



2011-2012

District Two

CLUB DIRECTORY

- THE ADVERTISING CLUB OF METRO WASHINGTON
- AAF - BALTIMORE
- AAF - GREATER FREDERICK
- THE ADVERTISING CLUB
- ADVERTISING WOMEN OF NEW YORK (AWNY)
- ALBANY ADVERTISING CLUB
- ADVERTISING CLUB OF BUFFALO
- ROCHESTER ADVERTISING FEDERATION
- NORTHEAST PENNSYLVANIA ADVERTISING CLUB
- ERIE ADVERTISING CLUB
- GREATER LEHIGH VALLEY ADVERTISING CLUB
- PITTSBURGH ADVERTISING FEDERATION





district**two**

*Find us on the web:
www.aafdistrict2.org*

Linked **in**

facebook

Table of Contents

DISTRICTS OF THE AAF	4
GOVERNOR'S MESSAGE	5
2011-2012	
EXECUTIVE COMMITTEE	6-7
CLUB PRESIDENTS, VICE PRESIDENTS & EXECUTIVE DIRECTORS	8-9

CLUB DIRECTORIES

ADVERTISING CLUB OF METRO WASHINGTON.....	10
AAF - BALTIMORE	11-12
AAF - GREATER FREDERICK	13
THE ADVERTISING CLUB	14-16
ADVERTISING WOMEN OF NEW YORK (AWNY)	17
ALBANY ADVERTISING CLUB	18
ADVERTISING CLUB OF BUFFALO	19
ROCHESTER ADVERTISING FEDERATION	20
NORTHEAST PA ADVERTISING CLUB	21
ERIE ADVERTISING CLUB	22
GREATER LEHIGH VALLEY ADVERTISING CLUB ...	23
PHILADELPHIA ADVERTISING CLUB	24-25
PITTSBURGH ADVERTISING CLUB	26-27

The Districts

OF THE AMERICAN ADVERTISING FEDERATION



- District 1 – Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut
- District 2 – New York, Pennsylvania, New Jersey, Maryland, Delaware, District of Columbia
- District 3 – Virginia, North Carolina, South Carolina
- District 4 – Florida, U.S. Virgin Islands, Puerto Rico
- District 5 – Ohio, West Virginia, Kentucky
- District 6 – Illinois, Indiana, Michigan
- District 7 – Tennessee, Georgia, Alabama, Mississippi, Southeast Louisiana
- District 8 – North Dakota, South Dakota, Minnesota, Wisconsin
- District 9 – Nebraska, Kansas, Iowa, Missouri
- District 10 – Texas, Oklahoma, Arkansas, Northwest Louisiana
- District 11 – Washington, Oregon, Idaho, Montana, Alaska
- District 12 – Wyoming, Colorado, Utah, Arizona, New Mexico
- District 13 – Hawaii
- District 14 – Northern California, Northern Nevada
- District 15 – Southern California, Southern Nevada



Message

FROM OUR GOVERNOR - MADHU MALHAN



WELCOME!

Con•nect *verb*

- bring together or into contact so that a link is established
- join together so as to provide access and communication
- put (someone) into contact by telephone
- associate or relate in some respect
- form a relationship or feel an affinity
- have a good rapport with somebody.

That's what this directory does.
That's what District Two does.
That's what the AAF does.

I am honored to be elected your Governor.
I look forward to connecting with you.

Warm regards,
Madhu Malhan

*Governor, District Two
American Advertising Federation*

2011-2012 Executive Committee

ADVISORY BOARD - PAST GOVERNORS

Pat Martin | P: 212.400.1466
patjmartin@aol.com

Barbara Westland | P: 301.953.7085
blwprinter@aol.com

Leslie Winthrop | P: 212-400-1480
winthrop@aarpartners.com

Helen Lavelle | P: 570.969.6000
hlavelle@lavellestrategy.com

Mickey Stobbe | P: 412.343.4892
mestobbe@comcast.net

Nick Ferrari | P: 212.591.7534
ferrarin@asme.org

Brian Bronaugh | P: 412.402.0110
BBronaugh@mullen.com

Colleen Stubbs | P: 814.454.0158
colleen@altman-hall.com

SPECIAL ASSISTANCE TO THE DISTRICT & GOVERNOR

District Two ADDY® Co-Chair
Barbara Westland | P: 301.953.7085
blwprinter@aol.com

**District Two
National Student Advertising Competition - Chair
Diversity Committee
Education Chair**
Leslie Winthrop | P: 212.400.1480
winthrop@aarpartners.com
nsac.district2@gmail.com

Eastern Regional Chair
Helen Lavelle | P: 570.969.6000
hlavelle@lavellestrategy.com

DISTRICT TWO OFFICERS

Governor Elect

Madhu Malhan

Publicis USA

4 Herald Square, New York, NY 10001

P: 212.279.5989

madhu.malhan@publicis-usa.com

Governor Designate

Cynthia Park

K&L Advertising

285 Madison Avenue, New York, NY 10017

P: 212.375.8333

cynthia.park@kanglee.com

Immediate Past Governor

Colleen Stubbs

Altman-Hall Associates

235 West 7th Street, Erie, PA 16501

P: 814.454.0158

colleen@altman-hall.com

Treasurer

Karen Love

116 Richard Drive, Pittsburgh, PA 15237

P: 412.364.4005

pghadfed@aol.com

Corresponding Secretary

Doreen DeFabio Duska

Erie Times-News

205 West 12th Street, Erie, PA 16534

P: 814.870.1893

doreen.defabio@timesnews.com

Recording Secretary

Jim Macdonald

JX2 Technologies

4991 Abbey Road, Coplay, PA 18037

P: 610-261-2145

jimmac@jx2tech.com

Executive Director

Pat Martin

AAF District Two, c/o AAR Partners

155 East 55th Street, Suite 5-C, New York, NY 10022

P: 212.400.1466

patjmartin@aol.com

Assistant to the Governor

Ann McFadden

Brunner, Inc.,

11 Stanwix Street, 5th Floor, Pittsburgh, PA 15222

P: 412.995.9539

amcfadden@brunnerworks.com

2011-2012 Club Presidents, Vice Presidents & Executive Directors

DISTRICT OF COLUMBIA

ADVERTISING CLUB OF METRO WASHINGTON*

President (through 2012)

Sherry Green | P: 703.797.7107 | SherryGreen@lmo.com

Vice President (through 2012)

