



## News Release

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### **ADVERTISING ICON MUSEUM NAMES 13 TOP CIVIC LEADERS TO ITS BOARD OF DIRECTORS**

*Includes Kansas City-area's most-prominent leaders  
in business, academia and philanthropy*

KANSAS CITY, Mo. — The Advertising Icon Museum announces its very first board of directors and the results from its inaugural election of officers. The museum's board includes 13 of the most successful and prominent leaders in the fields of business, academia and philanthropy from Kansas City and the surrounding region. "I couldn't be prouder to be part of such an accomplished board of directors to ensure that the Advertising Icon Museum achieves its mission," said Robert A. Bernstein, chairman.

The museum's new board of directors is:

**Robert A. Bernstein, chairman** — president, Bernstein-Rein

**Fred Pryor, president** — principal, Fred Pryor Seminars

**Phyliss Bernstein, Ph.D., vice president** — community volunteer/clinical psychologist

**Susan Bernstein Leutje, Esq., vice president** — vice president of business development  
and special projects, Bernstein-Rein

**John McMeel, treasurer** — chair and president, Andrews McMeel Universal

— more —

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**Howard Boasberg, executive director** — executive director, Advertising Icon Museum

**Ann Brill, Ph.D.** — dean, William Allen White School of Journalism and  
Communication, University of Kansas

**E. Frank Ellis** — chair and CEO, Swope Community Enterprises

**Rafael Garcia, AIA** — principal, Rafael Architects

**Shirley Helzberg** — community volunteer/philanthropist

**Herbert Kohn** — partner, Bryan Cave LLP

**Dean Mills, Ph.D.** — dean and professor, School of Journalism, University of Missouri-  
Columbia

**Barbara Plattner** — chief financial officer, Bernstein-Rein

A world-class institution, the Advertising Icon Museum is the only arena for interpretation, exhibition and conservation of advertising icons in the world. Its mission is to educate and enhance the public's appreciation and understanding of advertising and product branding through the use of advertising icons and fictional characters, and to explore how they reflect social and cultural values.

Scheduled to open in September 2008, the museum is premiere museum of the advertising industry and the permanent home of the Madison Avenue Advertising Walk of Fame. It also is part of The West Edge, a major mixed-use development on the west edge of Kansas City's Country Club Plaza. Visit [www.advertisingiconmuseum.com](http://www.advertisingiconmuseum.com) for more information.

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