



# District Two News

Fall 2010



**Colleen M. Stubbs**  
Governor  
AAF/District Two

Local club affiliation:  
Ad Fed of NWPA

## Dear Members,

Although we have had lots of email communication this last few months, we have not produced a newsletter since late last year. It has been very remiss of us to go so long without this important communication. Now it is not only a New Year, but you also have a new Governor. Let me say, it is a great honor and a special privilege to serve as Governor of our dynamic District Two. Whether your club is based in New York, New Jersey, Pennsylvania, Delaware, Maryland or Washington D.C., it is knowing that I have the hard work, the dedication and support of all of you that gives me the confidence to commit to this important role. I know I couldn't do it without you. And of course, I also know I have the added support and advice of some very experienced people: Brian Bronaugh, Nick Ferrari, Helen Lavelle, Leslie Winthrop, Chic Davis, Barbara Westland, and especially Pat Martin, all of who have carried this torch before me. It will be my personal mission to help all the District Two Clubs/Federations, and individual members realize their full potential by being an information resource and a strong bridge to all that the AAF has to offer. No other advertising association encompasses a national network of 210 Ad Clubs and local Ad Federations and an academic base that includes 210 college chapters.

Let me introduce you to our new District Two Officers. We are all dedicated to help you and your clubs. You only have to contact us to get the help you need. Know that we are here for you.

Regards,

Colleen

## Important Dates to Remember:

Advertising Hall of Achievement  
New York City- November 16, 2010

District ADDY® Deadline  
Wednesday, March 23, 2011

## District Two Officers' for 2010-2011

Governor: Colleen M. Stubbs – [colleen@altman-hall.com](mailto:colleen@altman-hall.com)

Immediate Past Governor: Brian Bronaugh – [brian.bronaugh@mullen.com](mailto:brian.bronaugh@mullen.com)

Governor Elect: Madhu Malhan – [madhu.malhan@publicis-usa.com](mailto:madhu.malhan@publicis-usa.com)

Recording Secretary: Cynthia Park – [cynthia.park@kanglee.com](mailto:cynthia.park@kanglee.com)

Corresponding Secretary: Doreen DeFabio Duska – [doreen.defabio@timesnews.com](mailto:doreen.defabio@timesnews.com)

Treasurer: Karen Love – [pghadfed@aol.com](mailto:pghadfed@aol.com)

Executive Director: Pat Martin – [patjmartin@aol.com](mailto:patjmartin@aol.com)

Assistant to the Governor: Ann McFadden – [amcfadden@brunnerworks.com](mailto:amcfadden@brunnerworks.com)



## District Two's Patricia Martin was Honored at the AAF National Conference

The AAF National Conference in Orlando was a jam-packed 4-days for every one present. The Highlight for District Two was definitely when Helen Lavelle honored Advertising's Magnificent Mentor Patricia Martin by announcing

The Patricia Martin Fellowship Award. To be considered for the annual Patricia Martin Fellowship Award, a young advertising professional must be nominated by a member of the American Advertising Federation for her (or his) passion for the business, dedication to giving back, and demonstrated talent in some aspect of the field. That is why the e-commerce Web site, the brainchild of Helen Lavelle with its vivid images of the rustic paths of Ireland is such an appropriate funding opportunity. Just one beautiful photograph of the Emerald Isle can help sponsor a promising student in the field of advertising. Through [www.theroadsofireland.com](http://www.theroadsofireland.com) a portion of your purchase can go to the Patricia Martin Fellowship Award.

This year's recipient, chosen by an esteemed selection committee that included Past COG Chair - Barbara Westland, Past COG Chair - Chic Davis, Past D2 Governor - Nick Ferrari and longtime D2 Volunteer - Joan Mackey (Patricia Martin's sister,) was Jocelyn Lee of Grey, San Francisco.

To find out how you can donate to the Patricia Martin Fellowship award go to [www.theroadsofireland.com](http://www.theroadsofireland.com). It is well worth a visit. Thank you Helen for making this honor possible. And thank you Pat, we owe you so much. Simply put, District Two would not be the respected powerhouse District it is without the two of you.



