



2017
AMERICAN
ADVERTISING
AWARDS

PITTSBURGH, PA



INSPIRE THROUGH INSIGHTS



**A global analytics technology company
unlocking insights to drive business growth**



BEYOND MICRO DATA

Real World Data Signals
that influences the user's
buying process



BEYOND AUTOMATED ENGINES

Combining human and artificial
intelligence to deliver best in
class performance & insights



BEYOND PROGRAMMATIC

Solving Business problems
through Digital Media

Pittsburgh Advertising Community:

Thank you for being here tonight, and for your participation in the 2017 Pittsburgh ADDY Awards.

It has been an honor to participate in my first ADDYs behind the scenes as the new President of the Pittsburgh Advertising Federation. I witnessed firsthand the hours of volunteer time and hard work that goes into the development and execution of this night, and I have to tell you – this ADDY Committee loves the Pittsburgh ad community. Hard. They sacrificed long nights combing through your submissions, making sure you followed the rules to a T; they spent weekends sequestered away in a hotel to ensure judging went off without a hitch; they gave up days and nights to create this amazing night in our new venue.

The ADDY Committee deserves #allofthedrinks. Find their names on the next page, and please, buy one of these fine folks a beer.

I also can't thank enough our generous advertisers and sponsors. Putting on an event of this caliber takes a lot of resources, and we simply would not be able to do it without the underwriting and support of these partners. Thank you all!

The theme of all of this? Support. As a volunteer organization, the Pittsburgh Advertising Federation's success is driven by the support and commitment of its members, committee chairs, board members, advertisers, and sponsors. As you're having fun tonight, mingling with friends old and new, I encourage you to consider getting involved with the Ad Federation. Come to a Juice. Come to our luncheons. Ensure your membership in the Ad Fed or Ad2 is up to date (the member directory is in the back of this program!). Our organization can thrive with your support.

Again, thank you for being here, and congratulations to all of tonight's winners. The work is outstanding.

Enjoy the show!

Becky Mancuso

President, Pittsburgh Advertising Federation

SALES & MARKETING	1
REPORTS BROCHURES AND PUBLICATIONS	2
DIRECT MARKETING	4
SPECIALTY ADVERTISING	5
SELF PROMOTION / PRINT ADVERTISING	6
PRINT ADVERTISING	7
GUERRILLA MARKETING/OOH INSTALLATION	8
OOH INSTALLATION/ EVENTS	9
POSTERS	10
POSTER CAMPAIGN	12
OUT OF HOME	13
ONLINE INTERACTIVE	15
SELF PROMOTION/FILM VIDEO AND SOUND	18
ELEMENTS OF ADVERTISING	23
CINEMATOGRAPHY	27
STUDENTS	29
JUDGES CHOICE AWARD	30
BEST OF SHOW	35
MEMBERSHIP DIRECTORY	52

DENOTES A GOLD ADDY WINNER



SILVER SPONSOR



ANALYTICS | TECHNOLOGY | INSIGHTS

DESSERT SPONSOR

STUDIO | 

ANNUAL CORPORATE SPONSOR



Pittsburgh Post-Gazette®
post-gazette.com

SPECIAL THANKS

This annual competition and show could not happen without the support of a wonderful team of volunteers, friends and sponsors.

ADDY Chair

Matt Hildebrand

ADDY Judging Chairs

Gordon Robertson

Dan O'Donnell

ADDY Committee

Matt Hildebrand

Amy Del Rio-Gazzo

Erin Hess

Brian Ackermann

Chris Jezowicz

Evie DeSarno

MacKenzie Cherban

Kristen Psica

Ted Walzl

Mike Giunta

ADDY Show Director:

Brian Duncan

ADDY show creative concept, artwork:

Dan O'Donnell & Tyler Bergholz

ADDY book cover illustration and book design by:

Ted Walzl

ADDY book printed by:

RR Donnelley

ADDY Show Site Production by:

Massive Media

Award Show Audio Produced by:

Big Science

In-Kind Sponsors:

Cwenar Photography

RR Donnelley

Big Science

Massive Media

Voice over talent:

Lisa Airesman

Special thanks to:

Chemistry

Garrison Hughes

4Moms

August Wilson Center

MARC USA

Pittsburgh Cultural Trust

The Verb Agency

The Fairmont Pittsburgh

**Amy Imdieke**

Adventure Advertising
Senior Graphic Designer

Amy Imdieke is a graphic designer and illustrator based out of Minneapolis, MN who has a love for beautiful typography, all things design and world travel.

Amy has over 10 years of experience in the advertising industry and is currently a Senior Graphic Designer at Adventure Advertising, a full-service marketing, advertising and PR agency based in Minneapolis, Minnesota.

When she's not creating award-winning work or serving on the national board of the American Advertising Awards Committee, you can find her performing with her hula hoop dance troupe called the Twistin Vixens.

**Billy Barnes**

Howard/Merrell
Creative Director

Billy Barnes is an award-winning creative director and copywriter with over 20 years of experience working on a wide variety of accounts in just about every industry you can think of. He's been the creative director at Howard/Merrell in Raleigh, NC for 10 years. Prior to moving south, Billy worked at both large and small agencies in NYC. When he's not doing the ad man thing, he's busy with 4 kids, playing hockey and hoping the Carolina Hurricanes at least make it into the playoffs this season.

**Louise Mendoza-Salas**

Wunderman DC
Associate Creative Director

Officially, my current title is ACD at Wunderman. My unofficial titles are a bit more varied. Cat wrangler, mentor, idea generator, comic relief, and wine bringer, just to name a few.

Grew up on the mean streets of St. Louis. Seen a good bit of the world since then as an art director. I've been playing the ad game for about 17 years now. Clawed my way up through the ranks, though luckily I've never had to shank a man. Worked on a lot of brands you've heard of, a few you haven't, and even gotten a bit of recognition along the way. Oh yeah, I've been on the AAF-DC board of directors for over 6 years now.

**Matt Pruett**

Barkley
Creative Director

Matt Pruett lives, works, and makes things in Minneapolis. He has a BFA in Visual Communication from Kansas State University and attended Miami Ad School where he studied art direction. Besides agency gigs, Matt has been an instructor at Miami Ad School and served as a mentor for the School of Journalism and Mass Communication at the University of Minnesota. His work has been recognized by One Show, D&AD, Clio Awards, Communication Arts, Adweek, Advertising Age, and others.

**Seth Taylor**

Creative Director/Art Director

Originally from St. Louis, Seth moved around the country during his early years, eventually landing in Texas. He has spent the majority of his 19-year career working with brands like Bud Light, Domino's and The Home Depot, and has done tours of duty at large traditional agencies as well as small digital shops. His work has been recognized by Cannes Lions, USA Today SuperBowl Ad meter, National Addy's and Archive among others. His wife, Michelle, teaches Kindergarten, which means he never comes home and complains about a day working in Advertising.

SALES & MARKETING

MARC USA

Conair Man

Conair

Bryan Hadlock, Chief Creative Officer

Josh Blasingame, Creative Director

Adam Cicco, Associate Creative Director

David Seman, Associate Creative Director

Thomas Yorgen, Print Production Supervisor

Craig Leffler, Photographer

Michael Johnson, Senior Account Supervisor

Valerie Bonner, Producer



CONAIR - SALES COLLATERAL



Gatesman

Bubba's Burgers Menu

Bubba's Gourmet Burgers and Beer

Dave Kwasnick, Partner

Jay Giesen, SVP, Executive Creative Director

Jeff Barton, Associate Creative Director

Sam Panico, Associate Creative Director

Megan Pilsner, Project Manager



Eighty Twenty

Sprouts Farmers Market Potato Chips

Sprouts Farmers Market

Casey DeCarlo, Creative Director

Steve Beckman, VP Design

Tracey Roman, Client Services Director



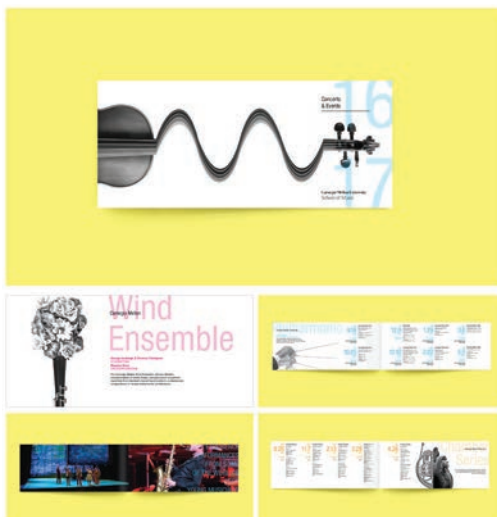
REPORTS BROCHURES AND PUBLICATIONS



Brunner
Slazenger Money Ball
Dick's Sporting Goods
Keith Martin, Creative Director
Keith Martin, Designer
Michelle Bauer, Jr. Designer
Jim Lundy, Print Production



Garrison Hughes
HVI
UPMC Heart & Vascular Institute
Bill Garrison, Copywriter
Dave Hughes, Art Director
Mike Guinta, Copywriter
Larry Hruska, Art Director
Bob Brown, Design Director



Wall-to-Wall Studios
Lang Brothers
School of Music Concert Brochure
Carnegie Mellon University, School of Music
Larkin Werner, Creative Director
Doug Dean, Art Director, Designer
Migliozi Print Services, Printing

REPORTS BROCHURES AND PUBLICATIONS

Smith Brothers Agency

Ai Newsletter - Paper Quilling

The Art Institutes

Bronson Smith, Executive Creative Director (Art)

Noah Purdy, Photographer

Rachel Norris, Set Stylist

Paul McCluskey, Art Director

Lindsey Knight, Senior Manager, Direct & CRM

Christine Morelli, Producer

Ashley Sieniawski, Producer



Smith Brothers Agency

Ai Newsletter - Fabric Draping

The Art Institutes

Bronson Smith, Executive Creative Director (Art)

Noah Purdy, Photographer

Rachel Norris, Set Stylist

Paul McCluskey, Art Director

Lindsey Knight, Senior Manager, Direct & CRM

Christine Morelli, Producer

Ashley Sieniawski, Producer



Smith Brothers Agency

Ai Quarterly Newsletter Covers

The Art Institutes

Bronson Smith, Executive Creative Director (Art)

Noah Purdy, Photographer

Rachel Norris, Set Stylist

Paul McCluskey, Art Director

Lindsey Knight, Senior Manager, Direct & CRM

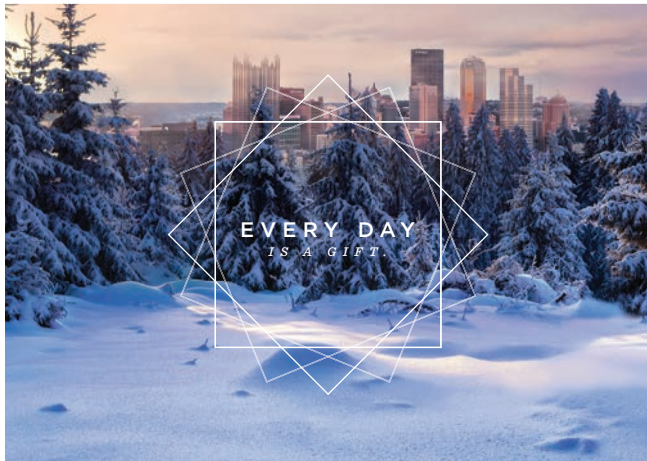
Christine Morelli, Producer

Ashley Sieniawski, Producer





Wall-to-Wall Studios
 Sprague Pest Control Holiday Cards
 Sprague Pest Control
 Larkin Werner, Creative Director
 Nathan Fussner, Senior Designer
 Wall-to-Wall, Copywriting
 Shawn Starr, Production Designer



Garrison Hughes
 Every Day
 UPMC
 Bill Garrison, Copywriter
 Dave Hughes, Art Director
 Mike Giunta, Copywriter
 Larry Hruska, Art Director
 Nan Quatchak, Producer
 Ilona Segedy, Copywriter
 Upper Cut, Post-Production
 Big Science, Audio



Brunner
 Oh the Possibilities
 WesBanco
 Rob Schapiro, Chief Creative Officer
 Kevin Corfield, Associate Creative Director
 Derek Julin, Associate Creative Director
 Jon Nicholson, Art Director
 Tom Karcher, Retoucher
 Kelly Nesbitt, Producer
 Jim Lundy, Print Production
 Lauren Tedesco, Account Director
 Stephanie Bane, Director of Account Planning
 Tom Cwenar, Photographer
 Stephanie Hoffman-Murphy, Media Supervisor
 Joel Ulrich, Senior Media Strategist

SPECIALTY ADVERTISING

Gatesman
 Bubba's Burgers
 Bubba's Gourmet Burgers and Beer
 Dave Kwasnick, Partner
 Jay Giesen, SVP, Executive Creative Director
 Jeff Barton, Associate Creative Director
 Sam Panico, Associate Creative Director
 Megan Pilsner, Project Manager
 Arthur Germer, Jr. Art Director
 Braden Mackey, Designer



Gatesman
 Bubba's Burgers-Tip It
 Bubba's Gourmet Burgers and Beer
 Dave Kwasnick, Partner
 Jay Giesen, SVP, Executive Creative Director
 Jeff Barton, Associate Creative Director
 Sam Panico, Associate Creative Director
 Megan Pilsner, Project Manager
 Arthur Germer, Jr. Art Director
 Braden Mackey, Designer



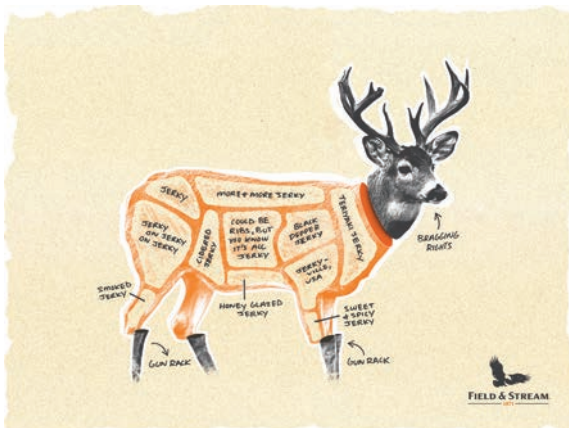
MARC USA
 Fire Drill Board Game
 Rite Aid
 Bryan Hadlock, CCO
 Alison Hammer, Creative Director/Copywriter
 Dan O'Donnell, Creative Director Art Director
 Tom Yorgen, Print Production
 Heather Kratsas, Account Management
 Michelle Fuscaldo, Account Management
 Shutterstock-drumcheg, illustration