Erik Rogstad | P: 202.337.2572 | erik.rogstad@akqa.com

Executive Director

Carol Montoya, CAE | P: 703.683.5954 | carol@dcadclub.com

MARYLAND

AAF - BALTIMORE*

President

Steve De Santis | P: 410.230.3722 | steve.desantis@eurorscg.com

1st Vice President

James Evans | P: 410.783.2627 | james@illumecommunications.com

Executive Director

Linda Stanley | P: 410.821.6968 | director@baltimoreadvertising.com

AAF - GREATER FREDERICK

President

Kimberly Dow | P: 240.446.9765 | kim@kalicodesign.com

Vice President

Megan Mullaney | P: 240.575.6860 | megan@thinkbaseline.com

NEW YORK

THE ADVERTISING CLUB

President & CEO

Gina Grillo | P: 212.533.8080 | gina@theadvertisingclub.org

Chairman

Beth-Ann Eason | P: 212.790.2961 | Beth-ann_eason@condenast.com

Executive Vice President

Laurel Rossi | P: 212.884.1401 | laurel.rossi@eurorscg.com

ADVERTISING WOMEN OF NEW YORK (AWNY)*

President

Karen List | P: 212.556.1099 | listke@nytimes.com

Vice President

Carol Watson | P: 212.505.0405 | carol@tangerine-watson.com

Executive Director

Liz Schroeder | P: 212.221.7969 | liz@awny.org

ALBANY ADVERTISING CLUB*

President

Warren Garling ('12) | P: 518.456.4360 Ext: 147 | Warren@voicecoaches.com

Vice President

Danielle Valenti ('14) | C: 518.915.2655 | Dvalenti84@gmail.com

Ad Club Director

Stacey Nooney | P: 518.869-.0460 | Stacey@workingpictures.com

ADVERTISING CLUB OF BUFFALO

President

Charlie Riley | P: 716.989.3234 | criley@skmgroupp.com

Vice President

Amber Rampino | amber.rampino@gmail.com

ROCHESTER ADVERTISING FEDERATION

President

Joseph Mayernik | C: 585.315.8937 | mayernik@stormfrog.com

First Vice President

T.C. Pellett | P: 585.750.5028 | tpellett@monroecounty.gov

PENNSYLVANIA

NORTHEAST PA ADVERTISING CLUB

President

Jessica Siegfried | P: 570.969.6000 | jsiegfried@lavellestrategy.com

Co-Vice President

Danielle Coons | P: 215.460.1066 | danielletcoons@gmail.com

ERIE ADVERTISING CLUB

President

Jim Welle | P: 814.860.5606 | JWelle@wfxptv.com

Vice President

Mike Arnold | P: 814.454.6337 | marnold@mccartyprinting.com

GREATER LEHIGH VALLEY ADVERTISING CLUB

President

Suzanne Stianche | P: 610.481.1180 | STIANCSK@airproducts.com

Vice President

Maria P. Esposito | P: 610.216.5084 | prxprrt@gmail.com

Executive Administrator

Sheila Youst | P: 610.365.7916 | sandjyoust@verizon.net

PHILADELPHIA ADVERTISING CLUB*

President

Mary Meder | P: 610.668.7900 | mmeder@harmelin.com

1st Vice President

Paul Blake | P: 610.664.2000 | pblake@greatermediaphiladelphia.com

Executive Director

Alan D. Tempest | P: 215.628.3468 | alan@tempestcommunications.com

PITTSBURGH ADVERTISING FEDERATION*

President

John Gatesman | P: 412.381.5400 | jgatesman@gatesmanmarmiondave.com

Vice President

Rob Deaner | P: 412.281.1541 | rob@marketstreetsound.com

Executive Director

Joyce Perhac | P: 412.372.2605 | Joyce@pghadfed.org

* This club has an Executive Director.

Please contact that person with any questions or inquiries.

District of Columbia

ADVERTISING CLUB OF METRO WASHINGTON

President (through 2012)

Sherri Green

LM&O Advertising
2000 N. 14th Street, Suite 800
Arlington, VA 22201
P: 703.797.7107
SherriGreen@lmo.com

Vice President (through 2012)

Erik Rogstad

AKQA
1055 Thomas Jefferson St., NW
Suite 680
Washington, DC 20007
P: 202.337.2572
erik.rogstad@akqa.com

Treasurer (through 2012)

Lynn Osborne

Ad Management Insights, LLC
3018 John Marshall Drive
Arlington, VA 22207
P: 703.241.2121
lynn.osborne@adinsights.net

Secretary (through 2012)

Debbie Kaplan

Urban Igloo
3108 N. 9th Rd.
Arlington, VA 22201
P: 703.615.3777
dkaplan@urbanigloo.com

Immediate Past President

Karen Riordan (through 2012)

SmithGifford
106 West Jefferson Street
Falls Church, VA 22046
P: 703.532.5992
karen@smithgifford.com

BOARD OF DIRECTORS THROUGH 2011

Michael August

August, Lang & Husak
4630 Montgomery Avenue
Suite 400
Bethesda, MD 20814
P: 301.657.2772
mikea@alhadv.com

Jennifer Cortner

Discovery Communications
1 Discovery Place
Silver Spring, MD 20910
P: 240.662.4447
Jennifer_Cortner@discovery.com

Kathy Dodd

Georgetown University
P: 703.387-5888
kathy.dodd@gmail.com

Demetrius Goosbey

Equals Three Communications
7910 Woodmont Avenue
Suite 200
Bethesda, MD 20814
P: 301.656.3100
dgoosbey@equals3.com

Eric Frost

PlowShare Group
805 King Street, Suite 404
Alexandria, VA 22314
P: 571.213.6556
eric@plowsharegroup.com

Mason Harris

Hutzpah Outdoor Media
16021 Industrial Drive, Suite 14
Gaithersburg, MD 20877
P: 301.770.1122 x 110
mharris@hutzpahmedia.com

Greg Kihlstrom

Carousel30 Interactive
105 S. Columbus Street
Alexandria, VA 22314
P: 301.996.4514
gkihstrom@carousel30.com

Allison Mataya

Pappas Group
671 North Glebe Road, Suite 700
Arlington, VA 22203
P: 703.349.7241
amataya@pappasgroup.com

Wendy Hagen

Hagen Inc.
1323 21st Street, NW
Washington, DC 20036
P: 703.489.6800
wendywhagen@gmail.com

Tony McEachern

Howard University
2455 6th Street, NW
Washington, DC 20059
P: 301.675.5733
tonymc@digitalvanguarddesign.com

Tim Weinheimer

Ketchum Digital
2000 L Street, NW, Suite 300
Washington, DC 20036
P: 202.835.9482
tim.weinheimer@ketchum.com

BOARD OF DIRECTORS THROUGH 2012

Louise Salas

LMSalas Creative
4683-4 Spruce Court
Andrews, MD 20762
P: 808.561.9753
louise@lmsalas.com

Ad 2 DC Liaison (through 2012)

Sarah Lieberman

LM&O Advertising
2000 N. 14th Street, Suite 800
Arlington, VA 22201
P: 703.797.7109
SarahLieberman@lmo.com

Executive Director

Carol Montoya, CAE

400 North Washington St., Suite 300
Alexandria, VA 22314
P: 703.683.5954
carol@dcadclub.com

Maryland

AAF - BALTIMORE

President

Steve De Santis
Chief Marketing Officer
Euro RSCG Discovery
400 E. Pratt St., 10th Fl.
Baltimore, MD 21202
P: 410.230.3722 | F: 410.230.3721
steve.desantis@eurorscg.com

1st Vice President

James Evans
Creative Director/CEO
Illum Communications
805 E. Baltimore St.
Baltimore, MD 21202
P: 410.783.2627
james@illumcommunications.com

2nd Vice President

Sarah Quackenbush
Director of Account Services &
Business Development
Pivec Advertising, Ltd
2219 York Rd., Suite 201
Timonium, MD 21093
P: 410.453.9828 | F: 410.453.9467
sarahq@pivec.com

Secretary

Dana Goldstein
Regional Account Manager
MEC
P: 443.421.9038 | F: 212.497.1455
dana.goldstein@mecglobal.com

Treasurer

Dave Provine
Premier Mac Technologies
8378 Veterans Hwy.
Millersville, MD 21108
P: 410.729.1632 | F: 410.729.1628
dave@premiermac.com

Immediate Past President

Stephen Rogers
Managing Partner
Vine Communications Group
329 South Wind Road
Ruxton, MD 21204
P: 410.440.0615
sprmgtd@comcast.net

Executive Director

Linda Stanley
P.O. Box 1422
Brooklandville, MD 21022
P: 410.821.6968
director@baltimoreadvertising.com

BOARD OF DIRECTORS

Program Chair

Ariel Maraguglio
Mid-Atlantic Account Executive
MNI
111 S. Calvert St., Suite 2350
Baltimore, MD 21202
P: 410.385.5670
ariel.maraguglio@mni.com

Social/Networking Chair

Christian Childs
President
Airplane Corporation
3000 Chestnut Ave., Ste. 222
Baltimore, MD 21211
P: 410.609.6306
cc@airplanecorporation.com

Legislative Chair

Cynthia Sanders
Esquire
Ober Kaler
120 E. Baltimore St.
Baltimore, MD 21202
P: 410.347.7367
csanders@ober.com

Fusion Chair

Cyrkle Lomax
Account Manager
Merkle
7001 Columbia Gateway Dr.
Columbia, MD 21046
P: 443.542.4052
clomax@merkleinc.com

Dan Dawes

SVP Digital Operations
Euro RSCG Discovery
400 E. Pratt St., 10th Fl.
Baltimore, MD 21202
P: 410.230.3787
F: 410.752.6689
dan.dawes@eurorscg.com

