

District Two News

August, 2007

Important Dates to Remember:

- Diversity Achievement & Mosaic Awards & Forum - New York, September 26
- Advertising Week in New York - New York, September 24-28
- District Two Fall Conference - Erie, PA., October 12-13
- Enduring Partnerships - New York, October 16.

the unifying voice for advertising



Nick Ferrari
CEO, Erdos & Morgan, Inc.
Governor,
District Two

From the Desk of the Governor

I trust you all are having a wonderful summer. Now that the season is drawing to a conclusion, it is time to get ready for Fall. And, to start, our District Two Fall Conference is scheduled for October 12-13, in Erie, PA. This will mark our first gathering since the AAF Conference in June. And, it will provide us with the opportunity to kick off the new Ad Club/Ad Fed year. I do hope every club will manage to participate. Our host and sponsor, The Erie Advertising Club is in the process of arranging hotel accommodations and other events during the conference.

Brian Bronaugh, our Governor Designate, will be chairing this year's conference; and he promises to provide us with a terrific agenda.

Since I haven't contacted most of you since I chaired the AAF National Conference in Louisville. I am happy to report that thanks to your support and the members of all AAF clubs throughout the country, the event was a huge success with a record attendance. More than 57,000 advertisers and agencies vied for this year's ADDYs, the ad industry's coveted creative excellence awards. A total of 307 ADDY Awards were presented at the AAF National Conference, including 137 Gold and 162 Silver ADDY Awards.

And now it is on to the Fall Conference in Erie. I am looking forward to seeing you all.

BREAKING NEWS!

The District Two Fall Conference will be held in Erie PA. October 12-13. Watch for an email to you and your club within the next week with all the details – a full agenda for the conference, discount hotel accommodations for District Two members, and other exciting events surrounding the conference that will be provided by our Erie Advertising Club hosts.

District Two Makes an Impact at AAF National 2007!

Our very own Pat Martin gave us this overview of her conference impressions. Pat wrote, "What a coup for District Two! The conference Chair was Nick Ferrari - great job! The head of the COG was Helen Lavelle and wasn't she GREAT, the head of the Eastern Region was Chic Davis. AWNY and the D.C. club took club achievement awards. Fourth place in NSAC was Syracuse and the Best of Show was Saatchi & Saatchi. We had a cohesive District meeting and all went well, as we made new friends for the District. And I locked two companies for our Fall events, including Diversity and Enduring Partnerships in New York".

This years "BEST OF SHOW" ADDY® Goes to District Two's Saatchi & Saatchi - New York

The National Best of Show ADDY was awarded to Saatchi & Saatchi New York for their consumer and trade publication advertising for 42 Below Vodka.

As well as Best of Show, District Two won 47 Standard Addy Awards (30 Gold ADDYs & 17 Silver ADDYs & 1 Special Judges Award - Mixed Media)



There were 49 total awards from across the District – and here they are...

Advertising Association of Baltimore (1)

Silver ADDY® Award
Harvey & Daughters
U.S. Food Service

The Advertising Club of Metro Washington (2)

Gold ADDY® Award
Design Army
Signature Theatre
Silver ADDY® Award
Discovery Communications, Inc.
TLC

The Advertising (New York) Club (36 + 1 Special Award + 1 Best of Show)(38)

Gold ADDY® Award
foreignfilms
Mercedes Benz
Gold ADDY® Award
Ogilvy & Mather
Time Warner Cable
Gold ADDY® Award & Special Judges Award – Mixed Media
Ogilvy & Mather
Perrier
Gold ADDY® Award
Ogilvy
IBM
Gold ADDY® Award
Ogilvy
Schools that Can
Gold ADDY® Award
Cliff Freeman and Partners
Youth AIDS
Silver ADDY® Award
Y&R New York
Strand Bookstore
Silver ADDY® Award
Y&R New York
Strand Bookstore
Silver ADDY® Award
Y&R New York
Strand Bookstore
Silver ADDY® Award
Y&R New York
Bronx Zoo
Silver ADDY® Award
Y&R New York
Bronx Zoo
Silver ADDY® Award
DeVito/Verdi
Mount Sinai Medical Center
Silver ADDY® Award
DeVito/Verdi
Mount Sinai Medical Center

