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## NEWS

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### Cornerstone Names New Creative Director

Cornerstone, a 25-year-old marketing and organizational communications firm based in Baltimore, announced today that John F. Burk has been named creative director. In this capacity, Burk leads an eight-person creative team in developing creative concepts and multimedia campaigns for a variety of clients, including W. L. Gore, United Optical, Spectera, Inc., Columbia Builders, Inc. and NASD.

"I am extremely proud to have John join Cornerstone as the head of our talented creative team," said Greg DesRoches, president of Cornerstone. "John is an accomplished designer and art director who possesses immense talent and vision. Under his leadership, Cornerstone will continue to produce the powerful and exceptional creative for which we are known."

For the last 15 years, Burk has operated his own Baltimore design firm. During his 40-year career, he has been employed by several of Baltimore's top advertising agencies and has worked on a variety of national and local accounts, including Prince Tennis Rackets, Black & Decker, McCormick, Crown Central Petroleum, the Port of Baltimore, Beretta Firearms, SigArms and Zodiac boats, among others.

Burk was responsible for one of Baltimore's more memorable and effective advertising campaigns of the 1980s - "JFX... Driving You Crazy for Awhile." The campaign, which included print ads, radio and outdoor, was created to inform and encourage Maryland motorists as the Jones Falls Expressway  
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underwent a three-year reconstruction. The campaign's success prompted several major U.S. cities, including Boston, to model similar campaigns after the JFX campaign.

Burk, who attended The University of the Arts, formerly the Philadelphia Museum College of Art, is the recipient of numerous national awards, including One Show, New York Art Director's Club, Gold Effie and Clio awards. He has also been recognized with numerous national, regional and local ADDY Awards. In addition to his design work, Burk is an accomplished landscape painter. His work has been exhibited throughout Maryland, New York City and New England.

Cornerstone is a full-service marketing and communications firm located in downtown Baltimore. Cornerstone provides comprehensive communications services, including advertising, corporate communications, external and internal brand development, public relations and strategic communications, to a variety of clients throughout the mid-Atlantic region. Cornerstone's client roster includes businesses, non-profits and governmental organizations in the financial services, healthcare, residential development, hospitality, recruitment and technology industries.