ADDY Chair

Dave Wassell
VP Associate Creative Director
MGH, Inc.
100 Painters Mill Rd., Ste. 600
Owings Mills, MD 21117
P: 410.902.5050
dwassell@mghus.com

Education/Scholarship Chair

Elliott A. Wiley
President/CEO
REJ & Associates, Inc.
6 E. Hamilton St.
Baltimore, MD 21202
W: 410.332.4070 Ext. 101
C: 410.804.1334 | F: 410.962.7052
ewiley@rejassociates.com

Gene DiPaula

Director of Marketing
Producers
3700 Malden Ave.
Baltimore, MD 21211
W: 410.523.7520 | C: 443.857.7897
gdipaula@producersvideo.com

Continued on next page >

Maryland

AAF - BALTIMORE

BOARD OF DIRECTORS

Hector Gonzalez

Senior Account Manager
LMD
14409 Greenview Dr., Suite 200
Laurel, MD 20708
P: 301.498.6656 | F: 301.953.0321
hgonzalez@lmdagency.com

James T. Russell

President
Severn Graphics Inc.
7590 Ritchie Hwy.
Glen Burnie, MD 21061
P: 410.768.6118, Ext. 102
C: 410.591.2921 | F: 410.768.2763
jimr@sevgraph.com

Social Media Chair

Julianna H. Wittig

Account Executive
The Cyphers Agency
53 Old Solomons Island Rd.
Annapolis, MD 21401
P: 888.412.7469
julianna@thecyphersagency.com

Public Relations Chair

Laurie Farrell
Assistant Director, Public Relations & Marketing
Anne Arundel Community College
101 College Parkway
Arnold, MD 21012
P: 410.777.7253 | F: 410.777.4253
lafarrell@aacc.edu

Matt McDermott

Associate Creative Director
Renegade
10950 Gilroy Rd., Suite J
Hunt Valley, MD 21031
P: 410.667.1400, Ext. 240
F: 410.667.1482
mmcdermott@getrenegade.com

Bowling/Softball/NSTLOD Chair

Ryan Bruchey

Senior Account Leader
Carton Donofrio Partners
100 N. Charles St., Suite 1500
Baltimore, MD 21201
P: 410.576.9000
rbruchey@cartondonofrio.com

Maryland

AAF - GREATER FREDERICK

President

Kimberly Dow

Owner, Kalico Design
PO Box 1574
Frederick, MD 21702
P: 240.446.9765
kim@kalicodesign.com

Vice President

Megan Mullaney

Owner, Think Baseline
147 W Patrick St.
Frederick, MD 21701
P: 240.575.6860
megan@thinkbaseline.com

Secretary & Membership

Erin Biles

Public Relations Manager,
Flying Dog Brewery
4607 Wedgewood Blvd.
Frederick, MD 21703
P: 301.694.7899, Ext. 122
erin.biles@flyingdogales.com

Treasurer

Tobin Lehman

Owner, Tobin Lehman, LLC
44 North Market Street, Ste 2B
Frederick MD, 21701
P: 240.575.5887
contact@tobinlehman.com

BOARD OF DIRECTORS

External Communications

Whitney Hahn

Business Manager and Co-owner,
Digital Bard Video
1780 N. Market Street
Frederick, MD 21701
P: 240.566.5931
whitney@digitalbard.com

Education & Scholarship

Troy Dean

Creative Director
Graphcom Creative
1140 Chambersburg Road
Gettysburg, PA 17325
P: 717.334.1050, Ext. 105
tdean@graphcom.com

Educational Programs

Lauren Haddaway

Love & Company
6112 Samuel Road
New Market, MD 21774
P: 301.882.7261
lhaddock@gmail.com

Sponsorship & Development

Cheryl Dapsauski

Owner,
Concept C Marketing & Design
1910 Chamberlain Dr.
Frederick, MD 21702
P: 301.370.6884
conceptcdesign@comcast.net

Public Service

Mary Kate McKenna Battles

Owner + Principal,
Mary Kate McKenna Photography, LLC
147 West Patrick Street, 1st Floor
Frederick, MD 21701
P: 202.213.1272
MK@MKMcKenna.com

Social Programs

Eli Roth

Associate Director,
Promotion & Development,
Downtown Frederick Partnership
22 S Market Street, Suite 2A
Frederick, MD 21701
P: 301.698.8118
eli@downtownfrederick.org

Internal Communication

Laura Wallace

Owner, Worx Graphic Design
2 Public Square, Suite 205
Hagerstown, MD 21740
P: 877.850.WORX
laura@worxgraphicdesign.com

ADDY Director

Jennifer Gerlock

Owner, Want 2 Grow Marketing
147 West Patrick Street
Frederick, MD 21701
P: 301.378.0011
jennifer@want2growmktg.com

New York

THE ADVERTISING CLUB

Chairman

Beth-Ann Eason

SVP/GM of Epicurious,
Gourmet Live, and Brides.com
Condé Nast Digital
1166 Avenue of the Americas
15th Floor
P: 212.790.2961 | C: 917.576.8150
Beth-ann_eason@condenast.com
Asst: Brie Taylor Schwartz
P: 212.790.5091
Brie_schwartz@condenast.com

Executive Vice President

Laurel Rossi - President

Euro RSCG Worldwide Strat Farm
200 Madison- 7th floor
NY, NY 10016
P: 212.884.1401 | F: 914.514.1705
C: 617.529.5410
laurel.rossi@eurorscg.com
Asst: Hannah Cho
P: 212.884.1403
hannah.cho@eurorscg.com

Vice President

Mari Kim Novak

Senior Director Global Agencies,
Industries & Insights
Microsoft Advertising
1290 Avenue of the Americas
6th Floor
NY, NY 10104
P: 646.225.4573 | F: 425.936.7329
marinov@microsoft.com

Vice President

Carl Fremont

Senior Vice President,
Global Media Director
Digitas
355 Park Avenue South
NY, NY 10010
carl.fremont@digitas.com
Asst: Isabel Davis
P: 212.610.5366
isabel.davis@digitas.com

Treasurer

Ron Fierman - President & CEO

Digital Pulp
220 East 23rd Street, Suite 1000
NY, NY 10010
P: 212.679.0676, Ext. 259
F: 212.679.6217 | C: 917.355.1650
ron@digitalpulp.com
Asst: Tara Mattera, Ext. 266
tara@digitalpulp.com

Chairman Emeritus

C. Thomas Gruhler - President

McCann Erickson
622 Third Avenue
NY, NY 10017
thom.gruhler@mccann.com
P: 646.865.3320 | F: 646.865.8993
Asst: Michelle Montague
P: 646.865.3223
Michelle.montague@mccann.com

BOARD OF DIRECTORS

Edward Bullock

VP of Diversity & Inclusion
L'Oreal USA
575 Fifth Avenue
NY, NY 10017
P: 212.984.5062
ebullock@us.loreal.com
Asst: Jessica Rock
P: 212.984.4250
jrock@us.loreal.com

Jerry Canning

Industry Director-Financial Services
Google
76 Ninth Ave – 4th Floor
NY, NY 10011
P: 212.565.8648
jcanning@google.com
Asst: Sam Gould
sgould@google.com

Tim Castelli

Vice President/Eastern Sales
AOL
770 Broadway
NY, NY 10003
P: 917.534.5149 | C: 917.903.9369
tim.castelli@teamaol.com
Asst: Rachael Buckner
P: 917.606.4770
Rachael.buckner@teamaol.com

Mark D'Arcy

Director of Global Creative Solutions
Facebook
335 Madison Avenue, 17th Fl.
NY, NY 10017
P: 917.446.0556 | F: 917.210.3948
markdarcy@fb.com
Asst: Katie Krilanovich
P: 650.690.3301
krilanovich@fb.com

Joanne Davis

President
Joanne Davis Consulting, Inc.
325 East 57th Street, #7D
NY, NY 10022
P: 212.935.0320 | F: 212.223.2932
C: 917.902.7804
joanne@joannedavisconsulting.com

