

Brew Magazine

VOL. 1 | DECEMBER 2019 ISSUE



15

Testimonials about
Bryan Loomis
Designer IPA

Why Bryan Loomis
Designer IPA
is Cornerstone-worthy

Bryan Loomis
Designer IPA: Innovative,
Partner, Amazing

Brew

Magazine

meet the staff

December 2019

Volume 1, Issue 1

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Editor's Letter

"I have consistently seen Bryan raise the bar year to year."

5 Things to Know about Bryan Loomis

1 Bryan is unflappable. Bryan's quiet and calm confidence enables everyone to feel heard and gives others the reassurance that everything will be OK. The nature of working in the design field is that you often get little or mixed direction, but an excess of strong opinions. While he takes in and digests input from stakeholders, he respectfully and thoughtfully gives each idea careful assessment while remaining focused on the goal at hand. By being an active listener and asking the right questions, he is able to successfully filter through the noise and truly understand the need, delivering work that 1) demonstrates a strong command for our business, 2) prioritizes the right points, and 3) consistently elevates our brand value.

2 If a project is important and sensitive enough to have a codename, Bryan can be counted on to handle it. He is discreet, reliable, focused, and talented. We recently completed a proposal for a large and promising institutional opportunity under an extremely tight deadline. Collaborating closely with the project team, Bryan had to work overtime to quickly implement a new design standard (not a small undertaking) and visualize key aspects of how we operate. His work paid off: The feedback is that the presentation of the proposal set a new standard for how we support these types of opportunities in the future!

3 Bryan appreciates that good design is as about both aesthetics and process. Bryan has placed an emphasis on the operational aspects of design to ensure quality is never compromised. As a result, the Design team has rethought the creative review process to provide a collaborative forum for idea sharing and peer feedback and introduced quality control measures to structure methodical reviews of materials for accuracy (which is especially important when managing multiple versions). Every time we press send, print, or post, Ascensus' reputation is on the line. Bryan takes this seriously and has championed measures to ensure we get it right.

4 Bryan appreciates that the team is at the heart of it all. Bryan has an amazing team of talented designers. They have an open, supportive, and collaborative environment which is a proven foundation for creativity and high performance. Bryan truly appreciates the unique strengths each member brings, seeks opportunities for each to shine, and actively socializes their success.

5 Bryan's just getting started. I have consistently seen Bryan raise the bar year to year. I am confident that we are—yet again—just at the beginning of his next new level. I look forward to seeing what's to come!

BRYAN LOOMIS, DESIGNER IPA

— — — — — INNOVATIVE • PARTNER • AMAZING



esigner IPA is made for those who appreciate both the experience and craft behind an amazing brew. Inspired by Bryan Loomis, Design Manager, this brew contains a mix of creativity, innovation, hard work, collaboration, and leadership. While suitable for any occasion, it is designed to be enjoyed every day.



BRYAN LOOMIS, DESIGNER IPA by the numbers

4 years in production

100% ABV (awesome by volume)

17 awards won in 2019

220+m hectoliters sold

#1 best-selling craft beer in Agency Ascensus

GOVERNMENT WARNING: ACCORDING TO THE SURGEON GENERAL, INTERACTING WITH BRYAN LOOMIS MAY CAUSE (1) CREATIVE INSPIRATION, (2) FEELING APPRECIATED AND THAT YOUR OPINIONS ARE VALUED, AND (3) FITS OF LAUGHTER AT HIS DOG, REMI'S, ANTICS. INTERACTION WITH BRYAN IS RECOMMENDED FREQUENTLY. HE ALSO GIVES GREAT BEER RECOMMENDATIONS.

Table of Contents

- 2 Editor's Letter
- 4 Brewing Experts Rave About Designer IPA
- 8 Test Your Bryan Loomis, Designer IPA Knowledge
- 10 Ascensus Leaders on How They Enjoy Designer IPA
- 16 Agency Ascensus Insiders Share Why They Love Designer IPA



Brewing Experts About Designer

“A true inspiration and a joy to work with, Bryan is the Cornerstone of the Marketing Department.”

Bryan exemplifies the Core Values.

People Matter: his leadership skills are an impressive mix of lead by example and guidance, always taking the time to help others. No matter the question or project, nothing is too small for him to lend a helping hand.

Quality First: Bryan is always looking ahead to the big picture so details matter. He always asks great questions and gets to the heart of the project in order to deliver a quality final product.

Integrity Always: When he says something is going to get done – consider it done. He is a man of his word and always under promises and over delivers, delighting his stakeholders every time. His work as a designer constantly sets the bar higher for our entire team – pushing everyone around him to their best work.

