



# Deep Fried

The Newsletter of AAF District 7

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## IN THIS ISSUE

Governor's Message  
2010-11 ADDY Resources  
and New Campaign  
Club News  
Face to Face Spotlight

2010-11 Programs and  
Resources Plan  
SURVIVAL for Membership  
AAF District 7 Spring  
Convention

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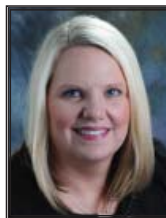
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## A Message from District 7 Governor Laura Burton

Baby it's cold outside! As I sit to write this letter we are having one of the coldest days of the season here in Mobile, Alabama. I've spent the better part of the last two weekends decorating my home for the holidays and I hope all of you are bringing in the holiday season with your own family traditions.

I would like to thank AAF Mississippi Gulf Coast for hosting our first expanded Fall Conference in October. I say 'expanded' as this was the first year we added a half-day onto the conference schedule on Friday so we could offer additional workshops and training. Thank you to AAF Executive Vice President Club Services Joanne Schecter, for being on hand for leadership training, and to Michele Massey, National ADDY Rep, and Michelle Clarke, District ADDY Chair, for conducting our day-long ADDY workshop. Thanks also goes to all that attended. Between the speed networking, pizza and barbeque, club management and ADDY workshops, professional development, and costume party, I know everyone walked away with ideas to take back and implement in their own club. Our next District conference, Spring Convention, will be held in Baton Rouge, Louisiana, April 14-17, 2011. Please put the dates on your calendar now.

We continue on with my district theme for this year is 'Face to Face: Finding New Perspectives'. You are reading our 2<sup>nd</sup> district newsletter in digital format and we continue on as well with our monthly eNewsletter. Please continue to use the District 7 social media pages to create more discussion about AAF and industry topics—'like' us on Facebook (AAF District 7), 'follow' us on Twitter (7thAAF) and 'join' us on LinkedIn (AAF District 7). And keep the AAF District 7 Master Calendar, available on the flash drive you received at Leadership, close at hand to stay on top of all the district deadlines for the year.

Speaking of reading this district newsletter, as I read through the proof I was happy to hear about all the different ideas for programs, socials and fundraisers listed throughout the club reports. Make sure you read through them too and note ideas that you can implement in your club, and if you need more details about how they did that, pick up the phone or send an email and find out. As we bring in the holidays we also bring in the ADDY season. I hope your club is implementing ideas discussed at Fall Conference as well as those presented in the ADDY Toolkit from AAF to increase your entry numbers and revenue. If you need help or have questions please do utilize Michele Massey, National ADDY Rep, [michele@tuckermasseymarketing.net](mailto:michele@tuckermasseymarketing.net), and Michelle Clarke, District ADDY Chair, [clarkem@peteramayer.com](mailto:clarkem@peteramayer.com), as resources throughout the ADDY process. Please join in on our next district conference call on Wednesday, December 15 at 10 am CST/11 am EST. Call in information will be emailed a few days before the call.

Thank you for being a member of AAF District 7. If you have questions, comments, ideas, please feel free to contact me, or anyone on the District 7 Executive Committee, at any time—we are here for you!

Happy Holidays!

Laura Burton  
2010-2011 AAF District 7 Governor

Face to Face

# GREAT IDEAS CAN COME FROM ANYWHERE.

The size of your agency, your title or your market does not dictate the size of your ideas. Every year some of the best work we see at the ADDY® Awards comes from our smaller clubs. No other competition offers the opportunity and challenge to compete at the local level, move on to districts and ultimately to be honored as one of the best of the best at the national ADDY competition. In fact, the only thing small about this competition is the cost of entering. No wonder the ADDY Awards are the world's largest advertising competition.

Don't let a small media budget prevent the ad world from appreciating your creativity. Enter your local ADDY competition and let everyone in your market see what you can do, and if you're really good, ad professionals everywhere are going to find out when you storm through districts on your way to the coveted gold National ADDY. Get entered, get known, get up that career ladder two rungs at a time.

Enter your local ADDY competition. Go to [addycompetition.com](http://addycompetition.com).



# Face to Face



## 2010-11 ADDY RESOURCES and NEW CAMPAIGN

From the notorious Michele Massey

Thanks to all who attended the ADDY workshop at Fall Board in Biloxi! For those of you not able to make it, here is a summary of what you missed:

First and foremost, you should be aware of the National fee increase this year. You will receive an invoice from AAF of \$15 for each Professional and Student ADDY entry that is entered. In order to help offset this fee increase, D7 is implementing 3 cost-saving initiatives:

1. District Auto-Forwarding fees for Professional entries will decrease from \$75 to \$70 per entry.
2. District Student ADDY handling fee of \$4.00 per entry will be eliminated and instead you will only be charged a forwarding fee of \$20 per Student ADDY.
3. In addition, the District has also purchased clear 14 x 20 reclosable sleeves to give you a "jump start" on increasing your local entries.