Gatesman
 Bubba's Burgers-T-Shirts
 Bubba's Gourmet Burgers and Beer
 Dave Kwasnick, Partner
 Jay Giesen, SVP, Executive Creative Director
 Jeff Barton, Associate Creative Director
 Sam Panico, Associate Creative Director
 Megan Pilsner, Project Manager
 Arthur Germer, Jr. Art Director
 Braden Mackey, Designer



MARC USA
Any Occasion Card
MARC USA
Bryan Hadlock, CCO
Dan O'Donnell, Creative Director/Designer



PRINT ADVERTISING

Brunner

Cuts Duck

Field & Stream

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Dan Magdich, Associate Creative Director

Jeff Shill, Associate Creative Director

Alaina Sapienza, Copywriter

Richard Woodson, Art Director

Jessica Buehner, Account Manager

Kristen Cook, Account Manager

George Potts, VP, Director of Social Media

Julia Sprowls, Community Manager

Josef Bookert,



Brunner

Cuts Elk

Field & Stream

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Dan Magdich, Associate Creative Director

Jeff Shill, Associate Creative Director

Alaina Sapienza, Copywriter

Richard Woodson, Art Director

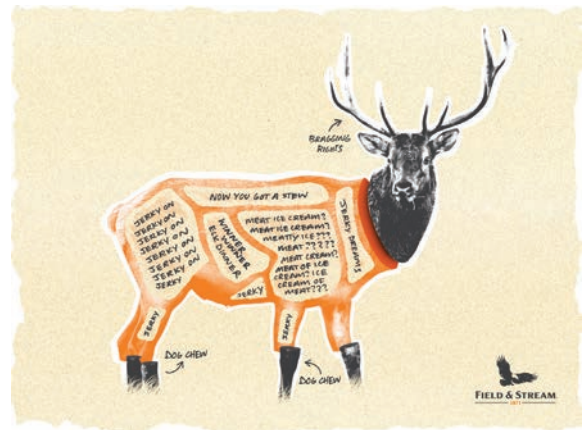
Jessica Buehner, Account Manager

Kristen Cook, Account Manager

George Potts, VP, Director of Social Media

Julia Sprowls, Community Manager

Josef Bookert, Social Media Strategist



MARC USA

Belle Tire - Be The Guy - Remember

Belle Tire

Bryan Hadlock, Chief Creative Officer

Greg Edwards, Creative Director - Copywriter

Josh Blasingame, Creative Director - Art Director

Beth Hurley, Print Production Supervisor

Duane Rieder, Photographer/DP

Rob Larson, Retoucher

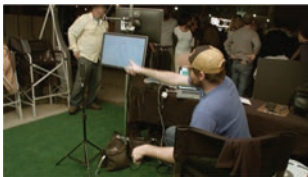
Josh Wigod, Account Supervisor



GUERILLA MARKETING/OOH INSTALLATION



Deeplocal
Zoogoo Photos
Deeplocal, Creative Agency
and Production Company



MARC USA
Warhol Chow Projection
The Warhol Museum
Bryan Hadlock, CCO
Dena Mosti, ACD Art Director
Lauren Black, Copywriter
Greg Edwards, Creative Director Copywriter
Josh Blasingame, Creative Director Art
Chris Bernardi, Management Supervisor
Marcello Figallo, Director, Experience Design
Randy Humphries, Digital Design
Michael Legacy, Digital Design
Christy Rodibaugh, Associate Buying Director
Clear Story Creative, Projection
Spotwelders, Animation, Editing



Wall-to-Wall Studios
Mix-n-Match Installation Signage
Pittsburgh Downtown Partnership
Larkin Werner, Creative Director
Nathan Fussner, Senior Designer
Fred's Signs, Fabrication and Installation


OOH INSTALLATION/ EVENTS

Wall-to-Wall Studios
Lang Brothers
Pig Iron Public House Environment
Larkin Werner, Creative Director, Designer
Doug Dean, Art Director, Designer
Christine Lemar, Designer
Casey Worthing, Production Artist
Modesto Studios, Fabrication and Installation



Deeplocal
Zagat Tiny Cafe
Zagat
Deeplocal, Creative Agency






WHAT WE DID: TINY CAFE

Zagat opened a tiny food cafe, proving that small venues are better than big ones.

We custom-designed a functional tiny cafe where "customers" could order real, edible live versions of some of NYC's hottest dishes. The cafe was open for three days at Rockefeller Plaza, NYC, October 23-25, 10am-7pm.

From tiny branded take-away boxes to elaborate menus, we coordinated every detail for photographability—using one end of the cafe with tiny food gallery and building in seating and a table on the opposite end of the cafe with minimalist place settings for customers to photograph their tiny food + reviews to social media settings.

Visitors were encouraged to use the campaign hashtag #tinyplate for social sharing.



OVERALL CAMPAIGN RESULTS
10/24 - 11/3

1 Billion Overall Impressions <small>(Potential Reach)</small>	145MM Social Impressions <small>(Potential Reach)</small>	3.3k Tiny Plates Served
---	--	-----------------------------------

THE NEW INCLINE MOUNTAIN BIKES **HUFFY**
MY 1980s RUN

Brunner
Incline Alaska
Huffy Corporation
Rob Schapiro, Chief Creative Officer
Dave Vissat, Creative Director
Dave Vissat, Art Director
Jim Lundy, Print Production
Tom Cwenar, Photography
Tom Karcher, Retoucher





Brunner
Incline New Mexico
Huffy Corporation
Rob Schapiro, Chief Creative Officer
Dave Vissat, Creative Director
Dave Vissat, Art Director
Jim Lundy, Print Production
Tom Cwenar, Photography
John Hafner, Photography
Tom Karcher, Retoucher



Brunner
Incline Southside
Huffy Corporation
Rob Schapiro, Chief Creative Officer
Dave Vissat, Creative Director
Dave Vissat, Art Director
Jim Lundy, Print Production
Tom Cwenar, Photography
Tom Karcher, Retoucher



Brunner
Death Comes Knocking
Santisima
Rob Schapiro, Chief Creative Officer
Dave Vissat, Creative Director
Dave Vissat, Art Director
Kevin Corfield, Copywriter
Jim Lundy, Print Production
Tom Cwenar, Photography
Tom Karcher, Retoucher
Dwight Pritchett, Retoucher

POSTERS

Brunner

Funeral Dirge

Santisima

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Dave Vissat, Art Director

Kevin Corfield, Copywriter

Jim Lundy, Print Production

Tom Cwenar, Photography

Tom Karcher, Retoucher

Dwight Pritchett, Retoucher

Gatesman

Big Dog Late Night

Big Dog Coffee

Dave Kwasnick, Partner

Jay Giesen, SVP, Executive Creative Director

Jeff Barton, Associate Creative Director

Sam Panico, Associate Creative Director

Arthur Germer, Jr. Art Director

Kelly Poorman, Senior Designer

Braden Mackey, Designer

David Kelly, Photography

Gatesman

Big Dog Snow Day

Big Dog Coffee

Jay Giesen, SVP, Executive Creative Director

Jeff Barton, Associate Creative Director

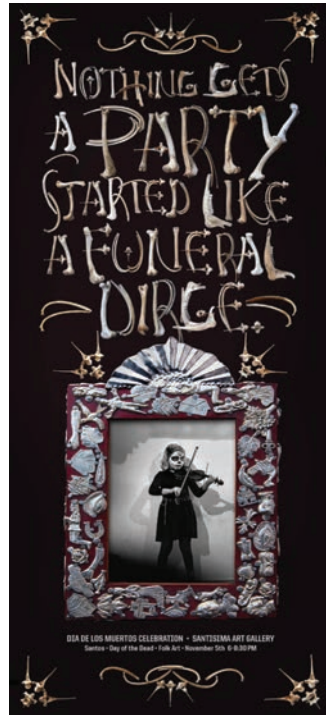
Sam Panico, Associate Creative Director

Arthur Germer, Jr. Art Director

Kelly Poorman, Senior Designer

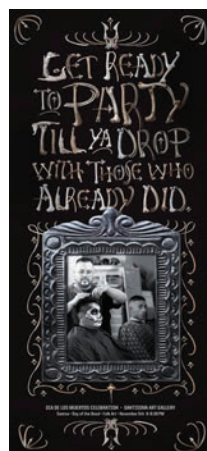
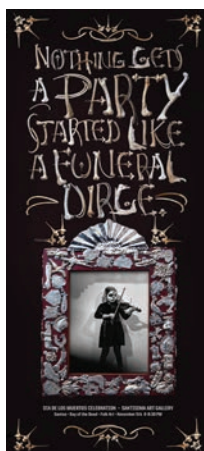
Braden Mackey, Designer

David Kelly, Photography





Brunner
Incline
Huffy
Rob Schapiro, Chief Creative Officer
Dave Vissat, Creative Director
Dave Vissat, Art Director
Jim Lundy, Print Production
Tom Cwenar, Photography
John Hafner, Photography
Tom Karcher, Retoucher



Brunner
Santisima Poster Campaign
Santisima
Ron Schapiro, Chief Creative Officer
Dave Vissat, Creative Director
Dave Vissat, Art Director
Kevin Corfield, Copywriter
Jim Lundy, Print Production
Tom Cwenar, Photography
Tom Karcher, Retoucher
Dwight Pritchett, Retoucher



Gatesman
Big Dog Shake Off
Big Dog Coffee
Dave Kwasnick, Partner
Jay Giesen, SVP, Executive Creative Director
Jeff Barton, Associate Creative Director
Sam Panico, Associate Creative Director
Arthur Germer, Jr., Art Director
Kelly Poorman, Senior Designer
Braden Mackey, Designer
David Kelly, Photography



POSTER CAMPAIGN / OUT OF HOME

Gatesman
 Bubba's Burgers POS
 Bubba's Gourmet Burgers and Beer
 Dave Kwasnick, Partner
 Jay Giesen, SVP, Executive Creative Director
 Jeff Barton, Associate Creative Director
 Sam Panico, Associate Creative Director
 Bryan Vorp, Senior Art Director



Wall-to-Wall Studios
 CMU, School of Drama Season
 Carnegie Mellon University, School of Drama
 Larkin Werner, Creative Director
 Doug Dean, Art Director
 Nathan Fussner, Senior Designer



Garrison Hughes
 Tots
 Heinz History Center
 Bill Garrison, Copywriter
 Dave Hughes, Art Director
 Vince Robleto, Copywriter
 Debbie Minnis-Regan, Art Director
 Dave Bernhardt, Retoucher





MARC USA

Inspire

The Warhol Museum

Bryan Hadlock, CCO

Josh Blasingame, Creative Director Art

Greg Edwards, Creative Director Copy

Tyler Bergholz, Art Director

Tanya Wasyluk, Copywriter

Beth Hurley, Production

Jeff Lavezoli, Illustrator

Dave Bernhardt, Retouching

Grey Patton, Account Management

Josh Wigod, Account Supervisor



MARC USA

Refuses

The Warhol Museum

Bryan Hadlock, CCO

Josh Blasingame, Creative Director Art

Greg Edwards, Creative Director Copy

Tyler Bergholz, Art Director

Tanya Wasyluk, Copywriter

Beth Hurley, Production

Jeff Lavezoli, Illustrator

Dave Bernhardt, Retouching

Grey Patton, Account Management

Josh Wigod, Account Supervisor



MARC USA

Weapons

The Warhol Museum

Bryan Hadlock, CCO

Josh Blasingame, Creative Director Art

Greg Edwards, Creative Director Copy

Tyler Bergholz, Art Director

Tanya Wasyluk, Copywriter

Beth Hurley, Production

Jeff Lavezoli, Illustrator

Dave Bernhardt, Retouching

Grey Patton, Account Management

Josh Wigod, Account Supervisor

OUT OF HOME /ONLINE INTERACTIVE

MARC USA

Warhol Wei Wei

The Warhol Museum

Bryan Hadlock, CCO

Josh Blasingame, Creative Director Art

Greg Edwards, Creative Director Copy

Tyler Bergholz, Art Director

Tanya Wasyluk, Copywriter

Beth Hurley, Production

Jeff Lavezoli, Illustrator

Dave Bernhardt, Retouching

Grey Patton, Account Management

Josh Wigod, Account Supervisor



Wall-to-Wall Studios

Downtown Crosswalk Installation

Envision Downtown

Larkin Werner, Creative Director, Designer

Emily McGaughey, Designer

PLP, Installation



Wall-to-Wall Studios

Nova Place Website

Faros Properties

Larkin Werner, Creative Director

Doug Dean, Art Director, Designer

Nathan Fussner, Senior Designer

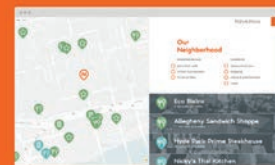
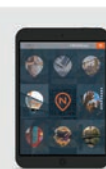
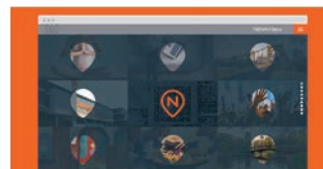
Emily McGaughey, Designer

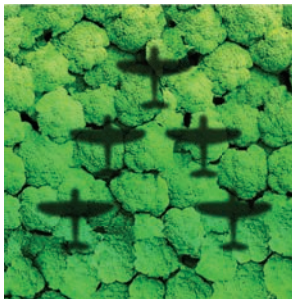
Dennis Paskorz, Senior Developer

Kurt Novak, Developer

Mike Kozak, Interactive Project Manager

Ann Trondle-Price, Copywriter





Gatesman
DLC-Halloween
Duquesne Light Company
Dave Kwasnick, Partner
Jay Giesen, SVP, Executive Creative Director
Matt Axeman, Associate Creative Director
Mark DiPietro, Associate Creative Director
Shelby Weimer, Account Supervisor
Lauren Wenzel, PR and Social Media, Senior Account Executive
Jamie Kurke, PR and Social Media, Assistant Account Executive

Gatesman
SHOP 'n SAVE Air Show
SHOP 'n SAVE
Dave Kwasnick, Partner
Jay Giesen, SVP, Executive Creative Director
Matt Axeman, Associate Creative Director
Sam Panico, Associate Creative Director
Arthur Germer, Jr. Art Director and Photographer
Rikki Jarvis, Project Manager
Chris Callen, Photography
Aleya Crable Jennings, Senior Account Executive

Chemistry Communications
Steel City Spirit
UPMC Health Plan
Geoff Tolley, Chief Creative Officer
Dan Dehner, Chief Interactive Officer
Ian Magill, Associate Creative Director
Kate McNamara, Writer
Mike Siemianowski, Designer
Clint Godlesky, Director of Interactive
Chris Daley, Senior Manager, Digital Media
Julia Gongaware, Manager, Digital & Social Media

