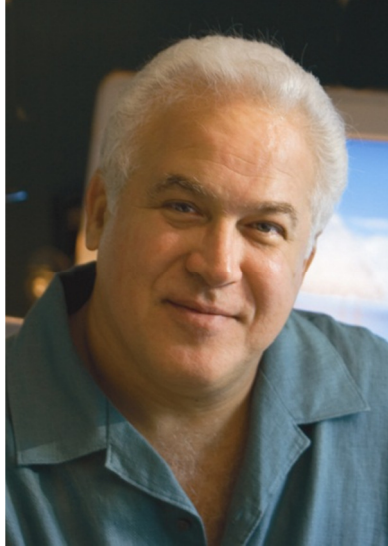


José Barcita
Advertising Federation of Greater Hampton Roads
2000 Silver Medal Award Honoree



Since his days as a student at Virginia Commonwealth University, José Barcita has given Virginia the very best in creative excellence, unlimited volunteerism and leadership.

Born in Cuba, Barcita brought his own personal and unique style to advertising, and to the many other areas to which he has devoted his life.

Whether working at The Martin Agency, founding Barcita, Cortani & Morrison, acting as Creative Director for the Family Channel, or heading Barcita & Barcita, he has been an award-winning force in our community.

His awards included nine Gold ADDY® Awards, two AAF District 3 Gold ADDY® Awards, three Print Magazine Design Awards, Effie® Marketing Awards, a Gold Award from the International Awards, and a Best in Show & Gold Award for the World Calendar Marketing Awards.

In addition to his many pro bono projects that have benefited our community, Barcita is best known for two particular contributions.

On the educational side, he has worked tirelessly for years to advance students' advertising skills and awareness. His work with Judy Doyle's Advertising Design students at the Virginia Beach Tech Center was especially important to him.

His second area of primary interest was co-founding the Tidewater Society of Communicating Arts (TSCA) in 1978. He served as TSCA Vice President, board member and Chief Pig Cooker. The Advertising Federation of Greater Hampton Roads honored him with its Silver Medal Award in 2000.