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D2 Officers for 2012-2013

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Karen Love
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Chic Davis Memorial Award

Honoring Our Beloved ADDY Daddy!

The Chic Davis Memorial Award for ADDY Consistency

From the Desk of the Governor

Greetings Fellow District Two Members!

I hope you were able to enjoy some relaxing time with family and friends during this super hot summer.

The National Conference seems like a lifetime ago, but it was a very successful one for District Two. Ten of our Clubs were represented at the conference, as were two of our NSAC schools. District Two agencies took home 9 gold ADDY's, 29 silvers and 6 Student Awards. The DC Ad Club won six (count 'em – SIX!) Club Achievement Awards. Ad2 DC won four. Rochester and Greater Frederick won one each. A tremendous showing by District Two. Congratulations to all!



Our Fall Conference is scheduled for October 12th – 14th, 2012 in Pittsburgh, PA. By now you should have received information about the conference, including a very important ADDY workshop which will be held there. I urge you all to send your ADDY representative to the conference because the ADDY process is going to be completely revamped this year. You will want to know about it!

Thank you, as always, for your support and participation. Please don't hesitate to contact me, or any of the District Two officers (listed below) if there is ever anything we can help you with.

See you in Pittsburgh!

Cheers,

Madhu Malhan
 Governor, District Two,
 American Advertising Federation
 Phone: 212.279.5989
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Ad Club Leaders: Meet. Share. Be Inspired.

A message from the 2012 AAF District Two Club Fall Leadership Conference Chair, Rob Deaner,

Join us Oct 12th - 14th in beautiful, Pittsburgh, PA for the 2012 District 2 Fall Leadership Conference. This year's conference promises to provide great networking and educational opportunities and a chance to learn how to make your club even better in the coming year!

We will be making a special concentration on ADDY issues in The ADDY Workshop so please make sure your ADDY committee is well represented.

The conference is always a great opportunity to meet members from 6 different states & 15 different Ad Clubs/Federations that are AAF-District Two. Share what has worked for your club and what hasn't. Gather ideas to help your club achieve something you never thought possible. Pittsburgh will be going all out to make your visit to our exciting city a memorable experience in every way.

The Chic Davis Memorial Award for Consistency in ADDYS is to honor those (who like Chic himself) are devoted to ADDYS. It can be a person or company that has a long history of entering the ADDYS, or of consistently winning awards. AAF (national) will sponsor this award, and should also apply to clubs and districts. While honoring the persona of Chic, honorees of this award would be an exciting addition to local and District ADDYs.

AAF Baltimore Sponsors Chic Davis ADDY Daddy Scholarship

Each year, The American Advertising Federation Baltimore (AAFB) awards unrestricted scholarships to select students with high academic standing and the potential to be future advertising leaders.

[Learn more about the Chic Davis "ADDY Daddy" Scholarship](#)

Save the Date!

2012 Events

District 2 Fall Conference
October 12-14, 2012
Pittsburgh, PA

Advertising Hall of Achievement Awards
November 13, 2012
11:30 am Reception , 12 Noon Lunch
Cipriani, 42nd Street
New York, NY

2013 Events

District Two ADDY Judging
March 27-31, 2013
Entries Due Tuesday, March 24 at 4PM
Publicis - New York, NY
More Details to Follow

Advertising Hall of Fame
March 2013
Waldorf Astoria
New York, NY
Visit www.advertisinghall.org to learn more

ADMERICA! 2013
June 5-8, 2013
Arizona Biltmore Resort & Spa
Phoenix, AZ

2013 NSAC
June 5-8, 2013
Arizona Biltmore Resort & Spa
Phoenix, AZ

2013 ADDY Award Show
June 8, 2013
Arizona Biltmore Resort & Spa
Phoenix, AZ

Mark your calendars! Conference details and agenda have been sent to all Clubs. Information is also available on our website aafdistrict2.org, on Facebook and through emails in the weeks leading right up to the Conference. I am looking forward to meeting you all.

Rob Deaner, President
Pgh Ad Fed.
412-281-1541
rob@marketstreetsound.com
Prepare to be inspired!

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Advertising Women of New York (AWNY) turns 100!

Advertising Women of New York (AWNY) along with Ore Cookies and Lifesavers – are marking their 100th anniversary this year. One of our oldest and most active clubs AWNY was way a head of its time when it was founded in 1912 as the first women's association in the communications industry. The club now comprises 1500 professional women and men representing all areas of this dynamic industry.



Throughout its history AWNY's mission has remained constant: To provide a forum for personal and professional growth and to serve as a catalyst for the advancement of women in the communications field.

