

Go Fourth!

November, 2004
Newsletter of the Fourth District, American Advertising Federation
www.4aaf.com



www.4aaf.com

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Inside...



Now students can enter the professional Addy Awards.

Gov. Tom Hayes comments: "The resiliency of those who've been affected...is amazing."

Jim Clarke



ADDY Co-Chairs Anne Grigsby and Cathy Gwynn ready 2005 ADDY materials. Not shown, Bill Waites.

Nov
Dec
Jan

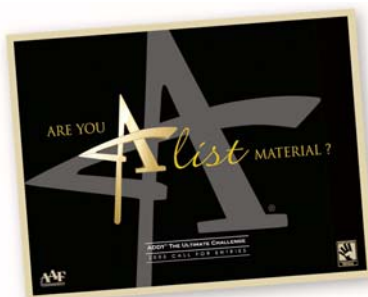
Be sure to check for the Call for Entries from your local club.

Save the dates! Winter Conference and Legislative Fly-in, March 12-15.

Are you A-List material? ADDYs®, the ultimate challenge, is back!

By Anne Grigsby and Cathy Gwynn, ADDY Co-Chairs

The ADDY committees are expecting this year's A-List to once again prove that the Fourth District, Florida/Caribbean, produces top-notch creative work. Local clubs' deadlines to enter are scheduled for the beginning of January.



Look for the Call for Entries book in the mail, or log onto www.ADDYS.com.

New to the competition for 2005 are categories such as political advertising; invited media, including free-standing inserts, newspaper inserts, wrappers, delivery boxes, cinema advertising; copywriting; art direction; and digitally-enhanced photography to create an image unachievable by traditional means.

The ADDYs are the ultimate creative challenge, the largest and most representative competition in the advertising industry. Sponsored by the American Advertising Federation, the local ADDY Awards is the first of a three-tiered national competition.

Last year there were over 60,000 local entries in the ADDY competition. Local winners compete against other winners in one of 14 District competitions, including the Fourth District. All District winners are then forwarded to the National ADDY competition.

Log on to www.ADDYS.com for the rules and guidelines, for a complete listing along with category definitions, links to the on-line entry site for your local competition, frequently-asked questions and more.

Check with your local club for exact dates and drop-off locations, and watch your mailbox for more information. And just remember ... there's only one way to be considered for the A-List: **Enter the competition!**

Fourth District meets the challenge



Tom Hayes, Governor

What a challenging year. Who would have ever thought that we'd be hit with four major hurricanes? Much of the state has been affected physically, but almost all economically or emotionally. It's been tough for our members, our clubs and our industry, but we've survived. The resiliency of those who've been affected by these terrible storms is amazing. More amazing is the way folks have begun to move ahead with their lives to try and get things back to normal...blue roofs and all.

The Fourth is nearly back to full strength and moving forward. "Keep Art In Schools" revised timeline is on track to make the original January media blitz. 4aaf.com looks great and is even more functional than ever. "Members-Helping-Members" has offers being posted by members from all over the state. We think it will be one of the finest benefits the district has to offer. Two PAC mailings have gone out, including a user survey, that will help the legislative committee establish a real legislative strategy for the first time in many years. Our new lobbyist is on the ground in Tally, making this our most comprehensive legislative effort in recent history.

NSAC is on schedule for the April 16th competition. They've worked very hard to build our competition, and may earn the Fourth a "wild card" team at the national meeting. Education is busy branding our five Fourth District scholarships, which will roll out before the end of the year. The ADDY folks are ready for this year's competition, and plan a trip to San Juan to begin work with the Caribbean clubs. For the first time, we could have 100% participation from all the district clubs. That's exciting!

So, you can see that we are well on our way to achieving our goals. We're working hard with local clubs to answer the question, "What can we do for you today?" We've always been a strong district and we're working hard to continue that tradition. I'm proud of the people who make up the Fourth and I know that together we'll accomplish great things. Continue to be safe, be strong and as always, thank you for being a member of Ad Fed.

Go Fourth!

Fourth District welcomes a new student chapter. Now, they can make the A-List, too!

Jumpin' Jupiter, there's another college chapter

The Florida Atlantic University, Jupiter campus, is our newest college chapter of Fourth District. So, let's welcome Jerry Juska, advisor! Officers and a membership roster are being prepared as we speak. He's really jazzed about AAF, about the NSAC and the benefits of AAF to his students. He was already convinced, and so were most of his students. And there are opportunities for them to be involved with the local chapter, Palm Beach.

Calling all college students. Now, you can make the A-List! This year, it's more than just a passing grade. AAF has launched the National Student ADDY Awards for college



students to showcase the talents of future ad leaders. Designed specifically for graduates-in-waiting, the new

program parallels the existing three-tiered professional ADDY Awards competition and offers a \$1,000 to the Student Best of Show winners at both the Fourth District and National levels of the competition.

