

Important Dates to Remember:

- Diversity Achievement & Mosaic Awards & Forum - New York, September 24
- Advertising Week in New York - New York, Week of September 22
- District Two Fall Conference - Baltimore, MD, October 17-19
- Enduring Partnerships - New York, November



District Two News

Summer, 2008



Nick Ferrari
Immediate
Past Governor
District Two

Dear Members,

Serving as your Governor for the past two years has been a privilege and an honor for me. When I came on board as Governor we made a promise to you that we would strengthen our communication between our District and our clubs. I hope we fulfilled that promise with newsletters on a regular basis, an open door policy between your District Two officers and myself. And most importantly the personal visits made by your incoming Governor, Brian Bronaugh to each club.

Revenues from the District ADDY'S and events, such as the Diversity Achievement & Mosaic Awards were on target in 2007, and we intend to maintain the same fiscal responsibility this year. I especially want to thank Pat Martin, for spearheading our District for these events and much, much more. When it comes to the strength of our finances we owe much to that amazing woman called, Pat.



Pat Martin

As my term as your Governor comes to an end, I take great comfort that I am leaving District Two in the capable hands of your new Governor, Brian Bronaugh and our District Two Officers for 2008/2009. Thank you for your unending support at all levels and know that I am still here to serve District Two in any way I can. I am only an email or phone call away if ever you need me.

Phone: 212 661 6360
Email: N.Ferrari@abmmail.com



Brian Bronaugh
Governor - District Two

As your new Governor of AAF - District Two, I am both honored and humbled to lead such a strong group of Presidents and Club Members. District Two is a powerful voice within our national organization, thanks to the dedication and hard work, from so many of you.

I am very appreciative of Nick Ferrari for agreeing to continue to contribute to our success as Immediate Past Governor. This brings to mind an important message to you all. I am hopeful that you will agree with Nick and I that we fulfilled our promise to communicate more frequently and with more continuity. And, to that end, I am sure you have noticed

that the District Website is much improved. Our regular broadcast e-Newsletters are also designed to keep you better informed.

In terms of communication, please remember that our newsletters are only valuable, if we have current news from your clubs. Please take every opportunity to share with us the key parts of your programs, including both the highs and the lows. And, do not hesitate to ask for suggestions from other clubs. It is as simple as emailing your information to Assistant to the Governor, Ann McFadden at annmcfadden@comcast.net

We'll be sure to include your comments, questions, etc in the next newsletter.

I want you to know that your District Two Officers and I are here to serve you. Call or email us, we look forward to hearing from you.

Here's to a great year, District Two.

Phone: 412.402.0200
Email: brian.bronaugh@mullen.com

Great Attendance by District Two at the AAF National Conference

If you joined us at the AAF National Conference 2008, June 8-10, in Atlanta (and all but four of our local clubs were present), you heard the latest strategies and tactics from industry leaders.

Plus, you got to experience the Ad Expo, the National Student Advertising Competition (NSAC) - we had not one, but two participating schools.

At the Worldwide ADDY® Awards District Two bagged Best of Show, Best of TV Best of Print. Best of Outdoor many other Gold ADDY'S®, the most of any district. All around it was a very successful conference for District Two.



Meet the NEW District Two Officers' for 2008-2009

During the conference, on Sunday June 8, the following elected to serve as District Two Officers for 2008-2009. I know they need your help so please let us know your club needs and how we can help.

Here they are:

Governor: Brian Bronaugh – brian.bronaugh@mullen.com

Immediate Past Governor: Nick Ferrari – N.Ferrari@abmmail.com

Governor Elect: Colleen Stubbs – colleen@altman-hall.com

Corresponding Secretary: Doreen DeFabio – Doreen.DeFabio@TimesNews.com

Recording Secretary: Madhu Malhan – madhu.malhan@publicis-usa.com

Treasurer: Karen Love – pghadfed@aol.com

Executive Director: Pat Martin – patjmartin@aol.com

Assistant to the Governor: Ann McFadden – amcfadden@brunnerworks.com

Special Congratulations to our District Two Governor

Our District Two Governor, Brian Bronaugh has been appointed President of Mullen-Pittsburgh. Brian is a long-time executive creative director of Mullen which is ranked among Pittsburgh's largest advertising agencies and also one of four offices of Mullen, based out of Wenham, Mass.

Running an advertising agency and AAF's largest District is going to be somewhat daunting. But we know Brian is up to the task. Congratulations from everyone in District Two, Brian.