If you think your club is busy, AWNY may hold a club record with 35 events each year. Some of AWNY's annual signature events include:

- Advertising Woman of the Year
- Annual Beauty Luncheon
- Annual Automotive Luncheon
- Advertising Career Conference
- Annual Golf Outing
- Working Mothers Awards Luncheon
- What's Hot Breakfast
- Ad Age's Woman-to-Watch Luncheon
- Boardroom Breakfast Series
- Media Insights Breakfast Series

If you would like to know more about AWNY, or can come to New York City to attend any of the exciting events AWNY is planning for this historic year, contact Executive Director, Liz Schroeder at liz@awny.org.

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Congratulations to Sherri Anne Green

Past president of the DC Ad Club is named to the National Board of Directors of the AAF.

Sherri is the Director, Business Development at LM&O Advertising in Arlington, VA. At LM&O, Sherri's business development efforts have helped the agency to achieve \$153M in annual billings and become the largest agency in the DC Metro Area.



Her long association with the DC Ad Club and District Two make her a powerful addition to the AAF National Board. Congratulations from all of us in District Two Sherri!

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New Changes to the ADDYS

At the AAF National conference changes were made to the ADDYS for the coming year. Attend the Fall Conference to learn all about the changes. Request a copy of the ADDY@Toolkit, and take advantage of the changes and the successful ideas that have been implemented by other clubs, and make it a goal to implement one or more of them in your own show.

Remember, there are many resources regarding ADDY's available on the AAF website that includes a Judges Directory, Judging Guidelines, "How To..." Guides and the updated Rules & Categories for 2012-2013. Go to www.aaf.org and follow the "Awards" link.

For questions on the latest ADDY changes contact Hallie Mindell, at hmindell@aaf.org. She will be happy to help you.

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DC Ad Club Events Shares Valuable Learning Tools With Members.

The DC Ad Club presents its members with a Best of DC Marketing Series that is very well received by members and a great lunch and learn experience for any club. An example is *The Art of Effective Brainstorming* presentation by Judy Goldberg, an International Director of Learning and Development for Discovery Communications. Judy travels the globe on behalf of Discovery helping teams maximize their creative thinking by training them on effective brainstorming.

She lead a highly interactive workshop, on the art and science to leading effective brainstorming along with tested techniques that can turn your brainstorming sessions into fun, meaningful meetings with powerful outcomes. If you would like more information contact:

DC Ad Club
email: info@dcadclub.com
phone: 703-683-5954
web: dcadclub.com

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District Two Club Reports

presented at the 2012 AAF National Conference - Austin, Texas.

Attendees:

Madhu Malhan - D2, NY
Cynthia Park - D2, NY
Pat Martin - D2, AWNY

Karen Love – D2, Pittsburgh
 Leslie Winthrop – D2, NY
 Doreen Duska – D2, Erie
 Jim Macdonald – D2, Greater Lehigh Valley
 Suzanne Stianche – Greater Lehigh Valley
 John Mulder – Greater Lehigh Valley
 Jennifer Gerlock – AAF Greater Frederick
 Megan Mullaney – AAF Greater Frederick
 Joseph Mayernik – Rochester
 T.C. Pellett – Rochester
 Rob Deaner – Pittsburgh
 Meade Johnson - Pittsburgh
 Alan Tempest – Philadelphia
 Sherri Green – DC
 Charles Panagopoulos – Ad2 DC
 Sarah Lieberman – Ad2 DC
 Whitney Jarrell – Ad2 National
 Charlie Riley - Buffalo
 Alta Stark – D1, W.Mass.
 Lisa Colantouno – The Ad Club
 Ron Smith – PSU AAF
 Ken Yednoch – PSU AAF
 Kevin O'Neill – Syracuse University
 Ed Russell – Syracuse University

AAF Greater Frederick – A new board year began at the beginning of July. Frederick is working hard to keep the club afloat. Many legacy members have drifted away. They are thinking of doing a past presidents board. Their ADDY Awards was very successful this year. They are thinking about restructuring their board to delegate tasks better. Development of programs, education, ADDYs are all overwhelming and they would like to spread out the responsibilities. They developed Mavin awards, to give recognition both inside and outside their club. Including photographer, copywriter, social “media of the year” awards that will be given at the annual meeting. Companies that can’t enter ADDYs because of their medium have a chance to be recognized. They used Facebook to promote the award and the nominees. They have 3 social programs per year. Their ADDYs were up from the previous year entries. It was held at a different venue and had the theme of “Clue”, the board game.