ONLINE INTERACTIVE

Garrison Hughes

Monkeys

Heinz History Center

Bill Garrison, Copywriter

Dave Hughes, Art Director

Vince Robleto, Copywriter

Debbie Minnis-Regan, Art Director

Ben Pritchard, Interactive Developer

Tom Gigliotti, Photographer

Dave Bernhardt, Retoucher

Brunner

Cuts

Field & Stream

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Dan Magdich, Associate Creative Director Art

Jeff Shill, Associate Creative Director Copy

Jessica Buehner, Account Manager

George Potts, VP, Director of Social Media

Julia Spowls, Community Manager

Josef Bookert, Social Media Strategist

Richard Woodson, Art Director

Kristen Cook, Account Manager

Chemistry Communications

Education Partnership Website

The Education Partnership

Ian Magill, Associate Creative Director - Art Director

Kate McNamara, Writer

Jeremy Hedges, Director of User Experience

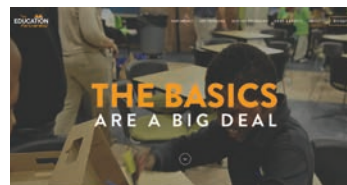
Allison Cosby, Senior UX Designer

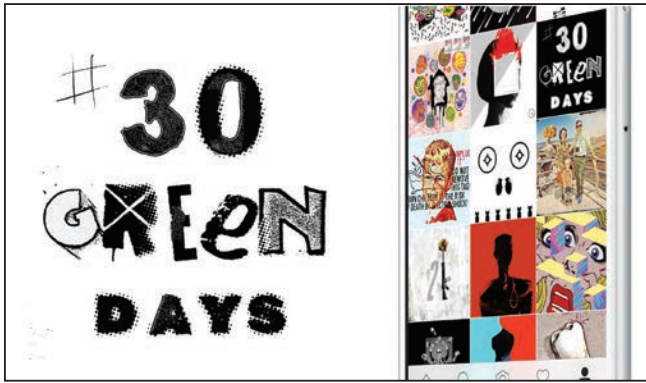
Dan Dehner, Chief Interactive Officer

Geoff Tolley, Chief Creative Officer

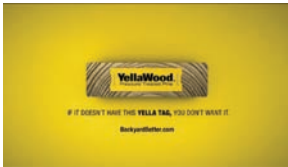
Clint Godlesky, Director of Interactive

Sam Miller, Interactive Developer

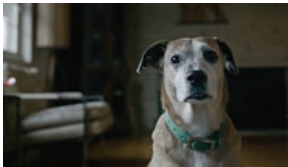




Doug Dean
#30GreenDays
Doug Dean
Doug Dean, Art Director



Brunner
Decklaration
YellaWood
Rob Schapiro, Chief Creative Officer
Dave Vissat, Creative Director
Kevin Corfield, Associate Creative Director
Derek Julin, Associate Creative Director
Danica Walker, Producer
Zak Cochran, Account Director
Jenny Williams, Account Manager
Bill Ziegler, Group Media Director
Anthony Garth, Director, Seed Media Arts
Storefront Music, Music
Eddie Kesler, Editor, Beast
Market Street Sound, Audio



Animal, Inc
Downward Dog
Animal Media Group
Michael Killen, Director/Creator/Animator
Kathy Dziubek, Executive Producer
Samm Hodges, Writer/Talent/Creator
Jim Kreitzberg, Animator
Beth Voltz, Editor
Allan Stallard, Colorist
Idil Gozde, Credit Animation
Danny Bracken, Composer
Defacto Sound, Audio Engineer
Rachel Vallozzi, Talent
Sadie Torles, Talent



FILM VIDEO AND SOUND

MARC USA

Firehouse Subs - Fanny Pack

Firehouse Subs

Joe Burke, Executive Creative Director

Matt Sullivan, VP, Senior Creative Director

Greg Edwards, Creative Director - Copywriter

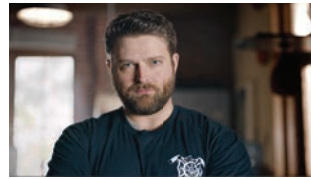
Josh Blasingame, Creative Director - Art Director

Snake Roth, Producer

Stephane Auriol, Account Director

Angela Faler, Account Executive

Carly Richter, Account Executive



MARC USA

Firehouse Subs - Bells

Firehouse Subs

Joe Burke, Executive Creative Director

Matt Sullivan, VP, Senior Creative Director

Greg Edwards, Creative Director - Copywriter

Josh Blasingame, Creative Director - Art Director

Snake Roth, Producer

Stephane Auriol, Account Director

Angela Faler, Account Executive

Carly Richter, Account Executive



MARC USA

Firehouse Subs - Hero of All Subs

Firehouse Subs

Joe Burke, Executive Creative Director

Matt Sullivan, VP, Senior Creative Director

Greg Edwards, Creative Director - Copywriter

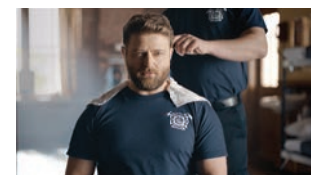
Josh Blasingame, Creative Director - Art Director

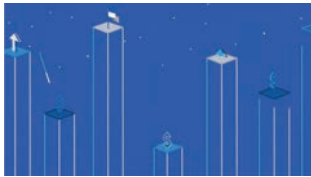
Snake Roth, Producer

Stephane Auriol, Account Director

Angela Faler, Account Executive

Carly Richter, Account Executive





Animal, Inc
Genco "Click"
Genco
Idil Gozde, Co-Director/Designer/Animator
Gavin Kosko, Co-Director/Designer/Animator
Kathy Dziubek, Executive Producer
Mike Hoff, Writer
Nathan Voltz, Producer
Paul Zito, Sound Design & Mix
Albert Albaladejo, Composer

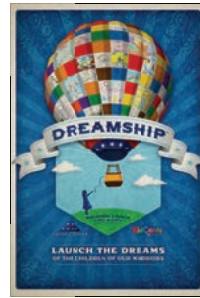
MARC USA
Warhol Wei Wei
The Warhol Museum
Bryan Hadlock, CCO
Josh Blasingame, Creative Director Art
Greg Edwards, Creative Director Copy
Tyler Bergholz, Art Director
Tanya Wasyluk, Copywriter
Beth Hurley, Production
Jeff Lavezoli, Illustrator
Dave Bernhardt, Retouching
Grey Patton, Account Management
Josh Wigod, Account Supervisor



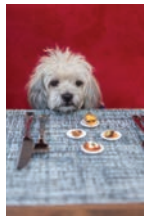
MARC USA
Warhol Chow Exhibit
The Warhol Museum
Bryan Hadlock, CCO
Dena Mosti, ACD Art Director
Lauren Black, Copywriter
Greg Edwards, Creative Director Copywriter
Josh Blasingame, Creative Director Art
Beth Hurley, Production
Russ Quakenbush, Photography
Chris Bodie, Retouching
Greg Meny, Production
Marcello Figallo, Director, Experience Design
Randy Humphries, Digital
Michael Legacy, Digital

FILM VIDEO AND SOUND

MARC USA
Dreamship
Rite Aid, Folds of Honor
Bryan Hadlock, CCO
Dena Mosti, ACD Art Director
Alison Hammer, Creative Director Copywriter
Greg Meny, Production
Darin DiNapoli, Cinematographer, Editing
Dustin Dowling, Editing, Sound
Michael Johnson, Account Management
Marcello Figallo, Director, Experience Design
Randy Humphries, Digital Design
Renee Thomas, Digital Design
Patti Mulligan, Digital Production
Steve Hamaker, Illustration

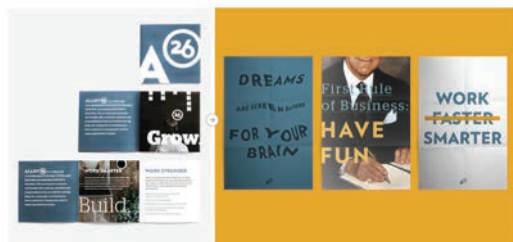
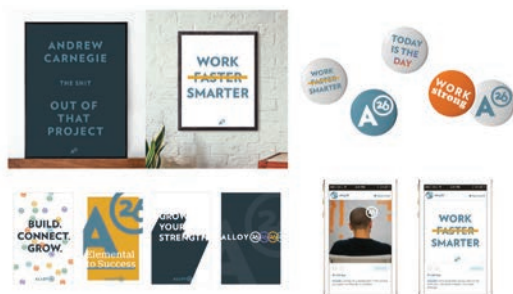
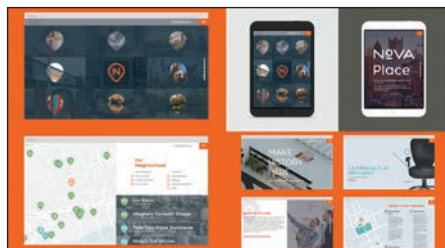


Deeplocal
Zagat Tiny Cafe
Zagat
Deeplocal, Creative Agency



Gatesman
Bubba's Burgers
Bubba's Gourmet Burgers and Beer
Dave Kwasnick, Partner
Jay Giesen, SVP, Executive Creative Director
Jeff Barton, Associate Creative Director
Sam Panico, Associate Creative Director
Bryan Vorp, Senior Art Director
Megan Pilsner, Project Manager
Arthur Germer, Jr. Art Director
Braden Mackey, Designer
Kelly Poorman, Sr. Designer





Wall-to-Wall Studios
 Nova Place
 Faros Properties
 Larkin Werner, Creative Director
 Doug Dean, Art Director, Designer
 Nathan Fussner, Senior Designer
 Emily McGaughey, Designer
 Ira Lederer, Motion Designer
 Dennis Paskorz, Senior Developer
 Kurt Novak, Developer
 Mike Kozak, Interactive Project Manager
 Ann Trondle-Price, Copywriter



Wall-to-Wall Studios
 Alloy 26
 Alloy 26
 Larkin Werner, Creative Director
 Doug Dean, Art Director, Designer
 Nathan Fussner, Senior Designer
 Dennis Paskorz, Senior Developer
 Kurt Novak, Developer
 Mike Kozak, Interactive Project Manager
 Rob Larson, Photographer



Wall-to-Wall Studios
 CMU, School of Drama Season
 Carnegie Mellon University, School of Drama
 Larkin Werner, Creative Director
 Doug Dean, Art Director
 Nathan Fussner, Senior Designer
 Emily McGaughey, Designer
 Migliozi Print Services, Printer
 Printscape, Environment Installation

ELEMENTS OF ADVERTISING

Wall-to-Wall Studios
Exhibit A Gallery
Larkin Werner, Designer



Wall-to-Wall Studios
That's a Moire
The Pittsburgh Cultural Trust
Larkin Werner, Creative Director
Doug Dean, Art Director, Designer



Chemistry Communications
Pedalling Pittsburgh
Bike Pittsburgh
Geoff Tolley, Chief Creative Officer
Ian Magill, ACD/Art Director





Brunner
Incline Alaska
Huffy Corporation
Rob Schapiro, Chief Creative Officer
Dave Vissat, Creative Director
Dave Vissat, Art Director
Jim Lundy, Print Production
Tom Cwenar, Photography
Tom Karcher, Retoucher



Brunner
Incline Southside
Huffy Corporation
Rob Schapiro, Chief Creative Officer
Dave Vissat, Creative Director
Dave Vissat, Art Director
Jim Lundy, Print Production
Tom Cwenar, Photography
Tom Karcher, Retoucher



Chemistry Communications
Playing to the City
New York Philharmonic
Rob Bupp, Creative Director
David Drebin, Photographer
Dan Ebert, Retoucher

ELEMENTS OF ADVERTISING

Brunner
Incline
Huffy Corporation
Rob Schapiro, Chief Creative Officer
Dave Vissat, Creative Director
Dave Vissat, Art Director
Jim Lundy, Print Production
Tom Cwenar, Photography
Tom Karcher, Retoucher



MARC USA
Belle Tire - Be The Guy
Belle Tire
Bryan Hadlock, Chief Creative Officer
Greg Edwards, Creative Director - Copywriter
Josh Blasingame, Creative Director - Art Director
Beth Hurley, Print Production Supervisor
Duane Rieder, Photographer/DP
Rob Larson, Retoucher
Josh Wigod, Account Supervisor



MARC USA
Conair Man
Conair
Bryan Hadlock, Chief Creative Officer
Josh Blasingame, Creative Director
Adam Cicco, Associate Creative Director
David Segan, Associate Creative Director
Thomas Yorgen, Print Production Supervisor
Craig Leffler, Photographer
Michael Johnson, Senior Account Supervisor
Valerie Bonner, Producer





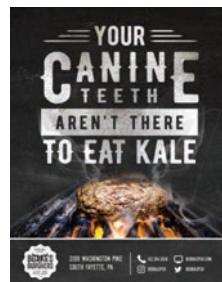
Brunner
Santisima Posters
Santisima
Rob Schapiro, Chief Creative Officer
Dave Vissat, Creative Director
Dave Vissat, Art Director
Kevin Corfield, Copywriter
Jim Lundy, Print Production
Tom Cwenar, Photography
Tom Karcher, Retoucher
Dwight Pritchett, Retoucher



MARC USA
Warhol Wei Wei
The Warhol Museum
Bryan Hadlock, CCO
Josh Blasingame, Creative Director Art
Greg Edwards, Creative Director Copy
Tyler Bergholz, Art Director
Tanya Wasyluk, Copywriter
Beth Hurley, Production
Jeff Lavezoli, Illustrator
Dave Bernhardt, Retouching
Grey Patton, Account Management
Josh Wigod, Account Supervisor



Gatesman
Bubba's Burgers
Bubba's Gourmet Burgers and Beer
Dave Kwasnick, Partner
Jay Giesen, SVP, Executive Creative Director
Jeff Barton, Associate Creative Director
Sam Panico, Associate Creative Director
Kelly Poorman, Senior Designer
Arthur Germer, Jr., Art Director
Braden Mackey, Designer
Bryan Vorp, Sr. Art Director
Megan Pilsner, Project Manager



CINEMATOGRAPHY

Brunner

The Aldean Tradition

Field & Stream

Rob Schapiro, Chief Creative Officer

Dave Vissat, Creative Director

Dan Magdich, Associate Creative Director Art

Jeff Shill, Associate Creative Director Copy

Jessica Buehner, Account Manager

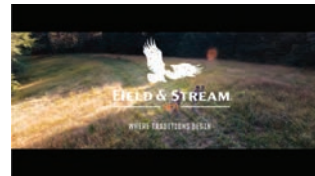
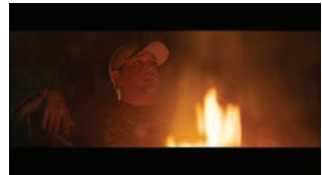
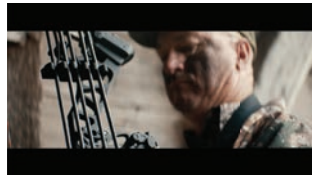
Brad Powell, Broadcast Producer