(continued on page 5)



s Rave *IPA*



A true inspiration and a joy to work with, Bryan is the Cornerstone of the Marketing Department.

Jennifer Maroney

Design Project Manager



I've been working with Bryan for years and he just brings such talent and dedication every day.

Not only is he super creative but he's unflappable. Projects with high profiles and aggressive deadlines never phase him and he always delivers.

In addition to that he's maybe one of the nicest and funniest guys to work with, will always find the time and always keeps it loose and fun!

Matt Frey

Director, Digital Program



Two years ago, Bryan Loomis won a Cornerstone Award for consistently demonstrating Ascensus' Core Values of People Matter. Quality First. Integrity Always. His commitment to acting in the best interests of clients and associates didn't stop there—if anything, it only became stronger and more focused. That's why I wasn't surprised when I was solicited for comments about Bryan for another Cornerstone nomination.

The best way to see how People Matter to Bryan is to observe how they react when he's in—or out—of the office. When Bryan is onsite, associates constantly

find reasons to stop by his desk to chat, whether the conversation is work-related or otherwise. His calm and easygoing nature make him a favorite for consulting on marketing pieces or simply shooting the breeze. When he's not in the office, there's a palpable sense of disappointment—the fact that he's genuinely missed by his coworkers says a lot about what he means to his team and the company.

Lately, I've been in a good position to witness how Bryan puts Quality First when it comes to his work. That's because I've had a lot of design requests for him that—for various reasons—haven't had a lot of lead time associated with them. More often than not, these requests are for presentations that are due back to the requester almost immediately. Bryan doesn't flinch when ask if he can meet a tight deadline, nor does he complain. He either handles the job himself or works with someone on his team to deliver the goods. The final product is always of the highest quality—he never takes a “this'll be good enough considering the time I had to work on it” approach.

Similar to People Matter, one only needs to observe how people respond to the fact that Bryan is working on a project in order to understand his dedication to Integrity Always. I recently worked with a stakeholder for whom Bryan was working on an important project. That stakeholder came to me with a rush request that also required the use of Bryan's graphic design talents. Upon being told that Bryan was working on both projects, the stakeholder's reaction wasn't one of concern (as in, “How will he ever get both projects done on time?!?”); instead, he simply

nodded his head in approval and noted that if anyone could do make sure that both projects were done right—without cheating, skimping, or cutting corners—it was Bryan. Bryan’s honest and principled approach to his work is known to all who work with him.

Since winning a Cornerstone Award in 2017, Bryan has continued to exemplify Ascensus’ Core Values. I hope to celebrate another win with him at this year’s event on December 5—he’s certainly a more than deserving candidate.

James McGinley

Director, Brand & Communications



Bryan Loomis won the Cornerstone award in 2017, and two years later, he’s being nominated again. To me, that says it all.

I’ve stopped referring to Bryan as a graphic designer because that’s such a narrow view of what he can do (I’ve adapted his title to more of a generalist design wizard). Honestly, it doesn’t even have to be design-related for me to want Bryan’s input because he’s the best sounding board there is – honest, thoughtful, considerate, and sharp. The quality of his work speaks for itself, but the sheer volume and high-profile assignments are also a testament to his ability. Everyone wants Bryan on their projects, which is why he’s a well-known name throughout the company.

I admire his cool, calm, and collected composure, no matter how high-stress a situation may be. I think most folks recognize this about Bryan and wish

they could emulate his demeanor, as well. I’m so fortunate to be able to collaborate with Bryan on a daily basis and can’t think of anyone else better suited for this award.

Jackie Rohrer

Brand Strategist



BRYAN LOOMIS, DESIGNER IPA

Quiz

Test Your Knowledge!

Give yourself 2 points for each correct answer.

1. Bryan obtained his Bachelor of Arts degree from:

- a. Drexel University
- b. Philadelphia University
- c. Penn State University

2. Bryan's dog's name is:

- a. Remi
- b. Riley
- c. Kira

3. Bryan joined Ascensus in:

- a. 2013
- b. 2014
- c. 2015

4. Bryan was promoted to Design Manager in:

- a. 2016
- b. 2017
- c. 2018

5. Bryan's job before joining Ascensus was:

- a. Golf caddy at the Abington Club
- b. Bartender at Iron Abbey Gastropub
- c. Graphic Designer at Boathouse Sports

7 to 10 points

Master Beer Connoisseur

You know your Designer IPA! You've probably worked with Bryan for quite a while. Good for you! Three hops for you!



4 to 6 points

Average Beer Fan

You've probably worked with Bryan some, but there's more you could learn from him. Two hops for you!



0 to 3 points

Beginner Beer Drinker

Did you just join Ascensus? We suggest interacting with Bryan Loomis more. You don't know what you're missing! Just one hop for you!



