



By [Candace Beeke](#) – Publisher, Albuquerque Business First
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There are creative people, and then there's the rest of us who deeply appreciate the talents of those people.

When I look through the New Mexico Advertising Awards' [top 30 winners](#) determined by the American Advertising Federation-New Mexico, I wonder why any New Mexico company would ever look outside our state for creative. Talent abounds in New Mexico, as demonstrated by these Addy winners, which include several New Mexico advertising agencies. Agencies on our 2018 Advertising and PR Agencies List reported \$40.9 million in New Mexico revenue.

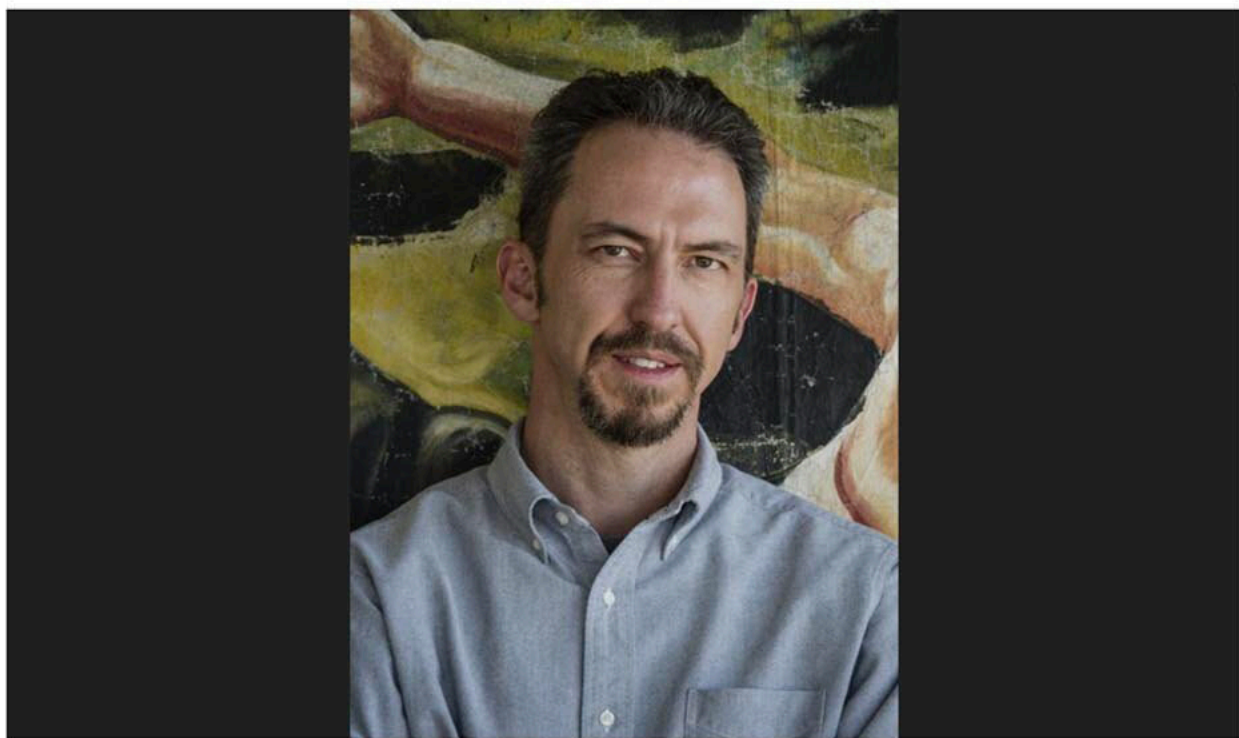
Congratulations to all the contenders and to the agencies that do incredible work and continue to showcase New Mexico's amazing creative talent. Here are three individuals from some of the winning firms. Kudos.



Richard Kuhn, owner, RK Venture

COURTESY RK VENTURE

[Richard Kuhn](#), owner, RK Venture. Kuhn has owned his Albuquerque firm for nearly six years after spending more than 25 years at Vaughn Wedeen, which became Vaughn Wedeen Kuhn. A Duke University grad, Kuhn [bought out his prior firm](#) to create RK in 2014. The firm now employs about a dozen people and ranks as [one of the largest advertising or PR firms in the state](#).



Chris Moore is strategic director at 3 Advertising.

COURTESY 3 ADVERTISING

[Chris Moore](#), strategic director/partner, 3 Advertising. Moore helps lead one of the largest ad agencies in the state. It's also the winningest firm at this year's Addys, with 10 awards. He's been with 3 for nearly 15 years, spending nearly five years at McKee Wallwork Cleveland before that. In addition to the New Mexico Addys, Moore's work has been recognized with an EFFIE, the advertising industry's top national recognition for campaign effectiveness.

[Jamie Gros](#), vice president of experience and digital, Esparza. Gros developed all the creative for Esparza's Addy Awards, according to CEO [Del Esparza](#). Gros also oversees all of the creative and digital for the ad agency, which ranks as the third largest PR or ad agency in the state. That's impressive since the University of New Mexico grad joined the firm one year ago after spending nearly four years as an adjunct professor at UNM and almost 20 years at Rio Grande, the Albuquerque jewelry supply company.