Good News! Helen Lavelle is elected Secretary of Eastern Region

At an Eastern Region meeting on June 8, 2008 during the AAF National conference in Atlanta, the new slate was presented as Wanda McKoy, Immediate Past Chair, Lynn Rolls as Chair, Tom Hayes as Vice Chair and our own Helen Lavelle from District 2 was nominated as Secretary.



Helen Lavelle

Wanda explained that the region is trying to find ways to get together. There is still a desire to hold an Eastern Region conference and that idea is in the works. District 4 and 7 were having a joint conference and that venue may be an opportunity. More information would be sent out on this possible meeting over the next months. If you want more information email Helen at hlavelle@lavellemurray.com

AAF Council of Governors Elects Andy Narrai as Chair

Andy Narrai was introduced as COG Chair. Andy conveyed the mission of the COG as 2 parts. The first is leadership development and how we nurture, mentor and maintain our volunteers to move to the next level. A task force was created. The second part of the mission is one of relevance. COG is looking at ways to communicate what is in it for our members and where membership is going.

Our Governor, Brian Bronaugh represents us on the COG. And as incoming Governor Colleen Stubbs is also a go to person if you need any more information. Here is their contact information:

brian.bronaugh@mullen.com or colleen@altman-hall.com

2008 AAF National Conference, Atlanta, Georgia



Attention All District Two Clubs. Your Input is Urgently Needed!

At the Fall Conference in Erie those of you who were present will remember, we discussed the need to align ourselves more closely with AAF National. The change would reflect a nationwide shift that is happening in clubs across the country to be more readily identified as part of the larger American Advertising Federation. As you are aware, the AAF is the industry's largest and most representative organization of the advertising industry. AAF membership represents corporate members, local advertising clubs and federations and college chapters. AAF is truly the "unifying voice for advertising."

Simply put, Branding District 2 and our local clubs, as part of the national organization is a way of expanding your clubs recognition and reputation throughout the country while retaining your hometown roots. We urgently need your Club's input. Brian Bronaugh and Colleen Stubbs are heading this important initiative. One of them will be in touch with you in the next few weeks.

If you need further information contact:

colleen@altman-hall.com or

brian.bronaugh@mullen.com

SAVE THE DATE...

District Two Fall Conference October 17-19, 2008

Baltimore, Maryland

EVENT NEWS...

Confirm Your Sponsorship Today! Sponsorship Opportunities Now Available for 2008 Diversity Achievement and Mosaic Awards!

Save the date for the 2008 Diversity Achievement and Mosaic Awards & Forum. The awards program and forum will take place on Sept. 24, 2008, during Advertising Week New York, a highly visible outlet for sponsorship.

Past sponsors include Verizon, Adweek, AOL, McDonald's, The New York Times, Omnicom Group, USA TODAY, BBDO New York and Interpublic Group.

The AAF hosted its first Mosaic Awards & Forum in 2001 to recognize successful multicultural marketing and diversity efforts. In 2004, the AAF and its District Two joined forces to present the Diversity Achievement and Mosaic Awards & Forum. District Two represents roughly 10% of AAF club membership and covers the regions of New York, New Jersey, Pennsylvania, Delaware, Maryland and Washington, D.C. Since the commencement of the partnership, the Diversity Achievement and Mosaic Awards & Forum have become Advertising Week New York's premier diversity and multicultural event.

For sponsorship information, contact Connie Frazier at cfrazier@aaf.org.

For information on the Mosaic Awards & Forum, contact Tricia Ward at tward@aaf.org.

2008 Most Promising Minority Students Program

The Most Promising Minority Students Program is the premier advertising industry award program that recognizes and recruits outstanding minority college students in advertising, marketing, media and communications.

In addition to providing recognition, the Most Promising Minority Students Program connects the advertising industry with the nation's top minority college seniors. It was held on February 6 through Feb. 8, and gave finalists the opportunity of meeting with advertising executives, who wished to recruit fresh talent that will help the industry's work force better reflect the multiculturalism of today's society. The program continues the AAF tradition of recognizing top minority advertising students.

2009 District Two National Student Advertising Competition

Contact Torsten F. Gross BBDO NY - Behavioral Planning 212-459-5512 (W)
Torsten.Gross@bbdo.com

2009 American Advertising Federation Conference to be held in Washington DC

Yes, next year District Two will host the AAF National Conference which will be held at the Crystal Gateway Marriott in Crystal City, VA., so mark your calendars now for June 4-6 2009. This gathering of advertising professionals features renowned speakers and panelists, the National ADDY's gala, Student ADDY Awards, National Student Advertising Competition, Ad Expo, great networking opportunities, and more!

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