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**Chute Gerdeman Promotes Felder, McCoy, Waite**

Columbus, OH– Chute Gerdeman Retail, the Columbus-based branding and retail design firm, has announced three promotions.

Joanna Felder has been promoted to Director of Creative Strategy. In this position, Joanna will direct the development of brand positioning, imaging and retail strategies for the company's diverse client base. With more than 25 years of creative experience, Joanna has worked in brand creative for Victoria's Secret, The Limited, Banana Republic and Macy's. Since joining the Chute Gerdeman team, her client list includes Blockbuster, CompUSA, Eddie Bauer, Hanesbrands Inc., Lenscrafters, Red Lobster, Service Corporation International (SCI) and Tween Brands Inc.

Cindy McCoy has been promoted to Program Director. In this position, Cindy serves as a liaison between the company's clients and the Chute Gerdeman design team, orchestrating details and facilitating the creative process. Among her clients are The Blood Connection, C&A Brazil, Marriott Vacation Club International, Tween Brands Inc., Wolverine World Wide and Wrangler Jeans Co.

George Waite has been promoted to Senior Designer, Graphic Production. Bringing with him organization, attention to detail and creative energy, George contributes to design integrity and quality assurance for production projects big and small. Some of the clients George has worked with at Chute Gerdeman include 7-Eleven, C&A Brazil, DeltaSonic, Giant Eagle, Hamleys (UK), LaRosa's Pizzeria, Lehigh Outfitters, Levi Strauss, M&M'S/MARS, Peterbrooke Chocolatier, Real Living, Thorntons and United Rentals.



“Joanna, Cindy, and George are all extremely talented individuals and are integral to Chute Gerdeman’s leadership role in branded retail design,” said Brian Shafley, Chute Gerdeman President and Creative Director. “We are honored to have them on our team.”

**About Chute Gerdeman Retail**

Since 1989, Chute Gerdeman Retail, based in Columbus, OH, has created retail brands, their identities, their environments, and every other customer touch point. The firm’s client list includes: M&M’S/MARS, Target, Levi Strauss, Tween Brands Inc., Kohl’s, C&A Brazil, Shopko, Sheetz, Smithsonian, Hamleys (UK), Lowe’s, Einstein Bros. Café, KFC (Japan), Hanesbrands Inc., Pepsi-Cola, Ross-Simons, Nationwide Arena, Marriott Vacation Club International, Starwood and Wolverine. In 2006, the firm was voted “Designer of the Year” by readers of *DDI* magazine in addition to the numerous awards it has received for design leadership. For more information, go to [www.chutegerdeman.com](http://www.chutegerdeman.com).

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