



Mark Sanger



Sabrina Koerber

JOINING THE PARTY

■ **ShadowBox Pictures, LLC** in Yardley, PA added **Ben Schwartz** as staff videographer and high-definition digital image technician. ■ **The Borden Agency** hired **Mark Sanger** for the position of V.P. of business development. Sanger's career in marketing started in 1997, and he brings to the table a vast array of mobile marketing experience, including working on strategy development, consumer experience design, custom-vehicle fabrication, Internet and database marketing and much more. The Borden Agency also announced the promotions of **Rachel Konar** to V.P. of client services, and **Erin Mayer**, who was promoted to account coordinator. ■ **Emilia Andrews**, vice president and senior producer at **Beholder Productions**, was inducted as the **American Women in Radio and Television Philadelphia/Tri-State Chapter** president. ■ **Music Video Distributors Inc.** appointed **Sabrina Koerber** to art director. Koerber is responsible for creating and/or overseeing all advertising designs, DVD cover art, and printed brochures and catalogs. ■ **Frank Iacono** joined **DMW** as interactive services manager. **Mary Schwemmer** joined **DMW** as project manager. **Judy Lynn Weaver** has been hired as proofreader. **Erin Powell** was also promoted to senior account executive. ■ Advertising and ideation agency **SFGT** created the new position of content manager, to be filled by **Argelio ("Arch") Dumenigo**. He was recruited from the University of Pennsylvania's Annenberg School for Communication, where he was Web editor. As content manager on all accounts, Dumenigo will focus primarily on interactive, including content development (long form, microsite, e-mail blast, etc.) and competitive research and analysis. ■ **Linda Rosanio**, CEO of **The Star Group**, announced that **Mary Padula**, media director and senior vice president, has been named managing partner. A 17-year veteran of the firm, she leads the agency's media operations and is based in its Philadelphia office. Padula's extensive account experience covers a diverse range of industries including government, healthcare, travel, tourism, and hospitality. ■

self-promotion contest sponsored by NewPage. Best of Category and Best of Industry winners will be published online and in *Create Magazine*. One winner will bring home a Best of Show Dream Studio with products from Xerox, Adobe, Microtek and more! See the entry form inside this issue, or go to www.thecreateawards.com to enter. ■

SCOOP

■ Lakewood NJ-based **Creative Manager, Inc.**, provider of Creative Manager Pro and Creative Project Manager, released version 8.15 of its flagship product, with over 20 improvements based on input from users of its Agency Software and Project Management Software. ■ **NAPL**, the trade association for excellence in graphic communications management, acquired **eKG Research Associates**. The eKG



Image courtesy of Verge180

family of services includes proprietary diagnostic tools that graphic communications companies can use to strengthen customer relationships and determine a strategic direction for their organizations. ■ **Verge180**, a creative communications company specializing in innovative brand development, assists clients in meeting their business objectives successfully, renamed the company. Formerly known as Alan Brooks Design, the name change reflects the company's expanded scope of

E. DAVID LURIA

PHOTOGRAPHY



Specializing In Architecture, Restaurants, Events and DC Landmarks

www.edavidluriaphotography.com
email > edavidluria@juno.com
tel > 202.537.0937

Let the power of
television
work for you



Does your business need a TV commercial?

10 years of TV directing and production experience and media placement!
Specializing in retail, restaurants, beauty and nightclub industries.



Contact Director Tony Lankford at 267.693.4994 or
email Downtown@philly1.com