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# INSIDE DECAGONS

## meet the judges

Ever wondered about the minds behind all those Decagon award selections? (After all, they must not know much if they didn't give the award to your stuff, right?)

Well it's hard to argue that this year's Decagons judges know their stuff. And they unanimously agree that the Decatur-area ad community does too. In fact, Decagons Chair Shani Goss says they were so impressed with the talent that it took a whopping 7.5 hours for the judging!

This year for the first time, you'll have the chance to see just what the judges were thinking, as we'll be handing out packets of the judges comments to all Decagon entrants. In the meantime, meet the judges!

**John Beske** is a 28-year veteran of advertising and graphic design and a longtime environmental activist. After more than a decade of work in ad agencies like Leo Burnett and Della Femina McNamee, he dropped out of mainstream advertising to focus on advertising and marketing for green and sustainable businesses and nonprofits, first with the groundbreaking nonprofit communications firm, Sustain, and more recently with the green marketing and design firm, John Beske Communications in Chicago. His work can be seen at [JohnBeske.com](http://JohnBeske.com).

**Gail Tang** is a senior graphic designer with extensive experience in print media. Her projects have encompassed packaging and environmental graphics, as well as advertising campaigns and branding collateral. She has worked in both large and small agencies and been



involved in every aspect of bringing a project to life. Clients have included United Airlines, Eli Lilly, Mayer Brown, Fujisawa Healthcare, and Shure Brothers.

**Manny Fernandez** is an art director with Tribal DDB, *Advertising Age's* 2008 Global Agency Network of the Year. In this role, he plays an integral part in creating the online brand presence for the Lowe's business. Before his current post, he was a senior art director in the interactive group of JWT where he's made award-winning campaigns for Kraft Foods and online advertising for heavy hitters like Nestlé Ice Cream, Unilever Haircare, Illinois Tourism, Ford, and HSBC. Manny's previous experience includes the design and development of enterprise-level sites for clients such as Elemica and the Hilton family of brands. And by working extensively with research and development groups, he was also able to design experimental interfaces that tap emerging technologies. Focused on innovation, he's always in search of that big idea that transcends the medium. Manny is a graduate of the University of Illinois at Urbana-Champaign.

Mark your calendars for the Decagon Awards on Friday, May 9, at the Beach House.

The fun begins with cocktails and appetizers at 6 p.m., followed by the awards ceremony at 7 p.m., then live entertainment from Floweezy, the hit regional band starring many Ad Club members.

All entries will be displayed prior to the announcement of the winners.

Awards banquet fee is \$20 for members or non-members and \$5 for students.

For more, visit [www.decatradclub.org](http://www.decatradclub.org).



# new leadership takes the reins



During the Decagon Awards at the Beach House on Friday, May 9, new Decatur Ad Club officers will be inducted in a short ceremony. Your new officers for mid-2008 to mid-2009 will be (left to right): Vice President Tom Gray, WAND-TV; Treasurer Marie Klemm, C & K Signs; President Phil Zeni, Public Broadcasting Partners; Secretary Julie Trueblood, Heritage Behavioral Health Center

## take 5 with an Ad Clubber

### MARIE KLEMM



#### 1. What are you doing now?

My main focus is working with customers, selling them signs and marketing. I sit down with customers and help them with designs if they don't have them, recommend materials. Keep up on what is happening in the industry. Attend trade shows and seminars to improve my skills. Also handle all of the accounting.

#### 2. What's with C & K?

C & K stands for my maiden name, "Cachera," and my husband's and my last name, Klemm. It was a joining of who we are and where we came from. I have a business and accounting background. Graduated from Richland with two majors. Attended Sangamon State. Otto has been in the computer field for 40+ years. His degrees are in finance and economics from Millikin. We wanted a business where we could utilize both of our backgrounds. We saw an ad in *Entrepreneur Magazine* about computerized sign making. Checked it out and I knew that was the business for us. Started out as a franchise but left after four years. The franchise went under. It was a blessing—allowed us to be on our own and branch out.

#### 3. What's your passion?

My family is my passion. We have two sons & daughters-in-law and five perfect grandsons. I sing in our church choir. Love to travel even if it's just within a 100-mile radius. Whenever I can be outside working in my flower garden and yard, that's where you'll find me. According to my husband, another couple of years, and we will have very little grass to mow.

#### 4. Why marketing?

My grandmother was a business owner, which was almost unheard of during the '40s and '50s. So I was around a lot of people every day. I listened and watched as my grandmother communicated and provided wonderful products. So marketing fulfills my desire to be with people and help them. It is such a high when a customer says, "I never thought of that!" or "What a great idea!" It also satisfies my desire to be creative and presents challenges to solve.

#### 5. What's so great about Ad Club?

The diversity of the members' backgrounds. And yet the similarities. We are all creative people selling ideas and concepts to customers who are seeking the right answers. I like to hear about what the other members are doing and get new ideas. It's also a comfort to know others face the same problems I do.