



the face of talent

HIGHLIGHTS | AUGUST 6-10, 2018



THE 4A'S FOUNDATION MISSION

With the belief that possibilities are endless for everyone given the right access and exposure, the 4A's Foundation exists to connect the industry to talent for today and tomorrow.

4's FOUNDATION



“The 4A’s Foundation creates opportunities for diverse students to become part of the advertising and marketing industry.

The support of agency leaders reflects the imperative to ensure an inclusive workplace for all, fueling insightful creativity.”

– Marla Kaplowitz, President & CEO, 4A’s



For one week each August, the 4A's brings together a rich community of individuals and agencies playing an instrumental role in changing the makeup of the marketing communications industry.

From August 6-10, the eighth annual The Face of Talent took place in venues across New York City, to recognize and celebrate a diverse group of aspiring advertising hopefuls from across the 4A's various diversity and inclusion initiatives, along with educators and agency leaders who advocate and champion diversity across the agency industry.

This year, for the first time, The Face of Talent took place under the banner of the 4A's Foundation, which recently brought together programs, including the Multicultural Advertising Intern Program (MAIP) and its alumni association, the 4A's scholarship program, and its high school initiatives, including two New York City-based public high schools: the High School for Innovation in Advertising and Media (IAM) and the Manhattan Early College School for Advertising (MECA).

The event served as a celebration of several key milestones including the 45th class of MAIP, the 10th anniversary of IAM, and the first-ever graduating class of MECA.



The Face of Talent kicked off on Monday, August 6, with the sold-out **Diversity Career Fair + MAIP Greenhouse**, where 213 eager and ready fellows from the 2018 MAIP fellow class were able to meet with and be recruited by representatives from a wide array of agencies.

Later that evening, members of the MAIP Alumni Association met at Hudson Terrace for the annual **Society of Excellence Reception**, where they recognized successes and achievements across their community, with awards including MAIPers to Watch and the Paragon Awards.

The Face of Talent's marquee event, **The Diversity Leadership Luncheon**, took place at the Ziegfeld Ballroom on Tuesday, August 7, bringing together educators, scholars, high school graduates, MAIP fellows, MAIP alumni and industry professionals to welcome and award new faces of talent in the industry.



Hosted by Natalia Oberti Noguera, Founder and CEO of Pipeline Angels, some 700 attendees were treated to a captivating and quote-worthy keynote speech by Jonathan Jackson, Co-founder of Blavity, Inc., and 2019 Harvard University Nieman Fellow. Sheldon Levy, from MAIP's inaugural class in 1973, and the first to retire from the business, went on to pin members of the 2018 class after an emotional and inspirational tribute to his legacy. With 213 members, this year's class is the largest in the program's 45-year history.

The week rounded out with the current MAIP class engaging with specific partner agencies to complete their fellow requirements, including a Leadership Development Forum on August 8, #MAIPCares Volunteer Day at City Meals on Wheels on August 9, and Agency Immersion Day on August 10.

Both the Society of Excellence and Diversity Leadership Luncheon programs featured awards to highlight and recognize individuals for their commitment to diversity and inclusion, as well as their successes.

The week's events were covered across the 4A's social channels courtesy of a hijack by four members of this year's MAIP class: Katrina Madrinan, Raquel Ortega, Hazel Ortiz, and Alicia Harris. Check out their coverage on the 4A's Twitter, Instagram and Facebook channels for more.



“You get to be the people we never had. That is an amazing opportunity and a serious responsibility.

I believe you are up to the task, because I see you.
I see us.”

– Jonathan Jackson, Co-Founder of Blavity, Inc.
and 2019 Harvard University Neiman Fellow



SOCIETY OF EXCELLENCE

Member of the MAIP Alumni Association gathered at Hudson Terrace to recognize its own bright stars. The 4A's congratulates the 2018 honorees of the Paragon Awards and MAIPers to Watch.

Paragon Award Winners

Bonita Coleman Stewart (MAIP 1978),
VP, Global Partnerships at Google

Justine Song (MAIP 1996),
VP Account Director at HZDG

Monica Sanchez (MAIP 2000),
Practice Lead, Quantitative Storytelling at Dieste

Armon Moore (MAIP 2006),
Creative Director at Walker & Company Brands, Inc.

