



VCU Brandcenter Special Presentation

Mon., Dec. 1st / 5:30-8pm / VCU Brandcenter Lecture Hall / 103 S. Jefferson St.

The Virginia Tourism Corporation and the VCU Brandcenter present:

"45 Years of Virginia is for Lovers"

A panel discussion celebrating the 45th anniversary of Virginia's official tourism slogan. Panel discussion from 5:30-7pm. Light reception to follow.



Four creative professionals who developed the longest running and one of the most iconic state tourism campaigns will look back on the experience in celebration of its 45th anniversary. On a panel moderated by Brandcenter professor Kelly O'Keefe, original team members from the Martin & Woltz advertising agency and the Virginia State Travel Service will tell the story of Virginia is for

Lovers and discuss its impact on Virginia tourism over the last 45 years. All panelists attended Richmond Professional Institute, predecessor to VCU.

John T. Boatright

Account Executive at Martin & Woltz, 1968-1973



After his time at Martin & Woltz, Mr. Boatright went on to join the Martin Agency in 1978 where he rose to senior vice president. He then co-founded Just Partners in 1996, serving as partner until his retirement in 2002.

Libby Phillips Meggs

Art Director at Martin & Woltz, 1965-1971



Ms. Meggs was the first employee of Martin & Woltz, and following her advertising career she has become an award-winning author and illustrator of such books as *Go Home! The True Story of James the Cat* (children's book) and *MEGGS: Making Graphic Design History*.

Marshall E. Murdaugh

Commissioner of the Virginia State Travel Service, 1971-1984



After serving under four governors at the Virginia State Travel Service, Mr. Murdaugh went on to lead the chief destination marketing organizations in Memphis, New York City, and Atlantic City. Since 2001, he has been the principal of Marshall Murdaugh Marketing and is the author of *Destination Marketing Insights*.

George R. Woltz

Founding Partner and Creative Director at Martin & Woltz, 1965-1975



Mr. Woltz started his career as an illustrator with the US Army and worked as a graphic designer for companies such as Reynolds Metals before starting his own business, Design for Industry, in 1963. In 1965, he co-founded the Martin & Woltz advertising agency and served as creative director until 1975, when he opened his own firm, Woltz & Associates Advertising. He became president of Campbell-Ewald Advertising/Virginia in 1983, from which he retired in 1991.