The Hudson Dusters, Directors

Green Point Pictures, Production Company

Company 3, Color & Finishing

One Thousand Birds, Audio



Covalent

Activate TEDxPittsburgh

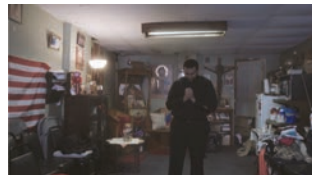
TEDxPittsburgh

Nicholas Buchheit, Director

Jeffrey Hitly, Producer

Gregory Neiser, Director of Photography

Alex Rodia, Director



Animal, Inc

Downward Dog

Animal Media Group

Michael Killen, Direction/Animator

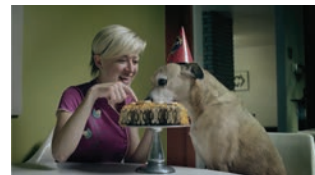
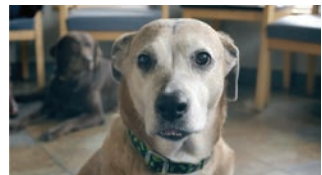
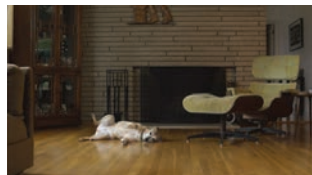
Kathy Dziubek, Executive Producer

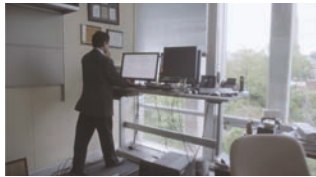
Jim Kreitzberg, Animation

Beth Voltz, Editing

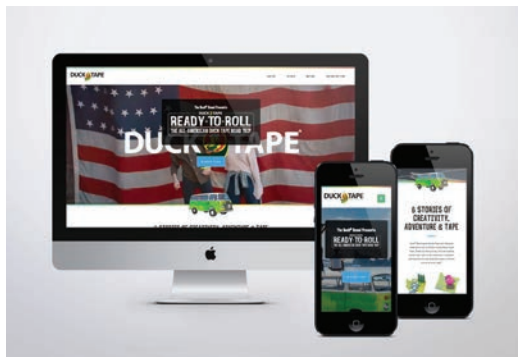
Allan Stallard, Color

Idil Gozde, Credit Animation

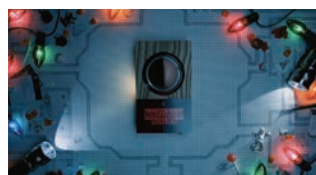
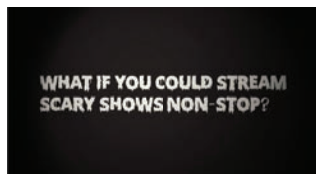




Covalent
Activate TEDxPittsburgh
TEDxPittsburgh
Nicholas Buchheit, Director
Jeffrey Hilty, Producer
Gregory Neiser, Director of Photography
Alex Rodia, Director



Brunner
Duck Tape Ready To Roll Website
Shurtech
Anthony Monahan, Creative Director
Tyler Oberley, Senior UX Designer & Developer
Bob Rusnak, Senior Digital Designer
Jeff Kerekes, Designer
Amy Mathis, Account Manager
Lucas Radomski, Project Manager



Deeplocal
Netflix
Halloween Doorbell
Deeplocal, Creative Agency and Production Company



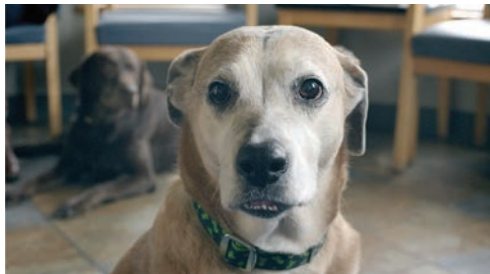
STUDENTS

Funk Records
Megan Dusenberry
The Art Institute of Pittsburgh



Pitt Acura Flyer Campaign
Lara Petorak
University of Pittsburgh





Animal, Inc
 Downward Dog
 Animal Media Group
 Michael Killen, Director/Creator/Animator
 Kathy Dziubek, Executive Producer
 Samm Hodges, Writer/Talent/Creator
 Jim Kreitzberg, Animator
 Beth Voltz, Editor
 Allan Stallard, Colorist
 Idil Gozde, Credit Animation
 Danny Bracken, Composer
 Defacto Sound, Audio Engineer
 Rachel Vallozzi, Talent
 Sadie Torles, Talent

"Although this entry is a little outside the norms of an Addy Show, it is truly a great piece of "advertising" in my opinion.

1. It tells a great story.

2. Sells an idea.

3. Left me wanting more

It made me laugh and made me fall in love with the characters. Well done."

~ Louise Salas



Brunner
Oh the Possibilities
WesBanco
Rob Schapiro, Chief Creative Officer
Kevin Corfield, Associate Creative Director
Derek Julin, Associate Creative Director
Jon Nicholson, Art Director
Tom Karcher, Retoucher
Kelly Nesbitt, Producer
Jim Lundy, Print Production
Lauren Tedesco, Account Director
Stephanie Bane, Director of Account Planning
Tom Cwenar, Photographer
Stephanie Hoffman-Murphy, Media Supervisor
Joel Ulrich, Senior Media Strategist

~ Seth Taylor



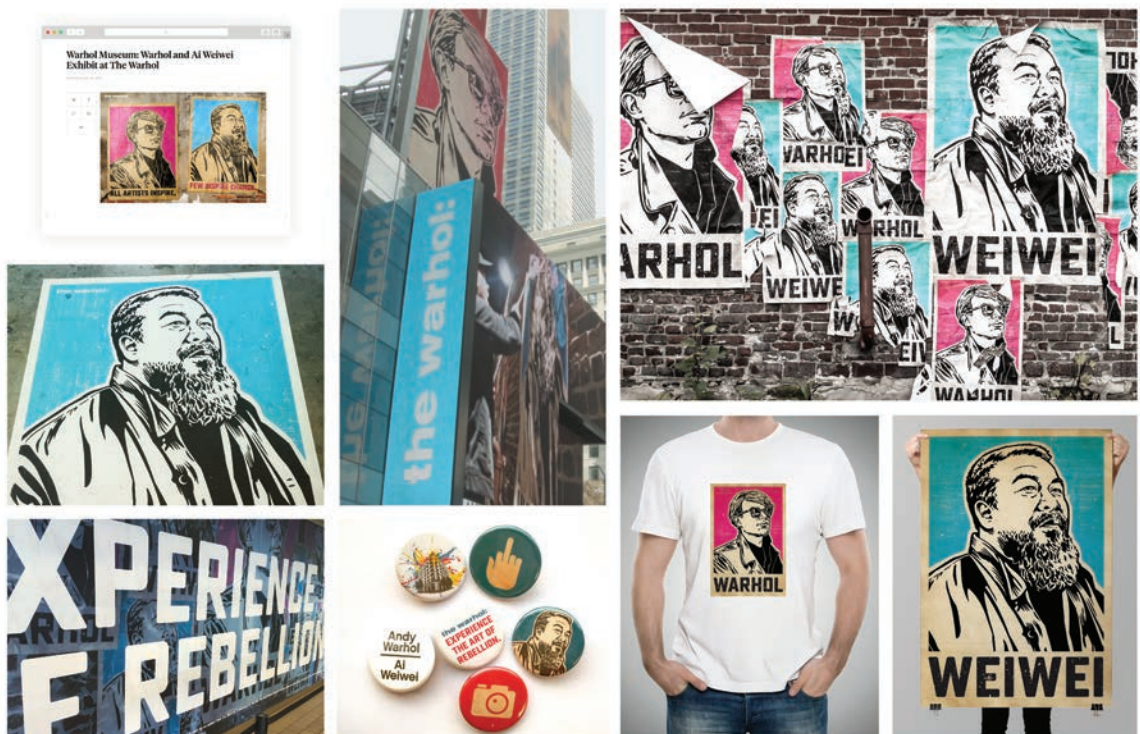


MARC USA
Warhol Wei Wei
The Warhol Museum
Bryan Hadlock, CCO
Josh Blasingame, Creative Director Art
Greg Edwards, Creative Director Copy
Tyler Bergholz, Art Director
Tanya Wasyluk, Copywriter
Beth Hurley, Production
Jeff Lavezoli, Illustrator
Dave Bernhardt, Retouching
Grey Patton, Account Management
Josh Wigod, Account Supervisor



“A campaign for a museum exhibit that becomes art itself. I’d bet this work was clandestinely ripped off of walls and bus stops to be displayed proudly in dorm rooms and apartments. I can think of no higher praise than that.”

~ Matt Pruett



JUDGES CHOICE AWARD

Wall-to-Wall Studios
 CMU, School of Drama Season
 Carnegie Mellon University, School of Drama
 Larkin Werner, Creative Director
 Doug Dean, Art Director
 Nathan Fussner, Senior Designer
 Emily McGaughey, Designer
 Migliozi Print Services, Printer
 Printscape, Environment Installation



"I thought this campaign felt very dynamic and was executed beautifully. There was a wonderful take on the use of negative space throughout, while also setting the tone for each production with the layered elements in the background of each composition. I felt that the translation of the concept into an outdoor environment was highly successful. All collateral felt meaningful and there was excellent cohesion between all. I'm sold on seeing all of these productions!"

~ Amy Imdieke



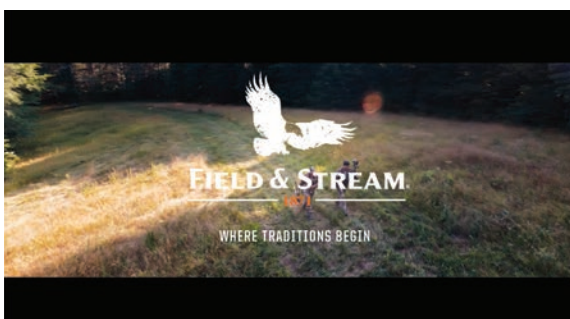


Brunner
The Aldean Tradition
Field & Stream
Rob Schapiro, Chief Creative Officer
Dave Vissat, Creative Director
Dan Magdich, Associate Creative Director Art
Jeff Shill, Associate Creative Director Copy
Jessica Buehner, Account Manager
Brad Powell, Broadcast Producer
The Hudson Dusters, Directors
Green Point Pictures, Production Company
Company 3, Color & Finishing
One Thousand Birds, Audio



“Hunting is about so much more than just the challenge of the hunt and making the kill. It’s about the bonding that occurs on a hunt between family members and friends. It’s about the memories that are made. This piece connects with the audience on an emotional level. That’s the most powerful thing a brand can do.”

~ Billy Barnes



BEST OF SHOW

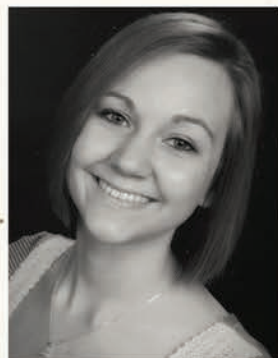
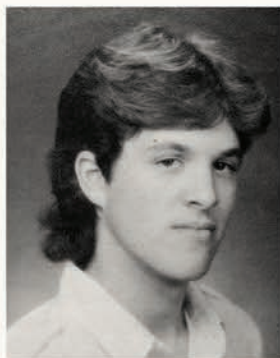
Deeplocal
Zagat Tiny Cafe
Zagat
Deeplocal, Creative Agency





Proud to salute everyone who entered the show.







think

consumer trade area versus retail trade area

Consumers travel. Commuting, shuttling kids, recharging. They're on the go and on their digital devices, searching and shopping. Data shows that nearly 30% of consumer spend is made away from home base, outside the Retail Trade Area (RTA).^{*} So how do you find and capture those incremental shoppers, cost-effectively? Utilize our database analysis and new targeting model, the Consumer Trade Area (CTA) to optimize your print and digital campaign. Just another dream come true through **intelligent media delivery**.

Learn more at valassis.com/intelligentmediadelivery.

^{*}Valassis RTA Analysis, 2013

Valassis

1.866.558.7338 | valassis.com



Donald J. Trump  @realDonaldTrump · now

Many people are saying most of the Addy submissions are for FAKE ads! Media won't report it! SAD!

 982  1.4K  1K



Donald J. Trump  @realDonaldTrump · 38s

Addy's are a broken system! Pittsburgh agencies filled with HATERS and LOSERS.

 1.2K  2.2K  3K



Donald J. Trump  @realDonaldTrump · 2m

The Miss Universe Pageant is the best and classiest awards show on the planet, everyone thinks so!

 2.6K  2.5K  3.4K



Donald J. Trump  @realDonaldTrump · 5m

I would congratulate this year's Addy winners but these SO CALLED JUDGES picked weak ads! VERY BORING!

 4.3K  4.8K  5K

A YUGE congratulations to all of the winners tonight.



BRUNNER.
a BRUNNERWORKS Co.



CAREER-FOCUSED GRADUATE PROGRAMS

Point Park University, in the heart of Downtown, makes it convenient to earn your graduate degree – take classes during the day, evening, Saturday and online.

More than 20 doctoral and master's programs, including:

- **M.A. in Communication Technology**
Concentrations: applied practices; social media
- **M.A. in Media Communication***
Specializations: documentary; journalism; public relations and advertising
- **M.B.A.***
Tracks: business analytics; energy; health systems management; international business; management; management information systems; sports, arts and entertainment management

*Earn your M.A. and M.B.A. concurrently if you like!

Learn more: **PointPark.edu/GradDegrees**

POINT PARK
UNIVERSITY



WE MAY NEVER HAVE MET



BUT YOU KNOW OUR WORK.