Ronnie Dickerson Stewart (MAIP 2004),
VP, Talent Engagement & Inclusion at Digitas

MAIPers to Watch

Rishi Magia (MAIP 2008),
Creative Director, VaynerMedia

Alex Santiago (MAIP 2010),
Founder, Social Mosaic Communications

Shannon Ross (MAIP 2012),
Associate Creative Director, Spotify

Jezzika Chung (MAIP 2013),
Copywriter, Anomaly

Nicole Narváez (MAIP 2014),
Senior Account Director, Ogilvy & Mather



DIVERSITY LEADERSHIP LUNCHEON

The 2018 luncheon, presented by MDC Partners and McCann Worldgroup, provided an optimal platform to recognize individuals and agencies committed to diversity, and to honor rising stars from #MAIP2018.

"Diversity is awesome. Inclusion is great. But retention is where it's at. We need to keep supporting the future, even if it doesn't look like you."

- Andy Deeza, Copywriter at BBDO New York and scholarship recipient



"It's a complete honor and privilege to be given this award! Thank you so much to all my professors, project partners, mentors at WONGDOODY friends, & family - you guys continue to inspire my work. This is a win for you all too."

- Raquel Ortega (MAIP 2018), Art Direction at WONGDOODY and The One Club's MAIP Creative Fellow of the Year



"I have never felt so motivated, challenged, & validated in my life. MAIP opens the door for so many individuals that would be unable to here without the opportunities it provides to young talent."

- Erin Roughan (MAIP 2018), Copywriting at Publicis, New York



"My favorite part of MAIP is the initiative to change an industry for the better. Time only moves forward, so seeing a robust organization staying ahead of the curve is not only comforting but encouraging, especially as a POC."

- Jared Leong (MAIP 2018), Copywriting at Wunderman, Seattle



LUNCHEON AWARD WINNERS

Shoutouts to all of the 2018 Face of Talent Award Winners honored at the Diversity Leadership Luncheon...

Philosopher Award

Douglas Davis, City Tech Chair,
Communication Design Department, CUNY
New York City College of Technology

Pantheon Award

Tiffany Edwards, Engagement and Inclusion Director
at Droga5

Gladiator Award

Karen Costello, CCO at The Martin Agency

The Bill Sharp Award for the Future of Advertising

Donovan Triplett, MAIP Class 2014
Account Planner at BBDO Atlanta

The MAIP Agency of the Year Award

Horizon Media

The Clarence LeRoy Holte MAIP Fellow of the Year Award

Alicia Harris, Droga5, MAIP Class 2017 and MAIP Fellow 2018

The One Club/MAIP "Creative Fellow of the Year" Award

Raquel Ortega, WONGDOODY, MAIP Class of 2017 and
MAIP Fellow 2018, Art Direction

Digitas Multicultural Scholarship

Josue Mendez, Edelman, MAIP Fellow 2018, PR

Descriptions of the Awards can be found at

<http://thefaceoftalent.aaaa.org/awards/>





LEADERSHIP DEVELOPMENT FORUM

The MAIP class visited either Digitas (recent graduates) or the 4A's (fellows returning to school post-MAIP) for a half day Leadership Development Forum, where they had the opportunity to engage in skill needed in their professional lives.

#MAIPCARES DAY

Each year, the fellows have an opportunity to give back to NYC and the professional community. This year, they joined Omnicom Health Group at City Meals on Wheels in the Bronx, where they packed a remarkable 16,676 meals for those who have experienced a natural disaster and/or have a disability.

AGENCY IMMERSION DAY

Dentsu Aegis Network hosted the fellows for this hands-on experience designed to give a behind-the-scenes look at the culture of NYC ad agencies.

THANK YOU TO OUR PARTNERS

Industry Partners



Leadership Development Forum Partner



Agency Immersion Day Partner



Diversity Career Fair & Greenhouse Partners



#MAIPCares Day Partner



Society of Excellence Partners



Diversity Leadership Luncheon



Pipeline Support Partner



MediaMath New Marketing Institute



Proceeds from The Face of Talent go to the 4A's Foundation, a 501©(3) nonprofit with a long-standing commitment to the education and development of bright, diverse talent.

"The work we do isn't possible without money, so we ask for your support in multiple ways. You can volunteer your time, or you can give if you have the means to give. Your donations are going to help us unlock possibilities for generations to come."

- Keesha Jean-Baptiste, SVP of Talent Engagement & Inclusion at the 4A's

To donate to the 4A's Foundation, visit 4as.givesmart.com or send a text to #52182 with the message "4as".



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