

Dog'n Pony Shows

MAJOR CLIENT PITCHES

Formica
Champion Spark Plug
Owens Corning
Rubbermaid
American Greetings Inc.
Hong Kong Toys
Valvoline Oil
Private Industry Council
Harbor House of Louisville
Abbey Press



Going Batts!

NATIONAL CAMPAIGN
LICENSED PRODUCT DESIGN

Recognize these ears?

Owens Corning literally went BATTs over the concept and it was licensed within a week for \$3-million and grossed over \$12-million in sales the first year, making Owens Corning a leader in the industry.

One of the longest running ad promotions and advertising campaigns in the history of US advertising using a classic cartoon figure as a spokesperson.

GOLD AWARDS, Toledo, Chicago, New York, fifth district ADDY/ONE SHOW for Campaign and individual POP, collateral, direct mail.



© OWENS CORNING / ® Mirsch Corp.
© Universal Studios, CA

"Check your oil?"

NATIONAL CAMPAIGN

Sales Incentives

Valvoline Oil was looking for a unique "pitch piece" for their sales force. The presentation carrying case was created as a vacuformed can of oil with a flipchart BINDER for presentation to customers. The corrugated box had silk-screened oil cans on the side and lid.

This was a GOLD AWARD /ONE SHOW plus local/regional ADDYS



PIC Packs Potential

NATIONAL CAMPAIGN

Community Awareness

This concept was to develop a direct mail program and invitation for the business sector involvement in Private Industry Council.

Former President Reagan and Bob Hope were the spokespersons for this nation-wide campaign.

This was a GOLD AWARD /Toledo and fifth district ADDY awards, plus national and regional awards for public awareness.

The crates were produced by CRATES by the Crateful



Rubbermaid

CAMPAIGNS

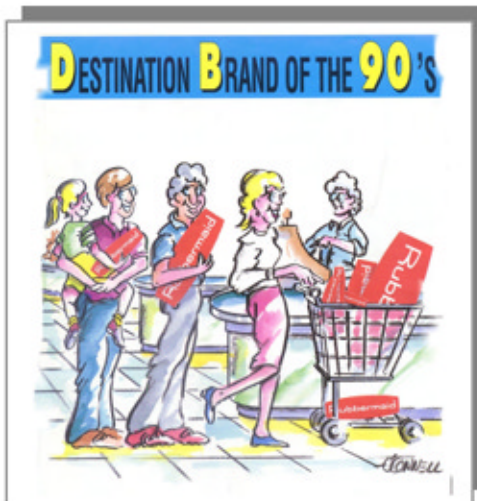
Totally Rubbermaid
Power Products Promo

Houseware Catalogs USA/Mexico
In-store Rubbermaid Store/K-Mart

Corporate Image/
Annual Reports

Packaging & Brand Awareness of 3 divisions

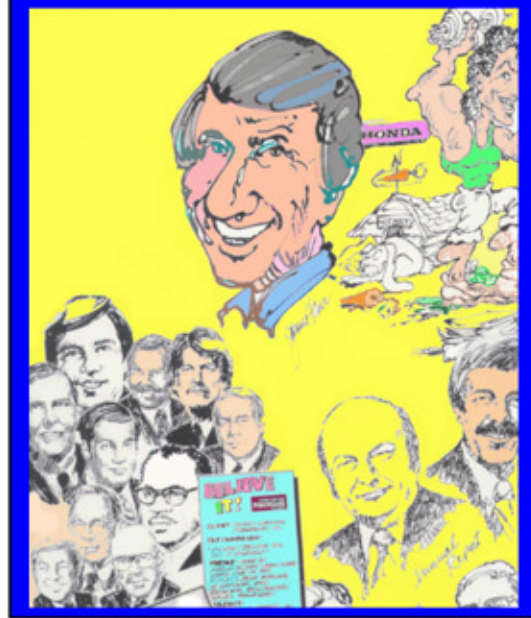
DEVELOPED: The In store Rubbermaid Store



