. Especially when they are working the Arts Fest alone and need a short break to get some food or go to the restroom.

ArtsFest Ambassador, Central PA Festival of the Arts, Volunteer, Regional. State College. (July 11, 2013 - July 14, 2013).

I spent about 10 hours volunteering as an Arts Fest Ambassador walking an assigned route to see if any vendors had questions or needed someone to watch their booth so they can get food or a bathroom break.

I enjoy helping out these talented and I'm sure exhausted artisans who travel the country trying to sell their wares. Especially when they are working the Arts Fest alone and need a short break to get some food or go to the restroom.

Special Olympics Volunteer, Special Olympics of Central Pennsylvania, Volunteer, State. (June 6, 2013 - June 8, 2013).

I volunteered at various events during the 4-day Central PA Special Olympics Games last summer 2013.

All told, I volunteered about 5 hours over the four days including volunteering at the "Olympic Village" which was in the courtyard of Findlay & Johnston Commons, where the athletes were staying and at the Sports Fest event that was to be held outside but due to inclement weather was moved indoors to the Multi-Sport Building.

For The Love of Art & Chocolate fundraiser volunteer, Clearwater Conservancy, Volunteer, Local. State College. (February 15, 2013).

I volunteered to staff the Clearwater Conservancy booth this summer at a couple of local fairs or festivals. As well, I volunteered again this January, for my sixth time, at their For The Love of Art & Chocolate fundraiser at the Penn Stater Hotel Conference Center. I helped with the art auction payment collection at the end of the night.

## **Service to the Disciplines and to the Profession**

### **Organizing Conferences and Service on Conference Committees**

American Academy of Advertising (AAA), Design/Communications Committee — Industry Relations Committee (ad hoc), Committee Member, National. (January 1, 2013 - December 31, 2013).

Sit on an ad hoc advisory committee for the AAA in its efforts to build stronger relationships with the advertising industry & ad professionals. Also serving as AAA Design Committee Chair (i.e. Art Director)

I was also asked following the 2013 Annual Conference in Albuquerque NM to head up a Design Committee to offer advice on design and visual identity as AAA creates a new website.

In this role I proposed to also improve the organization's image by completely redesigning their Annual Conference Program and create new signage for the annual conference in the form of a Daily At-A-Glance poster of each day's schedule grid. This poster would be put on easels near the Registration Table to aid attendees as a reminder of the day's sessions.

See "Professional Memberships" section for a full explanation of my role in this organization as their design consultant. Also see attached copy of the old Conference Program from 2013 in Albuquerque and my redesign of it over the summer of 2013 into the program for the 2014 Annual Conference. And the poster mock up.

i-99 Ad Club- now: Central PA Creative Professionals [CP]2, Executive Board, Board Member, Local. State College, PA. (January 1, 2013 - December 31, 2013).

I am one of 5 other local professionals serving as general board members helping to steer the i-99 Ad Club and plan events including guest speaker presentations, every other month Meet N Greet networking happy hours, and planning for a future local awards show for the regional creative professionals.

See full descriptions of duties under "Professional Memberships" regarding my role in the i-99 Ad Club that was recently re-branded as the Central PA Creative Professionals, aka CPsquared.