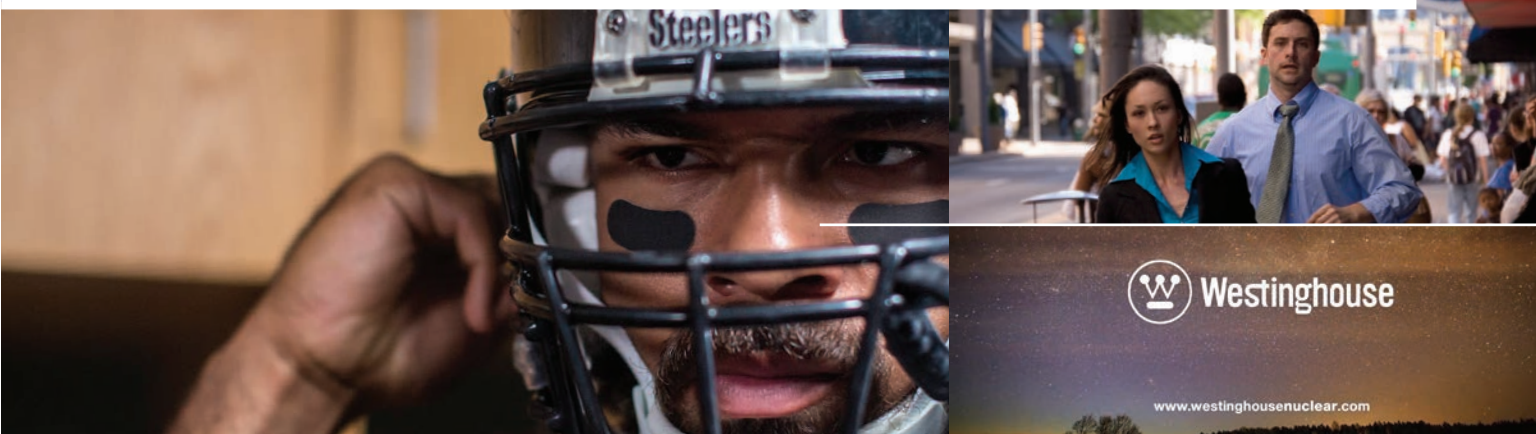


PHENOMENON

Your story. Let's tell it together. SM

contact: Mark Fallone
412-481-9000
phenomenonpost.com

FILM . PRODUCE . EDIT . MOTION DESIGN . ANIMATION . AUDIO



Westinghouse

www.westinghousenuclear.com

the412

pittsburgh magazine's
take on the day

**Our new, daily e-newsletter
is curated by the editors of
Pittsburgh Magazine and
designed to give you the very best
Pittsburgh has to offer — delivered
directly to your inbox.**

Sign up at
pittsburghmagazine.com/enews

For Advertising Information Rachel Winner
rwinner@pittsburghmagazine.com



Lindenmeyr Munroe

THE LEADING INDEPENDENT
PAPER DISTRIBUTOR

— since 1859 —



PAPER



DIGITAL
SUBSTRATES



ENVELOPES



PACKAGING



WIDE
FORMAT

1005 Beaver Avenue
Pittsburgh, PA 15233
800.292.9664

Learn more online at LindenmeyrMunroe.com



Camelot
Communications Group

Camelot Communications Group is proud to support the Pittsburgh
Advertising Federation and the 2017 Pittsburgh Addy Awards.

PITTSBURGH
211 FT. PITT BLVD.
2ND FLOOR
PITTSBURGH, PA 15222
PHONE: 412-325-6430

NEW YORK
650 HALSTEAD AVE.
SUITE 202
MAMARONECK, NY 10543
PHONE: 914-777-7900

WWW.CAMELOT.TV

WE'RE CYC'D

TO SHARE OUR WHITE CYC

3,500 square foot sound proof studio,
white cyc, green screen, free parking
-all under one roof



P I T T S B U R G H

For rates contact Studio 11 today! | studio11@wpxi.com | 412.237.1211

Studio 11 would like to congratulate the Pittsburgh Ad Community!

**We will
totally accept
the results
of this
award show**



if we win.

Congratulations to all the winners.

GATESMAN⁺

Advertising | Digital | Public Relations | Social Media | Media Planning/Buying

2730 Sidney Street, Building 2, Suite 300, Pittsburgh, PA 15203 | t: 412.381.5400 | f: 412.381.9770 | GatesmanAgency.com



Celebrating creativity sounds good.

Contagious
MUSIC

contagious-music.com | 412.281.1541

harlan
The Harlan Group, LTD

**Thumbs up to Pittsburgh's
creative geniuses!**



Market Research • harlangroupltd.com • 412.302.1122



We think before you act.

Congratulations to our agency partners and friends.

We know that **RESEARCH** + **STRATEGY** + **CREATIVE** = WIN!

Can you believe we get to do this for a living?

campos.com

campos
RESEARCH STRATEGY

CWENAR.COM



WE ALL KNOW WHAT GOES INTO IT.
CONGRATS TO THOSE WHO REFUSED TO SETTLE.



Want to tell the world your story?

Talk to us about your next
commercial, event promotion,
documentary, or narrative film



BLACK MOOSE PRODUCTIONS

EXTRAORDINARY STORYTELLERS

f facebook.com/BMPstorytellers

t @BMPstorytellers (412) 254-6263

contact@blackmooseproductions.com

<http://www.blackmooseproductions.com>

**CONGRATULATIONS
TO THE WINNERS
OF THE 2017
AMERICAN
ADVERTISING
AWARDS FROM THE
PGH AD FED AND
PGH AD 2**



ALWAYS IN YOUR CORNER

THISISUPPERCUT.COM

A photograph of the Pittsburgh skyline at night, with various skyscrapers illuminated in blue, green, and yellow. The city lights are reflected in the water of the river in the foreground. A bridge is visible on the right side of the image.

Congratulations

to the 2017 ADDY Award Winners.



218 North Braddock Avenue • Pittsburgh, PA 15208 • 412.241.8200 • www.rrd.com



CERTIFICATE — of — ◆ PARTICIPATION ◆

THIS CERTIFICATE IS PROUDLY
PRESENTED FOR HONORABLE ACHIEVEMENT TO

.....
YOUR NAME

AWARDED THIS DAY OF MARCH 10, 2017

.....
COMPANY NAME

For recognition of outstanding achievements in the field of advertising, and to provide a
reasonable level of recognition and compensation to account for the judges inexplicable
inability to appreciate your creative insights, designs, or puns.



.....


SIGNATURE



MEMBERSHIP DIRECTORY

Abbett, Taylor

Owner/President
Tailored Marketing
401 Wood Street
Suite 902
Pittsburgh, PA 15222
(412)281-1442
taylor@tailoredmarketing.com
tailoredmarketing.com
Individual Member

Ackermann, Brian

Account Coordinator
Havas PR US
925 Liberty Avenue
Pittsburgh, PA 15222
(412)477-4312
backermann24@gmail.com
Ad2 Member

Allerton, Geoffrey

Copywriter
Highmark Health
120 Fifth Avenue
FAP1212
Pittsburgh, PA 15222
(412)544-2524
geoffrey.allerton@highmarkhealth.org
highmarkhealth.org
Individual Member

Bainbridge, James

Senior Manager of Creative Services
Giant Eagle
101 Kappa Drive
Pittsburgh, PA 15238
james.bainbridge@gianteagle.com
gianteagle.com
Gold Corporate Member

Bairamis, Melina

Youngstown State Univ
98 Creed Circle
Campbell, OH 44405
(330)507-5114
mjbairamis01@student.ysu.edu
Student Pitch Member

Baker, Shannon

President
Gatesman
2730 Sidney Street
Pittsburgh, PA 15203
(412)381-5400
sbaker@gatesmanagency.com
Silver Corporate Member

Baker, Robert

Senior Director of Advertising
Giant Eagle
101 Kappa Drive
Pittsburgh, PA 15238
robert.baker@gianteagle.com
gianteagle.com
Gold Corporate Member

Barker, Maura

University of Pittsburgh
359 Oakland Avenue
Apartment 2
Pittsburgh, PA 15213
610-800-3607
mtb51@pitt.edu
Student Pitch Member

Barkey, Chuck

VP, Creative Services
Chemistry
Oliver Building
535 Smithfield Street
Pittsburgh, PA 15222
(412)224-6056
chuck@visithelab.com
visithelab.com
Individual Member

Bauer, Ron

Marketing Intelligence &
Brand Manager
UPMC
600 Grant Street
57th Floor
Pittsburgh, PA 15219
bauerrg@upmc.edu
upmc.edu
Silver Corporate Member

Bell, Meg

Youngstown State Univ
758 Heritage Lane
Salem, OH 44460
(330)301-6695
mebell01@student.ysu.edu
Student Pitch Member

Bennett, Andrew

University of Pittsburgh
363 Semple Street
Pittsburgh, PA 15213
610-680-6532
arb158@pitt.edu
Student Pitch Member

Berdell, Lindsay

Executive Director, Marketing
Trib Total Media
503 Martindale
Pittsburgh, PA 15212
(412)320-7872
lberdell@tribweb.com
tribweb.com
Individual Member

Berk, Arielle

University of Pittsburgh
265 Oakland Avenue
Pittsburgh, PA 15213
267-229-7204
abb56@pitt.edu
Student Pitch Member

Bialosky, Elizabeth

SW PA Air Quality Partnership
4702 Woodlake Drive
Allison Park, PA 15101
(412)735-2341
bethbialosky@gmail.com
Ad2 Member

Bicek, Tiffany

Grove City
1130 Perry Highway
Mercer, PA 16137
(724)372-9561
bicektr1@gcc.edu
Student Pitch Member

Billias, Christina

University of Pittsburgh
206 Robinson Street
Pittsburgh, PA 15213
516-710-6930
christinabillias95@gmail.com
Student Pitch Member

Birt, Josh

President
Josh Birt LLC
7240 McKnight Road
Pittsburgh, PA 15237
(412)719-7182
joshbirt@gmail.com
Individual Member

Blasingame, Josh

Creative Director
MARC USA
4 Station Square
Suite 500
Pittsburgh, PA 15219
(412)562-2000
jblasingame@marcusa.com
marcusa.com
Gold Corporate Member

Boban, Kris

Animator/Illustrator/Director
Animal
100 First Avenue
Suite 1100
Pittsburgh, PA 15222
(412)566-5656
kris@animaleast.com
animalsfx.com
Gold Corporate Member

Bollinger, Michael

President
Smith Brothers Agency
116 Federal Street
Pittsburgh, PA 15212
(412)359-7200
michael.b@smithbrosagency.com
smithbrosagency.com
Silver Corporate Member



MEMBERSHIP DIRECTORY

Bradley, Mike

General Manager/VP
Derse
422 Keystone Drive
Warrendale, PA 15086
(724)513-4509
mbradley@derse.com
Individual Member

Brunner, Michael

CEO
Brunner
11 Stanwix
5th Floor
Pittsburgh, PA 15222
(412)995-9500
mbrunner@brunnerworks.com
brunnerworks.com
Gold Corporate Member

Buchheit, Nicholas

Creative
Covalent
5877 Commerce
#218
Pittsburgh, PA 15206
(412)477-7667
nicholas@wearecovalent.com
wearecovalent.com
Silver Corporate Member

Butler, Dawn

Senior Marketing Manager
UPMC
600 Grant Street
57th Floor
Pittsburgh, PA 15219
(412)864-4124
butlerdm@upmc.edu
upmc.edu
Silver Corporate Member

Cantley, Kaitlin

Duquesne University
509 Flynn Avenue
Carnegie, PA 15106
(412)506-7546
cantleyk@duq.edu
Student Pitch Member

Caravella, Nicole

Senior Account Director
Gatesman
2730 Sidney Street
Pittsburgh, PA 15203
(412)381-5400
ncaravella@gatesmanagency.com
Silver Corporate Member

Carithers, Danya

University of Pittsburgh
120 Ruskin Avenue
Pittsburgh, PA 15213
805-208-0346
dec69@pitt.edu
Student Pitch Member

Carlin, Craig

Account Executive
Zoltun Design
1028 North Negley Avenue
Pittsburgh, PA 15206
(412)977-0182
craigcarlin66@yahoo.com
Individual Member

Carlton, Andrew

Director of Marketing
& Business Development
Actual Size
2746 Baum Boulevard
Pittsburgh, PA 15206
(412)363-2100
andy@actualsize.com
actualsize.com
Silver Corporate Member

Carpenter, John

President
Glass Box Group
5910 Elgin Street
Pittsburgh, PA 15206
(412)260-3906
john@glassboxgroup.com
glassboxgroup.com
Individual Member

Carroll, Valerie

Sales Representative
Knepper Press
2251 Sweeney Drive
Clinton, PA 15026
(724)899-4215
valerie.carroll@knepperpress.com
knepperpress.com
Silver Corporate Member

Case, David

President
PMI
202 Fifth Avenue
The Buhl Building
Pittsburgh, PA 15222
(412)281-8500
dcase@pmdigital.com
pmdigital.com
Silver Corporate Member

Caylor, Matt

Director of Interactive Advertising
MANSI Media
3899 North Front Street
Harrisburg, PA 17110-1583
(717)703-3040
matthewwc@mansimedia.com
mansimedia.com
Individual Member

Cenname, Marissa

Youngstown State Univ
1007 W. Pearl Street
New Castle, PA 16101
(724)944-4781
mcenname@student.yzu.edu
Student Pitch Member

Chappell, Kara

Administrative Supervisor
The Rivers Casino
359 Country Club Boulevard
Weirton, WV 26062
(304)670-1527
kmagnone@theriverscasino.com
Ad2 Member

Chestney, Kim

Director, Creative Technology Network
Pittsburgh Technology Council
2000 Technology Drive
#100
Pittsburgh, PA 15219
(412)918-4223
kchestney@pghtech.org
pghtech.org
Individual Member

Ciranni, Preston

President
NFM Group
200 First Avenue
4th Floor
Pittsburgh, PA 15222
(412)325-6400
pcciranni@nfmgroup.com
Individual Member

Clarke, Tripp

President
321Blink
25 Brilliant Avenue
Aspinwall, PA 15215
(412)799-0321
tripp@321blink.com
321blink.com
Silver Corporate Member

Comack, Nick

Creative Manager
Giant Eagle
101 Kappa Drive
Pittsburgh, PA 15238
nick.comack@gianteagle.com
gianteagle.com
Gold Corporate Member

Crawford, Katie

Graphic Designer
Carlow University
3333 Fifth Avenue
Pittsburgh, PA 15213
(412)578-6499
kecrawford@carlow.edu
Ad2 Member



MEMBERSHIP DIRECTORY

D'Addieco, Alison

Senior Director of Creative Services
& Senior Editor
Carlow University
3333 Fifth Avenue
Pittsburgh, PA 15213
(412)578-8890
djdaddieco@carlow.edu
Individual Member

Davis, Gabrielle

Point Park University
2420 Park Hill Drive
Pittsburgh, PA 15221
(412)628-7954
gabrielledavis18@yahoo.com
Student Pitch Member

Deaner, Rob

Owner
Contagious Music
One Market Street Sound
Pittsburgh, PA 15222
(412)281-1541
rob@contagious-music.com
contagious-music.com
Individual Member

Del Rio, Amy

Social Media Coordinator
Chemistry/UPMC Health Plan
2422 Jane Street
Pittsburgh, PA 15203
(412)576-6022
amy.delrio93@gmail.com
Ad2 Member

Denshaw, Kaitlyn

University of Pittsburgh
3510 Louisa Street
Apartment #10
Pittsburgh, PA 15213
267-907-2073
kdenshaw@gmail.com
Student Pitch Member

DeSarno, Evie

Executive Director
Pittsburgh Advertising Federation
PO Box 15055
Pittsburgh, PA 15237
4129969266
evie@pghadfed.org
pghadfed.org

Devine, Dylan

Graphic Designer
Actual Size
2746 Baum Boulevard
Pittsburgh, PA 15206
(412)363-2100
dylan@actualsize.com
actualsize.com
Ad2 Member

Dille, Jason

VP Media
Chemistry
Oliver Building
535 Smithfield Street
Pittsburgh, PA 15222
(412)642-0642
jason@visitthelab.com
visitthelab.com
Silver Corporate Member

DiNuzzo, Nora

Business Development Manager
Smith Brothers Agency
116 Federal Street
Pittsburgh, PA 15212
(412)359-7200
nora.d@smithbrosagency.com
smithbrosagency.com
Silver Corporate Member

Dolgos, Denise

Senior Marketing Manager
Giant Eagle
101 Kappa Drive
Pittsburgh, PA 15238
denise.dolgos@gianteagle.com
gianteagle.com
Gold Corporate Member

Donovan, Dan

Marketing Manager,
Corporate Communications
Giant Eagle
101 Kappa Drive
Pittsburgh, PA 15238
daniel.donovan@gianteagle.com
gianteagle.com
Gold Corporate Member

Drexler, A.J.