Jean-Luc Decaux

Co-Chief Executive Officer
JCDecaux NA
3 Park Avenue, 33rd Floor
NY, NY, 10016
P: 646.834.1313
Jean-luc.decaux@jcdecauxna.com
Asst: Amy Hager
P: 646.834.1380
amy.hager@jcdecauxna.com

Marie Devlin
SVP/Advertising,
Media & Sponsorships
American Express
200 Vesey Street, 01-47-06
NY, NY 10285
Marie.T.Devlin@aexp.com
F: 212.640.0319
Asst: Bobbie Rankin
P: 212.640.8258
bobbie.rankin@aexp.com

Michael Duda
Co-Founder
Consigliere
mike@theconsig.com
Asst: Laura Fanjoy
lf@theconsig.com

Lori Erdos
VP/Advertising Sales
USA TODAY
535 Madison Avenue
NY, NY 10022
P: 212.715.2036 | F: 212.715.5530
C: 201.417.0593
lerdos@usatoday.com
Asst: Janis Calix
P: 212.715.5307
jcalix@usatoday.com

Wright Ferguson Jr.
President USA
AdForum
C: 203.253.7138
Wright.ferguson@adforum.com

Gerry Frascione
(Paul Reilly 212.459.5927)
President & CEO
BBDO NA
1285 Ave of Americas #400
NY, NY 10019
P: 212.459.6557 | C: 917.703.2815
gerry.frascione@bbdo.com
Kelly.Kirkland@bbdo.ca
Paul.reilly@bbdo.com

Heide Gardner
SVP, Chief Diversity and
Inclusion Officers
Interpublic Group
1114 Ave of Americas
NY, NY 10036
P: 212.704.1384 | F: 212.704.2254
Heide.Gardner@interpublic.com
Asst: Melissa Acosta
P: 212.704.1331
Melissa.Acosta@interpublic.com

Valerie Graves
C: 917.930.2420
valgb@aol.com

Brad Jakeman
President, Global Enjoyment Brands
& Chief Creative Officer
Global Beverage Group
Pepsico, Inc.
700 Anderson Hill Road
Purchase, NY 10577
P: 914.253.2266 | C: 917.741.4893
Bradley.jakeman@pepsico.com
Asst: Dawn Bartels
P: 914.253.3635
Dawn.bartels@pepsico.com

Jacki Kelley
Global CEO
UM
100 W. 33rd Street, 8th Floor
New York, NY 10001
P: 646.376.1709 | C: 917.903.4048
jacki.kelley@umwww.com
Asst: Bill Evans
P: 646.376.1608
william.evans@umwww.com

Rob Master
Vice President Media, Americas
Unilever
700 Sylvan Ave
Englewood Cliffs, NJ 07632
P: 201.894.4919 | F: 201.894.2499
Rob.Master@unilever.com
Asst: Linda Shaw 201.894.4920
Linda.shaw@unilever.com

Greg McCastle
Senior Vice President, AdWorks
AT&T
810 7th Avenue
NY, NY 10019
P: 212.709.5840 | F: 212.371.8652
C: 917.226.1667
greg.mccastle@att.com
Asst: Angie Soto-Lozada
P: 212.803.2686
AS870D@att.com

Ian Parmiter
SVP/Integrated Ad Sales Marketing
Discovery Networks
850 Third Avenue, 6th Floor
NY, NY 10022
P: 212.548.5197 | F: 212.548.4996
C: 917.544.9013
ian_parmiter@discovery.com
Asst: Linda Amani
P: 212.548.5214
Linda_Amani@discovery.com

John Partilla
Chief Operating Officer
Denstu Network West
(Americas, Europe, Australia)
32 Avenue of the Americas
New York, NY 10013
P: 212.829.5156
John.partilla@dentsunetwork.com

Wayne Powers
SVP, Advertising Sales
for North America
Yahoo! Inc.
111 West 40th Street
12th Floor, Room 1270
New York, NY 10018
P: 646.213.6059
wpowers@yahoo-inc.com
Asst: Linda Lubsen
P: 646.213.6054
llubsen@yahoo-inc.com

Continued on next page >

New York

THE ADVERTISING CLUB

Antonio Ruiz

Partner, Chief Strategic Officer
The Vidal Partnership
228 E. 45th St., 11th Floor
New York, NY 10017-3303
P: 646.356.6695 | F: 212-661-7650
aruiz@vidalpartnership.com
Asst: Elsie Pena
P: 646.356.6746
epena@vidalpartnership.com

Audrey Siegel

President,
Director of Client Services
TargetCast TCM
909 Third Ave – 31st Floor
New York, NY 10022
P: 212.500.6902
asiegel@targetcast.com

Robin Steinberg

SVP, Director of
Print Investment & Activation
MediaVest Worldwide
1675 Broadway
New York, NY 10019
P: 212.468.3772
robin.steinberg@mediavestwww.com
Asst: Farida Khan
P: 212.468.3048
Farida.khan@mediavestwww.com

Marty St. George

SVP/Marketing & Commercial Strategy
JetBlue
118-29 Queens Blvd 11th Floor
Forest Hills, NY 11375
P: 718.709.2555 | F: 718.709.3621
Marty.Stgeorge@jetblue.com
Asst: Joi Dolvin-Plummer
P: 718.709.2230
Joi.Dolvin-Plummer@jetblue.com

Young Professional President

Ori Zohar

Sr. Account Executive
UM
100 West 33rd Street
New York, NY 10001
Ori.Zohar@umwww.com

New York

ADVERTISING WOMEN OF NEW YORK (AWNY)

President

Karen List

Director: Agency Relations
The New York Times
620 Eighth Avenue
New York, NY 10036
P: 212.556.1099 | F: 212.556.1233
listke@nytimes.com

Vice President

Carol Watson

President
Tangerine-Watson, Inc.
1109 Sussex Road
Teaneck, NJ 07666
P: 212.505.0405 | F: 201.907.0551
carol@tangerine-watson.com

Vice President

Carey Witmer - SVP/Group Publisher

Meredith Parents Network
375 Lexington Ave., 10th Floor
New York, NY
P: 212.499.1880 | F: 212.499.1889
carey.witmer@meredith.com

Treasurer

Amy Wilkins - SVP Publisher

Martha Stewart Weddings
601 W. 26th Street, 9th Floor
New York, NY 10001
P: 212.827.8713 | F: 212.827.8204
awilkins@marthastewart.com

Assistant Treasurer

Allison Arden - VP, Publisher

Advertising Age
711 Third Avenue
New York, NY 10017
P: 212.210.0794
aarden@adage.com

Recording Secretary

Marybeth Strobel

VP, Sales Manager
Turner Broadcasting-CNN Digital
One Time Warner Center
New York, NY 10018
P: 212.275.6948 | F: 212.275.7137
marybeth.strobel@turner.com

Corresponding Secretary

Sheila Buckley - SVP, Digital Ad Sales

Weather.com and TWC Mobile
205 E. 42 Street
New York, NY 10017
P: 212.856.5236
sbuckley@weather.com

Immediate Past President

Mary Morgan - VP Publisher

Redbook Magazine
300 W. 57th St., 22nd Floor
New York, NY 10019
P: 212.649.3333
mmorgan@hearst.com

Executive Director

Liz Schroeder

Advertising Women of New York
25 W. 45th Street
New York, NY 10036
P: 212.221.7969
liz@awny.org

DIRECTORS

Cyndi April

SVP/Group Account Director
TargetCast tcm
909 Third Avenue-31st. Floor
New York, NY 10022
P: 212.500.6896 | F: 212.500.6880
capril@targetcast.com

Christa Babcock - Manager, Global Relationship Marketing Zinio, LLC.

