



Association of
Professional Communicators

ELECTION BALLOT

2010-2011 Ad Club Board of Directors/Nominated Candidates Biographies

check here to **Sharon Lawless, Owner, Impress**

vote for this
candidate

After graduating from The State University College at Buffalo with a degree in graphic design, Sharon began her career in 1989 as a graphic designer for the Troy Record Newspaper. After a year, she caved to her fathers request of working for him in the families printing business. The deal: in exchange for learning the business side of the business, her father agreed to buy her a computer and begin going design and layout for their customers. By 1992, there was enough work to hire her first designer and her brother Dave Vener joined the group in a sales role. By 1995, their father began an early retirement.

In 1997, imPress Printing & Graphics, Inc. was launched serving local and regional clients in print production, design, mailing, creative writing & web design services. imPress added promotional items and trade show booths and exhibits to their suite of services. Top clients include Albany Medical Center, Imperial Pools, New York Conference of Mayors and NYSID. They also have a niche with many non-profits organizations throughout the capital district. In addition to being President of imPress, Sharon serves as Manager of Internal Operations, ensuring quality products and services of all projects, big and small are being delivered on time while maintaining brand identity. Additionally, She oversaw the setup, integration and production of an online ordering system for a large pool manufacturer which streamlined ordering processes for their distributors and allowed them the ability to control their brand. Sharon has an advanced education in creating effective business systems via The E-Myth Mastery Program.

In 2009, Sharon and partners launched Burst Marketing, a strategic marketing firm. The partnership is a collaboration of imPress, Intellisites and Steve Banis formerly of Banis Marketing. Burst has a defined process for helping companies reach specific business objectives in a defined period of time. Together, they understand how today's Web, social media, and other technology-based marketing tactics need to mesh with traditional marketing and advertising tools - to produce high returns on marketing investments.

Sharon lives in Guilderland, NY with her husband and their two boys. She enjoys decorating, photography, theater, shopping for antiques and exploring new places she's never been before.

check here to **Jeanne Benas, Jeanne A. Benas Art Studio**

vote for this
candidate

As a long time area freelance illustrator/cartoonist, Benas has a unique perspective of the advertising scene, as well as access to a long list of contacts developed over the years through involvement with many area Chambers of Commerce, Convention Bureaus, Artists Guilds and Clubs, etc. Benas is a team player and a hard worker and willing to try new things.

Jeanne A. Benas is a cartoonist, illustrator, and caricature artist. She was born in Boston, grew up in New Jersey, and graduated from Syracuse University with a BFA degree in advertising and illustration. Her mother, Kay Kato- a successful cartoonist for the New York magazine circuit, and later a regular columnist for the Newark Star Ledger for 31 years, was a big influence on her career. As a matter of fact, Benas' art career began at 3 years old when her mother dragged her with her to draw together on live tv. Since then, diversity has characterized her commercial art career. Starting as a fashion illustrator immediately after college, then an ad agency artist, then an artist for the Gannett Newspapers, then an Art Director for the Middletown Times Herald Record, she moved to this area and became a freelance artist primarily working for advertising agencies. She now heads her own Studio.

Benas Art Studio specializes in hand-drawn cartoons, caricatures and realistic illustrations for books, magazines, posters and brochures in addition to the advertising market. Some clients include Albany International, GE, Lockheed Martin, Owens-Corning, NYS Health Dept., NYS Social Services, Brookdale Center on Aging, Gannett Newspapers, Detroit News, Syracuse University Press, CNN, Fox TV, Gazette Newspapers, among others. An international line of greeting cards is licensed to *PaperTrail Press* and *Recycled* and can be found locally at book stores, the Visitor's Bureau gift shop in Quackenbush Square, as well as Walgreen's and Target among others. They are a whimsical look at issues that we all can relate to - from dating to grand-parenting.

In addition to her studio work, Ms. Benas has developed a unique style of caricatures for any event or party. Her 3-minute *full color* caricatures, called LIGHTNING LIKENESSES, are a big hit with young and old alike. From black-tie fundraisers to backyard picnics, these humorous and humane caricatures will delight an audience and serve as a unique souvenir for any event. She has drawn Jay Leno, Tom Brokow, Senator Hillary Clinton, Governor Pataki, Albany Mayor Jennings, Colonie Town Supervisor Mary Brizzell, among others, all autographing their pictures for her. And she does these at venues such as the Pepsi Arena, Saratoga Race Course, Llenroc Mansion, RPI, Albany Med, a cruise boat on Lake George, and even flying to Bermuda for the day to draw caricatures for a radio station stunt, just to name a few of Benas' 900+ caricature appearances.

Ms. Benas also draws caricatures and portraits from photos. From small black/white sketches to detailed full color paintings, these works of art are very popular as a gift or tribute to a boss, co-worker or spouse, or for a sign-in board at your next party.

check here to **Larry Mossey, The Mossey Group**

vote for this
candidate

Since 1983, Larry has held creative and marketing management positions in media companies and has performed as a writer and producer, brand consultant and strategist for clients in many categories through Lighthouse Productions and The Mossey Group.

As Marketing Director for General Electric's WGY/WGFM (1983-1988), he managed promotional activity for the dominant radio group in the Albany market and continued to similar roles with WKLI/WABY and WROW AM-FM as they fought the aggressive radio ratings wars of the 1990s.

In 1992 he was hired by the Times Union to transition publishing technology from paste-up to computer pagination, and later became Marketing Director (1998-2001). In that role he branded the paper with nationally recognized media campaigns ("We're Your Source"), working initially with outside agencies and ultimately managing an in-house advertising agency to create marketing initiatives for a variety of newspaper sub-brands, advertising and circulation programs, special publications and events.

In 2001, he left the paper to co-found Fitz & Mossey Inc., a marketing consultancy, and in 2006 founded The Mossey Group to serve a select group of clients including Saratoga Gaming and Raceway, SEFCU, The Gazette Newspapers, The Schenectady Chamber, Proctors Theatre and CBS 6.

His "Take Another Look" campaign for the Gazette Newspapers earned a global award from the International Newspaper Marketing Association. His broadcast campaigns and original music for Saratoga Gaming and Raceway ("It's a Whole New Game" and "Feels Like Fun"), The Times Union ("We're Your Source") and SEFCU ("We'll Get You There" and "Banking With a Purpose") have earned frequent creative recognition alongside his script writing for national campaigns for Stickley Furniture ("He Said She Said") and Casino Life.

Larry lives in Glenville, New York, with his wife Nan, children Max and Molly, dog, cat, mortgage. Enjoys jazz, movies, classic TV, local history, and writing short mystery stories, apparently more than magazine editors enjoy reading them.

PLEASE PARTICIPATE BY VOTING!

Please place a mark in the box next to the name/s of the candidate/s you wish to vote for: **Each member can vote for up to two (2) candidates.** Ballots must be signed and brought in person to the **Annual Meeting Friday, June 25th** at The College of Saint Rose. **If an active member is unable to attend, he/she may vote by proxy at the annual meeting or send this ballot by/on June 24th** to the Ad Club office filled-out and emailed back to info@albanyadclub.com

PLEASE COMPLETE THE FOLLOWING INFORMATION TO VALIDATE YOUR BALLOT:

This information is kept confidential and is revealed only to committee of active non-board members assigned to count the ballots.

Please Print

Member Name: _____ Company Name: _____

Signature: _____ Date: _____