

District Two News

May, 2007

Special Dates to remember:

- AAF National Conference - June 7- 9, 2007
- District Two Board Meeting – June 7th in Louisville

the unifying voice for advertising



Nick Ferrari

*CEO, Erdos & Morgan, Inc.
Governor, District Two*

From the Desk of the Governor

Dear Colleague:

*Here it is May and our
second newsletter of the
year. And the first news to
report is a special promise
we made to you—*

Club Visits

By the time this newsletter is published, many of you will have received a visit from Governor Designate, Brian Bronaugh, or at least know that Brian has you on his schedule. Brian's personal visits are another way he and I are reaching out to clubs to honor my commitment of greater communication from the District to you.

Brian reported that - The "Interstate 90 Northern Swing" kicked off the tour with visits to the Erie, Buffalo, Syracuse and Rochester clubs. Brian was able to sit in on either full board member or executive committee meetings for each of the clubs. The purpose was for the most part to listen and learn about each of the clubs - what issues and concerns they have as well as to find ways for both the District 2 and National levels to be more relevant to the local affiliates. When the visits are completed in mid/late May, Brian plans to put together a presentation that will compile all of the information he has heard which he will share via e-mail with all of the clubs as well as making a short presentation at the District 2 meeting at the National Conference in Louisville in June.

Please send us a profile of your club with highlights of your programs. We need your support so every one can get to know all the clubs and the unique benefits each one brings to the District. Email your information to annmcfadden@comcast.net. We are looking forward to hearing from you.

AOL Presentation is available for your club!

As we mentioned in the last newsletter, the AAF Council of Governors, has collaborated with AOL on a presentation geared toward the future of the advertising, marketing and media industry. The presentation will be available for your club as a separate event or part of one of your already established functions. A senior executive of the AOL team will deliver the presentation.

Presentation Title: Online Advertising; Part of Our Promising Future

- This presentation is intended to educate any advertiser interested in scale, accuracy, and innovation in the new media landscape.
- The presentation is a discussion about the possibilities in online media. It is a category discussion, not a sales piece, and does not reflect the point of view of any one provider.
- Online advertising affects each stage of the marketing funnel. And our dependence on the World Wide Web continues to grow as we are seeking information about products and services.
- Online advertising is not the solution. It's just one component of an optimal media mix.

To schedule this exciting, presentation for your club contact Joanne Schecter at AAF by emailing her at jschecter@aaf.org or Mickey Stobbe at mestobbe@comcast.net

Upcoming meetings

A District Two Executive Committee meeting was held in Pittsburgh on Friday, May 4.

A District Two Board Meeting will be held at The National Conference in Louisville the morning of, Thursday, June 7th.

Please check the conference schedule for further details.

Important issues on the agenda will include:

- District Two Bylaws and possible amendments.
- Officers for the year.
- Presentations from all clubs present.

Please make sure someone from your club is in attendance.

District Two Fall Conference

The location and date of the District Two Fall Conference will be announced during the board meeting in Louisville.

Club Achievement Winners

We would like to congratulate and recognize the following District Two Club Achievement Winners:

Advertising Club of Metro Washington

2nd Place Advertising Education

Advertising Women of New York

1st Place Membership

2nd Place Communications

3rd Place Club Management

Join us at the “Salute to AAF Achievers Luncheon”, Saturday, June 8th at the Muhammad Ali Center.

District ADDY's

I am pleased to report that the entries presented to the District Two ADDY® judges the weekend of March 23rd received high praise for the quality of the work from our panel of esteemed judges that came to us from as far a field as Atlanta, Georgia, and Richmond, Virginia. By the time you get this newsletter your clubs should have been notified of winners in all categories. I would like to take a moment to thank your District Two Executive Committee and this year's ADDY® Chair, Kevin Smith, for their hard work.

I know Karen Love, Colleen Stubbs, Doreen DeFabio, Mickey Stobbe, Chic Davis, Leslie Winthrop, Joan Mackey, Ann McFadden, Kevin Smith and I would like to offer our special thanks to Pat Martin.

We all owe you big time Pat for your leadership.

And now it is on to the National ADDY's in June.



Record number of schools participated at NSAC Competition

April 28 -29 in New York City!

Each year the District Two National Student Competition is held in April. Each year, a corporate sponsor gives student teams “real world” experience by providing a specific assignment and budget. Students must research the product and its competition, identify potential problem areas and devise a completely integrated, strategic advertising/marketing campaign.

The Coca-Cola Company has asked 2007 NSAC participants to create an integrated marketing campaign for Coca-Cola Classic, the most popular and biggest-selling soft drink in history.

This year's assignment is to grow consumption and favorability toward Coke Classic by multicultural youth 13-18. We have brought together senior judges from the ad industry and Coke to judge at the District competition.