At the workshop, we discussed how the Fort Worth club increased their entries last year by 20% using the pre-purchased sleeves. To make it easier for ADDY entrants to package and enter, they supplied each previous year's entrants with enough of the 14 x 20 sleeves to cover what they entered last year plus 5 more. Call for Entry posters were inserted into the sleeves and given to the entrants at a cocktail party. It was also suggested that you could hand deliver to your members if a party was not an option for your club. The District purchased enough to give each club **50** of these sleeves to get you started. Please contact **ELIZABETH PERRY** (her email is [eperry@hdaissues.com](mailto:eperry@hdaissues.com)) to receive your free sleeves. Additional sleeves can be purchased at [www.uline.com](http://www.uline.com).

More information is available in the ADDY Tool Kit link and all information you will need on the new ADDY Campaign and ADDY Resources can be located at [www.addycompetition.com](http://www.addycompetition.com).

District 7 also has some additional perks this year!

1. The Best of Show District ADDY winner will receive 2 tickets to the District ADDY show AND 2 tickets to the National ADDY show in San Diego.
2. The Best of Show in the District Student ADDYs will be offered an internship at a select agency in our District and will receive one paid Ad Federation membership.
3. All Student ADDY winners will receive a free ticket to the District ADDY show

and, for the first time ever...The Professional and Student ADDY winners will be combined for the District ADDY presentation in Baton Rouge this Spring! AND we promise the show will not run over schedule :)

Contact your M2 team, District ADDY Chair Michelle Clarke, or your National ADDY representative Michele Massey with any questions you may have. M2 = M squared, get it? :) Good luck and start securing your local ADDY judges now!

# Face to Face

## Club News

### ALABAMA

#### AAF BIRMINGHAM

**Programs and Resources Highlight:** For the November program, AAF Birmingham celebrated Belk's success and heard about their journey to creating a fresh approach to Southern style and sophistication that according to Johnny Belk, president and chief operating officer, "only happens once in a generation."

**Belk, Inc. Gets Branding Makeover:** Belk, Inc. is the nation's largest privately-owned, mainline department store company with 305 Belk stores located in 16 Southern states. The company was founded in 1888 by William Henry Belk at the age of 24. He had \$750 in savings, a \$500 loan, and \$3,000 worth of goods on consignment.

Today, with their 125th anniversary only a few years away and the third generation of Belk family leadership at the helm, Belk, Inc., not only occupies more than 29 million feet of retail space but has also just launched a bold, new corporate identity with a budget of more than \$70M to guarantee its success.

According to Belk officials, the new identity projects the company's restated mission "to satisfy the modern Southern lifestyle like no one else, so that customers get the fashion they desire and the value they deserve." The new graphics package will refresh the company's visual identity with a new corporate logo, color palette, and tagline – "Modern. Southern. Style." The new logo and tagline represent the first significant change in the company's brand identity since its current logo and identity program were adopted in 1967.

"Our new brand clearly communicates what our company is today and what we aspire to be in the future," said Tim Belk, chairman and CEO. "We want to reflect our increased focus on meeting the fashion needs of our modern customers. While we will continue to meet the needs of our traditional and classic customers, we are changing our brand and expanding our assortments to attract new customers who are looking for modern, updated brands and styles. Our vision is for the 'modern, Southern woman to count on Belk first – for her, for her family, for life.'"

The company's re-branding process started more than a year ago and included extensive research involving hundreds of associates and a survey of more than 30,000 customers. The research findings reaffirmed the company's strengths and excellent reputation and also identified a significant growth opportunity with its expanding base of modern customers.

#### AAF MONTGOMERY

**Programs:** AAF Montgomery is working on booking their speakers for the rest of the year. November featured Lisa McGinty, Director of Small Business Development for the Montgomery Area Chamber of Commerce. She discussed guerilla marketing and how it relies heavily on time, energy, and imagination, rather than a large budget.

Future programs will feature Leigh Ann Dukes speaking on marketing to the military in March, and Dr. Avery Abernethy heading up our May meeting with his topic on Real Estate Marketing.

**ADDY Awards:** We are also in the middle of furious ADDY Awards planning and are reworking the budget to include the new fees.

