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## People and Accounts of Note

By THE NEW YORK TIMES  
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Chris Atlas rejoined Cornerstone, New York, as vice president for strategic marketing and brand properties. Before leaving Cornerstone to join Amp'd Mobile as senior director for entertainment marketing, he had been director for urban music.

Bartle Bogle Hegarty, London, was named the Grand Prix winner of the 2007 [American Association of Advertising Agencies](#) Jay Chiat Planning Awards. The agency was honored for its work for the Axe and Lynx brands sold by [Unilever](#).

Aric Cheston and Amy Eagle, executives at two units of Kirshenbaum Bond & Partners, New York, part of [MDC Partners](#), were promoted to partners. Mr. Cheston is a creative director at Dotglu and Ms. Eagle is a director for account management at Kirshenbaum Bond.

Kathy Cosgrove, deputy managing director at the Atlanta office of GolinHarris, part of the [Interpublic Group of Companies](#), was promoted to managing director. She succeeds Mitch Head, who will "continue to play a leadership role with several of the agency's largest clients," GolinHarris said, and remains leader of the Engage practice group.

The Creed fragrance brand is becoming an event sponsor for the first time in its 247-year history, according to its distributor for North America, International Cosmetics and Perfumes, New York. Creed will be a sponsor of the Veuve Cliquot Cup Finals, to be played at the Greenwich (Conn.) Polo Club on Sept. 16. Olivier Creed, chief executive at Creed, is a polo player, as is his son, Erwin.

A community-financed organization in Cumberland County, N.C., chose the Republik, Durham, N.C., as its first agency of record for an assignment with a budget of \$5.5 million. The organization is known as the Cumberland County B.R.A.C. Task Force, with the initials referring to the Base Realignment and Closure program of the Department of Defense. The organization will sponsor efforts, which will include banner ads and blogs, intended to bolster the community's military base, Fort Bragg.


Jeri Dack joined TargetCast tcm, New York, as senior vice president and director for digital marketing, a new post. She had most recently been senior vice president for media and entertainment at Sullivan, New York.

The United States division of [Doctors Without Borders](#) (Médecins Sans Frontières) was named the 2007 nonprofit organization of the year by the Nonprofit Federation of the [Direct Marketing Association](#). The award was presented in New York on Aug. 9 at the federation's annual conference.

Gregory Dunn joined Ypartnership, Orlando, Fla., as director for insights. He succeeds Dennis Marzella, who became executive vice president for marketing at Quantitative Marketing, Altamonte Springs, Fla. Mr. Dunn has a background that includes teaching at the University of South Florida

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School of Hotel and Restaurant Management as well as serving in faculty posts at universities like Florida Atlantic University and the [University of Nevada](#) Las Vegas.

Murray Gaylord, vice president for marketing at [nytimes.com](#), New York, part of the New York Times Company, was elected to a two-year term as chairman of the [American Advertising Federation](#). Mr. Gaylord, succeeds Andy Jung, who is senior director for advertising and media services at the [Kellogg Company](#), Battle Creek, Mich.

Halo Technologies, Charlotte, N.C., chose Boone Oakley, Charlotte, as agency of record to introduce Halo's first retail product, called the Halo Ultraviolet Germ-Killing Vacuum. Halo says it will spend \$20 million on television, print, interactive and other ads for the product, which will cost \$499.

Timothy Kane joined Makovsky & Company, New York, as executive vice president in charge of the branding and visual communications practice, a new post. He had most recently been a senior vice president and group creative director at McCann Erickson Worldwide, New York, part of the McCann Worldgroup unit of the Interpublic Group of Companies.

Steven Kotok, general manager at The Week, New York, a news magazine owned by Dennis Publishing, was promoted to president. He succeeds Justin Smith, who left to join the Atlantic Media Company, Washington, as president for the consumer division.

Christine Osekoski, national sales director at Fast Company magazine, New York, part of Mansueto Ventures, was promoted to publisher. The publisher's post was created after the recent departure of Jayson Goldberg, who served as group publisher for Fast Company and another Mansueto magazine, Inc.; Inc. also now has its own publisher, John Tebeau.

The Palm Beach County (Fla.) Convention and Visitors Bureau selected Bohan Advertising/Marketing, Nashville, Tenn., as agency of record. Bohan, which will open an office in West Palm Beach, was awarded a three-year contract with total spending estimated at \$7 million. The decision came after a review in which Bohan competed against the incumbent agency, Beber Silverstein Advertising, Miami, part of the Beber Silverstein Group, and the Zimmerman Agency, Tallahassee, part of the Zimmerman Partners unit of the [Omnicom Group](#).

Ted Pearse, vice president and sales director at WDIV-TV, Detroit, was elected the 102nd president of the Adcraft Club of Detroit. He succeeds Dave Woodruff, who is the group advertising director at Hearst Magazines, part of the Hearst Corporation.

The Promotion Marketing Association, New York, elected its executive committee and board for 2007-8. Mark Mears, senior vice president for marketing and sales at Universal Studios Hollywood, part of the NBC Universal unit of the [General Electric Company](#), will serve as chairman. Dean Barrett, senior vice president for global marketing at the [McDonald's Corporation](#), will be the chairman-elect.

Robert Rasmussen joined R/GA, New York, part of the Interpublic Group of Companies, as executive creative director for the [Nike](#) account. He succeeds Nick Law, who became chief creative officer for R/GA North America. Mr. Rasmussen had been creative director on the [JetBlue Airways](#) account at JWT, New York, part of the [WPP Group](#).

Lilith Rugel and Robert Walch joined Wizzard Media, New York, part of [Wizzard Software](#), in new posts. Ms. Rugel becomes director for advertising sales operations; she had been associate director for client services at Harte-Hanks, Glen Burnie, Md. Mr. Walch becomes vice president for podcaster relations; he had been director for new media at Ink Inc. Public Relations, Kansas City, Mo.

Lydia Snape rejoined Renegade, New York, after a six-month sabbatical, in the new post of senior vice president and digital development director. Before she left, she had been senior vice president and interactive services director. Renegade, formerly the Renegade Marketing Group, is part of Dentsu.

Thomas Tafuto joined the Dallas office of Tribal DDB Worldwide as executive creative director, a

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