



## HOLDREGE PUBLIC SCHOOLS FOUNDATION

### *Giving Back to Education*

## ***HHS Alumni Recognition Feature!***

*Dear HHS Alumni and HPS Foundation Supporters,*

Holdrege High School is fortunate to have many very successful graduates. We are excited to continue sharing the stories of some of those HHS Alums thanks to the journalistic talents of Kristine (Long) Jacobson, Class of 1990.

We also welcome your suggestions and comments and encourage you to join the Duster Alumni Association (*see form below*).

Sincerely,

*Matt Allmand, Chairman  
HPS Foundation Committee*

## **David Steinke - Class of 1989**

### ***Steinke's creative career started wit Holdrege mentors***

by Kristine Jacobson

Class of 1989 graduate Dave Steinke has travelled the world working with famous people like Bill Gates and Jerry Seinfeld and working with famous clients like Sprite, Domino's, and Microsoft Windows in his career as a successful advertising executive.

While he learned about the world of advertising in college, his creative talents were noticed and nurtured by family members, teachers, and mentors while he was growing up in Holdrege.

"I owe being attracted to art to my dad," Dave said. His dad, Jerry Steinke, owned a civil engineering company before working for Central Nebraska Public Power and Irrigation District. "I think we must have had three or four large drafting tables around the house so there were plenty of places to sit and draw. I grew up doodling and sketching on whatever I could get my hands on," Dave said.

Then, in grade school, Dave remembers attending a presentation by Holdrege alum Brad Pearson. Brad is an artist and bronze sculptor. "He created these amazing ink drawings, and I was blown away at the sight of them," Dave said. "I think I remember making

my mom go out and buy the drawing supplies I needed to get started the next day."

Dave's mother, Ginny Steinke, then arranged for Dave to take drawing lessons from HHS art teacher Christy Kosmicki.

"Christy Kosmicki is a very big reason why I am where I am at today," Dave said. "She's living proof that teachers do make a difference. She nurtured my talents all the way through and beyond high school. She never stopped believing in me and my potential. She's the best teacher I have ever had."

Despite his passion for art, Dave decided at first to pursue a career as a physical therapist. "But after a year at Kearney State, I soon found out I couldn't stand the sight of blood," Dave said. He then transferred to the University of Nebraska-Lincoln his sophomore year and enrolled in the Fine Arts College.

"I spent about three years there working toward my degree when my father sat me down and convinced me I probably wasn't going to make any money continuing in that direction," Dave said. "It was the best advice I ever received." Dave had a friend in the UNL Journalism College who was majoring in Advertising.

"I checked it out and discovered that I could create art and get paid for it," Dave said. "By the time I was a senior, I think I was working three internships, all at once. I poured over advertising annuals and pretty much taught myself what I needed to know to get my foot in the door in the industry."

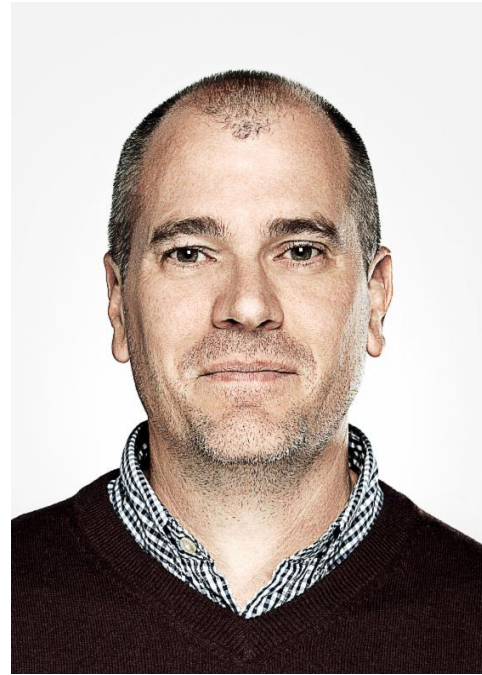
He graduated from UNL in 1994 and started his career as the art director at Thompson & Company, an ad agency in Memphis, Tenn. He then worked as the art director at agencies in Omaha, Lincoln, and Venice, California, before becoming a senior art director at TBWA/CHIAT/DAY in Los Angeles.

In 2007, he moved closer to home to become the V.P. Creative Director at Crispin Porter + Bogusky ad agency in Boulder, Colorado. The agency employs 1,000 people throughout its worldwide offices.

He and his wife, Kim (who is an optometrist) live in Longmont, Colorado, just north of Boulder, with their two children, Jack, 8; and Alex, 5.

In his current position, Dave has worked on ads for national clients like Burger King, Sprite, Coke Zero and Domino's. He spent three and a half years helping lead the Microsoft Windows account, where he was instrumental in launching Windows' global "I'm a PC" reboot, and the "Laptop Hunters" campaign.

He also worked with the team that re-launched Windows Phones around the world with their most recent campaign, featuring the spots 'Showtime' and 'Recital.' The popular 'Recital' commercial features parents and grandparents fighting to move closer to the stage to snap the best close-up shots of their kids' play. It ends with a hilarious and messy fight between all the parents and grandparents and their phone cameras and iPads, while two calm parents remain in the background unfazed by the chaos around them because their Windows Phone, the Nokia Lumia 1020, zooms in for 41 megapixel photographs. (You can



*Dave Steinke*

view this commercial and others Dave has worked on at the website [davesteinke.com](http://davesteinke.com).)

The Windows Phone commercials garnered more than 15 million hits on YouTube, thrusting the Windows Phone into the smartphone conversation. Dave's work has been recognized and has received awards from The One Show, Cannes Lions, Communication Arts, Clios, Art Directors Club, Kelly Awards, Beldings, Obies, Athena Awards, Show South, and London International Advertising Awards.

When Dave is not working, he enjoys spending time with his boys and his wife. Before his children were born, Dave said he was career driven.

"Now, it has been just the opposite," he said. "A lot of people in my industry like to put their jobs before their families, friends and even their health. I have a saying that my kids will never remember me for an advertisement I did. Life is just too short." They love to ski together in the winter and camp in the summer.

Dave also enjoys photography. "I carry my camera everywhere and try to shoot as much as possible. My brother, Doug, is a successful wildlife photographer. So the love of that side of the arts runs in the family."

Dave has fond memories of growing up in Holdrege and the opportunities he had here.

"Holdrege is wonderful place to grow up and raise a family," he said. "Like a lot of people, I spent so much time growing up and trying to get out to see the world. Now, later in life, I've come to appreciate and miss the childhood my parents created for me and the place where I grew up. I work with individuals who graduated from high schools with classes in the thousands. They were just a number in the crowd. I graduated in a class with less than a 100 where I knew pretty much everyone. There's something to be said about that."

## About Us

*The mission of the HPS Foundation is to support and enhance the educational efforts of students and teachers of Holdrege Public Schools by providing funding for innovative and challenging programs, learning experiences, and activities.*

### **Holdrege Public Schools Foundation**

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