575 Lexington Avenue
New York, NY 10022
P: 646.383.4094 | C: 973.229.4810
christa.babcock@gmail.com

Diana Bald - Sr. VP

Director of Marketing
ID Media
100 W. 33rd Street
New York, NY 10001
P: 212.907.7053 | F: 917.265.2362
dianabald@gmail.com

Melissa Goidel - VP Sales

Brand.net
19 W. 44th Street
New York, NY 10036
P: 917.744.4705
mgoidel@brand.net

Rachel Honig - COO

G.S. Schwartz & Company
470 Park Avenue South
New York, NY 10016
P: 212.725.4500 | F: 212.725.9188
rhonig@schwartz.com

Joan Sheridan LaBarge

VP/Group Publisher
Working Mother Media
2 Park Avenue
New York, NY 10016
P: 212.219.7492
Joan.Sheridan@workingmother.com

Patricia MacWilliams

Head of Healthcare
Sales & Operations
Google
76 Ninth Avenue
New York, NY 10011
P: 212.565.7239 | F: 253.550.8559
pmacwilliams@google.com

Mary Jo Romeo

EVP Relationship Marketing
Our365
450 Park Avenue – 3rd Floor
New York, NY 10021
P: 212.587.5155
mromeo@our365.com

Rosemarie Ryan

CEO/Co-Founder
Co:Collective, LLC
29 E. 19th Street
New York, NY
P: 646.380.4699
rryan@cocollective.com

New York

ALBANY ADVERTISING CLUB

President

Warren Garling ('12)
Marketing Director
White Lake Music & Post
26 Vly Road
Albany, NY 12205
P: 518.456.4360, Ext: 147
Warreng@voicecoaches.com

Vice President

Danielle Valenti ('14)
Community Manager
readMedia
418 Broadway
Albany, NY 12077
C: 518.915.2655
Dvalenti84@gmail.com

Secretary

Sharon Lawless ('13)
President
Impress
122 Industrial Park Road
Albany, NY 12206
P: 518.489.9019 | F: 518.453.2477
C: 518-858-5809
sharon@impressprinting.net

Treasurer

Lisa Munter ('12)
Actor/Voice Over
Albany Talent
P: 518.528.6178
lmunter@nycap.rr.com

Past President

Ann Marie Lizzi ('12)
Production Manager
Time Warner Cable Media
20 Century Hill Drive
Latham, NY 12110
P: 518.640-8432
C: 518.573.4680
annmarie.lizzi@twcable.com

DIRECTORS

Russell Swanker ('12)
Client Solutions Manager
Futuremedia Interactive
75 Woodlawn Ave
Saratoga Springs, NY 12866
P: 518.583.0154 | F: 518.583.0301
C: 518.588.9724
rswanker@futuremediainteractive.com

Jim Stagnitti ('14)
Director of Sales
Clear Channel Radio
Riverhill Center
1203 Troy-Schenectady Road
Latham, NY 12110
P: 518.452.4885 | F: 518.452.4855
C: 518.817.0859
jimstagnitti@clearchannel.com

Jeanne Benas ('13)
Owner
Benas Art Studio
54 Alpine Drive
Latham, NY 12110
P: 518.783.9556 | C: 518.466.0284
jeanne@benasart.com

Larry Mossey ('13)
President
Mossey Creative
43 Olde Coach Road
Scotia NY 12302
C: 518.368.7960 | O: 518.344.5500
lamossey@gmail.com

Alyssa Gosnell ('14)
Sr. Account Executive
Zone 5 Marketing
& Communications
25 Monroe Street, Suite 300
Albany, NY 12110
P: 518.242.7006 | C: 518.569.0600
Alyssa.Gosnell@zone5.com

PRESIDENTIAL APPOINTEES

Larry Julien
Actor, Model, Voice Talent
Albany Talent
P: 518.465.8681 | C: 518.275.5868
lrj_voice4hire@yahoo.com

Nick Darling
Account Executive
Time Warner Cable Media
20 Century Hill Dr.
Latham, New York 12110
P: 518.640.8414 | C: 518.641.9209
Nickolas.Darling2@twcable.com

Nicole LaReau
Account Specialist
Nowak Associates
6 Wembley Court
Albany, NY 12205
P: 518.452.4200, Ext. 301
C: 518.573.0627
nlareau@nowakagency.com

Ad Club Director
Stacey Nooney
Marketing Director &
Project Coordinator
Working Pictures, Inc.
436 New Karner Road
Albany, NY 12205
P: 518.869.0460 | C: 518.281.7159
Stacey@workingpictures.com

Ad Club Administrative Office
PO Box 903
Latham, NY 12110-0903
info@albanyadclub.com
www.albanyadclub.com

New York

ADVERTISING CLUB OF BUFFALO

EXECUTIVE COMMITTEE

President

Charlie Riley
SKM Group
6350 Transit Road
Depew, NY 14043
P: 716.989.3234
criley@skmgroup.com

Vice President

Amber Rampino
amber.rampino@gmail.com

Treasurer

Cait Zulewski
BlueCross BlueShield
of Western New York
257 West Genessee Street
Buffalo, NY 14240
P: 716.887.8590
zulewski.caitlin@bcbswny.com

Secretary

Jordan Case
Eric Mower and Associates
50 Fountain Plaza, Suite 1000
Buffalo, NY 14202
P: 716.880.1418
jcase@mower.com

Immediate Past President

Tricia Barrett
Crowley Webb & Associates
268 Main Street, Suite 400
Buffalo, NY 14202
P: 716.856-2932, Ext. 230
Tricia.barrett@crowleywebb.com

BOARD OF DIRECTORS

Scott Bartels

HSBC Bank USA
1 HSBC Center
Buffalo, NY 14203
P: 716.841.7926
scott.a.bartels@us.hsbc.com

Lauren Cius

SKM Group
6350 Transit Road
Depew, NY 14043
P: 716.989.3247
lcius@skmgroup.com

Nick Colacicco

KegWorks
1460 Military Road
Kenmore, NY 14217
P: 716.392.9212, Ext. 403
nick@kwcrowdcontrol.com

Carl Edholm

Clevermethod, Inc.
1200 Maple Road
Elma, NY 14059
P: 716.805.1065, Ext. 405
Carl.edholm@clevermethod.com

Shannon Fisher

SKM Group
6350 Transit Road
Depew, NY 14043
P: 716.989.3243
sfisher@skmgroup.com

Nicole Lawniczak

Eric Mower and Associates
50 Fountain Plaza, Suite 1000
Buffalo, NY 14202
P: 716.880.1427
nlawniczak@mower.com

Matt Low

Crowley Webb
268 Main Street, Suite 400
Buffalo, NY 14202
P: 716.856.2932, Ext. 212
Matt.low@crowleywebb.com

Alyssa Mayer

Travers Collins
726 Exchange Street, Suite 500
Buffalo, NY 14210
P: 716.842.2222, Ext. 374
amayer@traverscollins.com

Kim Pentheros

The Martin Group
160 Delaware Ave.
Buffalo, NY 14202
P: 716.242.7473
kim@martingroupmarketing.com

Katie Rampino

Eric Mower and Associates
50 Fountain Plaza, Suite 1000
Buffalo, NY 14202
P: 716.880.1483
krampino@mower.com

Terri Swiatek

Algonquin Studios
403 Main St., 200 Brisbane Building
Buffalo, NY 14203
P: 716.880.5950
Terri.swiatek@algonquinstudios.com

Megan Wagner

WNED Buffalo-Toronto
140 Lower Terrace
Buffalo, NY 14202
P: 716.845.7155
mwagner@wned.org

Jason Yates

Gelia
390 S. Youngs Road
Williamsville, NY 14221
P: 716.629.3255
jyates@gelia.com

Administrative Assistant

Tina Pastwik
Advertising Club of Buffalo
PO Box 366
Buffalo, NY 14207-0366
P: 716.693.3807
Cmop1122@juno.com

New York

ROCHESTER ADVERTISING FEDERATION

EXECUTIVE COMMITTEE

President

Joseph Mayernik
StormFrog
7647 Main St Fishers
Victor, NY 14564
C: 585.315.8937
mayernik@stormfrog.com

First Vice President

T.C. Pellett
Monroe County Parks
P: 585.750.5028
tpellett@monroecounty.gov

VP of Finance

Scott Chapman
Partners + Napier
192 Mill Street, Suite 600
Rochester, NY 14614
P: 585.454.1010 , Ext. 9304
F: 585.454.1575
schapman@partnersandnapier.com

