



**Katherine E.  
Betcher**  
Art Director

## **Kathy Betcher**

Kathy's 15 years of agency and client-side corporate communications experience are now valued assets of Hanson Watson Associates. Kathy joined Hanson Watson Associates after serving seven years with Genesis Health System, most recently as Creative Design Coordinator.

While supervising graphic design in the Genesis Communications Department, Kathy created print advertising for newspaper, the 2003 annual report and electronic media materials that have now been recognized as Gold Medal winners in national competitions at both the Aster Awards and the Annual Healthcare Advertising Awards announced in April 2004.

Kathy earned a B.A. degree from Truman State University where she graduated Cum Laude in Mass Communications. Her well-rounded marketing and brand development experience includes service as the Public Relations Director of the Rock Island Library, as well as design experience with another Quad City advertising agency.

An active musician and member of the Quad City Flutes Unlimited, Kathy is involved in a number of civic organizations, including MidCoast Fine Arts. Her peers have elected her as board member of the Quad City Advertising Federation.