

CREATIVE TEAM INDUCTED INTO AD FEDERATION HALL OF ACHIEVEMENT.



The Pittsburgh American Advertising Federation held its annual Hall of Fame Awards Ceremony at the Heinz History Center to induct a new group of advertising professionals into both the Hall of Fame and the Hall of Achievement. The Hall of Fame honors leaders who have made a significant impact on the advertising industry over the life of their careers. The Hall of Achievement honors younger, talented individuals who are making a significant impact in our market through creative achievement, measurable results, training or volunteering. This year, Hall of Fame inductees included Tony Bucci of MARC Advertising and Tom Smith of Ketchum Advertising. Hall of Achievement inductees were Dave Hughes and Bill Garrison of Garrison Hughes, Kevin Srigley of Giant Eagle and Bryan Ward of

Giant Ideas. Presentations were also made on behalf of the American Advertising Federation for the Crystal Prism Award and the Silver Medal Award.

The induction of Dave Hughes and Bill Garrison was the first time a creative team was inducted into the Hall of Achievement. Their careers started a few hundred miles apart. Dave was an Art Director at Kelly Michener in Lancaster, PA, and Bill was a Copywriter at Ketchum Advertising in Pittsburgh. When Dave got tired of living among the Amish, he headed to Pittsburgh to take a job at Ketchum where he found Bill sound asleep at his desk. A true partnership was born. The two eventually became Creative Directors and worked at several agencies, including Werner Chepelsky & Partners (now Mullen), Egan/St. James and Blattner Brunner. And you'd be hard pressed to find an account they haven't worked on. Seeking less money and more work, the two went out on their own five years ago and started Garrison Hughes. Collectively, Bill and Dave have received numerous industry accolades. They've been recognized in Communication Arts Advertising Annual and The One Show. Named finalists for an Obie and a Kelly Award. And received more than 150 Pittsburgh ADDY Awards, including three Best Of Show honors, and several Regional and National ADDYs.