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## New Slate of Officers Join Adcraft Club of Detroit to Inspire, Educate Membership

Mentorship, for many business people, is a primary form of giving back. It is about sharing your knowledge – both of the hard knocks and big successes – that come from decades in the business. It is offering a helping hand to a younger generation and being happy about it.

That is one reason why Phil Rzepka wanted to become president of the Adcraft Club of Detroit. Not only is this venerable organization near and dear to him, but he also feels revitalized when he works with college-age students through Adcraft’s unique programs, particularly AdCon.

“It’s about being connected and giving back,” said Rzepka, whose one-year term as president of Metro Detroit’s largest advertising association started in July.

And it doesn’t hurt that he gets to meet all of Adcraft’s impressive speakers, who recently included Penske Corp’s Bud Denker, Dr. Oz, Facebook COO and best-selling author Sheryl Sandberg and Detroit Venture Partners CEO Josh Linkner.

Rzepka is part of a new slate of officers who will lead the Adcraft Club for the next year. Established in 1905, the Adcraft Club of Detroit brings together members of the media, advertiser and agency community. Its goal is “to exchange big ideas, support and educate one another as



Phil Rzepka

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Thursday,

November 5, 2015

4:30 pm - 7 pm

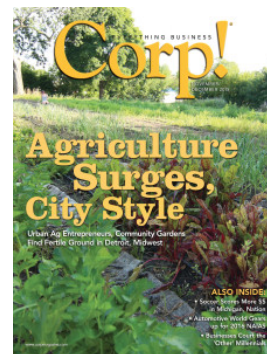
Meadow Brook Hall

Rochester, MI

means of evolving their own professional development and the creative industry they are a part of.” With 1,600 plus members, the Adcraft Club of Detroit houses some of the most well-respected and established consumer brands in the world.

The 2014-15 board also includes new officers and members to its 25-member board of directors. Following Adcraft succession policy, Eric Kracht is now first vice president, Susan Venen-Bock is second vice president, Tom Talbert is corporate secretary and Jarilyn Auger returns as ex-officio treasurer. Adcraft also elected new members Rob Cuoto, John McFarland, Emily Shahady and Keith Ulrich and appointed Jim Ryan to its board. The club also re-elected current board members Cristina D’Aristotile and Don Miller Jr. and appointed Colleen Lafferty, Kevin Pietsch and Lynn Pellerito to serve additional terms.

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Karen is an editor and writer for Corp! Magazine. She graduated from the University of Michigan and has worked at The Mackinac Island Town Crier, The Kalamazoo Gazette, The (Adrian) Daily Telegram and The Oakland Press. Karen spent five years at The Detroit News as a business writer with stints in retail, workplace issues and personal finance. Dybis also was a blogger on Time magazine's "Assignment: Detroit" project.



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