

## *We Will Remember Carol...*

### **Carol (Severance) Brandt**



*Carol Brandt January 7, 2012 Carol (Severance) Brandt, award-winning advertising strategist and small business owner, died on January 7 at her home*



*in Skaneateles, NY. She was 62. She was born in Syracuse to the late Robert L. and Mary E. Severance. After graduating from Ohio University, Carol's career led her into marketing and advertising, where she worked for internationally renowned companies. In 1999, Carol and her husband, Richard, moved to Skaneateles, where she became the president of Adworks, an advertising agency. As an active member of the business community, Carol belonged to Syracuse Executives Association of CNY, held board positions with non-profits and lectured on marketing strategies. Her strength of character, incredible grace and unassailable talent left an enduring mark on those fortunate enough to cross her path. Carol is survived by her husband, Richard; son, Stephen (Buffalo, NY); daughter, Kristen Griffin (Syracuse, NY); mother, Mary (Fayetteville, NY); sisters, Nancy Hummel (Jamesville, NY), Susan Esformes (South Orange, NJ), Barbara Dulas (Shanghai, China) and Amy Petee (Auburn, AL); brother, Robert (Montclair, NJ); and beloved dogs, Max and Fritz. A memorial Mass will be celebrated for Carol on Friday, January 20, at 10 a.m. at the Cathedral of the Immaculate Conception, 259 East Onondaga Street, Syracuse. In lieu of flowers, memorial donations may be made in Carol's name to the Hospice Foundation of Central New York, 990 Seventh North Street, Liverpool, NY 13088. To leave a special message for the family, please visit [NewcomerSyracuse.com](http://NewcomerSyracuse.com) NewComer Funeral Home.*



*To the Brandt family-*

*My most sincere condolences go out to you at your time of great loss. Over the years, I had the great pleasure of working with Carol through projects that we did with the Home Builders Association. Carol was always so great to think of me regarding my interests, not just at work at Lamar, but in my personal passions including running, biking and the like. She would send me articles, etc. with some relative topic by email thinking of me, which I always enjoyed. I'm going to miss her, but will never forget her.*

*Sincerely,*

**Michael Centore, Lamar Outdoor Advertising**



*Dear Brandt Family*

*Carol was an inspiration with her constant positive attitude. I'm thankful to have the chance to know her.*

*Sincerely,*

**Joan Fruscello, Metro Fence**



*I will always remember Carol for her warm smile and her enthusiasm in helping other people. Her selflessness will not be lost.*

**Jon Denney, Executive Coach**

## *We Will Remember Carol...*

*I was very fortunate to have been able to work with Carol on many occasions over the past 4-5 years, as she helped my business on 2 separate projects. I have long admired her expert knowledge of marketing and advertising strategy. But during more recent meetings with Carol, as her battle with myeloma played out, that admiration deepened as I witnessed her courage and bravery despite the most difficult circumstances she was facing. I will miss Carol's professionalism, her sincerity and her magnetic sense of humor. I wish to express my deepest sympathy to Carol's family and close friends. May the memory of her life bring you peace.*

**Jim Barr, Crest Cadillac/Acura**



*We hired Carol to help us redesign our web site and she was a consummate professional. She asked all of the right questions, took the time to investigate our needs, presented a few concepts and ultimately helped us get our site off the ground. We were by no means lining her pockets with large dollars, but she treated as though we were spending millions. We are grateful to have had the opportunity to work with her and to get to know her on a more personal level. She will definitely be missed at Execs.*

**Tom Huegel and Sam Serianni, Wireless Business Group**



*When I would see Carol I noticed she would always smile. In all of my conversations with her I always felt she genuinely wanted to help me, my client, or her client do what was best for them. With her not with us now, my wish is I had spent more time with her to get to know her better. The world could use more people like Carol.*

**Bob Banuski, HR One Inc.**



*It takes a special person to be respected by so many and Carol you were that person. Although I didn't know you for a long time, you impressed me by the way you handled the past year. You will be missed, but I know that there is a place in Heaven for you.*

**Rich Hubeny, Syracuse Signage**



*To the Brandt Family,  
Carol was undoubtedly the type of person that you just had to admire. I wish I could be half as brave as she was facing what she was facing. I thought I knew everything I ever needed to know about advertising; I knew nothing and what I know today she taught me. She was a kind, caring and honest person that told it like it was, I appreciate that. I think her bravery is what I will remember most. One day at a Syracuse Executives meeting she stood up and told the entire group what she was facing and that she would not be at meetings for quite some time. At this point in time my wife was battling breast cancer, so it really hit home with me. After she passed the torch (microphone) to the next person and sat down, I stood up and started clapping, followed by the rest of the group. I hope she thought that a standing ovation with 85 or so people was pretty cool, I did. She was appreciated and will not be forgotten.*

**Craig Peterson, Peterson Plumbing / Syracuse Executives Association**

## *We Will Remember Carol...*

To Carol's dear family:

Your wife and mother loved each of you very dearly. She spoke of each of you glowingly, but you already know that. I'm sure that you also know that she had a great number of business associates, but you can't possibly know how deeply she touched many of us. You'll be receiving many notes of remembrance from friends and business associates alike, but I'd like to share some of my thoughts.