CEO & Chief Strategist
Campos Inc
216 Boulevard of the Allies
Pittsburgh, PA 15222
(412)471-8484
ajdrexler@campos.com
campos.com
Individual Member

Driskel, Chelsey

Point Park University
201 Wood Street
Pittsburgh, PA 15222
(814)505-6367
crdrisk@pointpark.edu
Student Pitch Member

Durig, Marcus

Youngstown State Univ
385 Sodom Hutchings Road
Vienna, OH 44473
(330)469-8146
13durig@gmail.com
Student Pitch Member

Dusenberry, Megan

Art Institute of Pittsburgh
2647 South 18th Street
Apartment 2
Pittsburgh, PA 15210
(330)418-1277
megananngraphicdesign@gmail.com
Student Pitch Member

Dziubek, Kathy

Owner/Executive Producer
Animal
100 First Avenue
Suite 1100
Pittsburgh, PA 15222
(412)566-5656
kathy@animaleast.com
animalsfx.com
Gold Corporate Member

Eakin, Carl

Principal
The Harlan Group, LTD
105 Oakville Road
Beaver Falls, PA 15010
(412)302-1122
ceakin@harlangroupltd.com
harlangroupltd.com
Individual Member

Edwards, Greg

Creative Director
MARC USA
4 Station Square
Suite 500
Pittsburgh, PA 15219
(412)562-2000
gedwards@marcusa.com
marcusa.com
Gold Corporate Member

Eibel, Jonathan

University of Pittsburgh
407 Semple Street
Oakland, PA 15213
412-389-9399
jwe11@pitt.edu
Student Pitch Member

Elliott, Colin

University of Pittsburgh
2130 Carey Way
Pittsburgh, PA 15203
201-663-5190
cae51@pitt.edu
Student Pitch Member

Emmerling, Jim

President
Em-media
2728 Sunset Boulevard
Steubenville, PA 43952
(740)264-2186
james@em-media.com
em-media.com
Individual Member



MEMBERSHIP DIRECTORY

Evans, Chris

Vice President
Savior
800 Vinial Street
Pittsburgh, PA 15212
(412)443-5329
christopher.evans@savior.com
savior.com
Individual Member

Fabrizi, Michele

President & CEO
MARC USA
4 Station Square
Suite 500
Pittsburgh, PA 15219
(412)562-2000
mfabrizi@marcusa.com
marcusa.com
Gold Corporate Member

Faines, Jennifer

President
PR Digital Communications
Pittsburgh, PA 15222
(412)559-2860
jennifer.faines@gmail.com
Individual Member

Farmerie, Anastasia

Production Manager/Producer
PMI
202 Fifth Avenue
The Buhl Building
Pittsburgh, PA 15222
(412)281-8500
anastasia@pmdigital.com
pmdigital.com
Ad2 Member

Fessler, Jordan

Account Executive
Renda Broadcasting - WSHH FM
2748 Columbia Avenue
Pittsburgh, PA 15221
(412)951-2123
jfessler93@gmail.com
Ad2 Member

Flamm, Annelise

University of Pittsburgh
371 South Bouquet Street
Pittsburgh, PA 15213
717-576-2777
asf43@pitt.edu
Student Pitch Member

Ford, Ted

CEO
Knepper Press
2251 Sweeney Drive
Clinton, PA 15026
(724)899-4215
ted.ford@knepperpress.com
knepperpress.com
Silver Corporate Member

Foreman, James

Web/Social Media Content
Carlow University
3333 Fifth Avenue
Pittsburgh, PA 15213
(412)578-6585
jhforeman@carlow.edu
Individual Member

Galatis, Jon

VP/Group Account Director
MARC USA
4 Station Square
Suite 500
Pittsburgh, PA 15219
(412)562-2000
dshaw@marcusa.com
marcusa.com
Gold Corporate Member

Garber, George

President/CEO
Yellow Sub Marketing
24 South 18th Street
Pittsburgh, PA 15203
(412)208-6400
ggarber@yellowsubmarketing.com
yellowsubmarketing.com
Individual Member

Gardinier, Rick

Partner/Chief Digital Officer
Brunner
11 Stanwix
5th Floor
Pittsburgh, PA 15222
(412)995-9500
rgardinier@brunnerworks.com
brunnerworks.com
Gold Corporate Member

Garrison, Bill

Partner/Copywriter
Garrison Hughes
100 First Avenue
Suite 200
Pittsburgh, PA 15222
(412)338-0123
bgarrison@garrisonhughes.com
garrisonhughes.com
Silver Corporate Member

Gastony, Joseph

Executive Director of Business Development
CLC Agency
700 River Avenue
416
Pittsburgh, PA 15212
(412)580-6452
joe@clcagency.com
clcagency.com
Individual Member

Gatesman, John

CEO
Gatesman
2730 Sidney Street
Pittsburgh, PA 15203
(412)381-5400
jgatesman@gatesmanagency.com
Silver Corporate Member

George, Ian

Graphic Designer
Actual Size
2746 Baum Boulevard
Pittsburgh, PA 15206
(412)363-2100
ian@actualsize.com
actualsize.com
Ad2 Member

Giacobbi, Amanda

Director of Restaurant Marketing
Eat'n Park
285 East Waterfront
Suite 200
Homestead, PA 15120
(412)461-2000
agiacobbi@eatnpark.com
eatnpark.com
Silver Corporate Member

Giddings, Beth

Research & Strategy Coordinator
Campos Inc
1624 Centre Avenue
Apartment 303
Pittsburgh, PA 15219
(814)897-3087
bgiddings93@gmail.com
Ad2 Member

Giesen, Jay

Executive Creative Director
Gatesman
2730 Sidney Street
Pittsburgh, PA 15203
(412)381-5400
jgiesen@gatesmanagency.com
Silver Corporate Member

Gilbreath, Dave

Sales Representative
Knepper Press
2251 Sweeney Drive
Clinton, PA 15026
(724)899-4215
dave.gilbreath@knepperpress.com
knepperpress.com
Silver Corporate Member



MEMBERSHIP DIRECTORY

Giunta, Mike

Writer
Garrison Hughes
100 First Avenue
Suite 200
Pittsburgh, PA 15222
(412)338-0123
mgiunta@garrisonhughes.com
garrisonhughes.com
Silver Corporate Member

Glasser, Maxwell

University of Pittsburgh
424 Atwood Street
Pittsburgh, PA 15213
703-343-3313
mglasser123@yahoo.com
Student Pitch Member

Gmitter, Cheri

Executive Director
MAGNET Global Network
226 Rostrevor Place
Pittsburgh, PA 15202
(412)779-5393
cheri@magnetglobal.org
magnetglobal.org
Individual Member

Goebel, Jordan

Talent Acquisition Associate
Moxie
384 Northyards Boulevard NW
Suite 302
Atlanta, GA 30313
(470)225-3252
jordan.goebel@moxiusa.com
moxieusa.com
Individual Member

Golomb, Adam

Director - Own Brands & Sourcing
Giant Eagle
101 Kappa Drive
Pittsburgh, PA 15238
adam.golomb@gianteagle.com
gianteagle.com
Gold Corporate Member

Gozde, Idil

Motion Design Director
Animal
100 First Avenue
Suite 1100
Pittsburgh, PA 15222
(412)566-5656
idil@animaleast.com
animalsfx.com
Gold Corporate Member

Green, Jay

President
Big Science
216 Boulevard of the Allies
Pittsburgh, PA 15222
(412)471-2400
jay@big-science.com
big-science.com
Individual Member

Greenspan, Rachel

University of Pittsburgh
139 Chesterfield Road
Pittsburgh, PA 15213
610-349-3830
greenspanrr@gmail.com
Student Pitch Member

Hadlock, Bryan

EVP/Chief Creative Officer
MARC USA
4 Station Square
Suite 500
Pittsburgh, PA 15219
(412)562-2000
bhadlock@marcusa.com
marcusa.com
Gold Corporate Member

Han, Monica

University of Pittsburgh
356 Semple Street
Pittsburgh, PA 15213
267-575-3323
mhh19@pitt.edu
Student Pitch Member

Hannan, Julia

Director of Production
PMI
202 Fifth Avenue
The Buhl Building
Pittsburgh, PA 15222
(412)281-8500
jhannan@pmdigital.com
pmdigital.com
Silver Corporate Member

Harris, Diane

Quantitative Research Consultant
D.M. Harris Associates
384 North Castle Road
Butler, PA 16001
(724)283-6080
dmharris@zoominternet.net
Individual Member

Harris, Jonathan

Penn State
415 West College Avenue
Apartment 601
State College, PA 16801
(609)941-6117
jharris96@comcast.net
Student Pitch Member

Harrison, Ellen

Youngstown State Univ
140 Bentwillow Drive
Niles, OH 44446
(330)718-5661
emharrison@student.ysu.edu
Student Pitch Member

Hartge, Bailey

Art Institute of Pittsburgh
330 Atwood Street
Apartment 1F
Pittsburgh, PA 15213
(412)715-6406
baileyhartge@gmail.com
Student Pitch Member

Hartig, Jeanne

VP, Marketing & Communications
Carlow University
3333 Fifth Avenue
Pittsburgh, PA 15213
(412)578-2090
jahartig@carlow.edu
Individual Member

Hartman, David

VP
PMI
202 Fifth Avenue
The Buhl Building
Pittsburgh, PA 15222
(412)281-8500
dhartman@pmdigital.com
pmdigital.com
Silver Corporate Member

Hay, Steve

VP Client Service
Smith Brothers Agency
116 Federal Street
Pittsburgh, PA 15212
(412)359-7200
steve.h@smithbrosagency.com
smithbrosagency.com
Silver Corporate Member

Heaps, Zakk

Senior Producer & Director
321Blink
25 Brilliant Avenue
Aspinwall, PA 15215
(412)799-0321
zakk@321blink.com
321blink.com
Silver Corporate Member

Heaps, Alesis

Videographer & Editor
321Blink
25 Brilliant Avenue
Aspinwall, PA 15215
(412)799-0321
alesis@321blink.com
321blink.com
Silver Corporate Member



MEMBERSHIP DIRECTORY

Heidenreich, David

VP Client Service
Smith Brothers Agency
116 Federal Street
Pittsburgh, PA 15212
(412)359-7200
david.h@smithbrosagency.com
smithbrosagency.com
Silver Corporate Member

Herrmann, Eugene

CEO
Herrmann Unlimited
1709 Douglass Drive
Pittsburgh, PA 15221
(412)234-4100
gene@hrmn.com
Individual Member

Hildebrand, Matt

Brand Developer for Print and Screen
InnerWorkings
116 Allegheny Center
2nd Floor
Pittsburgh, PA 15212
(724)494-0742
bigbaldmatt@gmail.com
Individual Member

Hilty, Jeffrey

Partner/Producer
Covalent
5877 Commerce
#218
Pittsburgh, PA 15206
(412)477-7667
jeffrey@wearecovalent.com
wearecovalent.com
Silver Corporate Member

Hilty, Tom

Senior Account Manager
ity Advertising
5829 Ellsworth
2nd Floor
Pittsburgh, PA 15232
(724)986-8961
thiggins@ityadvertising.com
ityadvertising.com
Individual Member

Hinderliter, John

3036 Aljean
Bethel Park, PA 15102
(412)897-2065
dj@johnhinderliter.com
johnhinderliter.com
Individual Member

Hirschinger, Jennifer

California State University
721 Washington Avenue
Carnegie, PA 15106
(412)592-6386
hir1868@calu.edu
Student Pitch Member

Hoke, Kara

University of Pittsburgh
234 Oakland Avenue
Pittsburgh, PA 15213
267-885-8257
klh140@pitt.edu
Student Pitch Member

Hsieh, Yu-Yu

University of Pittsburgh
303 A-3, 300 South Bouquet Street
Pittsburgh, PA 15213
412-518-9898
YUH73@pitt.edu
Student Pitch Member

Hudak, Luke

Environmental Design Manager
Giant Eagle
101 Kappa Drive
Pittsburgh, PA 15238
luke.hudak@gianteagle.com
gianteagle.com
Gold Corporate Member

Hughes, Dave

Partner/Creative Director
Garrison Hughes
100 First Avenue
Suite 200
Pittsburgh, PA 15222
(412)338-0123
dhughes@garrisonhughes.com
garrisonhughes.com
Silver Corporate Member

Hunka, Rebecca

Director of Marketing/Creative
Armstrong
One Armstrong Place
Butler, PA 16001
(724)283-0925
rhunka@agroc.com
agoc.com
Individual Member

Jackson, Shawn

Director of Audio Services
PMI
202 Fifth Avenue
The Buhl Building
Pittsburgh, PA 15222
412281-8500
sjackson@pomidigital.com
pomidigital.com
Silver Corporate Member

James, Anna

Penn State
400A South Allen Street
State College, PA 16801
(570)690-5979
amj5486@gmail.com
Student Pitch Member

Jameson, Hayley

President
HDJ & Associates
PO Box 252
Wexford, PA 15090
(412)638-5577
hayleyj@hdjassociates.com
Individual Member