**Education:** AAF Montgomery's education front is also beginning to boom, with their new student chapter at Auburn Montgomery holding its first art show and fundraiser November 15-17. Our professional members have been invited to attend, and our President will welcome attendees at the opening reception. We are also working on providing speakers for their student meetings.

# Face to Face



## Club News

**Public Service:** Lastly, our third annual DesignRally is wrapping up the call for applications. We hope to announce the winner of a completely new branding and/or marketing plan by the beginning of December. We expect to churn out another great campaign this year for another deserving local non-profit.

### AAF NORTH ALABAMA



Nancy Haragan, Katiya McKinney, Zac King and Kristi Huskey at the Halloween event at Fall Conference in Biloxi.

**Fall Conference:** AAF North Alabama sent four representatives to the Fall Conference in Biloxi, Mississippi. Two of the attendees, Kristi Huskey and Zac King, are new to the Board and were able to learn more about their roles, network, and brainstorm with clubs.

**Networking:** Monthly networking/social events named "Wine'd Down" are held at different Happy Hour locations throughout the Huntsville area. The event is free and open to all marketing, creative, and advertising minds in North Alabama. AAF North Alabama members earn 5 extra points for coming and another 5 points if you bring a potential member during our Membership Mania contest.

**Public Service:** On December 8<sup>th</sup>, AAF North and North Alabama PRCA will gather for a holiday social to benefit a local charity. The social, a dutch treat breakfast, will benefit 305 8th Street, which is home to adults with diverse mental challenges – autism, brain injury, cerebral palsy, intellectual deficiency and mental illness. Club members are asked to donate art supplies (paint brushes, acrylic paint, paper, and other arts and crafts supplies) and games as the admission. This organization relies solely on donations and community support.

### AAF TUSCALOOSA

**Fall Conference:** AAF Tuscaloosa had a great time in Biloxi, MS with six Board Members (Chris Weaver, Keith LaCoste, Tabitha Bostick, Lucy Arnold Sikes, Michele Massey and Laura Lee) in attendance. The Fall Conference provided the resources and information for a great upcoming ADDYs in Tuscaloosa.

**Meetings:** In December, AAF Tuscaloosa will have our Christmas Social and Kick Off for our ADDYs hosted by Tucker Massey Marketing. And, we look forward to a great 2011!



Left to Right -  
AAFT Jersey Shore:  
Michele Massey, Chris Weaver,  
Tabitha Bostick and Keith LaCoste

# Face to Face

## Club News

### GEORGIA

#### AAF CENTRAL GEORGIA

**Membership:** AAF Central Georgia is excited to continue its membership growth. We welcomed several new members, including several from our local Cumulus Radio family. We continue to push our membership goals and have been seeing stellar results, thanks to a wonderful campaign directed by our Membership Chair, Janel Adams.

**Programs:** Our monthly luncheons have also been successful. September's luncheon included a Sports Marketing presentation by Macon Pinetoppers' Chris DiSario. In October, Dan Hudson, CEO of The NuBank Group, joined us to discuss social media. Both presentations were very helpful and our members learned a lot. In November, AAF Central Georgia hosted the Gift of Advertising. Eight local media experts lead round-table discussions on television, radio, print, direct mail, PR, and event planning, budgeting and planning, web and online, and creative. We invited non-profit organizations and entrepreneurs who benefited greatly from the advice.

**Fundraiser:** Lastly, AAF Central Georgia is planning its first fundraiser of the year. On December 9, we will be hosting a Media Auction. Our board members have been working very hard planning and soliciting donations. We are hoping that the funds raised will help offset the cost increase of our ADDY Awards. It is sure to be a huge success.



November's Gift of Advertising

### LOUISIANA

#### AAF ACADIANA

**ADDY Awards:** AAF Acadiana looking ahead to signature events. The biggest events in the club's year – chiefly among them ADDYs and the media auction – are yet to come. Several of last year's ADDY committee members will reconvene to produce the 2011 program, and are now scouting a judging panel and theme-appropriate locations for the entry preview party and main event. Members are advised in November of call-for-entry, event, judging, workshop, and event dates.

**Fundraiser:** For the first time in several years, the club has a sitting board member intended to lead fundraising efforts. The person is the producer of the annual media auction, which last year drew profits approaching \$20,000 for the club. The auction is set for the early part of the first quarter when new-year ad budgets still are being allocated.

Meanwhile the club is focused on consistent delivery of high-profile figures to speak at monthly luncheons, including Crush + Lovely founding partner Nathan Heleine. This year, the club has also highlighted more Louisiana talent, including Louisiana Press Association advertising director Erin Palmintier and Zande+Newman principal Adam Newman.