ANSWERS: 1. b, 2. a, 3. c, 4. b, 5. c



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Ascensus Leaders

on How They Enjoy

Designer IPA



Scott Lind

Vice President, Digital Program

Bryan demonstrates our core values by being extremely generous with his time and talent. He models commitment to quality and commitment to people by continually applying his creativity and hard work to improve the quality and impact of his projects.

Bryan's team handles a huge amount of work, but one recent project in particular stands out. For a large and important RFP, Bryan had to pull the deck together under a tight deadline and a lot of pressure.

Bryan's positive attitude, calm approach, hard work, and talent were keys to incorporating feedback

from multiple stakeholders, meeting the deadline, and presenting our response in an engaging way that one stakeholder called the best work he had ever seen in his 20+ years at Ascensus.

In addition to his own projects, Bryan is generous with his time and insights and is always willing to help other associates, both within his team and on other teams.

Bryan doesn't call a lot of attention to himself, but the work he does makes our whole department stronger, and he is a model of our core values.





David Kepner

Creative Director, Digital Program

People Matter

Bryan demonstrates his ability to balance professional demands and expectations with personal support every day. His reputation is not only built on his skill but the example he sets of how he treats his team and partners across the firm. He's fair, patient, and champions his team day in and day out—setting them up for success.

During my own initiation to the team Bryan could not have been more helpful introducing me to the organization. He embraced the addition of my role and was a key factor in my own success. Bryan cares. He cares deeply about the work, the firm, but most of all (I think) he cares about the people around him.

Quality First

Bryan has gone way above and beyond to support the rebrand effort tasks and exploration. He has a demanding role managing the team and absorbing work as an individual contributor—not to mention navigating so many client relationships. But somehow Bryan found time to help me raise the bar and explore key aspects of the rebrand effort.

Whether font, image, logo, color, or filling in critical brand context—Bryan always made the time. He's passionate about design and the quality of the work we produce and the direction the company takes. And he's willing to roll up his sleeves and make that direction become reality.

Integrity Always

Humble and honest always. I've never seen Bryan flinch or shy away from doing the right thing for his team or for the work.

Clients trust him completely not just for his design and leadership skill, but because he's a great and authentic person. With all the demands and extra effort required to think through a rebrand,

Bryan has always shown his complete willingness to do the hard work. He wants what is best for the team and firm and rather than cut corners to complete a job, he's staying late to make sure it's done right.



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First, let me j
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process, we o

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2) crazy ideas

3) high dema

And, someho
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Why is he aw

- Super creat
listener wh
and turn th
- He's "all in"
a project he
and shows
around the
- Great team
everyone, b
various con

Bottom line –
obvious choic
awards!





Chris Chaia

Vice President, Retirement Marketing

awesome. He's a navigator:
pivot direction when the
shift, or feels unclear. He's
navigator: able to collect many
yet create one cohesive,
story. He's a collaborator:
team player, always up to
the goals. His positive attitude
demeanor is infectious – and
duct always filled with heart
ion. Truly enjoy him, and value
ngs. Lucky us. Lucky Ascensus.



Kathleen Roche

Vice President,
Business Development Strategy

a great team player –
table, collaborative and
ve. He is open to taking time
nge ideas on ways to improve
and provides solutions when
ise.

Join us for the 15th Annual Cornerstone Awards

Thursday, December 13, 2018

All Ascensus Locations*

Come mingle with our nominees and enjoy appetizers and refreshments. Announcements for the 2018 Cornerstone Award winners will last about one hour.

Event Times

Offices on ET/CT:

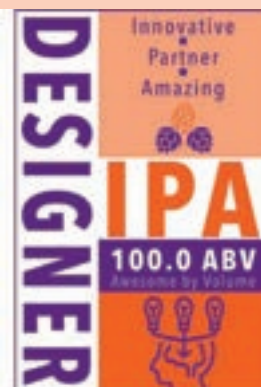
Mingling/Food:
5-6 p.m. ET/4-5 p.m. CT
Winners announced starting at:
6 p.m. ET/5 p.m. CT

Offices on MT/PT:

Winners announced starting at:
4 p.m. MT/3 p.m. PT
Mingling/Food:
Immediately following
the announcements

*Location specific details will be provided prior to the event.

Thank you!



is nominated!
Come cheer him on!

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\$6 Boroughwides, Food & Taco
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Agency Ascensus Insiders Share Why They Love Designer IPA

Whether you've worked for Ascensus for 30 years or 30 days, it's easy to see why Bryan Loomis, Designer IPA, is Cornerstone material.