Humorous illustration
National Brand awareness
Broadcast, Magazine, Newspapers

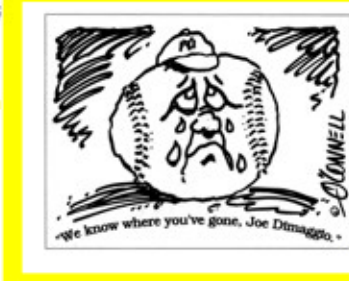


humor



editorial

Editorial toons – In the running for a Pulitzer Prize – Clinton New Albany IN – Tribune cartoonist



storyboard art



sales promotion

St. Jude Mailer Promo



NEW OFFICE PRODUCT DIV



International Catalog



Self Promotion



Annual Reports
Rubbermaid (5 years)

Rubbermaid Furniture



Publication Design

Books, Magazines,
Newsletters

Art direction and design of PACKAGING
DIGEST MAGAZINE, editorial cartooning
for national mags and pubs, book design
and jacket covers.

Editorial cartoons for national and local paper as well
as WEBTOONS--Clients to include Fuzzy Zoeller,
Owens Corning, Rubbermaid, INDUSTRY WEEK
magazine, Ohio Business, DC Comics and others.



<< First Batman
Movie In-store
Promos for Borden
Foods



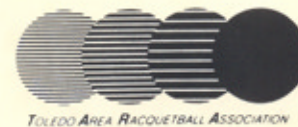
THE MARKS

Corporate Identity and Identity Systems

Hitting the Mark is half the battle. Each of these unique logos enhanced the reputation and grew the client's business and identity.



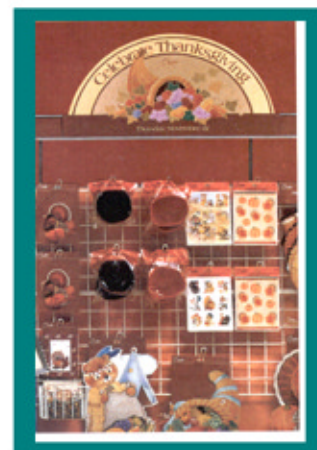
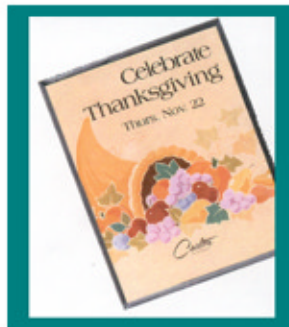
Graphic USA
design award
winner for
GULLWING
LOGO >>>



American Greetings

SPOOKY STREET & THANKSGIVING PROMOTIONS

Overhead caption strip art for Thanksgiving and Autumn party goods ensemble. A cornucopia theme was chosen and illustrated in-house. Spooky Street theme for grid merchandising, endcaps, caption strip kits, danglers, counter-cards and posters. Best perceived and brand screamer for the Halloween season.



TOY PACKAGING

TOYS FOR BOYS & GIRLS

Here you see a variety of unique packaging and catalog designs used by some of the leading toy manufacturers in the country and the world.

Hong Kong Toys concept went over so well in concept drawing stage with **ADVENTURESET** that the company decided they liked the comps, so they were used in the final package product.

The drawing of product was replaced with inset pictures of actual product.



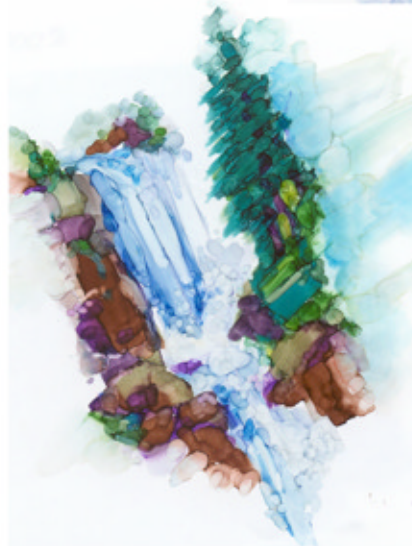
ABBEY PRESS



GREETING CARD DESIGN

Abbey Press was excited about CREATING A NEW CARD & GIFT LINE using my style of marker illustration entitled WISDOM FROM THE HEART.

