



Clients

BlueCross BlueShield SC
Colonial Pipeline Company
Darlington Raceway
Dayton Power & Light
Daniel Island Development Company
Florida Department of Agriculture
Growth Energy
McArthur Dairy
Midlands Technical College
Nestle Waters
NFIB (National Federation of Independent Business)
Palmetto Health
Riverbanks Zoo and Garden
SC Department of Agriculture
Sorinex
T.G. Lee Foods
University of South Carolina
Wal-Mart Stores, Inc.
Waste Management

Capabilities

Advertising
Branding
Creative
Crisis Communication
Digital
Media Planning and Placement
Public Relations
Social Media
Strategy

New Business

Fenton Overdyke
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DISCOVER
CREATE
CONNECT
INSPIRE

Principals

Lee Bussell, *Chairman and CEO*
David Anderson, *Vice Chairman*
Rick Silver, *Vice Chairman*
David Campbell, *President and COO*
Peter Wertimer, *President of Advertising*
Tye Price, *Chief Brand Strategist*
Heather Price, *Creative Director*

Leadership Team

Nickie Dickson, *Senior Vice President and CFO*
Bruce Jacobs, *Senior Vice President*
Adam Bernstein, *Senior Vice President*
Louise Dixon, *President of Public Relations*
Sara Anders, *Media Director*
Fenton Overdyke, *Director of Marketing Services*
Prussia George, *Senior Accountant*

As an integrated marketing communications firm, we operate with an omni-channel approach, focusing on consumer engagement across multiple platforms for each and every one of our clients. Business results drive our ultimate metric of success, so whether you're looking for digital experiences, social campaigns, advertising, PR, marketing or internal communications, we think with your bottom line in mind.

COLUMBIA, SC

1411 Gervais St, Suite 500
Columbia, SC 29201
(803) 254-8158

CHARLESTON, SC

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ORLANDO, FL

2500 Maitland Ctr, Suite 104
Maitland, FL 32751
(407) 875-1919

CHARLOTTE, NC

1017 E. Morehead St, Suite 150
Charlotte, NC 28204
(704) 374-9300



Awards

InShow 21 presented by AIGA SC

- *Carnes Crossroads Website*
- *City Center Partnership Main Street District Branding*
- *S.C. Department of Agriculture "It's A Matter Of Taste" Website*
- *Fresh On The Menu Website*

2016 AAF District Silver Winners

- *Sorinex Equipment Demo*
- *Certified SC Grown Website*

2016 AAF of the Midlands Gold Winners

- *Sorinex Equipment Demo*
- *Certified SC Grown Website*

2016 Charleston AMA's Spark! Awards Names Peter Wertimer Marketer of the Year

2016 AAF of the Midlands Named Danielle Salley Member of the Year

2015 PRSA Charlotte Honors Adam Bernstein with Infinity Award

InShow 20 presented by AIGA SC

- *S.C. Department of Agriculture "It's A Matter Of Taste" Print Campaign*
- *Dust Of The Ground Website*
- *Dust Of The Ground Stationery Package*
- *Burning Of Columbia Website*
- *Burning Of Columbia Logo*
- *Midlands Technical College Holiday Card*
- *Leadership Columbia "Shared Streets" Logo*

2015 Print Magazine Regional Design Annual

- *"Burning of Columbia" Campaign*

2015 AAF of the Midlands Silver Medal To David Campbell

2015 AAF of the Midlands Best of Interactive to Dust of the Ground "Website"

2015 AAF of the Midlands Gold Awards

- *Dust of the Ground "Website" (Digital Advertising: Websites B to B)*
- *Dust of the Ground "Stationary Package" (Collateral Material)*
- *Burning of Columbia for Historic Columbia and ONE Columbia for Arts & History (Special Event Material: Campaign)*

2015 AAF of the Midlands People's Choice Award

- *Burning of Columbia for Historic Columbia and ONE Columbia for Arts & History "Logo"*

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Member of