VP Secretary

Megan Grumley
Roberts Communiucations
64 Commercial Street
Rochester, NY 14614-1010
P: 585.325.6000
mgrumley@robertscomm.com

VP Marketing

Andrea Zuegel
Andrea Zuegel Web Strategy
azuegel@gmail.com

VP Events

Rich Brainerd
Studio 2B / Digital Lightning
450 W. Metro Park
Rochester, New York 14623
P: 585.475.1170
rich@studio-2b.com

VP Education

Therese Hannigan
Rochester Institute of Technology
College of Imaging Arts and Sciences
73 Lomb Memorial Drive
Rochester, NY 14623
P: 585.475.7620 | C: 585.314.4966
tmhfaa@rit.edu

VP Membership

Susan Cregan
Butler/Till
1565 Jefferson Road
Bldg 200, Suite 280
Rochester, NY 14623
P: 585.274.5131
scregan@butlertill.com

BOARD CHAIRS

Creative Chair

Jeremy Schwartz
Partners + Napier
192 Mill Street, Suite 600
Rochester, NY 14614
P: 585.454.1010 | F: 585.454.1575
jschwartz@partnersandnapier.com

Web Chair

Scott Wolf
Partners + Napier
192 Mill Street, Suite 600
Rochester, NY 14614
P: 585.454.1010 | F: 585.454.1575
scottmwolf@gmail.com

Social Media Chair

Amanda Devito
Butler/Till
1565 Jefferson Road,
Bldg 200, Suite 280
Rochester, NY 14623
P: 585.274.5160
adevito@butlertill.com

Public Relations Chair

Falynne Smith
Xerox Corporation
P: 585.503.1155
falynne.smith@gmail.com

Broadcast Chair

Wayne Calabrese
Calabrese Studio
289 Seneca Park Ave
Rochester, NY 14617
P: 585.232.5140
wanye@calabrestudio.com

20 Minutes & a Beer/Pizza Chair

Katelin Ryan
Advertising Council of Rochester
274 N. Goodman St., Suite B269
Rochester, NY 14607
kryan@adcouncilroch.org

Community Outreach Chair

Lori Webster
Xerox Corporation
P: 585.278.0229
lori.webster@xerox.com

Freelance Expo Chair

Mike Mooney
Full Moon Advertising & Design
693 East Avenue, Suite 309
Rochester, NY 14607
P: 585.749.5383
fullmoonadvertising@mac.com

Addy Chair

Heather Roman
Myers Creative Imaging
29 Richmond Street
Rochester, NY 14607
P: 585.325.4547 | C: 585.329.5544
heather@myersci.com

Student Co-Representative

Devon Waters
R.I.T.
dew7190@rit.edu

Student Co-Representative

Vickie Angie
R.I.T.
vla3691@rit.edu

Pennsylvania

NORTHEAST PA ADVERTISING CLUB

President

Jessica Siegfried

Art Director
Lavelle Strategy Group
1428 Ash Street
Scranton, PA 18510
P: 570.969.6000 | F: 570.969.4029
jsiegfried@lavellestrategy.com

Co-Vice President

Danielle Coons

Freelance Graphic Designer
614 River Street
Scranton, PA 18505
P: 215.460.1066
danielletcoons@gmail.com

Co-Vice President

Jeremie Musyt

Art Director
DeLuca Frigoletto Advertising, Inc.
108 Washington Avenue
Suite 803
Scranton, PA 18503
P: 570.344.8339 | F: 570.344.8345
jeremie@dfainc.com

Treasurer

David Good

President
M3 Internet Marketing
1124 Woodlyn Lane N
Honesdale, PA 18431
P: 570.470.8013
David@M3InternetMarketing.com

Recording Secretary

Christine Medley

Assistant Professor
Marywood University
2300 Adams Avenue
Scranton, PA 18509
P: 570.687.0957
cmedley@marywood.edu

DIRECTORS

Eric Lansberry

Marketing - Advertising &
Public Relations
Cove Haven Entertainment Resorts
194 Lakeview Drive
Lakeville, PA 18438
P: 570.839.5243 | F: 570.226.1960
eric.lansberry@starwoodhotels.com

Kristen Blake

Graphic Designer
Keenan-Nagle Advertising
913 Dunmore Street, Apt 1B
Throop, PA 18512
P: 607.341.6092
hello@kristenblakecreative.com

Laurie Van Kuren

Media Director
Riger Advertising
53 Chenango Street
Binghamton, NY 13901
P: 607.723.7441 | F: 607.723.7623
lvankuren@riger.com

Dave Mehall

Local Sales Manager
Shamrock Communications
149 Penn Avenue
Scranton, PA 18503
P: 570.499.9216
DMehall@ShamrockNEPA.com

Katrina Foster

President & Founder
KKPR Marketing & Public Relation
P.O Box 511
Milford, PA 18337
P: 570.296.2333
katrina@kkmpr.com

Membership Secretary

Kathryn Bondi

Graphic Designer/Lead Artist
Advertising Outsourcing Services, LLC
106 S. Main Street
Wilkes-Barre, PA 18701
P: 610.216.5747
kbondi10@gmail.com

John Meza

Associate Professor
Marywood University
2300 Adams Avenue
Scranton, PA 18509
P: 570.679.2506
meza@maryu.marywood.edu

Jeff DiLullo

Video Editor
JeffEdits.com
814 Price Street
Dickson City, PA 18519
P: 570.436.2183
jeff@jeffedits.com

Social Media

Christa Vinciguerra

President
Vinciguerra Creative
596 Rocky Glen Road
Moosic, PA 18507
P: 570.762.5201
cvcreative@aol.com

Pennsylvania

ERIE ADVERTISING CLUB

President

Jim Welle
Marketing & Sales Executive
WFXP/FOX 66
8455 Peach St.
Erie, PA 16509
P: 814.860.5606 | F: 814.864.5393
JWelle@wfxptv.com

Immediate Past President

Brian Amick
Creative Partner
Werkbot
1001 State St., Ste. 800
Erie, PA 16501
P: 814.461.1322 | F: 866.396.6979
brian@werkbot.com

Vice President

Mike Arnold
Sales Manager
McCarty Printing
246 East Seventh Street
Erie, PA 16503
P: 814.454.6337 | F: 814.453.4698
marnold@mccartyprinting.com

Treasurer

Michael Estrich
Consultant
Decision Associates
1540 East Lake Road
Erie, PA 16511
P: 814.528.9409 | F: 814.528.9401
C: 814.823.7146
mike.estrich@decisionassociates.net

Secretary

Raychel Adiutori
Partner & Chief Operating Officer
LINEAR_llc
460 East 26th Street
Erie, PA 16504
P: 814.450.3793
raychel.adiutori@gmail.com

BOARD OF DIRECTORS

Toni Malena
Graphic/Interactive Designer
PAPA Advertising
1673 West 8th Street
Erie, PA 16505
P: 814.454.6236 | F: 814.464.0796
Toni@PAPAadvertising.com

Kevin May

Web Designer
John V. Schultz Furniture & Mattress
7200 Peach Street, Suite 300
Erie, PA 16509
P: 814.868.7125, Ext. 123
kmay@johnv.com

Eric J. Brotherson

Erie Federal Credit Union
1959 East 36th Street
Erie, PA 16510
P: 814.825.2436
ebrotherson@eriefcu.org

Aaron Gast

Account Executive
Werkbot
1001 State St., Ste. 800
Erie, PA 16501
P: 814.461.1322
aaron@werkbot.com

Jenny Ore

Digital Administrative Sales Associate
GoErie.com
205 W. 12th Street
Erie, PA 16534
P: 814.878.1967
jore@goerie.com

Megan Fellows

Communications Coordinator
UPMC Hamot
5482 Glenwood Park Avenue
Erie, PA 16509
P: 814.450.2573
fellowsm1@yahoo.com

Zach Webb

Marketing & Sales Consultant WJET
P: 814.860.5682
zwebb@wjettv.com

ADVISORY COMMITTEE

Past President - 2002-2004

Immediate Past Governor-

AAF - District Two

Colleen Stubbs

Creative Director
Altman- Hall Associates
235 West 7th Street
Erie, PA 16501
P: 814.454.0158
colleen@altman-hall.com

