



Rob Reeder, advertising alum, will return to campus for Masters Week, Nov. 1-4.

Rob Reeder, '86

Rob Reeder is the manager of advertising for Hallmark and Hallmark Gold Crown Stores, managing national advertising for one of the most prominent and recognizable brands in America. After receiving his B.J. from the University of Nebraska in 1986, Reeder accepted his first position as assistant director of communications for the Nebraska Alumni Association. He left to pursue a master of advertising degree from Northwestern University, which he received in 1991. Reeder worked for Valentine-Radford advertising agency in Kansas City and Applebee's Bar and Grill media and advertising department before accepting a post at Hallmark. As an undergraduate, Reeder was a member of the Scarlet and Cream Singers. Today he devotes some of his free time to Shawnee Mission Community Theater, teaches aerobics, and works with the Good Samaritan Project and the Kansas City Free Health Clinic.

Masters Week is a week during each fall semester when outstanding alumni who have shown great promise, success and leadership in their chosen life's work are recognized as "Masters." These Masters return to campus for the week to interact with students and University officials. During their visit, Masters help students realize ways to build successful careers. Masters also update faculty on developments in their fields. Master's Week has been an annual event since 1963-64.