District Two traditionally has more competing colleges than any other District. This year, we have set a District Two record and an AAF record for any District, with 25 competing schools. District thanks go to Alan Snitow, Leslie Winthrop, Pat Martin, Sarah Gold, Jai Patel, Candace Blue, Vanessa Sherman, Jaime Falquez, Adette Cotreras, Amanda Hill, Ben Sear and Michelle Polansky.

This year, we will be sending 2 winners to nationals.

- Syracuse University
- Baruch College

You should be there to cheer them to victory!

And congratulations to the two schools that competed in the wildcard competition:

- Villanova University
- Pace University

**District Two Golfer's
Join Me at the
AAF/Advertising Federation of Louisville
Golf Tournament**

The Advertising Federation of Louisville, with underwriting from Hilliard-Lyons, has arranged a golf tourney at Persimmon Ridge on Wednesday, June 6.

Persimmon Ridge is an Arthur Hills - designed golf course currently rated number two in Kentucky behind the nearby Jack Nicklaus Course at Valhalla (site of the 2008 Ryder Cup). Arthur Hills and Associates have designed courses in all parts of the United States as well as Europe and the Far East. Big Horn in Palm Desert is one of the more famous designs in California.

Sign-in will begin at 11:30 a.m. on Wednesday; box lunches will be distributed before a shotgun start at 1 p.m. A driving range and a practice putting green will be available for all participants.

If you do not arrange your own foursome, we will arrange foursomes by ABCD players. We will have goodie bags, hole prizes, participant prizes and other prizes for our golfers. This golf day will end with cocktails and light hors d'oeuvres in the clubhouse.

Please complete the Golf Registration Form by visiting the AAF website at www.aaf.org/conference. Or calling (800) 999-2231, or e-mail the American Advertising Federation at conference@aaf.org. The entry fee for AAF conference attendees' guests is \$125 including round-trip bus transportation, which will be provided from the Louisville Marriott Downtown. If you have any questions, please call the AdFed of Louisville at (502) 582-2444.

AAF National Conference 2007, June 7 - 9, in Louisville!

By now I hope your club members have all have registered to attend the AAF National Conference 2007 being held from June 7 to 9 at the Marriott Louisville Downtown in Louisville, Kentucky. It promises to be a most exciting conference, bringing together 1,000 advertising professionals from all facets of the industry, including advertisers, ad agencies and media, to resolve critical business issues. The AAF National Conference 2007 will provide you with of-the-moment advertising solutions that address creativity, digital technologies and new media - areas that are rapidly reshaping the marketing playing field.

Worldwide ADDY® Awards Gala & Student ADDY® Awards Dinner and Show Saturday Evening, June 9th hosted by Joe Piscopo

Walk the Red Carpet...Join all the glitter and glamour, where the who's who in advertising gather at the American Advertising Federation's Creative Black Tie evening, during the 2007 Worldwide ADDY Awards Gala, in celebration of this year's winners for the 'best in advertising'.

Hosted by Joe Piscopo...Television, film, theater, and nightclub—performer, Joe Piscopo has won the acclaim and affection of millions. For nearly 20 years, Mr. Piscopo has proven to be one of show business' brightest lights. Mr. Piscopo will be accompanied by Vincent Falcone (and his sextet), best known for being Frank Sinatra's musical director and pianist.

Sponsored by The Courier-Journal, Erdos & Morgan, PaperChain and Valassis

Don't Miss an Afternoon at the Races

On Friday, June 8, from 3 p.m. to 7 p.m., join the Advertising Federation of Louisville and me for an afternoon of racing and networking at the world famous Churchill Downs, home of the Kentucky Derby. Official conference business will wrap up early, so you'll have plenty of time for this exciting event. The afternoon will include:

- a delicious buffet
- transportation (buses will run every 20 minutes)
- admission to the Kentucky Derby Museum and gift shop
- a Mystery Betting Voucher that will buy you at least one lucky bet, some worth \$50 of betting fun!
- a "Win for Losin" drawing after each race

This is an afternoon of fun, games, racing and special surprises just for you. Proceeds benefit the AdFed Scholarship Fund. To buy your ticket, click here.

AAF Idol Competition has been cancelled

I am sorry to report that due to a lack of interest, we are going to cancel the AAF Idol Competition. We only had 2 confirmed acts and that just wasn't enough to make it a great event. With so many exciting events happening it probably won't be missed. But the idea was a good one, so perhaps we will try it another year.

As National Chairman of this year's National Conference I know that there will be new speakers, new events, new entertainment being announced right up to the date of the conference. The best way to keep your club in the know about all that is happening is to log on to www.aaf.org on a regular basis until the start of the conference.

I am looking forward to seeing you all in Louisville.

Kind regards,

**June 7-9, 2007
Louisville, Kentucky**

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