Past President - 2001-2002

Corresponding Secretary-

AAF-District Two

Doreen DeFabio Duska

Erie Times-News
205 West 12th Street
Erie, PA 16534
P: 814.870.1893
doreen.defabio@timesnews.com

Pennsylvania

GREATER LEHIGH VALLEY AD CLUB

President

Suzanne Stianche
Marketing Manager
Air Products and Chemicals, Inc.
7201 Hamilton Boulevard
Allentown, PA 18195-1501
P: 610.481.1180
STIANCSK@airproducts.com

Immediate Past President Recording Secretary- AAF District Two

Jim Macdonald
Owner
Direct Connect Business Solutions
4991 Abbey Road
Coplay, PA 18037
P: 610.261.2145
admin@glvadclub.org

Vice President

John Mulder
Owner
3 Seed Marketing
Kutztown, PA
P: 610.704.5923
mulder@3seedmarketing.com

Secretary

Candi Staurinos
Director of Advertising
Zoellner Arts Center
420 East Packer Avenue
Bethlehem, PA 18015
P: 610.758.3414
zcs2@lehigh.edu

ADDY® Awards Chair

Tracey Werner
Owner
Blabbermouth Communications
The National Building
400 Northampton Street
Suite 509
Easton, PA 18042
P: 610.730.4515
tracey@blabbermouthcommunications.com

Programming Committee

Co-Chair

Denise Conlin
Senior Account Executive
Lehigh Valley Style
3245 Freemansburg Ave.
Palmer, PA 18045
P: 610.923.0384
dconlin@idpcreative.com

Membership Committee

Co-Chair

Bridget Sidoti
Account Manager
Adams Outdoor Advertising
2176 Avenue C
Bethlehem, PA 18017
P: 610.266.9461
bsidoti@adamsoutdoor.com

Membership Committee Co-Chair

David Yanoshik
Vice President, Marketing
The Express-Times
30 N 4th St.
Easton, PA 18042
P: 610.258.7171, Ext. 3540
dyanoshik@Express-Times.com

PR/Communications Committee Chair

Jill Brader
Interactive Communications &
Creative Media Manager
United Way of the Greater
Lehigh Valley
2200 Avenue A, 3rd Floor
Bethlehem, PA 18017-2189
P: 610.807.5701

Philanthropy Committee Chair

Marissa Hazzard
Senior Account Executive
Viamedia
3910 Adler Place, Suite 100
Bethlehem, PA 18017
P: 484.553.3073
MHazzard@viamediatv.com

Education Committee Chair

William Childs
Marketing Director
The Morning Call
101 N. 6th St.
Allentown, PA 18101
P: 610.820.6757
william.childs@mcall.com

Political Affairs Chair

Pat Lincoln
Director of Sales
Nassau Broadcasting
107 Paxinosa Road West
Easton, PA 18040
P: 610.258-6155
plincoln@nassaubroadcasting.com

Member at Large

Dina Hall - Owner
Dina Hall Graphic Design
P.O. Box 653
Bethlehem, PA 18018
P: 610.419.4148
dina@dinahall.com

Executive Administrator

Sheila Youst
P.O. Box 90507
Allentown, PA 18109-8900
P: 610.365.7916
sandjyoust@verizon.net

Pennsylvania

PHILADELPHIA ADVERTISING CLUB

President

Mary Meder - President
Harmelin Media
525 Righters Ferry Road
Bala Cynwyd, PA 19004
P: 610.668.7900
mmeder@harmelin.com

Board Chair

Vince Giannini
Vice President /General Manager
Phl 17
5001 Wynnefield Avenue
Philadelphia, PA 19131
P: 215.883.3301
vgiannini@myphl17.com

1st Vice President

Paul Blake - Vice President of Sales
Greater Media, Inc.
One Bala Plaza Suite 339
Bala Cynwyd, PA 19004-2664
P: 610.664.2000
pblake@greatermediaphiladelphia.com

2nd Vice President

Howard Griffin
President and Publisher
The News Journal Media Group
950 West Basin Road
New Castle, DE 19720
P: 302.324-2509
hgriffin@delawareonline.com

3rd Vice President

Blaise Howard
Vice President/General Manager
WBEB 101.1 FM Radio
225 City Avenue
Bala Cynwyd, PA 19004
P: 610.667.8400
blaiseh@101-fm.com

Treasurer

Rob MacPherson
Director of Corporate Partnerships
Philadelphia Phillies
Citizens Bank Park
One Citizens Bank Way
Philadelphia, PA 19148
P: 215.218.5286
rmacpherson@phillies.com

Secretary

Michael T. Gillespie Sr.
President/CEO
Gillespie Group
401 Pilgrim Lane Suite 205
Drexel Hill, PA 19026
P: 610.924.0900
mg@gillespiegroup.com

Vice President, Legal

Cheryl B. Bullock
Southeast Regional Director
Senator Robert P. Casey, Jr.
2000 Market Street, Suite 1870
Philadelphia, PA 19103
P: 215.205.4807
cheryl_bullock@casey.senate.gov

GOVERNORS

Dennis Bianchi - President/GM
NBC10-WCAU
10 Monument Road
Bala Cynwyd, PA 19004
P: 610.668.5607
dennis.bianchi@nbcuni.com

David W. Brown - President
BrownPartners
553 Cambridge Road
Blackwood, NJ 08012
P: 215.893.0606
dbrown@digbp.com

Jim Brown

Group Sales Manager
Greater Media, Inc.
LSM WMGK-FM
One Bala Plaza, Suite 401
Bala Cynwyd, PA 19004-2664
P: 610.660.6930
jbrown@greatermediaphiladelphia.com

Ray Carballada

- President
ShootersINC
601 Walnut Street, Suite 1050
Philadelphia, PA 19106
P: 215.861.0100
ray@shootersinc.com

Jill Deardorff

- President & CEO
Deardorff Associates
319 East Lea Blvd
Wilmington, DE 19802
P: 302.764.7573
jdeardorff@deardorffassociates.com

Lisa DiFelice - VP Local Sales
Interstate Outdoor Advertising
905 N. Kings Highway
Cherry Hill, NJ 08034
P: 856.667.6620
ldifelice@interstateoutdoor.com

Carol Dooling

National Advertising Director
Philadelphia Media Network
400 North Broad Street
Philadelphia, PA 19103
P: 215.854.4312
cdooling@phillynews.com

Marlyse Fant

- VP of National Alliances
Live Nation Network
127 Columbus Avenue
Newtown Square, PA 19073
P: 610.784.4500
MarlyseFant@LiveNation.com

Beverly Harper

- President
Portfolio Associates
510 Walnut Street, Suite 1411
Philadelphia, PA 19106
P: 215.627.3660
bevharper@portfolioassociates.net

John Hawkins

- President & CEO
Aloysius Butler & Clark
819 N. Washington Street
Wilmington, DE 19801
P: 302.655.1552
jhawkins@a-b-c.com

Jon Hitchcock - President & GM
CBS 3
1555 Hamilton Street
Philadelphia, PA 19130
P: 215.977.5301
hitchcock@CBS3.com

Ivan J. Juzang - Founder and President
MEE Productions, Inc.
340 North 12th Street, Suite 200
Philadelphia, PA 19107
P: 215.829.4920
meeprod@aol.com

Lyn Kremer - Publisher
Philadelphia Business Journal
400 Market Street, Suite 1200
Philadelphia, PA 19106
P: 215.238.5100
lkremer@bizjournals.com

Tim McDermott
Senior Vice President & CMO
Philadelphia Eagles
Nova Care Complex
One Nova Care Way
Philadelphia, PA 19145
P: 214.339.5472
tmcdermott@eagles.nfl.com

Paul J. Muller Jr. - President
Team Toyota
746 Rt #1
Langhorne, PA 19047
P: 215.741.4200
paulmuller@teamtoyota.net

