

# District Two News

February, 2007

## *Special Dates to remember:*

- District ADDY® Entries due March 23, 2007
- NSAC April 28 & 29, 2007
- AAF National Conference - June 7- 9, 2007

the unifying voice for advertising



### **Nick Ferrari**

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

### *From the Desk of the Governor*

Dear Colleague:

It is difficult to believe that we are into the second month of 2007! Hope your holidays were happy and the follow-up bills light. And wasn't the weather amazing!

This is my first newsletter of 2007 and it shall be followed every month (where there is news) as part of my promise of greater communication between Clubs and District. As noted, where there is news includes your role. A Newsletter is only valuable if it has news to share, so please send highlights of your programs, share your highs and lows and ask for suggestions from other clubs. It is as simple as emailing your information to [annmcfadden@comcast.net](mailto:annmcfadden@comcast.net). Remember the caliber of the news is up to you.

## **Finances**

Money is on everybody's mind and I am glad to say we are continuing to maintain a tight budget and we are meeting our revenue expectations. Our Diversity Awards program, partnered with the AAF's Mosaic Center and held during Advertising Week New York was a solid success, meeting its quota. A new aspect was the creation of our Diversity Pioneers section which honors those who came first in promoting diversity in our business. The New York ADDY awards were judged on January 29 by a great group of judges and easily met their estimate. A special thanks to the devoted team that sets the whole thing up in one day and packs it up the evening of judging.

## **District ADDY's**

I know that most of you are in the midst of ADDY fever and it is hoped that all of you are having super years. Our business seems to be more involved in awards and that is good for ADDY. Let me know if the New York experience is being duplicated.

Remember District ADDY judging will take place in New York on the weekend of March 23rd - which is the drop-dead date for entries. Please note that the official date for entries is due on St Patrick's Day (to the few who don't know, March 17) but we have made an exception this year... through March 23. Any questions contact:  
Pat Martin 212.644.0790 x24 or [patjmartin@aol.com](mailto:patjmartin@aol.com)  
Brian Bronaugh 412.402.0200 or [brian.bronaugh@mullen.com](mailto:brian.bronaugh@mullen.com)  
Kevin Smith at [kwsmithdc@hotmail.com](mailto:kwsmithdc@hotmail.com).



## **Club Visits**

Most of you have responded favorably (and we thank you for this) to having Brian Bronaugh or me visit your clubs, to offer District support on an ongoing basis. We hope to attend Board meetings and are currently setting up a schedule, so if you have not responded or wish to suggest a possible date, contact [brian.bronaugh@mullen.com](mailto:brian.bronaugh@mullen.com). Except for blizzards, floods or previous commitments, we will try to accommodate your schedule.

## AOL Presentation

Our very own Helen Lavelle, who currently holds the position of Chair of the 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 to all District Two Clubs, 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.

Should you have any immediate questions, please contact:  
Colleen Stubbs at [colleen@altman-hall.com](mailto:colleen@altman-hall.com) or  
Mickey Stobbe at [mestobbe@comcast.net](mailto:mestobbe@comcast.net)

## AAF National Conference:

**June 7 - 9, 2007 (June 6 for Executive Directors)  
at the Marriott in Louisville, Kentucky**

I have to admit to a prejudice here as I am National Chairman of this event and I hope for the biggest attendance ever. I have been diligently working SINCE LAST JUNE, to secure top speakers and panels, time for club activities and some really FUN events. In three days you will experience the past (Louisville is historic especially for the Run for the Roses), the present with club exchanges and creative awards (National ADDY, Creative Black Tie) and the future with programs that will blow your mind, as we face a world of advertising that we never imagined – think of tube TV versus flat screen.

Added this year is The AAF Idol Competition...an opportunity for our district to showcase the hidden talents beyond advertising, marketing and communications that are waiting to be discovered! Any kind of musical act is eligible; singing, a band, playing the spoons or bringing out that old accordion your mother made you learn how to play!

### Here are the details:

- Every District is eligible to enter one act. (We will soon determine how best we select our entrant)
- Each entrant must be a member of AAF
- Each entrant will do one number/act.
- AAF will provide a sound system, microphones and a drum kit.

### Judging:

There will be a two-round elimination judging procedure.

- Round 1: A celebrity panel of judges will decide on a maximum of three finalists
- Round 2: The finalists will perform at the National ADDY Awards Saturday evening and the audience will determine the winner.

### When and Where:

- Round 1 will be Friday night, June 8th at 4th Street Live. 4th Street Live is an outdoor stage and entertainment center located in Louisville's downtown area. You can see more about 4th Street Live by clicking on to [www.4thstlive.com](http://www.4thstlive.com)
- Round 2 will be on Saturday night, June 9th during the National ADDY Show.

For further information on the AAF Idol Competition, please contact Doreen DeFabio at [doreen.defabio@timesnews.com](mailto:doreen.defabio@timesnews.com) or Colleen Stubbs at [colleen@altman-hall.com](mailto:colleen@altman-hall.com)

Meanwhile, Early Bird registration for the conference is now open with significant savings and the Marriott rooms are going fast! For further information contact [ihill@aaf.org](mailto:ihill@aaf.org) or [patjmartin@aol.com](mailto:patjmartin@aol.com) and my door, phone (212.661.6360) and email [nick@erdosmorgan.com](mailto:nick@erdosmorgan.com) are always open to District Two (I really do have a day job, although this year it seems to be taking a back seat to AAF). District Two will have a suite and I look forward to greeting you with Southern hospitality and bourbon.

Meanwhile, I look forward to more frequent communication.

Kind regards,



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

**Don't forget to submit your club news  
to [annmcfadden@comcast.net](mailto:annmcfadden@comcast.net)**