My mother is out of town, and may be tracking toward the same challenge as Carol wrestled with multiple myeloma. My mother has some preliminary blood markers, but nothing more than that. She isn't even into the 'smoldering' stage of pre-MM, and statistically, the odds are good that we won't need to face that challenge. Nonetheless, in typical Carol Brandt fashion, she smothered me with tons of medical studies, cutting edge discoveries, hopeful drug therapies, treatment suggestions, and good old advice 'just in case' we ever face MM in our lives. Carol rarely let a meeting get by without inquiring about my mother's health.

Perhaps because she knew my mother was out of town, and perhaps because she knew my wife wasn't always handy, Carol made it a point to needle and mercilessly 'razz' me about most everything! Then again, maybe she just did it because it was so enjoyable to her! It was her way of showing genuine affection. Sometimes it seemed like Carol felt it her duty, as neither my wife nor mother were available to do the job properly! It was always in good humor, and regardless of her physical challenges, Carol never shied away from her mission! And on those social occasions that allowed Carol and my wife to visit... well I knew to run for cover as they compared 'notes' about how they've recently zinged me. ☺

Working with Carol was always an educational experience. She shared her knowledge with great ease. That was one of the many benefits of retaining Adworks for marketing counsel. In fact, I will always credit Carol for the way that she 'dug in' to an engagement. Prior to making any marketing suggestions, Carol made it a point to immerse herself into our business enterprise. She needed to understand how it worked, where we sought success, the result of previous campaigns, and the dynamics of our marketplace. Only after properly absorbing those issues did she feel qualified to propose suggestions to us. I can't tell you how unique and refreshing that approach really is.

Ours was a friendship borne out of mutual respect. After getting beyond the teasing and fun, I know that Carol respected the job that we do, and I must say that everyone I've ever known has always expressed respect for Carol. That can't be said of many, but she truly earned that respect. By example, it is customary within the Syracuse Execs to include a fellow member to introduce each weekly speaker. Who did I choose the last couple of times to introduce me? Carol. Not just because she knew my business, not just because we were friends, but primarily because I wanted to associate myself with a person who enjoyed the unanimous respect of the entire organization.

I'll remember Carol for her kindness and her knowledge. I'll remember Carol for her boating stories, her stories about you folks, and of her cherished father. But I'll always remember Carol for her grace. For the way she carried herself with such dignity and sense of purpose during her 2 year battle with cancer. She was so matter-of-fact and business-like in her attitude and approach. She didn't withdraw from her marketing business nor lay around holding pity parties. She attacked those challenges like all others before... head on. But along the way, she remembered to live life. Just because she was smacked with an awful diagnosis, Carol knew that life was worth living and she intended to do so. She worked at the business just as before, because that was what she knew to do. That was what she wanted to do. That 'toughness' and sense of purpose is so rare today, but Carol had it in abundance.

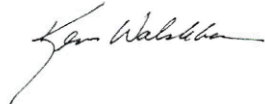
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## *We Will Remember Carol...*

**Continued.....**

*Even in her passing, she was still teaching us lessons. She will always be remembered with fondness and respect. I hope that you'll always know that Carol touched a great many people and her time here among us really mattered.*

God bless.



**Ken Walsleben, The Hamilton Group**



*Carol, you'll never be forgotten. Your help and guidance has improved how I've run my business, as well as yours truly, since the day we first met.*

**Gerry Rubenstein, Lawn-A-Mat**



*Carol was a role model for me....she was always a positive, successful and professional business friend. She gave me terrific advice and contacts throughout our time together ...the last 12 years. On a personal note, I will miss her as a friend.....she always was more concerned about my illness than talking about her own. Her interest and encouragement about my personal and professional life were very special to me. I will miss her very much...may she be at peace.*

**Suzy Weeks, Level 3 Communications**



*Carol Brandt, ever the consummate professional and expert in her field, truly made her mark in our Execs Family. Her warmth and wonderful bearing lit the room. I kept in touch with her during her treatment convalescence, offering encouragement and good thoughts, and she always responded so positively. On her return to our meetings it was easy to tell how much she was missed by the members, and though not possible, how much we wanted to hug this remarkable woman to celebrate her recovery. I recall that on that day several of the "Execs Survivors", including me, surrounded Carol to welcome her into that little club within Execs whose members are cured. But the demon within her we all prayed was expelled only paused, it seems, and we are now saddened by her untimely passing. Carol, my friend, rest well forever and always know how much we admired you, your courage, and that you personified Execs in practice and spirit.*

**Jim Jerose, Past President and Honorary Member**



*Carol and I shared a love of knitting, but she was by far the more skilled, more creative craftswoman. I enjoyed our discussions, gained a great deal from her generous advice, and will miss her.*

**Alix Hartt, Landscaped Interiors**

## *We Will Remember Carol...*

*Carol was a peach - always friendly, outgoing, always had a smile, a member who could bring a positive attitude to the meeting.*