Silver ADDY® Award
DeVito/Verdi
National Thoroughbred Racing Association

Gold ADDY® Award
DeVito/Verdi
National Thoroughbred Racing Association

Gold ADDY® Award
BBDO New York
BBC World

Gold ADDY® Award
BBDO New York
BBC World

Gold ADDY® Award
BBDO New York
eBay

Gold ADDY® Award
BBDO New York
GE

Gold ADDY® Award
BBDO New York
GE

Gold ADDY® Award
BBDO New York
Pepsi

Gold ADDY® Award
BBDO New York
G4

Gold ADDY® Award
Saatchi & Saatchi
Allume Systems

Silver ADDY® Award
Saatchi & Saatchi
Allume Systems

Gold ADDY® Award & Best of Show
Saatchi & Saatchi
42 Below Vodka

Gold ADDY® Award
Saatchi & Saatchi
42 Below Vodka

Gold ADDY® Award
Saatchi & Saatchi
42 Below Vodka

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42 Below Vodka

Gold ADDY® Award
Saatchi & Saatchi
42 Below Vodka

Gold ADDY® Award
Saatchi & Saatchi
42 Below Vodka
Silver ADDY® Award
Saatchi & Saatchi
Procter & Gamble/Olay
Total Effects

Philadelphia Advertising Club (4)

Silver ADDY® Award
One Trick Pony
One Trick Pony
Gold ADDY® Award
ING Direct Bank, fsb
ING Direct
Silver ADDY® Award
Ripple Effects Interactive & Red Tettemer
Pennsylvania Tourism Office
Gold ADDY® Award
Tierney Communications
Martin Strings

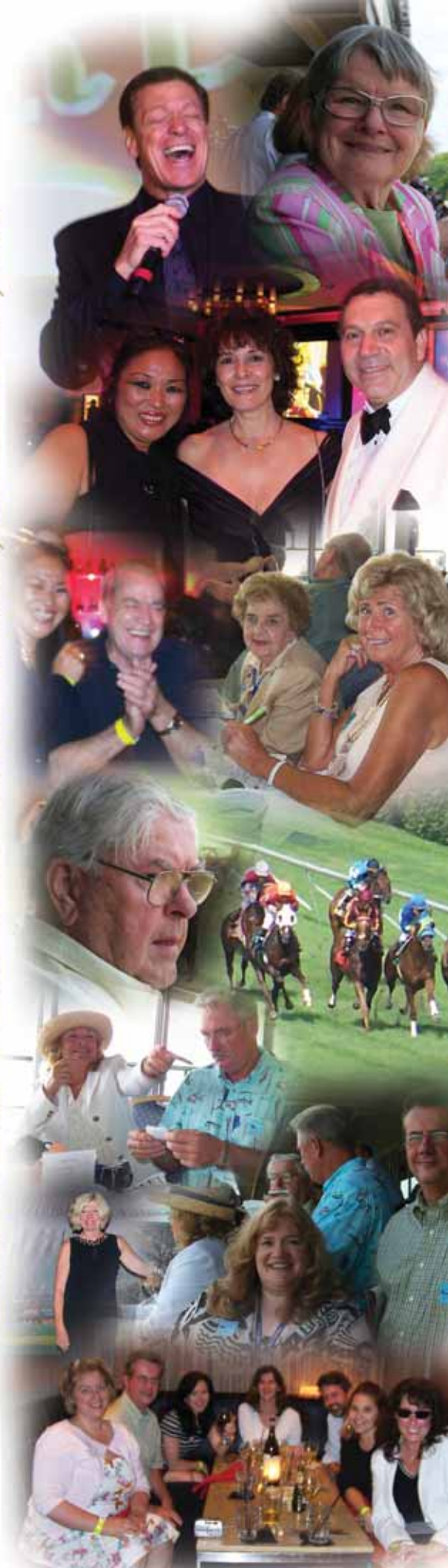
Pittsburgh Advertising Federation (3)

Gold ADDY® Award
Blattner Brunner
Zippo Manufacturing Co.
Silver ADDY® Award
Blattner Brunner
Zippo Manufacturing Co.
Silver ADDY® Award
Blattner Brunner
Zippo Manufacturing Co.

