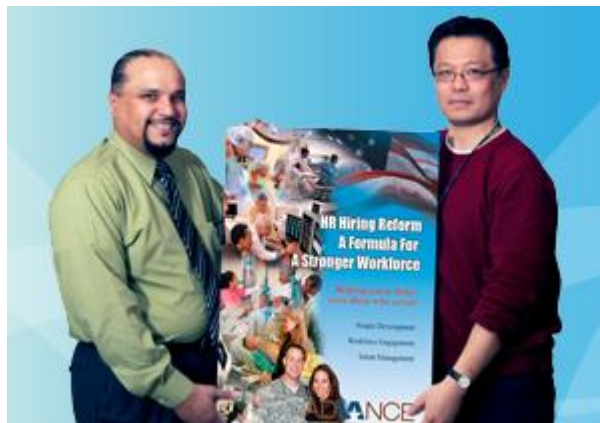


Health Headlines

For Immediate Release
January 19, 2011



JJP Staff Members Develop Winning Poster

HR Specialist and Graphic Artist Collaborate to Create Advertisement for the
Newest Nationwide Human Resources Workforce Initiative

BRONX, NY – When VA Human Resources wanted to promote the President’s memorandum entitled, “Improving the Federal Recruitment and Hiring Process,” they put the word out to HR departments across the country, inviting interested parties to design posters that would highlight the best of what VA had to offer.

Here at the James J. Peters VA Medical Center, HR Specialist Andre Purnell, thought he had a great idea. He put pen to paper and drafted the perfect pitch.

Knowing that the text is only part of the story, he enlisted the support of Yang Zhao, Medical Media Specialist and a highly skilled graphic artist.

Utilizing multiple, high-quality photos created by JJP Photographer, Lynne Kantor, Yang artfully crafted several sample poster designs. Ultimately, Andre submitted two different poster designs to the VA's Office of HR Policy and Planning. Months went by with no word on the selections, then, in late December 2010, Annie Spiczak, the Associate Deputy Assistant Secretary for HR Policy and Planning, announced that Andre and Yang had submitted the winning poster design. Not only did they have the first place poster, but their second design won fifth place! In the announcement, Ms. Spiczak stated, "The winning poster – A Formula For A Stronger Workforce – designed by Andre Purnell and Yang Zhao from the Bronx VA Medical Center, will be recognized at the January 19, 2011 Hiring Reform event in Washington, DC. Congratulations to Andre and Yang!"

Indeed, we add our own local "Congratulations," to Andre and Yang. Thanks for making the James J. Peters VA shine!

For more information related to this story or the James J. Peters VA Medical Center, please contact Jim Connell, Public Affairs Officer, at 718.584.9000, Ext. 6620.

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