The student ADDY Awards offer an abbreviated set of categories that cover all major aspects of the advertising and design industry. This structure provides a competitive framework for students to showcase their talent alongside professional entries. The work will be held to the same creative standards established by the existing ADDY Awards and will be judged by leading creative professionals and experienced ADDY judges. Students enter the competition on-line through their local Advertising Federation chapter.

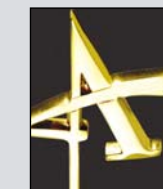
Continued inside

It's www.ADDYS.com time, and more!

November 5-7, District Fall Conference, Gainesville. Learn the ADDY online software. Get ADDY materials in the mail to entrants and students! Who are the most pro-advertising candidates for your area? Introduce yourself! "Keep Art in Schools" continues. Secure media commitments now.

December Hype the ADDYs, including student ADDYs. Mid-year evaluation. Confirm your ADDY judges. Mail "Keep Art in Schools" photographs and posters to Co-Chair Caron Partridge. Do your holiday shopping and enjoy your family!

January 7, local Call for Entries for ADDYs. Local ADDYs judging. Do you know who is producing your ADDYs video? Have you approved your ADDY video yet? Club Achievement books are due in two more months. "Keep Art in Schools" media begins. January 31, half of local ADDYs entry fees due to Treasurer Mark Hamrick.



Student ADDYs, continued from front

Entries awarded a Gold ADDY will automatically move forward to the District competition where they will compete against winning student entries from Florida/Caribbean.

Then, at the District ADDY gala in Orlando, the Student Best of Show winner will take home a \$1,000 scholarship, along with their trophy, May 14 – then they go on to compete at the National competition. Entries receiving a silver ADDY may be forwarded on to the next level of competition at the option of the student for a \$20 fee. The Best of Show winner at the National Student ADDY Awards will also receive a \$1,000 cash prize.

College students at any accredited institution are eligible to participate. Full details are at www.ADDYs.com.

AAF seeks talented minority advertising students – NSAC competition gives them something to work for

AAF seeking most promising minority students

The deadline is November 22 for faculty advisors and nominators to identify up to five of your most promising students for the prestigious award, AAF's Ninth Annual Most Promising Minority Students Program. This is the premier advertising industry award program to recognize and recruit 40 outstanding minority college seniors. Submit your nominations to AAF at www.aaf.org

The NSAC competition is a showcase for the best student creative minds, soon to be unleashed on the advertising industry. The 2005 National Student Advertising Competition Student (NSAC) Competition will be held at Jacksonville University's new Business Center. Yahoo! is the client this year.

Students from around Florida will compete in two categories: A marketing and media book, filled with demographic, marketing and media statistics; and a dog and pony show, that dramatizes the research and the creative on screen – complete with music, kids in grown-up suits, snapping their fingers and articulating (in outside voices) why Yahoo! will accomplish its goals using their plan.

NSAC begins with months of student work in college chapters in September. The book is submitted ahead of competition, then a student reception and rehearsals will be held on Friday, April 15, 2005. Then the gloves come off, and the campaigns run all day Saturday, April 16. Judges who reviewed the books earlier will see the presentations and then announce the winners at the end of the day.

All Ad Fed members are invited to see at least ten different approaches, with new technology and tricks, for this major advertiser, Yahoo! The winner competes against the other districts at the AAF National Conference, Nashville, in June.

Join us for the competition and see for yourself who will be shaping the future of advertng. It's edgy, it's exciting, it's NSAC!

Public Service extends deadline, Club Achievement goes online, some 100-plus attend minority symposium

Photos by Jim Clark



Public Service Co-Chair Dr. Will Gregory explains media needs to club presidents at the Jacksonville meeting. Counter-clockwise: Tish Trinidad, OAF, and Rachel Rodgers, Ad2 Orlando; and Annette Diaz, Ad2 Miami.

Tallahassee. Congrats to three clubs who are well on their way, and twelve clubs just starting, because of the four you-know-what's. "Keep Art in Schools" is this year's Public Service project.

Club Achievement know-how Now it's easy for club presidents to submit the evaluation form for Club Achievement by going online to www.4aaf.com/ach_form.cfm. "All you have to do is fill in the numbers, and it magically computes the total and automatically e-mails it to me.

"We've raised the bar on Club Achievement and the rewards are commensurate to make our A-List bigger and better than ever," explained Ross Orenstein, Club Achievement Chair.

Presidents learned a lot from the pros at the Club Achievement workshop, at the Fall Conference in Gainesville.

Last year's President of the Year, Cathy Gwynn, brought Orlando's award-winning books and shared her knowledge.

Club committee chairs should visit www.4aaf.com/achievement.cfm for more FAQs.

Over 100-plus gain insight at diversity symposium

Students learned how to market to Asian-, African- and Hispanic-Americans whose estimated buying power was worth \$1.68 trillion in 2003, at the Third Annual North Florida

Multicultural Marketing Symposium in Tallahassee in October.

