



District Two News

Winners Edition 2011



Colleen Stubbs

*Governor
AAF/District Two*

*Local Club affiliation:
Ad fed of NWPA*

Dear Members,

Spring is always a time for new growth, and District Two is no exception. It is exciting to announce that a new club has joined us. The Albany Ad Club of New York is now a member of AAF. To read more, look for the Welcome Albany profile at the end of this newsletter.

I know all your clubs have just come through the busiest time of year with the completion of your ADDY judging and your ADDY Show.

But summer is just around the corner and it is a good time to think of other events that can help move your club forward. As well as luncheons that include interesting Luncheon speakers, you also might honor advertising and marketing legends by creating an Advertising Hall of Fame Award in your market. At the same evening event you will also have the opportunity to honor younger talented individuals in your market through their contribution to marketing, creative achievements, measurable results, training or volunteering with a Hall of Achievement Award. And there are also AAF Silver Medal and Crystal Prism awards to single out members of your club in an important way. For more information on all these exciting ways of honoring the "best of the best" in your market please take the time to go to the AAF Website - aaf.org. And don't forget our good friend Lauren Seppi, coordinator for all your AAF Club Services at lseppi@ aaf.org. Lauren can help you all get started.

Always remember your District Two Officers are here for you, all you have to do is reach out to us to get the help you need. Best wishes for a great year ahead. We look forward to seeing you at ADMERICA! in June.



Date to Remember:
ADMERICA 2011
AAF National Conference
June 1-4

District Two Officers for 2010-2011

Governor: Colleen Stubbs - colleen@altman-ball.com

Immediate Past Governor: Brian Bronaugh - bbronaugh@mullen.com

Governor Elect: Madhu Malban - madhu.malban@publicis-usa.com

Corresponding Secretary: Doreen DeFabio-Duska - doreen.defabio@timesnews.com

Recording Secretary: Cynthia Park - cynthia.park@kanglee.com

Treasurer: Karen Love - pgbadfed@aol.com

Executive Director: Pat Martin - patjmartin@aol.com

Assistant to the Governor: Ann McFadden - annmcfadden@comcast.com

Sign up now for ADMERICA! The 2011 AAF National Conference

- San Diego California, June 1 - 4 2011

**Including: National Student Advertising Competition,
ADDY Awards and District Elections**

There are so many opportunities available to you to keep your club interesting and financially healthy for your club members. The biggest opportunity is of course, having members of your board attend the AAF National Conference. Nowhere else will you get to share and learn so much in just a few short days from other clubs and their members from all over the country at the AAF National Conference.

AAF/District Two 2011 NSAC Winners Announced

JCPenney, this year's sponsor of the National Student Advertising Competition, was thrilled to send judges to our District Two competition hosted at the New York Institute of Technology in New York City.

Congratulations to our first place winners, Hofstra University and Ithaca College!

Both teams will now compete for National honors in San Diego June 2-3rd, 2011 as part of AAF's ADMERICA National Conference. To all of our ad clubs, federations and their members who are attending the conference in June, please make sure to show your support as Hofstra and Ithaca present their campaigns.

We would also like to acknowledge all the students who competed in this years District competition. You should be proud of the fabulous work all of you put into the campaigns that your teams presented.

I'm sure you will all agree that no matter the outcome, this was undeniably a once-in-a-lifetime experience.

Special acknowledgement goes to Leslie Winthrop, a past Governor of District Two and our current NSAC Coordinator. She spent endless hours putting the event together and communicating so efficiently with the schools. Thank you Leslie for all of your hard work and effort with this event and for playing such an integral part to the future of our industry.

Our District ADDY® Winners!

We had 123 total awards and here they are...

AAF - Baltimore (10)

6 Silver ADDY® Awards

4 Gold ADDY® Awards

Advertising Club of Buffalo (3)

2 Silver ADDY® Awards

1 Gold ADDY® Award

AAF - Greater Frederick (3)

2 Gold ADDY® Awards

1 Gold Student ADDY® Award

The Advertising Club (New York) (43)

23 Silver ADDY® Awards

20 Gold ADDY® Awards

Northeast Pennsylvania Advertising Club (2)

1 Silver ADDY® Award

1 Silver Student ADDY® Award

Philadelphia Advertising Club (22)

11 Silver ADDY® Awards

11 Gold ADDY® Awards

Pittsburgh Advertising Federation (18)

7 Silver ADDY® Awards

11 Gold ADDY® Awards

Rochester Advertising Federation (5)

3 Silver ADDY® Awards

1 Gold ADDY® Awards

1 Gold Student ADDY® Award

The Advertising Club of Metro Washington (District of Columbia) (17)

11 Silver ADDY® Awards

6 Gold ADDY® Awards

Congratulations to our District Two Club Achievement Winners!

The Advertising Club of Metro Washington (2)

3rd Place award in Operations

3rd Place award in Membership

AAF - Greater Frederick (1)

3rd Place award in Communications

Ad 2 DC (2)

1st Place award in Programs

3rd Place award in Membership

Welcome

Welcome Albany Advertising Club!

Here is a little background about the newest member of The American Advertising Federation and our AAF District Two family. The Albany Ad Club Association of Professional Communicators was founded in 1961 to bring together those engaged in advertising, public relations and marketing, and to further acquaintance and cooperation among them. The Ad Club strives to promote legitimate and truthful advertising and to foster efficient and economical marketing methods. As a local communications association, the Ad Club recognizes those who have made significant contributions to the profession of advertising, public relations and marketing. It provides education for its members through professional development, and provides aid in the recruitment and training of those seeking careers in communications.

To reach out to the Albany Club and welcome them personally, contact the Ad Club Director.

Stacey Nooney

Marketing Director & Project Coordinator

Working Pictures, Inc.

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Or email Stacey at - Stacey@workingpictures.com

Albany Ad Club Administrative Office

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info@albanyadclub.com • www.albanyadclub.com

***To keep up with District Two events,
find us on the web: www.aafdDistrict2.org***

***While you are visiting, why not join our LinkedIn,
Facebook and Twitter groups! Just click on the
icons located on our home page.***



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