Buffalo – Membership is up 10% and they are doing very well financially as well. They have added new corporate members. Their ADDY attendance and entries were down this year. They started the year with ‘the big tipoff’ with celebrity bartenders, raising money for their scholarships. They had their first Ad Week with one event per day and partnered with several companies. They are rebranding this year, launching a new site, etc. They applied for a 501C6 through a foundation, and Karen Love told them to be very careful about how they handle that because they are not tax exempt. Programming is up 100%. They launched ‘ad lab’ which is a panel discussion on different topics. They’ve had a great response for that, getting 30 to 60 per month for that and have made good money. They do “Uberbowl” after the Super Bowl. They brought in Peter Shenkman, who is working on diversity, working on a scholarship, and working with young students. They have a young board, but need some experienced board members to balance that out after half the board left in 2010.

Erie – They have all new, young board members. Their ADDYs were good, but they struggle with finding good programs.

Greater Lehigh Valley – There have been some strong programs, having 100 or more people at an educational event. The “Eyes On” program brought in 100+. There was a Direct Mail event, Media and More Auction. Although the auction’s net proceeds were down, they still raised over \$10K for the club and scholarship program. The ADDY Awards were successful this year. There were new entry kits, with 196 total entries – up from about 150 last year. ADDYs had a Baroque theme with a micro-site. Entry kits included plastic bags, entry rules, etc. There were pick-up points and drop offs of the kits. The format has changed for the ADDYs from a sit-down to an informal setting.

Pittsburgh – Their year was mixed. The ADDY entries and attendees were up. Their theme was ‘early video games’ and the Mario Brothers delivered the entry packages. The area they want to work on includes engagement of members. There has been some ‘softness’ in some of the events, possibly because of speakers and/or decision-making about this. Media auction needs to be revamped. Their overall membership is up. They want to work on refreshing things and getting younger people involved. They want to focus on social events and fun to get people engaged in helping the club. They want to get the momentum back and get people recommitted. Pittsburgh is looking forward to hosting this year’s District Two Fall Meeting.

Philly Ad Club – Philly is healthy with all aspects of the club. This year, they had to find a new Association Management Company, and Alan Tempest is willing to share information about that with any clubs. Their operations with the new AMC are back up and running. For years, there was a membership committee of people from middle and lower management level. They didn't have the clout to get larger corporate members. So they disbanded the membership committee and turned over responsibilities to the board. Every board meeting, they review the potential members and they have picked up some new corporate members this way. Alan also mentioned about converting from a media auction format to selling media inventory to non-profit and not-for-profit organizations. 'Movers and Shakers' luncheon each year honors 3 people in the community and has been successful.

Rochester – They had a good year. Started by retooling their bylaws, which had not changed since 1994. This was the first year in a while that they did things the 'correct' way. They are spending this year to rebrand their club. They teamed with AIGA on one event, but do not have a brand, so RAF does all the work and AIGA gets the recognition. RAF is putting together a branding incentive with products, welcome kit, brochures, etc. to push the new relationship between members and the club. Their ADDYs were very successful this year and actually made money. They had more attendees, but were down in entries, mostly because of student entries. Joe Mayernik was the creative director for the show. Their theme was 'nothing' and they had a very stark presentation. As the night went on, the starkness changed to a full color presentation. Their presentation was in the round, with 'tweeting' all night. They created video about the 'ADDY Manifesto' and had people read it. The information is on their video channel. The video is here: <https://vimeo.com/40827884>. Everything was digital... nothing was printed. "Extraordinary starts from nothing, and takes everything." Tweet drink orders, tweet DJ requests. It was not about that night, the night itself was just the exclamation point of the 365 days it took to get there. Madhu mentioned that this would be a great case study. Rochester's annual meeting is open to all members and they can speak and present ideas for the club.

Washington, DC – The club had a great year. Membership is up 20%. They entered more club achievement awards this year and have won many categories. It is a total board effort. They are gearing up for their 9th Ad Week in September. They are working on their August retreat where they set their goals. They have launched their mentor program and it has been successful. They are looking for ways to increase the value of the club. The 'career catalyst' mentor program was a members-only program. They had dinner catered by the art institute. Their ADDY theme was "Participate" and there were regular awards and funny awards. There were cheerleaders, people's choice awards, and sponsored open bar all night. Attendees were up 18%. One sponsor did an ADDYs Splitter website, where the different people involved in the entry could 'up' the credit they take for the entry. They are in the process of rebranding and reworking their entire website. Their Best of DC was successful. They want to focus on still creating value, member retention and working more with Ad2.

DC – Ad2 – hey also had a great year. They won 3rd place in the public service award and also won 4 club awards. They have increased partnerships and sponsorships, using Water Cooler Wednesdays. Rocket Fuel became a sponsor and Ad2 has already surpassed their sponsorship goals for 2012. Working on getting more people involved. They do a 'tips and tricks' series, free for members, \$10 for non-members. They work on Rock the Vote as well.

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