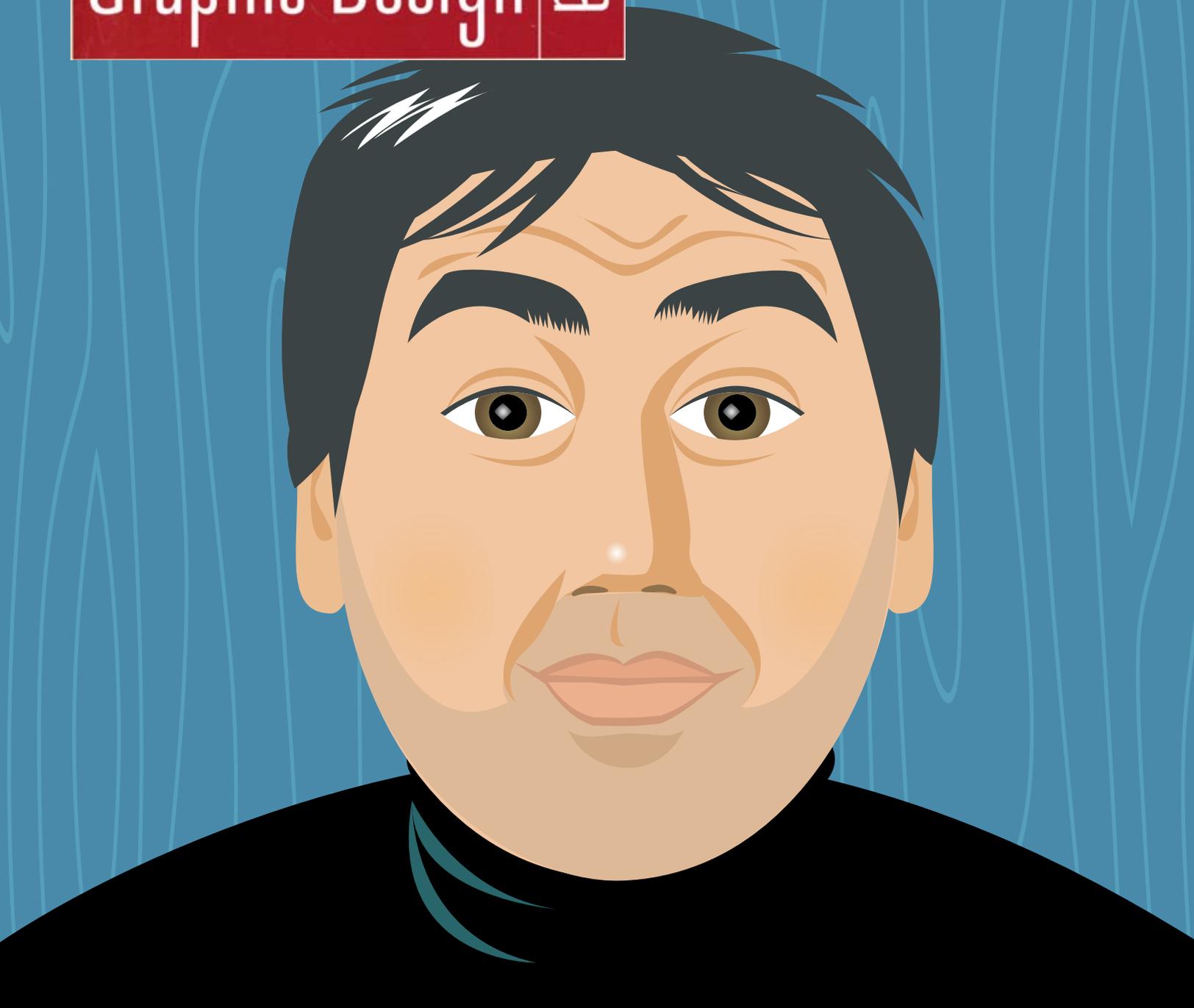


Graphic Design USA

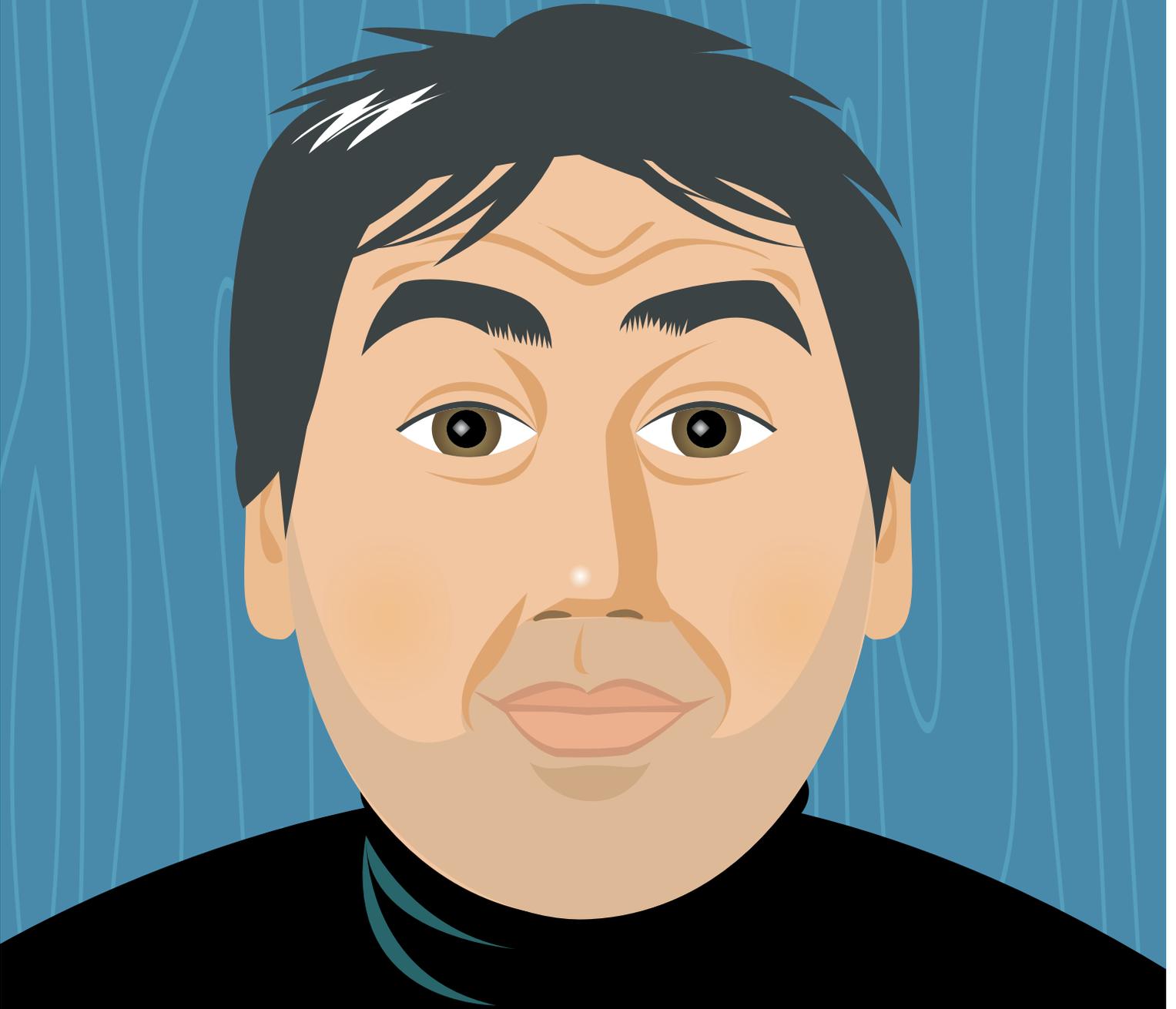


JANUARY 2003

01.03

40TH ANNIVERSARY SPECIAL
PEOPLE TO WATCH IN 2003

MARK SCHWARTZ



AN EAGERNESS TO DREAM. In this climate of market slumps and corporate distrust, it is not enough to simply be “honest.” Rather, it is a time and opportunity that Nesnadny + Schwartz has seized to be boldly honest with our clients, vendors and staff. While budgets have contracted, the value of bold ideas and their responsible execution becomes ever more important and precious. In the past two years, we have learned to operate more smartly, quickly and efficiently. The result: an explosion of new ideas, creative opportunities, growth and profitability. We have also continued our diversification push. Thus, our work is currently split evenly between corporate and institutional relationships, and approximately 65% of all engagements come from outside our headquarters market in the Midwest. Finally, we have achieved our recent goal of significantly increasing our web-based work, while only accepting web assignments from current clients for whom we also create print materials. This strategy underscores our positioning as the key creative and production consultant to clients, regardless of medium. The best creative opportunity is the next creative opportunity! We continue to accept all challenges and obstacles with an open mind and eagerness to dream.

Mark Schwartz is creative director of Nesnadny + Schwartz. Based in Cleveland, with additional offices in New York and Toronto, the firm creates dynamic and acclaimed electronic and print communications materials. Clients include a diverse mix of corporate and nonprofit organizations, including British Petroleum, Ernst & Young, Federal Reserve Bank, International Spy Museum, Johnson & Johnson, McKinsey, NASA, Perkins

School for the Blind, Planned Parenthood Federation of America, The Progressive Corporation, Rock and Roll Hall of Fame, Smart Papers and Vassar College. The firm’s work is represented in the permanent collections of museums throughout the world, and has won more than 1,250 awards in many disciplines.