## The 2010 Fall Conference in Bethlehem, PA was Memorable and Well Attended

Members of Baltimore, Buffalo, the Advertising Club of NY, Advertising Women of New York, Advertising Club of NWPA, Northeast Pennsylvania Advertising Club, Philadelphia, Pittsburgh, Rochester, Washington DC and our host club Lehigh Valley were all in attendance.

Club reports expressed the struggles of the last years economic down turn, with member and sponsorship depreciation. Yet, some clubs report seeing a slight turnaround in membership and sponsors looking toward the future. All seemed to agree that holding costs to members while giving more value is critical to membership retention. The ADDY's are still the premier club event for most markets. And at the same time all clubs are looking to other events for income, particularly to attract younger professionals to join the clubs.

In thanking the clubs in attendance...and that was all but two of our clubs, Lehigh Valley Club President; Jim MacDonald probably said everything every one present felt over this memorable weekend. Here is Jim's email to clubs in attendance:

*"First I would like to thank you all for coming to the Lehigh Valley last weekend to discuss AAF business and enjoy our town. I certainly appreciate all of your kind remarks and praises and I am very glad that you had an enjoyable weekend. Also, I am very proud of everyone in our club who had a hand in making this event possible.*

*Beyond all the great food and nice accommodations, I believe that the true goal of the conference was achieved. I think we all went home a little 'smarter' than when we arrived. Having known many of you now for several years, I can understand why people WANT to be part of this group. There is such a sense of camaraderie, commitment and, dare I say, "love" that I sense between many of you. You are certainly a wonderful group of people.*

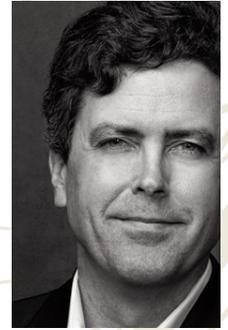
*I truly enjoyed every minute of the conference, whether we were blowing off steam about the ADDY fees in a hot hotel room (more to come on that topic) or having a drink and watching the game. Every single person in that conference room was part of the team, and that's a great feeling.*

*Anyway, it was indeed our pleasure to host this year's conference and I am so happy that you had a good time. I think the Martin Guitar tour was a nice little "bonus" and I'm glad that we could offer that unique element to the conference. Hopefully it was a memorable experience for everyone."*

## Interesting "Stuff" from Brian Bronaugh

Brian Bronaugh, now our past Governor, is still proving to be a wonderful resource for new ideas particularly in how the different generations view our new Digital world. His presentation, as a finale to the Fall Conference, was exciting and very informative. He asked the question

"Which Mobile device will grow the fastest in the next five years?" The answer: The Car. The phone call is dead. Phone use is much less about use as a phone and much more about connectivity to the whole world. Will the world of Coke and Pepsi become the new cigarettes? It was an exciting if sometimes scary peek into our changing world.



## Thanks to our NEW Governor!

Alan Tempest, Executive Director of the Philadelphia Advertising Club, sent an email to our new Governor, Colleen Stubbs expressing the appreciation of all who attended the Fall Conference, for her leadership.



*"Many thanks for a well-run meeting during this past weekend in Bethlehem. Your structuring of the meeting, your guidance throughout the two days, and the leadership you showed were excellent and much appreciated. I am very happy you are the current D2 Governor and look forward to your success over the next year and a half of your term."*

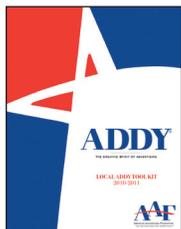
**Martin & Co.**  
EST. 1833

**districttwo**  
2010 Fall Leadership Conference

# Everything ADDY's...

As we are all aware, the 2010-2011 ADDY® season has ushered in a number of changes. Changes that AAF leadership believes will give us all an opportunity to grow the stature and appeal of the ADDY brand that, in-turn, will help to bring in more entries from entrants at the local, district and national levels. Here in District Two, the impact that the \$15 levy will have on our clubs was discussed during the ADDY® portion of our Fall Conference. All the Clubs in attendance voted in agreement that a letter would be sent to AAF President and CEO James Datri explaining the dire consequences for many of our clubs.