Bryan Loomis is cool as a cucumber under pressure. No matter how busy he might be or how many demands are made of him – he always has a smile and a “no problem” for any of his internal clients.

The “Y” in Bryan stands for “Yes!” He approaches any request – even the last minute ones – with a can do attitude.

His design skills and expertise are outstanding. He recently developed the new designs for the HR Hub launch. The HR team's initial response to his drafts

(continued on page 13)





was "LOVE IT." My personal reaction was – "let's not change a thing!" Bryan also provides excellent feedback and asks thoughtful questions.

Bryan manages a fantastic team. He empowers his designers to produce world class work. Thanks to his leadership they are helping us inspire associates and instill confidence in our clients.

Diane Engler

Internal Communications Business Partner



While I am fairly new writer to Ascensus and have only worked with Bryan for the past several months, I identified him immediately as the type of designer I have always preferred working with—he balances professionalism with kindness, humor, and humility. From my vantage point he does an exceptional job managing his talented team, and is always working to improve and forward the Ascensus brand.

Kathleen O'Connor

Content Strategist



Bryan demonstrates our core values on a daily basis. He's always friendly, positive, and easy to work with. He remains calm under pressure and stays solution-oriented. No matter the situation, Bryan is able to work efficiently and effectively, while showing impressive creativity and instinct. One example that stands out was during the crunch time for the

launch of Russell PRA product. We had a last minute change to the proposals, and Bryan was extremely helpful, and flexible, as we worked through the updates to all four versions. He stayed late to ensure we met the deadline, and with his help and attention to detail, we were able to successfully complete the updates and prevent any delays in the sales process. I think Bryan is a truly an asset to the team and very deserving of a Cornerstone award.

Tara Maerz

Content Specialist



People Matter – Bryan is calm, considerate, and responsive to inquiries from associates. He's won multiple awards for fabulous designs but still has time answer to questions about logo placement on letterhead.

Quality First – I worked with Bryan on Team Windows as part of the multi-team effort to develop an enhanced digital UX for visitors to Ascensus.com. Bryan researched many websites to identify best practices along with sites that evaluated other websites. He freely shared his findings with the Team to increase our knowledge of ever changing digital communications concepts. He collaborated with two other associates to develop mockup after mockup of what would become the new Ascensus.com. His dedication to researching best practices and then applying those concepts in a unique way to fit Ascensus' needs demonstrate his commitment to quality.

Julie Niles

Marketing Manager

I have been able to observe and work with Bryan to a greater degree over the last several months and I continue to see how lucky I've been for this opportunity. Bryan consistently demonstrates patience and calm regardless of deadlines and high profile projects that he may be dealing with on any given day. For associates and those working with Bryan it is comforting to watch someone with his creative abilities be able to think, process and create as well as answer questions from his own team or others while demonstrating an unflappable coolness.

Given the type of projects that Bryan works on, I am not always privy to details but I do know that the Ascensus Marketing Team has the right person, with these incredible gifts assigned to these tasks. Thanks Bryan, I'm still learning a lot from you. You are a true Cornerstone.

Suzanne Marcoc

Manager



Knowledgeable. Talented. Creative. Attentive. Calm. Focused. Hard worker. Problem solver. Advice giver. Team player. This is Bryan.

One of Bryan's strongest qualities is his willingness to help others. Bryan always makes himself available to help as a designer, collaborator, teammate, and friend. He never says he's too busy or acts like you're interrupting him. Bryan often volunteers to take on rush requests and has been known to stay late many nights to ensure a project is done well and on time. He genuinely wants to help however he can.

Bryan's commitment to quality is exceptional. The pride he takes in his work shines through in the creative, on-brand, and polished materials he delivers. Bryan gathers all the information he can prior to starting a job to ensure that the final piece meets his clients' goals and exceeds their expectations. If a project veers off track, he doesn't just pass it back to the writer to figure out; he steps in and helps figure out where it went wrong and how to resolve it.

Bryan always conducts himself with integrity and professionalism, holding himself to a very high standard. He doesn't hesitate to contact stakeholders in the interest of obtaining information for a better user experience. The designs Bryan delivers always take our clients' needs into account and he will gladly explain his thought process and welcome feedback to ensure the end result is the best it can be.

Gina Smith

Communication Specialist



BRYAN LOOMIS DESIGNER IPA



*Now available in restaurants, beer distributors
and grocery stores in Southeastern Pennsylvania!*

About the Cover

Designer IPA is made for those who appreciate both the experience and craft behind an amazing brew. Inspired by Bryan Loomis, Design Manager, this brew contains a mix of creativity, innovation, hard work, collaboration, and leadership. While suitable for any occasion, it is designed to be enjoyed every day.



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