Jaskiewicz, Alan

Creative Director-Producer
Voyage Visuals
627 Esther Avenue
New Kensington, PA 15068
(724)889-3441
alanjaskiewicz@gmail.com
voyagevisuals.com
Ad2 Member

Jeter, Briana

University of Pittsburgh
240-899-4535
Bnj4@pitt.edu
Student Pitch Member

Jezowicz, Chris

231 Republic Street
Pittsburgh, PA 15211
(412)596-5278
cjezowicz@gmail.com
Ad2 Member

Johnson, Michael

Senior Account Supervisor
MARC USA
4 Station Square
Suite 500
Pittsburgh, PA 15219
(412)562-2000
mjohnson@marcusa.com
marcusa.com
Gold Corporate Member

Jones, Abigayle

Youngstown State Univ
3642 Polo Boulevard
Poland, OH 44514
(330)502-9477
agjones01@student.ysu.edu
Student Pitch Member

Joseph, Lauren

Point Park University
717 Liberty Avenue
Apartment 812
Pittsburgh, PA 15222
(412)913-6145
ljoseph335@aol.com
Student Pitch Member

Kelly, David

David Kelly
530 N Chestnut Street
Derry, PA 15627
(323)609-3038
davidkellyco@gmail.com
Ad2 Member



MEMBERSHIP DIRECTORY

Kelly, Andy

Executive Creative Director
MASSIVE Creative
127 Royal Drive
Pittsburgh, PA 15209
(412)944-3581
ajk190@msn.com
massivelymassive.com
Individual Member

Kiernan, Bob

Principal & Chief Creative Director
Actual Size
2746 Baum Boulevard
Pittsburgh, PA 15206
(412)363-2100
bob@actualsize.com
actualsize.com
Silver Corporate Member

Killen, Michael

Owner
Animal
100 First Avenue
Suite 1100
Pittsburgh, PA 15222
(412)566-5656
michael@animaleast.com
animalsfx.com
Gold Corporate Member

Kiock, Olivia

University of Pittsburgh
3263 Kennett Square
Pittsburgh, PA 15213
610-207-8295
ork4@pitt.edu
Student Pitch Member

Knieriemi, Kris

Owner
Blender Advertising
309 South Linden Avenue
Pittsburgh, PA 15208
kris@blenderadv.com
blenderadv.com
Individual Member

Kotewicz, Kensey

Creative Manager
Giant Eagle
101 Kappa Drive
Pittsburgh, PA 15238
kensey.kotewicz@gianteagle.com
gianteagle.com
Gold Corporate Member

Kowit, Uzi

Vice President
Goodway Group
261 Old York Road
Jenkintown, PA 19046
(267)496-4326
uzi@goodwaygroup.com
goodwaygroup.com
Individual Member

Kramp, David

University of Pittsburgh
3401 Forbes Avenue
Pittsburgh, PA 15213
484-889-2193
djk77@pitt.edu
Student Pitch Member

Kreitzburg, Jim

Owner/Visual Effects Supervisor
Animal
100 First Avenue
Suite 1100
Pittsburgh, PA 15222
(412)566-5656
jim@animaleast.com
animalsfx.com
Gold Corporate Member

Kunselman-McMunn, Corinne

Media Planner/Buyer
Garrison Hughes
100 First Avenue
Suite 200
Pittsburgh, PA 15222
(412)338-0123
ckunselman@garrisonhughes.com
garrisonhughes.com
Silver Corporate Member

Lagrotteria, Lisa

Sales Representative
Knepper Press
2251 Sweeney Drive
Pittsburgh, PA 15026
(724)899-4215
lisa.lagrotteria@knepperpress.com
Ad2 Member

LaRose, Louis

Camelot Communications Group
211 Fort Pitt Boulevard
Pittsburgh, PA 15222
4124773830
llarose@camelotcommunications.tv
camelotcommunications.tv
Individual Member

Latona, Caroline

100 Bryn Mawr Court
Apartment 404
Pittsburgh, PA 15221
(517)574-6326
latona.caroline@gmail.com
Ad2 Member

Leachko, Joe

Co-founder
StudioME, LLC
31 Roanoke Street
Pittsburgh, PA 15203
(412)651-0158
joe@studiome.me
studiome.me
Ad2 Member

Lepley, Todd

Writer/Owner
Toddopolis
717 Magnolia Lane
Cranberry Township, PA 16066
(412)716-1666
toddopolis@icloud.com
Individual Member

Leveto, Sierra

Youngstown State Univ
2389 Bianca Lane
Cortland, OH 44410
(330)240-9440
sleveto@student.ysu.edu
Student Pitch Member

Levy, Dave

President
Levy MG
4 Smithfield Street
Pittsburgh, PA 15222
(412)201-1900
davelevy@levymgi.com
levymgi.com
Individual Member

Lewis, Rich

Director Creative Services
Eat'n Park
285 East Waterfront
Suite 200
Homestead, PA 15120
412-420-7399
rlewis@eatnpark.com
eatnpark.com
Silver Corporate Member

Lewis, Audra

Point Park University
3010 Valley Ridge Road
McKeesport, PA 15133
(412)818-0874
adlewis@pointpark.edu
Student Pitch Member

Loftus, Angela

Director, National Accounts
Diligant
1115 Broadway
10th Floor
New York, NY 10010
(646)773-7904
angela.loftus@diligant.com
diligant.com
Individual Member

Mahaffey, Darcy

Creative Manager
Giant Eagle
101 Kappa Drive
Pittsburgh, PA 15238
darcy.mahaffey@gianteagle.com
gianteagle.com
Gold Corporate Member



MEMBERSHIP DIRECTORY

Mahlon, Emily

Art Institute of Pittsburgh
132 S 15th Street
Pittsburgh, PA 15203
(412)350-8486
emilymahlon@gmail.com
Student Pitch Member

Mancuso, Becky

Director of Marketing
Expedient
1 Allegheny Center Mall, Suite 001
Pittsburgh, PA 15212
(412)916-9481
mancuso.becky@gmail.com
Individual Member

Martin, Chris

President
Atlas Marketing
435 Broad Street
Sewickley, PA 15143
(412)952-6332
chris@atlasstories.com
atlasstories.com
Individual Member

Marzano, Natalie

Penn State
123 Harris Hall
State College, PA 16802
(908)644-5468
nkm5134@psu.edu
Student Pitch Member

Matthews, Vincent

Youngstown State Univ
6465 Calvary Court
Austintown, OH 44515
(808)393-3097
vincentwmattthews@gmail.com
Student Pitch Member

Matthys, Emma

Penn State
508 S Fraser Street
State College, PA 16801
(619)347-0616
emma.c.matthys@gmail.com
Student Pitch Member

McCauley, Maggie

Point Park University
201 Wood Street
Pittsburgh, PA 15222
(814)319-2242
mjmcgau@pointpark.edu
Student Pitch Member

McDermott, Candice

Point Park University
209 44th Street
Apartment 1
Pittsburgh, PA 15201
(419)908-8503
candice.marie.mcdermott@gmail.com
Student Member

McFadden, Ann

Creative Director Emeritus
Brunner
11 Stanwix
5th Floor
Pittsburgh, PA 15222
(412)995-9500
amcfadden@brunnerworks.com
brunnerworks.com
Gold Corporate Member

McLaughlin, Tim

President
321Blink
25 Brilliant Avenue
Aspinwall, PA 15215
(412)799-0321
tim@321blink.com
321blink.com
Silver Corporate Member

Merkle, Kelly

Manager, Social/Influencer Marketing
GNC
300 6th Avenue
Pittsburgh, PA 15222
(704)996-8017
kelly-merkle@gnc-hq.com
gnc-hq.com
Individual Member

Miller, Ian

Account Executive
CBS Radio
783 Pinetree Road
Pittsburgh, PA 15243
(412)719-0136
ianm1526@gmail.com
Individual Member

Miller, John

Creative Director
MarketSpace Communications
217 Executive Drive
Cranberry Township, PA 16066
(724)778-9933
jmiller@Marketspaceagency.com
marketspaceagency.com
Individual Member

Miller, Bill

Director, Strategic Marketing
& Intelligence
UPMC
600 Grant Street
57th Floor
Pittsburgh, PA 15219
millerwa4@upmc.edu
upmc.edu
Silver Corporate Member

Mizrahi, Laurie

President & CEO
Mizrahi, Inc
650 Smithfield Street
Suite1525
Pittsburgh, PA 15222
(412)281-5025
lmizrahi@mizrahionline.com
mizrahionline.com
Individual Member

Modaffari, Mary Kay

Partner/EVP/Managing Director
Brunner
11 Stanwix
5th Floor
Pittsburgh, PA 15222
(412)995-9500
mmodaffari@brunnerworks.com
brunnerworks.com
Gold Corporate Member

Monroe, Derek

Point Park University
2641 S 18th Street
Pittsburgh, PA 15210
(570)439-4685
dtmonro@pointpark.edu
Student Pitch Member

Morgan, Scott

President
Brunner
11 Stanwix
5th Floor
Pittsburgh, PA 15222
(412)995-9500
smorgan@brunnerworks.com
brunnerworks.com
Gold Corporate Member

Morgan, Kayla

Sales Manager
Zone 28 (FunFest Entertainment Center)
2525 Freeport Road
Pittsburgh, PA 15238
(412)828-1101
events@funfestcenter.com
Ad2 Member

Andrea Mroz

Valassis
National Sales &
Strategic Marketing Specialist
20 Summit Park Drive
Pittsburgh, PA 15275
(724)864-4856
acmroz@valassis.com
Annual Corporate Sponsor Member

Mulkeen, Mark

University of Pittsburgh
3821 Dawson Street
Apartment 101
Pittsburgh, PA 15213
610-334-0485
mwm28@pitt.edu
Student Pitch Member



MEMBERSHIP DIRECTORY

Mulvenna, Dan

Business Development Manager - Midwest
Taylor James
141 W 28th Street
6th Floor
New York, NY 10001
(586)255-3554
dan.mulvenna@taylorjames.com
taylorjames.com
Individual Member

Murphy Kiernan, Mary Kay

President & Chief Strategy Officer
Actual Size
2746 Baum Boulevard
Pittsburgh, PA 15206
(412)363-2100
mary@actualsize.com
actualsize.com
Silver Corporate Member

Murray, Jackie

VP, Creative Director
Brunner
11 Stanwix
5th Floor
Pittsburgh, PA 15222
(412)995-9500
jmurray@brunnerworks.com
brunnerworks.com
Gold Corporate Member

Murray, Nancy

Chief Operating Officer
Workbook.net
655 Dewalt Drive
Pittsburgh, PA 15234
(412)927-1222
nm@workbook.net
workbook.net
Individual Member

Musloe, Kristen

Point Park University
523 Parker Road
Sarver, PA 16055
(724)678-2745
kristenmusloe@gmail.com
Student Pitch Member

Nagy, Darice

President
Green Dot PR
175 Shady Lane
Apollo, PA 15613
(814)771-0923
darice@greendotpr.com
Individual Member

Necciai, Dominic

Investment Officer
PNC
304 Half West Street
Pittsburgh, PA 15221
(724)288-8028
dominicnecciai@gmail.com
Individual Member

Nirschel, Krystle

Account Executive
Cold Spark Media
307 Fourth Avenue
Suite 920
Pittsburgh, PA 15222
(724)814-7858
krystle@coldspark.com
Ad2 Member

Noon, Shaun

Creative Manager
Giant Eagle
101 Kappa Drive
Pittsburgh, PA 15238
shaun.noon@gianteagle.com
gianteagle.com
Gold Corporate Member

Nye, Adam

Youngstown State Univ
6470 Farmington Circle
Canfield, OH 44406
(330)318-2555
anyel@student.ysu.edu
Student Pitch Member

O'Connell, Kevin

Senior VP Marketing
Eat'n Park
285 East Waterfront
Suite 200
Homestead, PA 15120
(412)461-2000
koconnell@eatnpark.com
eatnpark.com
Silver Corporate Member

Oleynik, Ally

Producer
Animal
100 First Avenue
Suite 1100
Pittsburgh, PA 15222
(412)566-5656
ally@animaleast.com
animalsfx.com
Gold Corporate Member

Ostrow, Goldie

Owner/President
Z Brand
The Gulf Tower
707 Grant Street, Suite 3205
Pittsburgh, PA 15219
(412)471-4160
goldie@zbrand.com
zbrand.com
Individual Member

Pai, Megha

Business Consultant & Graduate Assistant
Duquesne University SBDC
201 Holmes Place
Pittsburgh, PA 15213
(717)348-8866
meg.pai25@gmail.com
Ad2 Member

Parise, Dax

Partner/Executive Producer
Upper Cut
4 Smithfield Street
10th Floor
Pittsburgh, PA 15222
(412)434-6070
dax@thisissuppercut.com
thisissuppercut.com
Individual Member

Parish, Keith

Co-founder
StudioME
31 Roanoke Street
Pittsburgh, PA 15203
(412)951-3331
keith@studiome.com
studiome.com
Individual Member

Parlato, Kristin

University of Pittsburgh
3333 Forbes Avenue
Pittsburgh, PA 15213
908-240-1904
kep75@pitt.edu
Student Pitch Member

Patterson, Tiffany

Art Institute of Pittsburgh
13050 Washingtonville Road
Salem, OH 44460
(330)257-2163
tpatterson024@gmail.com
Student Pitch Member

Pekich, Ray

Writer
Ray Writes
363 Lehigh Avenue
Pittsburgh, PA 15232
(412)216-0929
raywrites@pekich.com
Individual Member

Piatt, Jeff

Principal, Chief Creative Officer
Pipitone Group
3933 Perrysville Avenue
Pittsburgh, PA 15214
(412)321-0879
jpiatt@pipitongroup.com
pipitongroup.com
Individual Member

Pieczynski, Laura

Manager, Copy Team
Highmark Health
120 Fifth Avenue
FAP 1212
Pittsburgh, PA 15222
(412)544-4389
laura.pieczynski@highmarkhealth.org
highmarkhealth.org
Individual Member



MEMBERSHIP DIRECTORY

Pierce, Jessica

Creative Services Project Manager
Carlow University
3333 Fifth Avenue
Pittsburgh, PA 15213
(412)578-6364
japierce@carlow.edu
Ad2 Member

Pileggi, Joseph

University of Pittsburgh
255 North Dithridge Street
Pittsburgh, PA 15213
484-844-5009
jfp18@pitt.edu
Student Pitch Member

Pizzica, Rob

EVP Account Services
Chemistry
Oliver Building
535 Smithfield Street
Pittsburgh, PA 15222
(412)642-0642
rob@visithelab.com
visithelab.com
Silver Corporate Member