Jon Brown, principal of the Midnight Group, started the day with a presentation, and after a full day of sessions by key marketing players, students stayed for the symposium. It was sponsored by the

Greater Tallahassee Ad Fed and Clear Channel outdoor advertising.

The two-hour symposium itself lasted three-and-a-half hours, longer than expected due to the number of great questions from the students and the engaging discussion with the panelists.

The NFMMS was presented by Jon Brown, president, Greater Tallahassee Ad Fed, and Jadis Holding Corp.



RODOG Productions

Evolve Media Solutions

Giant3

Make Your Mark

The DubHouse

Chris Layhe Associates

Superior Writing Services

Super Technologies

Singleton Consulting Group

WriteBrain Media

Blu Dove Designs

INTERServe Internet Services

FusionAccess, Inc

Manhattan Transfer Miami

Ringling School of Art and Design

352 Media Group

Gainesville Today Magazine

InSite Magazine

Welcome Magazine

WKTK/WSKY

DP Graphics & Design Services

Maddux Business Report

Beyond Words Copywriting

Hotspot Studios

Jacksonville University Athletics

Can you work me a deal? Twenty companies say "Yes!"



By Susan Ellisor and Dawn O'Connor
Membership Benefits Co-chairs

You've heard the phrase before: "Membership has its privileges." Well, membership in the Fourth District

American Advertising Federation certainly does!

And now it does more than ever, thanks to the overwhelming response from our membership, who offer a wide range of discounted services all over the state, through our Members-Helping-Members Program.

What is the Members-Helping-Members program, you ask?

We have asked the over 2,000 members of the Fourth District to offer a discounted service or benefit to other Fourth District members in an effort to reach two goals:

1. It gives members of the Fourth District the *only* access to discounted services they need throughout the advertising industry.
2. It gives members offering these discounted services access to over 2,000 potential clients, and they can even pull business into their companies from either non-members or even out-of-state companies.

At left is a listing of some of the over 20 companies that have offered services so far:

For detailed information on the discounts and services these companies provide, log on to www.4aaf.com/ and start taking advantage today!

If you have not already made an offer through the Members-Helping-Members program, and would like to add your companies name to this fast growing list, it's *easy!*

Simply contact me and offer your product or service to the more than 2,000 members of the Fourth District, whatever that service may be. Then sit back and start enjoying the "privileges of membership"!

Don't delay!

For more information or to enroll, contact Susan Ellisor, Fourth District Membership Co-chair, sellisor@smag.com or 904-380-4295.

Fourth District Speaker's Bureau names suggestions for club programs

So, Jerry? (you're asking), who do I contact to get these people at my meeting? I'd tell you, but then I'd have to ... Well, I'd tell you here, but you can click www.4aaf.com and link accordingly. A side benefit to doing things this way: You get to see the fine handiwork of Elizabeth Blair, Fourth District Internet Chair. It's an incredibly well-designed site, and it's there for all our benefit. So benefit from it.



By Jerry Hunnicutt, Programs Chair

The Fourth District Speaker's List is now a three-drawer bureau. Soon to be four. Five. Maybe even a whole room-full of chests!

Click on the "more ..." in the scrolling announcement section of www.4aaf.com, and you'll be linked to a growing list of outstanding speakers, available to Ad Feds throughout the Fourth District.

Today's featured speakers are, ta da ...

James Benham, president of JB Knowledge Technologies, who will explain what a valuable resource outsourcing can be – and what that can mean to your small, but growing company. James has become a *de facto* member of the Fourth District, even though he lives and works out of Texas. He's here for you, at your next meeting. Or the one after that.

And ... **Dave Dorman** of the Destin area. Dave was voted Number One Star Wars Artist of All Times and was featured on Turner Broadcast South station's program, "Southern Living Presents..." in October. Not to worry. His segment – "Star Wars Artist" – is being shown again Saturday, November 13 at 12:30 pm EST. Check the Web for more excellent Ad Fed speakers.

Ad Fed met in Jacksonville and made new friends

Near right, Lanita Kemeziz, president of the Virgin Islands ad club, came by way of Atlanta, a 14-hour trip. She attended District workshops with, from far right, a newbie; Pat Ponder, District Legislative Co-Chair; and presidents Dawn Klee, Suncoast Ad Fed; Linda Herridge, Space Coast Ad Fed, and Niki Paksoy, Tampa Bay Ad Fed.



Ad professionals from all over got together and took information back to their local clubs. We had a great kick-off for the Public Service Campaign, we learned how a local (Jacksonville) ad agency helped the city land a Super Bowl game. We had instructive sessions on our new Website, ADDY preparation and Club Management. And Governor Tom Hayes led us through the plans for this year and helped us understand the importance of the district by-laws.