



You don't know sh!t from Shinola



On Tuesday, June 14th, FK Photography hosted another portfolio polish. Dubbed Shinola (a brand of shoe polish from the early 20th century which had the texture and color of feces) was the second such portfolio review put on by the Advertising Club of St. Louis in conjunction with Rebus.

Accountants and creatives gathered in the studio's lower level to receive precious words of advice from seasoned advertising veterans on how to ramp up your own brand and nail the interview. I am pleased to say the various speakers gave some helpful advice. I was particularly interested in what Jennifer Oertli of Rodgers

Townsend had to say; "Research the company you want to work for before the interview. The more knowledge you gain about the company the better you can apply your assets." According to Oertli, even the smallest details count. "If your portfolio is bad but your résumé and interpersonal skills are great then I'll still give you a chance at an interview. But if your résumé is riddled with spelling and grammatical mistakes, then forget it." Oertli also warned that interviewers research the people they interview before hand as well. So it's a good idea to keep your social media presence kosher. Jeff Stevens, Creative Director at Momentum, also warned us about burning bridges and pissing off fellow creatives and accountants. "This is a small industry in a small town. Chances are that six degrees of separation will turn into two degrees of separation, which can scar your reputation." Jennifer Simler, Account Director at Switch, also gave some advice on scoring an interview; "Be persistent but polite. Keep calling back. Keep sending emails. The advertising industry is very fast paced. Finding time to meet up for an interview may take a while, but if they like your work then they will definitely want an interview."

Portfolio reviews began upstairs immediately following the speakers. As I waited for my turn, I had a chance to chat with fellow creatives and receive more advice from seasoned professionals. Although I only had 15 minutes with Mr. Zach Hicks of Switch, I was able to gain a new opinion on my book and what I can do to improve it. Hicks was quite fond of my digital portfolio which I had printed and in a 3 ring 8.5" x 11" binder. I was very happy to gain more insight on my portfolio and how I can use it to my best advantage for that next interview.

Vacation Time
Sunbathing on the pier in Edgewater Park in Cleveland, OH. Next stop: Durango, CO



UPCOMING DATES

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|---------|--|
| 7/2-4 | Fair St. Louis |
| 7/4 | of Montreal @ the Luminary |
| 7/8 | Let Them Eat Art Festival in Maplewood |
| 7/9 | 311 and Sublime @ Verizon |
| 7/14 | Pretty Lights @ the Pageant |
| 7/30-31 | Citywide Open Studios Weekend |

Design Line

100 Years of Bike Litho Posters

I found this gem at an antique store in Sandusky, Ohio. Bike posters printed in lithography from 1870-1970 in a first edition 1973 gallery book. Full Archive! [...View Here!](#)



Music Aisle

Buy this: Incubus: If Not Now, When? on 7/12

Five long years have passed since Incubus released their last album. After listening to their latest Studio EP 'If Not Now, When?' in its entirety, I am happy to say the wait was worth it! Boyd's serenading voice is richer and more precise than ever. Einziger's guitar work is more complex and melodic than ever. Additions of orchestral strings and keys combine to create very complex melodic layers of music. This album is another step away from their hard rock origins and into a more classic, mature direction.



Bucket List Vacations

My top five must visit destinations in the World



New Zealand- Snow capped mountains, dense rainforests and 9,400 mi of coastline make this country an adventure seeker's dream. Snorkeling, hiking and skiing can be enjoyed all year.



Peru- Known for its ancient Inca city of Machu Picchu, this country is quite diverse. The Andes rise 22,000 ft and divide the arid western coast from the tropical Amazon to the west.



Italy and Greece- Ancient Romans and Greeks built the great western culture we have today. These countries are home to great works of art from antiquity and the Renaissance.



Sumatra and Borneo- Home to the world's oldest rainforest; these two equatorial islands owned by Malaysia, Brunei and Indonesia are home to several critically endangered species.



Costa Rica- Translated to 'Rich Coast', this country boasts the title as the greenest country in the world. It is also home to 5% of the world's biodiversity.