Rochester Advertising Federation (1)

Silver ADDY® Award
Partners + Napier
Boy Scouts of America

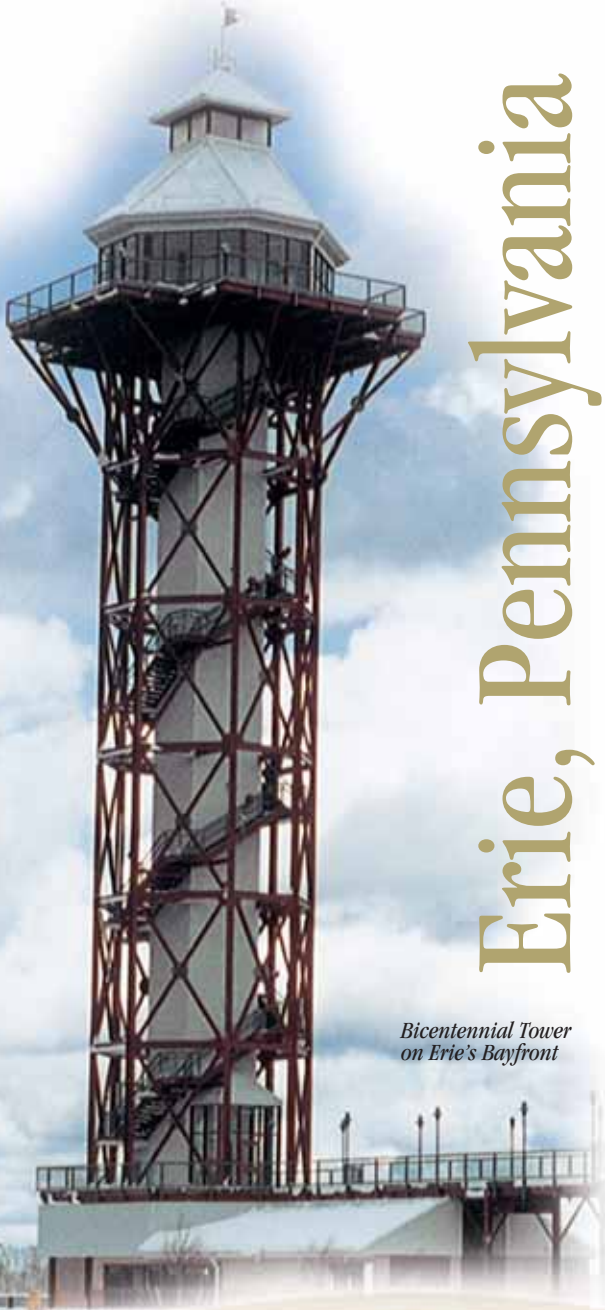
2007 AAF National Conference, Louisville, KY



Congratulations to all the winners you made us proud!

SAVE THE DATE...

District Two Fall Conference October 12-13, 2007



*Bicentennial Tower
on Erie's Bayfront*

Erie, Pennsylvania

CLUB NEWS...

Metro Philadelphia Newspaper Sponsors Philly Ad Club Young Professionals Launch Event!

There is a rising star in the Philly advertising scene! The Philly Ad Club is thrilled to announce the launch of its Young Professionals Group. The Group is centered around making the most of being an up-and-coming ad pro with a focus on networking, education and community.

On June 22, Philadelphia's advertising community was invited to celebrate the occasion by attending a free lunch event for networking, drink specials and an opportunity to name our young professional group. We are only in the very early stages of a six-month test to see if the group can better serve the younger members of the club. The Philadelphia Advertising Club will keep you posted on how the group is progressing over the next few months. It's an exciting opportunity, that's for sure.

Advertising Women of New York (AWNY)

Advertising Women of New York (AWNY) is one of our oldest and most active clubs and was way a head of its time AWNY was founded in 1912 as the first women's association in the communications industry and now comprises 1350 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:

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|-------------------------------|-----------------------------------|
| Advertising Woman of the Year | Working Mothers Awards Luncheon |
| Annual Beauty Luncheon | What's Hot Breakfast |
| Annual Automotive Luncheon | Ad Age's Woman-to-0Watch Luncheon |
| Advertising Career Conference | Boardroom Breakfast Series |
| Annual Golf Outing | Media Insights Breakfast Series |

If you would like to know more about AWNY or attend any of the events if you are in New York City, contact Executive Director, Liz Shroeder at liz@awny.org.

Don't Miss Advertising Week, D.C. September 17-21, 2007

Now in its fourth year, Advertising Week DC is a week you don't want to miss. This once-a-year event will be the biggest and best Advertising Week DC yet. The week features speakers such as The New Yorker cartoon editor Robert Mankoff, The New York Times advertising columnist Stuart Elliott, Meet the Press moderator Tim Russert, and former co-president and CEO of Ogilvy & Mather Worldwide Rick Boyko.

To register, for updated information and a full schedule of events, please visit the Advertising Week DC website at www.advertisingweekdc.com
Or contact the Advertising Club of Metropolitan Washington
email: info@dcadclub.com • phone: 703-683-5954

**Don't forget to submit your club
news to annmcfadden@comcast.net**

See you all soon...