

Susan Corbo is a senior writer at BBH New York.



Over the past year, she has worked on ads for LG, Miller Lite, Vaseline, Axe, Sobe and Dyson. A graduate of The Creative Circus in Atlanta, Ga., Corbo started her career at Ingalls in Boston before moving on to Cohn Godley Norwood, Mullen and Arnold

Worldwide, where she crafted ads for Volkswagen and Timberland. Corbo then went to Mother New York, where she worked on Virgin Mobile and Target campaigns and a small book in the Mother book series titled *I Date a Hooker*—which would make her family very proud, if they knew about it.

Corbo has been honored by the One Show, the Cannes Lions, *Communication Arts*, the International ANDY Awards and the Art Directors Club. Originally from Kentucky, she lives in New York with her husband, Bruno, and their 17-year-old turtle, Bubba, whom they recently discovered is actually a girl.

Susan Corbo ADVERTISING

Pum Lefebure is a cofounder of and creative director at Design Army in Washington, D.C.



Lefebure not only oversees all creative coming through the firm's doors but also is responsible for setting the creative vision behind each high-profile campaign. She keeps the design team challenged by pushing and inspiring them to do creatively original work for clients such as Chronicle Books,

Fannon Fine Printing, the Woodrow Wilson Center, the University of Virginia Library, the National Mediation Board and the Signature Theatre.

Since the firm opened in fall 2003, Design Army's work has been featured in publications including *Communication Arts*, *Graphis*, *HOW*, *Print*, *STEP*, *Novum*, *Coupe* and *Art4D*. Design Army has garnered a multitude of industry awards, from AIGA, The ADDY Awards, The Art Directors Club, the AR100 Annual Report Awards Competition, The Mohawk Show, the Type Directors Club and The One Show.

Pum Lefebure DESIGN

Mimi Haddon is a photographer in Venice Beach, Calif.



Enchanted by the confluence of fantasy and reality, Haddon uses color and simple props to bring a surreal quality to the quotidian life around her. Her best teachers are her children, Lilly and Finley. Haddon's

clients include Disney, *The New Yorker*, The J. Paul Getty Trust, Palm Press, Taryn Rose, Children's Hospital Los Angeles and the Warren Group.

Haddon earned a master's degree in visual communication design from California State University at Long Beach and has taken part in the Santa Fe Photography Workshops, the Julia Dean Photo Workshops and the Creativity Center in Santa Monica.

Haddon was featured in the *Communication Arts* "Fresh" section in September 2006.

Mimi Haddon PHOTOGRAPHY

Bill Mayer is an illustrator in Decatur, Ga.



Mayer's work has been exhibited throughout the United States and Europe and has appeared in major publications including *The New York Times Magazine*, *National Geographic*, *Time* magazine, *The Wall Street Journal* and *The Village Voice*. His clientele includes Mattel, Hasbro,

DreamWorks, Cartoon Network, Levi's, José Cuervo, *Time* magazine, IBM, Delta Airlines, Yupo and RJR Nabisco.

Mayer has won hundreds of national and international awards, including one silver and six gold medals from the Society of Illustrators, New York, and gold and silver medals from the Society of Illustrators of Los Angeles. He also has won awards of merit from *Communication Arts*, *Graphis*, *Archive*, *Print*, *Ad Age*, The Addy Awards, The New York Art Directors Club and Show South.

Bill Mayer ILLUSTRATION