Steven Neiman - Chairman
Neiman Group
614 North Front Street
Harrisburg, PA 17101
P: 717.232.5554
sneiman@neimangroup.com

Greg Osberg - CEO & Publisher
Philadelphia Media Network
400 North Broad Street
Philadelphia, PA 19103
P: 215.854.5651
gosberg@philly.com

Patrick C. Paolini, Jr. - VP/GM
FOX - 29
330 Market Street
Philadelphia, PA 19106
P: 215.925.2929
Patrick.Paolini@foxtv.com

Bernie A Prazenica - President/GM
6abc
4100 City Line Avenue
Philadelphia, PA 19131
P: 215.581.4584
bernie.a.prazenica@abc.com

Marc Rayfield
Senior VP/General Manager -
KYW Newsradio, WIP & WPHT/ SVP,
Marketing Manager
CBS Radio
Two Bala Plaza, Suite 700
Bala Cynwyd, PA 19004
P: 215.238.4977
marc.rayfield@cbsradio.com

Kim Richmond - Professor
St. Joseph's University
1103 Brian's Way
Wayne, PA 19087
P: 610.764.6899
kimrichmond1@comcast.net

Ari Roitman
Senior Vice President, Business
Philadelphia Eagles
Nova Care Complex
One Nova Care Way
Philadelphia, PA 19145
P: 215.339.6718
aroitman@eagles.nfl.com

Jonathan Seitz - Managing Director
MayoSeitz Media
532 Township Line Rd
Blue Bell, PA 19422
P: 215.641.8700
js@mayoseitzmedia.com

Greg Siano - Executive Vice President
Tierney
200 South Broad Street, 10th Floor
Philadelphia, PA 19102
P: 215.790.4298
gsiano@tierneyagency.com

Jon Silvon - VP of Marketing
Tasty Baking Company
3 Crescent Dr, Ste 200
Navy Yard Corporate Ctr
Philadelphia, PA 19112
P: 215.221-8728
jon.silvon@tastykake.com

Stephanie Lafair Smith
Senior Vice President,
Strategic Marketing
Comcast Sports Group
One Comcast Center - 28th Floor
Philadelphia, PA 19103
P: 215.286.3491
ssmith@comcastsportsnet.com

Charlie Tomlinson Jr.
Associate Publisher
Today Media, Inc.
3301 Lancaster Pike Suite 5-C
Wilmington, DE 19805
P: 302.504.1335
ctomlinson@delawaretoday.com

Charles Volpe - Professor
Rowan University
608 Mapleview Court
Mt. Laurel, NJ 08054
P: 856.256.4757
volpe@rowan.edu

Alexandra von Plato - EVP, CCO
Digitas Health
100 Penn Square East, 11th Floor South
The Wanamaker Building
Philadelphia, PA 19107
P: 215.399.3232
avonplato@digitashealth.com

Executive Director
Alan D. Tempest
710 Butternut Circle
Blue Bell, PA 19422
P: 215.628.3468
F: 215.628.2207
alan@tempestcommunications.com

Pennsylvania

PITTSBURGH ADVERTISING FEDERATION

President

John Gatesman

Partner, President
GatesmanMarmion+Dave
60 South 15th Street
Pittsburgh, PA 15203
P: 412.381.5400
jgatesman@gatesmanmarmiondave.com

Vice President

Rob Deaner

Creative Director, Composer
Market Street Sound
One Market Street
Pittsburgh, PA 15222
P: 412.281.1541
rob@marketstreetsound.com

Education Chairman

Taylor Abbett

President
Tailored Marketing
401 Wood Street, Suite 1400
Pittsburgh, PA 15222
P: 412.281.1442
taylor@tailoredmarketing.com

Program Chairman

Lillian Young

Director, Corporate Communications
UPMC
US Steel Tower
Floor 57, 600 Grant Street
Pittsburgh, PA 15219
P: 412.647.1791
Younglm5@upmc.edu

DIRECTORS

Jill Berardi

VP-Strategy & Product Management
SnapRetail
1345 Beulah Road
Pittsburgh, PA 15235
P: 412.979.9982
jill.berardi@snapretail.com

Judy Bernstein-Dickinson

Sls. Mgr, Total Traffic Network
ClearChannel Radio
200 Fleet Street
Pittsburgh, PA 15220
P: 412.919.8569
judybernstein@clearchannel.com

Mike Cercone

VP - Sales & Marketing
RR Donnelley - Hoehstetter
218 North Braddock
Pittsburgh, PA 15208
P: 412.241.8200
mike.cercone@rrd.com

Evie DeSarno

CXO/Senior Account Executive
PMI
The Buhl Building, 202 Fifth Avenue
Pittsburgh, PA 15222
P: 412.281.8500
evie@pmidigital.com

Kathy Dziubek

Executive Producer
Animal
101 Wood Street
Pittsburgh, PA 15222
P: 412.566.5656
kathy@animalspots.com

Bill Garrison

Copywriter
Garrison Hughes
211 Fort Pitt Boulevard
Pittsburgh, PA 15222
P: 412.338.0123
bgarrison@garrisonhughes.com

Adam Golomb

Director of E-Commerce
Eat'n Park Hospitality Grp.
285 E. Waterfront Drive
Homestead, PA 15120
P: 412.476.2432
adam@eatnpark.com

Alyssa Groom

Asst. Prof. & Undergraduate Dir.
Duquesne University
340 College Hall, 600 Forbes Avenue
Pittsburgh, PA 15282
P: 412.716.1401
grooms@duq.edu

Michael Hoff

SVP, Director of Content
Mullen
40 24th Street, The Crane Building
Pittsburgh, PA 15222
P: 412.402.0107
michael.hoff@mullen.com

Meade Johnson

President
Limited Chaos
736 East Madison Circle
Pittsburgh, PA 15229
P: 412.369.4771
meadej@verizon.net

Kimberly Loszewski

Principal
The Savvy Group
PO Box 23053
Pittsburgh, PA 15222
P: 412.508.5980
kimberly@thesavvygroup.com

Shian-Li McGuire

Planning Campaign Manager
DICK'S Sporting Goods
345 Court Street
Coraopolis, PA 15108
P: 724.273.4299
ShianLi.McGuire@dcsdg.com

Linda Miller

Regional Account Executive
Comcast Spotlight Pittsburgh
7 Parkway Center, Suite 1000
Pittsburgh, PA 15220
P: 412.444.2110
Linda_Miller@cable.comcast.com

Ken Johns

SVP, Digital Strategy
Brunner
11 Stanwix Street, 5th Floor
Pittsburgh, PA 15222
P: 412.995.9500
kjohns@brunnerworks.com

Andrea Mroz

Strategic Marketing Specialist
Valassis Sales & Marketing Services, Inc.
20 Summit Park Drive
Pittsburgh, PA 15275
P: 724.809.5450
acmroz@valassis.com

Linda Plowman

Marketing/Education/Legal Advisor
ZebraSparks
P: 412.498.5162
linda.e.plowman@gmail.com

Gordon Robertson

VP, Group Creative Director
Brunner
103 Rock Haven Lane
Pittsburgh, PA 15228
P: 412.343.3611
gordon.robertson@mac.com

Rebecca Senneway

Principal
Big Science
216 Blvd. of the Allies
Pittsburgh, PA 15222
P: 412.471.2400
Rebecca@big-science.com

Barbara Stefanis-Israel

SVP/Director of Marketing
MARC USA
225 W. Station Square Drive
Suite 500
Pittsburgh, PA 15219
P: 412.562.2037
bstefanis-israel@marcusa.com

Roseann Tiberi

Managing Partner
Human Factor
234 Klein Road
Glenshaw, PA 15116
P: 412.414.5300
rtiberi@humanfactorinc.com

Ted Walzl

Founder/Creative
The Verb Agency
2936 McCully Road
Allison Park, PA 15101
P: 412.527.2785
ted@theverbagency.com

Executive Director

Joyce Perhac
Pittsburgh Ad Federation
PO Box 367
Monroeville, PA 15146
P: 412.372.2605
Joyce@pghadfed.org



district**two**

*Find us on the web:
www.aafdistrict2.org*

