

# Brenna Thorpe



## 2012, Ad/PR, Communications Arts & Sciences

### **Residence**

Washington, D.C.

### **Occupation**

Strategic Communications Senior Consultant, Booz Allen Hamilton

### **At Penn State**

During her time at Penn State, Thorpe was an outreach coordinator for the Penn State Advanced Vehicle Team (EcoCAR), competed on the Mock Trial team and acted as a teacher's assistant for both public relations and communications arts and sciences classes. She also completed a thesis in the Schreyer Honors College called (deep breath) "The Importance of 'Green' Web Communication: Analyzing Corporate Environmental Disclosure and Company Reputation".

### **Notable**

Thorpe leads a campaign, The Marine Corps Energy Ethos, which was awarded a Public Relations Society of America Silver Anvil Award of Excellence in Internal Communications in 2016. Thorpe also supports the United States Marine Corps and the Environmental Protection Agency in energy efficiency and sustainability efforts. In that role, she encourages Marines to reduce energy waste through a behavioral change initiative called the Energy Ethos. She has driven three targeted Energy Action Month campaigns that utilized 40-plus items in a public affairs toolkit, developed training materials to support The European Union of Medical Specialists, worked directly with top Marines to garner leadership support, and spearheaded two annual Marine Corps energy surveys and subsequent analysis.

# Joe Berwanger



## 1970, Speech, Radio/TV

### **Residence**

Bloomfield Hills, Mich.

### **Occupation**

Owner/Partner, Innovations Marketing Group; Executive Vice President, ContentWISE

### **At Penn State**

During his time at Penn State, Berwanger was the chief announcer for the management team at WDFM, which was the student broadcast radio station at the time. He also worked in town at WMAJ radio, where he was the overnight disc-jockey.

### **Notable**

As president of Innovations Marketing Group, Berwanger has developed spot sales pricing tool and conducted sales management training amongst many other marketing/advertising accomplishments for clients. He focuses on advertising sales using many different media platforms, research, business plans, marketing and much more. As executive vice president of ContentWISE, Berwanger produces a pilot for a weekly television show, builds the attendant website, and creates the sales presentation for the national market. Berwanger has won several awards including, the Peabody Award at KDKA-TV for Second Chance; the White House Volunteer Award; the Daniel Lawrence "Man of the Year" award in Pittsburgh; a regional Emmy for an on-air editorial; and Group W Broadcasting's "Marketer of the Year Award." In the past and present, Berwanger had been a board member of over a dozen associations including but not limited to, Pennsylvania Association of Broadcasters, CBS Morning Show Production Committee, NBC Affiliate Board, and The Children's Center of Detroit.