In-store promos to include end caps, caption strips, danglers and logo treatments.





Fuzzy's Mascot



INTERNET

CHARACTER DEVELOPMENT

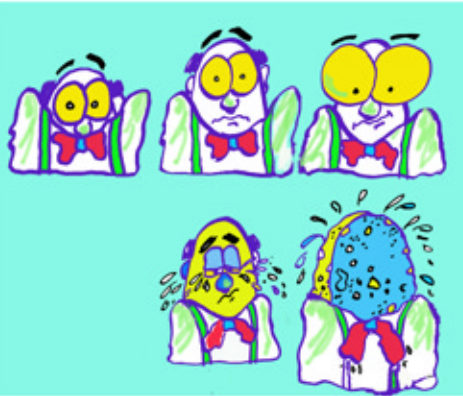
CHARACTERS



- *Pro golfer—Fuzzy Zoeller mascot & caricature site.
- *Ebay type characters used for a bidding site.
- *Millenium logo.
- *Dinosaurs in the office characters.
- *Lips—FUNN

SPOTS PROMO.

- *Kenny's Cajun Corn —website.
- *SURFER toon
- *Water's Edge site & publishing logo



"TELETYPE BUS"



-CONNELL



Harbor House

CAPITAL CAMPAIGN

Corporate ID

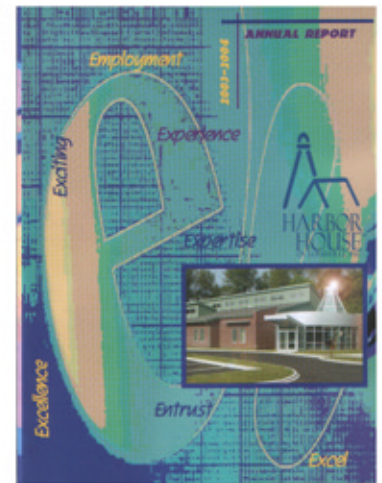
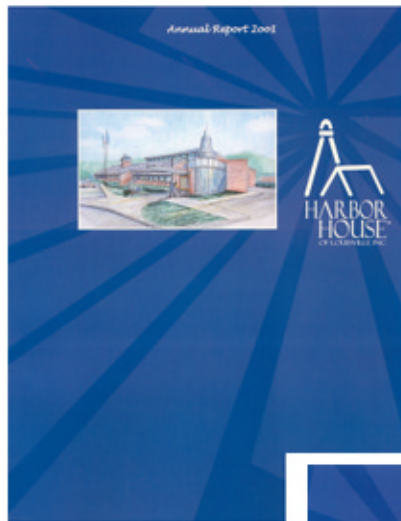
Community Awareness

This concept was to develop a direct mail and direct contact program to embark on a capital campaign to raise \$2.1 million for the construction of a new 8200 square foot facility to house an ever expanding automated bulk mail small business and the number of participants (over 100) served as well as increase the variety of programs and services and the extent of our reach to serve families throughout the greater Louisville community. An award winning success.

All printing and prepress by
PUBLISHERS PRINTING CO.



Harbor House Capital Campaign
-- 3-ring binder
Logo design, Annual Reports
direct mail promotion
Corporate Capabilities Brochure



**2003-04 Annual Report
and capabilities promo**



ILLUSTRATION

MARKER ILLUSTRATION

A variety of maker rendered illustrations and drawings





Caricatures

CARICATURES AND HEADS OF STATE

Nationally recognized illustrator, editorial cartoonist, puppeteer and humorist **DRAWS** famous faces: Fuzzy Zoeller PGA Golf Pro for his online products and website, Ronald Reagan (editorial), Sally Jesse Raphael (radio talk), Bill Clinton (editorial) to name a few.

OFFICIAL CARICATURIST FOR CAESARS GLORY OF ROME RIVERBOAT CASINO



(above) Editorial Cartoon which ran in THE TRIBUNE, New Albany, IN submitted for Pulitzer Prize by paper

Editorial toons, and animatics

