

Julie Bowman is the executive creative director at Giant Noodle, Dallas, Texas.



Julie Bowman has more than 18 years of experience, the bulk of which was spent at DDB, where she worked with some of the leaders of today's industry. She was a *Communication Arts* judge in 2007, a Cannes delegate in 2005, and her work

has been seen at Cannes, the Clios, and the Kelly's, and in *Communication Arts*, *Archive*, *Creativity*, and *Print* magazines. She's also performed stand-up improv, written the prerequisite mediocre novel, and opened for Dread Zeppelin at the twentieth reunion of Woodstock. She and her husband live in Dallas with their two dogs, two cats, and thirty-six koi.

Julie Bowman **ADVERTISING**

Karen Zuckerman is the executive creative director and president of Hirshorn Zuckerman Design Group (HZDG) in Rockville, Maryland.



Karen Zuckerman leads both the creative and the corporate vision of HZDG, an agency she launched from her basement in the late 1980s. More than twenty years later, she stays true to her mantra—"just make it cool"—and has grown HZDG into a fully integrated, highly energized creative agency of over 100 employees with offices in DC and New York City.

Karen is a Philadelphia native and a graduate of Penn State with a B.A. in graphic design. She is one of *Graphic Design* magazine's 25 People to Watch and was recently nominated for a Cooper-Hewitt National Design Award. HZDG is one of *Washingtonian* magazine's 50 Best Places to Work and was named #1 Graphic Design and Interactive Firm by *Washington Business Journal*.

HZDG's work has been featured in *Communication Arts*, *Graphis*, *STEP*, *HOW*, and *Deliver* magazines. The agency has also won numerous awards, including ADDY, AIGA, Art Directors Club, MAXI, MAME, and NAHB's Pillars of the Industry Award. Notable HZDG clients include Marriott International, The Carlyle Group, NASDAQ, Tishman Speyer, Saks Fifth Avenue, and EarthShare.

Karen Zuckerman **DESIGN**

Laurie Frankel is an award-winning photographer based in San Francisco, California.



Laurie Frankel graduated from the University of Delaware's Visual Communications program. After seventeen years working in the graphic design field as a designer, art director, and creative director, she switched to photography and didn't turn back.

Laurie's work is always eclectic. On the graphics side, she's worked with fashion retailers, cosmetics manufacturers, organic grocery store chains, and even a high-tech baby bassinet maker.

As a photographer, both her product and process are diverse. She's tromped through swamps, bribed giraffes, and hung precariously from ceilings in order to get the shot. She'll do what it takes to photograph kids, still lifes, and interiors for clients like Huggies, DreamWorks, and Design Within Reach. And she has fun doing it. *Communication Arts*, *Graphis*, *American Photography*, and the International Photography Awards have recognized her work. Luerzer's Archive named her one of 2008–09's best advertising photographers worldwide.

Laurie Frankel **PHOTOGRAPHY**

Mike Benny is an Austin, Texas-based illustrator.



Mike Benny graduated from California State University, Chico with a degree in graphic design. His clients include *Time*, *Sports Illustrated*, *Playboy*, *Rolling Stone*, and *Texas Monthly*. Mike received five medals from the Society of Illustrators and was featured in *Communication Arts* magazine. He is currently finishing his third picture book, *The Listeners*, for Sleeping Bear Press.

Mike Benny **ILLUSTRATION**