Your club president will be informed of the outcome of this communication as soon as we hear from Mr Datri.



## ADDY® Toolkit.

In moving forward, our Governor, Colleen, gave everyone at the Fall Conference a preview of the ADDY® Toolkit full of resources designed to help with this initiative. Take advantage of the successful ideas that have been

implemented by other clubs, and make it a goal to implement one or more of them in your own show this year.



## ADDY® Ad Campaign

"Great Ideas..."

The campaign was launched to all the District Governors at the Governor's Conference in Hawaii. The campaign is designed to translate at the local club level. The Ad Campaign materials were

sent via email on October 8, 2010, to all club Presidents, ADDY Chairs, and Executive Directors.

The Slogan: "Great Ideas Can Come From Anywhere"

The Tagline: "No matter where you are in this great country, you're in ADDY country."

If you did not receive the email with links to the ADDY® Toolkit and the Ad Campaign, contact:

Colleen Stubbs at [colleen@altman-hall.com](mailto:colleen@altman-hall.com) or

Chic Davis at [chic.davis@hotmail.com](mailto:chic.davis@hotmail.com)

There are many resources regarding ADDY's available on the AAF website that includes a Judges Directory, Judging Guidelines, "How To..." Guides and the updated Rules & Categories for 2010-2011. Go to [www.aaf.org](http://www.aaf.org) and follow the "Awards" link. If you have any questions or need guidance for your ADDY judging and show, contact Chic Davis at [chic.davis@hotmail.com](mailto:chic.davis@hotmail.com), Pat Martin at [patjmartin@aol.com](mailto:patjmartin@aol.com) or Barbara Westland at [blwprinter@aol.com](mailto:blwprinter@aol.com)

## What Your AAF Membership Provides...

The AAF has many different tools available to help in the management of your club or federation. We've established this new section of our newsletter so that we can highlight these various tools simply as a reminder that they are there for you to use as guides for issues you may be facing. Many of these are available for download directly from the AAF web site - [www.aaf.org](http://www.aaf.org) under the club services tab.

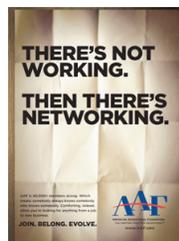
Since this is the time to focus on membership recruitment, we thought a great place to start would be to highlight those materials that can help you in this area.



## A Gift. A Guide. A Goal.

### Membership Recruitment and Retention Manual

In response to many clubs in need of some help in membership recruitment and retention, this manual was created by the Council of Governors and the Club Services Department of the AAF to provide a simple step-by-step for an effective membership effort for your organization. It is chocked full of templates that can be downloaded directly from the AAF site in PDF formats and as Word files. This has proven to be an extremely valuable tool to many member clubs in our district and one that can be a great resource to your club both now and into the future. All of our clubs received their own personal copy of this book during our Fall Conference. If you have not received one, please email Colleen Stubbs [colleen@altman-hall.com](mailto:colleen@altman-hall.com). She will be sure you get a hard copy.



## "Join. Belong." Campaign Materials

Since 1905, the AAF has provided your club/federation local influence with a national presence. It's the oldest and largest advertising trade association in existence boasting one-hundred plus years in business and 40,000 members strong. As a way to help you market your club with this message the AAF released creative materials that can enforce your club/federation as the premier organization in which to join. These ad materials are available in a high-resolution PDF format that you can download and use as needed. Give them a look at [www.aaf.org](http://www.aaf.org) and follow the "Club Services" link on the home page. Using them may enhance your membership drive enough this year to help your club or federation recruit new members.



Find us on the web:  
[www.aafdistrict2.org](http://www.aafdistrict2.org)



*Ann wants to know what great things are happening with your club or federation to share in our upcoming Winter 2011 newsletter!*

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

