


LA ROCHE UNIVERSITY
2021 DISTINGUISHED ALUMNI CIRCLE AWARD RECIPIENT



Don Sedei '72

CEO and Author

The Amusement Park, LLC

When Don Sedei graduated from La Roche University in 1972, he set out to chase his dream by immersing himself in the world of advertising and marketing, creating original campaigns for some of the world's largest brands to some of the world's smallest brands fighting the disease of mediocrity.

In 2001 that singular approach opened many new doors, including one as co-founder of Calise and Sedei, an ad agency built on the simple mantra: *"Every brand has a soul. But not every agency has the heart to find it. We do."*

After a successful 10-year run, Mr. Sedei stepped away, and with his partner Ross Myers, co-founded The Amusement Park, LLC in 2011. A virtual agency, The Amusement Park, LLC focuses on brand marketing, entertainment, content creation and publishing.

Throughout his career Mr. Sedei has led creative teams for blue-chip brands like Anheuser-Busch, Maybelline Cosmetics, McDonald's, Delta Airlines, American Airlines, JCPenney, Hardees, Church's Chicken, Stouffer's Frozen Food and Entrees, MAAD, Georgia Pacific and more.

He received numerous industry awards across print, broadcast, radio, outdoor and web, including being named to Ad Week's Southwest All-Star team as Broadcast Art Director.

Mr. Sedei's background in advertising exposed him to a collection of unique experiences encouraging him to take time away from the world of advertising. In 2018 he began writing a three-part fiction thriller, "Kachada Series."

While working on the "Kachada Series," he wrote and published the original "Tale of Bronco & The Wizard," based on a true story but written as a lighthearted urban fantasy about friendship, football and wizards.

Mr. Sedei has championed cause marketing throughout his career and donated his services to St. James Episcopal Church of Dallas, the Wounded Warriors Project and the LGBTQ+ community's annual Black Tie Event.

Mr. Sedei enrolled at La Roche after the school became a co-educational institution partnering with the Art Institute of Pittsburgh in 1970. He became part of La Roche College's first official co-educational graduating class of 1972, receiving his bachelor's degree in advertising design.

"La Roche was the perfect place for me at that time. It provided me with a knowledgeable perspective of the world I was living in," he said. "I utilized that knowledge and perspective throughout my creative journey to develop original ideas that are entertaining, useful and unpredictable."