Popelka, Dave

Strategy & Business Development
Garrison Hughes
100 First Avenue
Suite 200
Pittsburgh, PA 15222
(412)338-0128
dpopelka@garrisonhughes.com
garrisonhughes.com
Silver Corporate Member

Psica, Kristen

University of Pittsburgh
346 Marguerite Avenue
Wilmerding, PA 15148
4124028261
kmp149@pitt.edu
Student Member

Querry, Melanie

President and Founder
Beyond Spots & Dots
1034 Fifth Avenue
Suite 100
Pittsburgh, PA 15219
(412)281-6215
mquerry@beyondspotsanddots.com
beyondspotsanddots.com
Individual Member

Richmond, Neil

Forward Lithography
4605 Irvine Street
Pittsburgh, PA 15207
(412)216-0865
neil@neilrichmond.com
Individual Member

Robertson, Gordon

Principal/Creative
Hullabaloo Agency
130 Altadena Drive
Pittsburgh, PA 15228
(630)747-4560
gordon.robertson@mac.com
Individual Member

Robinson, David

University of Pittsburgh
734 South Millvale Avenue
Apartment C3
Pittsburgh, PA 15213
412-849-7853
dwr1116@gmail.com
Student Pitch Member

Rodia, Alesis

Partner
Covalent
5877 Commerce
#218
Pittsburgh, PA 15206
(412)477-7667
alex@wearecovalent.com
wearecovalent.com
Silver Corporate Member

Rogers, Erin

Penn State
222 W Beaver
Apartment 605
State College, PA 16801
(814)533-9165
erin.rogers014@gmail.com
Student Pitch Member

Ryba, Brad

Film/Video Producer
Black Moose Productions
100 South Commons
Pittsburgh, PA 15212
(412)254-6263
brad@blackmooseproductions.com
blackmooseproductions.com
Individual Member

Sanders, Kelly

Business Development
Spacejunk
119 Academy Avenue
Pittsburgh, PA 15228
(917)478-9018
ksanders@spacejunk.com
spacejunk.com
Individual Member

Schapiro, Rob

Chief Creative Officer
Brunner
11 Stanwix
5th Floor
Pittsburgh, PA 15222
(412)995-9500
rschapiro@brunnerworks.com
brunnerworks.com
Gold Corporate Member

Schlaegle, Ali

Account Director
Gatesman
2730 Sidney Street
Pittsburgh, PA 15203
(412)381-5400
aschlaegle@gatesmanagency.com
Silver Corporate Member

Schmidt, Karen

Sales Representative
Knepper Press
2251 Sweeney Drive
Clinton, PA 15026
(724)899-4215
karen.schmidt@knepperpress.com
knepperpress.com
Silver Corporate Member

Schmitt, Evan

Voice Actor
7720 Francis Street
Swissvale, PA 15218
(509)304-4309
schmitt.evan@gmail.com
Ad2 Member

Schreyer, Braxton

Graphic Designer
Brunner
4 Shady Drive
Apartment 2
Pittsburgh, PA 15228
(443)310-9226
brxtndesign@outlook.com
Ad2 Member

Scott, Jr, Paul

Art Institute of Pittsburgh
213 Spring Run Drive
Monroeville, PA 15146
(412)773-9977
paul.scottjr@gmail.com
Student Pitch Member

Senneway, Rebecca

Vice President
Big Science
216 Boulevard of the Allies
Pittsburgh, PA 15222
(412)471-2400
rebecca@big-science.com
big-science.com
Individual Member

Servello, Phil

Copywriter
Target Altoona
516 East Penn Avenue
Altoona, PA 16601
(814)505-2131
phil.servello@gmail.com
Ad2 Member



MEMBERSHIP DIRECTORY

Setzler, Tiff

Lead Developer
Actual Size
2746 Baum Boulevard
Pittsburgh, PA 15206
(412)363-2100
tiff@actualsize.com
actualsize.com
Ad2 Member

Shirey, David

National Sales Manager
Valassis
20 Summit Park Drive
Pittsburgh, PA 15275
(412)512-3863
shireyd@valassis.com
valassis.com
Annual Corporate Sponsor

Show, Ned

President
Chemistry
Oliver Building
535 Smithfield Street
Pittsburgh, PA 15222
(412)642-0642
ned@visithelab.com
visithelab.com
Silver Corporate Member

Shuker, Mike

Director Quantitative Analytics
Campos Inc
216 Boulevard of the Allies
Pittsburgh, PA 15222
(412)471-8484
mshuker@campos.com
campos.com
Individual Member

Shumbat, Joe

Art Director
Actual Size
2746 Baum Boulevard
Pittsburgh, PA 15206
(412)363-2100
joe@actualsize.com
actualsize.com
Silver Corporate Member

Shy, Alice

Chatham University
1 Woodland Road
Pittsburgh, PA 15232
(281)797-5024
ashy@chatham.edu
Student Pitch Member

Sills, Cheryl

SVP/Director of Communications
MARC USA
4 Station Square
Suite 500
Pittsburgh, PA 15219
(412)562-2000
csills@marcusa.com
marcusa.com
Gold Corporate Member

Simak, Cindy

Director of Marketing, Parkhurst Dining
Eat'n Park
285 East Waterfront
Suite 200
Homestead, PA 15120
(412)461-2000
csimak@eatnpark.com
eatnpark.com
Silver Corporate Member

Skelley, Bill

Digital Media Consultant
Centro
12 Grant Road
Ellwood City, PA 16117
(724)355-1127
bill.skelley@centro.net
Individual Member

Sladack, Dave

SVP, Director Channel Marketing
Brunner
11 Stanwix
5th Floor
Pittsburgh, PA 15222
(412)995-9500
dsladack@brunnerworks.com
brunnerworks.com
Gold Corporate Member

Smith, Joe

Senior VP, Marketing
Dollar Bank
3 Gateway Center
9 North
Pittsburgh, PA 15222
(412)261-5037
jsmith835@dollarbank.com
dollarbank.com
Individual Member

Smith, Steve

VP/Group Account Director
MARC USA
4 Station Square
Suite 500
Pittsburgh, PA 15219
(412)562-2000
ssmith@marcusa.com
marcusa.com
Gold Corporate Member

Smith, Lindsey

Co-founder/Chief Creative Officer
Smith Brothers Agency
116 Federal Street
Pittsburgh, PA 15212
(412)359-7200
lindsey.s@smithbrosagency.com
smithbrosagency.com
Silver Corporate Member

Stallard, Allan

Color/Finishing
Animal
100 First Avenue
Suite 1100
Pittsburgh, PA 15222
(412)566-5656
allan@animaleast.com
animalsfx.com
Gold Corporate Member

Stefanis-Israel, Barbara

SVP/Director of Marketing
MARC USA
4 Station Square
Suite 500
Pittsburgh, PA 15219
(412)562-2000
bstefanis-israel@marcusa.com
marcusa.com
Gold Corporate Member

Stern, Emmiley

Digital Marketing Specialist and Account Executive
ZBrand
5456 Penn Avenue
Apartment 12
Pittsburgh, PA 15206
(724)504-2205
emmiley.stern@gmail.com
Ad2 Member

Stewart, Emma

Penn State
105 Samuel
New Castle, PA 16101
(724)714-7289
stewart.emma71@gmail.com
Student Pitch Member

Stiger, Evan

Marketing Coordinator
Pocket Nurse
499 12th Street
Freedom, PA 15042
(724)480-5872
evantstiger@gmail.com
Ad2 Member



MEMBERSHIP DIRECTORY

Stokes, Chase
Penn State
220 North Burrows
State College, PA 16801
(434)825-1067
ccs5365@psu.edu
Student Pitch Member

Stoughton, Erin
Director, Guest Engagement & Insight
Eat'n Park
285 East Waterfront
Suite 200
Homestead, PA 15120
(412)461-2000
estoughton@eatnpark.com
eatnpark.com
Silver Corporate Member

Stresky, Sadie
Digital Marketing Manager
321Blink
3405 Woodlake Court
Allison Park, PA 15101
(412)779-7419
sadie.stresky@gmail.com
Ad2 Member

Strub, Chelsea
Associate Producer
Pittsburgh CW
36 Wyoming Street
Pittsburgh, PA 15211
(412)860-2282
chelseastrub@gmail.com
Ad2 Member

Stuckert, Jacque
National Account Executive
do it outdoors
3111 Farmtrail
York, PA 17406
(717)817-7401
jstuckert@doitoutdoors.com
doitoutdoors.com
Individual Member

Surgil, Elizabeth
Director of Client Experience
Elias/Savion
625 Liberty Avenue
24th Floor
Pittsburgh, PA 15222
4126427700
elizabeth.surgil@elias-savion.com
elias-savion.com
Individual Member

Swartz, Jeffrey
President
Ethic Advertising L.L.C.
600 Iron City Drive
Suite 200
Pittsburgh, PA 15205
(972)978-9391
swartz@ethic-ads.com
ethic-ads.com
Ad2 Member

Taylor, Casey
University of Pittsburgh
412-580-2129
caseyataylor@comcast.net
Student Pitch Member

Thompson, Jerry
EVP/Director of PR
MARC USA
4 Station Square
Suite 500
Pittsburgh, PA 15219
(412)562-2000
jthompson@marcusa.com
marcusa.com
Gold Corporate Member

Tolley, Geoff
Chief Creative Officer
Chemistry
Oliver Building
535 Smithfield Street
Pittsburgh, PA 15222
(412)642-0642
geoff@visitthelab.com
visitthelab.com
Silver Corporate Member

Tragesser, Ray
Partner/Senior Editor
Upper Cut
4 Smithfield Street
10th Floor
Pittsburgh, PA 15222
(412)434-6070
ray@thisissuppercut.com
thisissuppercut.com
Individual Member

Turberville, Alexander
University of Pittsburgh
3812 University Drive
Pittsburgh, PA 16001
724-712-5012
amt98@pitt.edu
Student Pitch Member

Vento, Lucia
University of Pittsburgh
3718 Parkview Avenue
Apartment 2
Pittsburgh, PA 15213
412-491-9507
luciavento@gmail.com
Student Pitch Member

Verlihay, Tom
Digital Technology Director
PMI
202 Fifth Avenue
The Buhl Building
Pittsburgh, PA 15222
(412)281-8500
tverlihay@pmdigital.com
pmdigital.com
Silver Corporate Member

Vigna, Mark
VP, Group Account Director
Chemistry
Oliver Building
535 Smithfield Street
Pittsburgh, PA 15222
(412)642-0642
mark@visitthelab.com
visitthelab.com
Silver Corporate Member

Vissat, Dave
Creative Director
Brunner
11 Stanwix
5th Floor
Pittsburgh, PA 15222
(412)995-9500
dvissat@brunnerworks.com
brunnerworks.com
Gold Corporate Member

Voltz, Beth
Editor
Animal
100 First Avenue
Suite 1100
Pittsburgh, PA 15222
(412)566-5656
beth@animaleast.com
animalsfx.com
Gold Corporate Member

Voltz, Nathan
Post Producer
Animal
100 First Avenue
Suite 1100
Pittsburgh, PA 15222
(412)566-5656
nathan@animaleast.com
animalsfx.com
Gold Corporate Member

Wadding, Nathan
Owner
Skinny Tie Media
302 East Main Street
Carnegie, PA 15106
(412)502-5054
n.wadding@skinnytiemedia.com
skinnytiemedia.com
Individual Member



MEMBERSHIP DIRECTORY

Walker, Dan

Covalent
5877 Commerce
#218
Pittsburgh, PA 15206
(412)477-7667
dan@wearecovalent.com
wearecovalent.com
Silver Corporate Member

Walker, Dayton

University of Pittsburgh
430 Atwood Street
Apartment #4C
Pittsburgh, PA 15213
724-344-5720
dww19@pitt.edu
Student Pitch Member

Walzl Ted

President The Verb Agency
2936 McCully Road
Allison Park, PA 15101
(412)527-2785
ted@theverbagency.com
theverbagency.com
Individual Member

Wanamaker, Audrey

Penn State
224 South Burrows Street
Apartment 403
State College, PA 16801
(215)460-0855
aud2196@gmail.com
Student Pitch Member

Werner, Larkin

Creative Director
Wall-to-Wall Studios
1010 Western Avenue
Suite 302
Pittsburgh, PA 15233
(412)973-6637
larkin@walltowall.com
walltowall.com
Individual Member

Williams, Nathaniel

Producer
Covalent
5877 Commerce
#218
Pittsburgh, PA 15206
(412)477-7667
nathaniel@wearecovalent.com
wearecovalent.com
Silver Corporate Member

Winner, Rachel

Advertising Director
Pittsburgh Magazine
Washington's Landing
600 Waterfront Drive
Pittsburgh, PA 15222
(412)304-0915
rwinner@pittsburghmagazine.com
pittsburghmagazine.com
Individual Member

Wood, Samantha

West Virginia University
2071 Coopers Rock Incline
Morgantown, WV 26508
(304)290-0030
siwood@mix.wvu.edu
Student Pitch Member

Woods, Dee Dee

Marketing Communications
& Media Production
UPMC
600 Grant Street
57th Floor
Pittsburgh, PA 15219
(412)725-5595
woodsdd@upmc.edu
upmc.edu
Silver Corporate Member

Yakshe, Matthew

Robert Morris University
23 Buena Vista
Delmont, PA 15626
(724)216-3806
myakshe23@gmail.com
Student Member

Yeamans, Eric

Senior Graphic Designer
Actual Size
2746 Baum Boulevard
Pittsburgh, PA 15206
(412)363-2100
eric@actualsize.com
actualsize.com
Ad2 Member

Young, Lillian

Director, Marketing Intelligence
& Branding
UPMC
600 Grant Street
57th Floor
Pittsburgh, PA 15219
(412)647-9862
younglm5@upmc.edu
upmc.edu
Silver Corporate Member

Yourd, Danny

Director/Creative Producer
Animal
100 First Avenue
Suite 1100
Pittsburgh, PA 15222
(412)566-5656
danny@animaleast.com
animalsfx.com
Gold Corporate Member

Zanin, Stephanie

Director of Strategy Services
Campos
216 Boulevard of the Allies
Pittsburgh, PA 15222
(412)471-8484
szanin@campos.com
Ad2 Member

Zapinski, Christine

Marketing Director
LUMA Institute
444 Liberty Avenue
Suite 1600
Pittsburgh, PA 15222
(412)488-1990
christine@luma-institute.com
luma-institute.com
Individual Member

Zappa, Carl

Director of Digital Communications
Carlow University
3333 Fifth Avenue
Pittsburgh, PA 15213
(412)578-8780
crzappa@carlow.edu
Ad2 Member

We deliver kudos



Congratulations to all of the finalists
in this year's ADDY Awards.
You deserve to be in the headlines.

Pittsburgh Post-Gazette®