
Chapter Twenty One

Greatest of the Great Awards

Advertising is a thankless occupation. Its artists are generally anonymous and unknown to the public. The business has so many interesting and diverse people. I thought that this book should have a long list of credits. It should have a long list of acknowledgements. Well of course that means I'd leave someone really important out. I'd hate to do that. So, I've decided that a partial list of notables might be appropriate. The individuals in this chapter distinguished themselves in my mind. They are among the hundreds of people that populated the circumstances and situations of my career in advertising to date.

Since advertising is a thankless and anonymous it's pretty common for the industry to have annual awards for everything from copy-writing of small space newspaper ads to awards for production of million dollar TV commercials. Still I wish I could give awards to countless people along the road. Awards for being there. Awards for making tough challenges fun.

Here's a partial list of people I'd give awards to:

Great Client Award: Scott McCauley, Steve Rudnitsky, Betsy Arends, Dan Adamus, Jeff Sass, David Berko.

Great Media People Awards: Coleman Steele, David Dasenbrock, Scott Sussman, Paula Keiner, Chris Gagen.

Great Overall Creative People Awards: Alex Bogusky, Chuck Porter, Michael Winslow, Lloyd Wolfe, Brian Burke, Chris Wigert, Bill Wright, Pieter Blikslager, Pat Harris, Bob Weeks, Ric Anello, Phil Peppis, Phil Duesenberry, Charlie Meismer, Jack Goldenberg, Keith Harmeyer, Stacy Wall.

Great Producers: Donna Ventrice, Scott Durban, John Seaton

Great Account People: John Coghlan, Myron Temeres, Gary

Shipper, Mack Miner, Tom Sweeney, Don Patrick.

New Business Guys: Jim DeVos, Bill Miller.

All Star AE's: - Ida Thompson, Anne Stumbo, Cindy Ennis,
Michelle McMahan, Liz Burnett, Carrie Reynolds.

Account Planners/Research Awards: Mark Thompson, Liz
Donovan, Tom Magnus, Natalie Hay, Deb Silverman.

Coordinators: Gary Drake, Bill Green.

Interns: Brian Lapidus, Adam Slutske, Carrie Beth Wood,
Julie Schaeffer.