**Ron Woytan, Business Systems of CNY**



*Carol was a joy!! Carol was a joy to sit next to at SXA luncheons and she was a joy to work with on advertising projects. We all admired her for the focus she demonstrated on a daily basis in her business, in her personal life and in her battle to fight! Carol Brandt will be greatly missed by all.*

**Laurie Liechty, Contemporary Personnel Staffing**



*Dear Dick, Kristen and Steve:*

*The first time I ever saw your mom was at my Syracuse Executives meeting. She stood up with the microphone asking to speak with someone after the meetings. She took my breath away, she was stunning. Her aura and professionalism awed me. Immediately she was a person that I looked up to and wanted to be like.*

*She had a refinement about her, she was beautiful, articulate, dressed to impress, warm, strong and soft all at the same time. In my mind she was out of my league as a friend, but I was willing to step outside my safe zone to get to know her better. So I did.*

*She taught me so much about advertising and branding my company. I knew she really cared; she helped to take my business to the next level. I loved her candor, when I would ask her an important question; it was funny when she knew I might be uncomfortable with the answer. She would lean forward, start with a slight smile, sigh, give me the honest answer and laugh (oh her laugh, I will miss it so). She hated to be the bearer of news she thought you might not like. But that was the beauty, she told you straight up, you always knew she was giving you her honest answer.*

*As our friendship continued we would talk about family and kids. She loved summers up on the island. Dick, you were the apple of her eye, and her pillar of strength. Kristen and Steve, she missed you both so when you had to live away. But she was so proud of both of your accomplishments. We would compare notes on who was living where doing what. It was fun and we would laugh. I know with her own value of perfection, at times it was a kick and a kiss. She knew you guys could do and be anything you wanted, she wanted you to reach your own star and spread your beautiful wings. Her face would glow every time she spoke of you. She loved you all so very much.*

*Carol had the biggest heart! I believe she received more pleasure doing for others and had a difficult time of spoiling herself. She was so encouraging and helpful when I lost my step daughter. From time to time she would check in to see how I and my family were doing. On the anniversary of losing Tiffany she would always send me a card, "Thinking of you" every single year. There will be no card this year. I miss her so much, I am glad that I was able to know her and that she touched my life. I am a better person for knowing her. Thank you for sharing her with me and so many others. She left too soon.*

**Mary Heitkamp, Hiawatha Fasteners**

## *We Will Remember Carol...*

*Carol was a great person. She would always give good advice to all the Syracuse Execs members; always had a smile and she was very professional in her business. She will be missed by all.*

**Roger Tompkins, East Syracuse Chevy**



*Over the last few years, I had the pleasure of working with Carol on various projects with her agency, ADworks. Carol's zest for life and quick wit made an impression on me immediately. She was the consummate professional, always with her client's needs the #1 priority. She had tremendous courage when presented with her health issues and always managed a smile accompanied by a warm greeting....and to her credit accompanied by her unique perspective. She will be dearly missed.*

**Robyn Bombard WSTM/WTVH/WSTQ/ & CNYCentral.com**



*Although my contacts with Carol were limited, I know she was always professional and respected. She was someone you remembered and trusted. That is how I remember her. She will be missed and I send my condolences to her family. God bless.*

**Kevin Nellis, Physical Therapy Plus**



*I was very lucky to have worked with Carol, and to have known her as a neighbor. Professionally she combined the rare talent to bring the creative art of advertising together with a wealth of knowledge of the science of Marketing. She was a pleasure to work with and she made a real difference in getting our message out and helped us to grow our business. Personally I loved how Carol made the most out of every encounter. She certainly lived a lot with the days she was with us.*

**Bill Gage, Eastern Copy Products**



*I have known Carol since she joined Syracuse Executives and early on realized how her spirit and attitude prevailed and what a positive person she was. We retained her for several public relations projects and found that her heart and soul permeated her work results. It was a pleasure to have known Carol and I know, as we all did, that some of our future, our attitudes and our lives will be impacted by her spirit. God Bless her soul and memory.*

**Garson Zausmer, Zausmer Frisch Scruton & Aggarwal**



*One of my fondest memories of Carol was the camaraderie we shared when we both were recovering from broken bones in the spring of 2005. Carol had broken her wrist and I had broken my arm. We commiserated and compared notes as we endured our lengthy healing processes, and the challenges we faced in applying our makeup and styling our hair with only one extremity! However, nothing can or will compare to the respect and admiration I developed for her over the remarkable and extraordinary courage, and incredible bravery, she demonstrated as she fought her battle the past two years. She was the epitome of strength and grace. Her positive attitude will live on in the hearts of those of us who admired and respected her. She left much too soon; she will be dearly missed.*

**Linda Bennett, Syracuse Executives Association (Bennett Business Services)**



## *“It is what it is”*

*Carol Brandt*

*I can't remember the number of times  
Carol would use this phrase  
to describe a variety of situations  
both business and personal.  
We shared many things and I will  
forever be grateful we were friends*

*Nancy Osborn (Lettergraphics)  
January 2012*

