




# GARY MUELLER

## Distinguished Service Award

### ABOUT GARY

- Executive Creative Director at BVK and founder of Serve Marketing
- His work has received praise from the New York Times, CNN, the BBC, Newsweek, Adweek and the White House
- The only three-time president of Milwaukee's United Adworkers, the ad club he co-founded in 2001
- Youngest inductee ever into Wisconsin's Advertising Hall of Fame
- Has launched over 100 public service advocacy campaigns
- Lives in Mequon, Wisconsin, with his wife, Deb, and three kids, Mia, Ty and Zoe.

 **Favorite Madison Hangout**  
The Union Terrace

 **Favorite J-School Subject**  
Campaigns and advertising

### What does UW-Madison mean to you?

It's my first home away from home. It's where I really grew up and became an adult. Where I learned to overcome obstacles and plan my future. It's where I dreamed of being one of the best writers in the ad business. It was the launchpad for my entire life and career and everything I've been able to do and accomplish. It means the world to me.

### What's the most important lesson you learned in the J-School that helped you in your career?

Never let excuses or your circumstances come in the way of achieving your goals. My professors supported me and encouraged me when I was struggling to support a family by working three jobs and going to school full-time. They never stopped supporting me – even when I had to miss classes for work.

### CURRENT FOCUS

Creating new PSA campaigns for Sojourner Family Peace Center, Milwaukee Cares, Milwaukee Diaper Mission and other non-profits.



School of Journalism  
and Mass Communication  
UNIVERSITY OF WISCONSIN-MADISON