#### AAF BATON ROUGE



**Networking:** HobnobBR, AAF Baton Rouge's networking social, has fast become one of our club's most anticipated regular events. Hosted at a variety of local venues, the gathering invites club members and many other professionals in the field of advertising to come together for food, drinks, and fun. In prior months, HobnobBR was held at The Roux House, Schlitz and Giggles, and Baton Rouge's nationally-renown haunted house, The 13th

# Face to Face

## Club News

Gate. This month we are planning a Turkey Social for our networking event, and in December club members will participate in "Gutters and Garland", a bowling party whose proceeds go to our Student Scholarships.

**Marketing Madness a Smashing Success:** AAF Baton Rouge held its annual media auction on Thursday, October 21, 2010, at Juban's Restaurant. The auction's ongoing theme "Marketing Madness – Ghastly Good Deals on Media, Services, and Other Goodies" was in full swing with committee and board members in costume. Over 30 local media buyers and business owners were present to bid on more than 80 donated marketing items, raising almost \$30,000 for AAF Baton Rouge to fund its scholarships, programs, workshops, and public service activities.



Marketing Madness

The largest fundraiser of the year, Marketing Madness, drew area professionals, business owners, and club supporters who bid on Professional Services, Paintings & Prints, Radio, Displays/Signs, Outdoor, Printing Services, and Television. The auction also offered symphony and football game tickets, exclusive tours, wine tastings, custom art, and much more.

**AAF Baton Rouge Gears Up for the Spring Convention:** Baton Rouge is brimming with anticipation for April 14 – 17, 2011. This year's District 7 Spring Convention will be held at the Belle of Baton Rouge Hotel, where we will celebrate all things AAF District ADDY Awards, professional workshops, speakers, governor's gala, and the AAF National Student Competition – and the installation of Queen Elizabeth Perry as the next AAF District 7 Governor! The Belle of Baton Rouge hotel is offering a special rate of \$109/night for Spring Convention attendees, so you can afford to bring your whole board! Look for registration information at the beginning of the year. If you are interested in reaching the South's top advertising, marketing, and creative professionals from Mississippi, Georgia, Alabama, Tennessee, and Louisiana, you can also be a sponsor the AAF District 7 Spring Convention. For more information on Sponsorship Packages, email Kendra Kimmons at [kendra.kimmons@amedisys.com](mailto:kendra.kimmons@amedisys.com). Long Live the Queen!

### AAF NEW ORLEANS

**100 and Counting!** Past presidents, club members and distinguished guests gathered November 11 at Morton's Steak House in New Orleans to celebrate the 100<sup>th</sup> Anniversary of AAF New Orleans.



Club President, Patti Johnston, reflected on the first century of success and recognized the accomplishments of former club presidents and members. Johnston said that the club would remain focused on civic leadership and growth in the next hundred years.

The keynote speaker was **Dr. David E. Altig**, senior vice president and director of research for the Federal Reserve Bank of Atlanta. Dr. Altig entertained and informed club members and guests with vital tips on how the current economy is influenced by fiscal and monetary policy.

Also addressing the gathering was Amy Collins, Executive Director of the Young Leadership Council (YLC). She addressed the re-launch of the "Proud to Call New Orleans Home" campaign. AAF New Orleans is a proud supporter of the YLC because the organization helps make New Orleans a better place to live and work.

Morton's Steak House awarded Lynne Bischof of Ochsner Hospital with a \$125.00 gift certificate.

The AAF New Orleans was established in 1910 and is one of the nation's oldest chapters.

# Face to Face

## Club News

### MISSISSIPPI

#### AAF JACKSON

**Fall Fundraiser:** AAF Jackson held the 5<sup>th</sup> Annual Bob O'Brien Memorial Golf Classic and fundraiser on Thursday, October 14. The tournament was held at Lake Caroline Golf Club. Gene Clark was instrumental in making the tournament a success. We had 10 teams which were a mix of members and guests. It was a great day for golf and we appreciate our membership for supporting this event every year.



**Fall Conference:** Amanda Fontaine, Becky White, Jama Killingsworth and Janet Walker attended the District 7 Fall Conference in Biloxi. The conference was a great opportunity for our new board member Janet Walker to learn important information about the ADDY Award competition in order to make our local event a huge success. Through networking, we were able to secure our ADDY judges for our January judging weekend.

**Public Service:** At our October meeting, the board announced our public service project for this year. It is the Bethlehem Center, a non-profit day care in Jackson. The Bethlehem Center needs a website redesign, new print material, and assistance with an informational DVD and brochure. We are excited to already have commitments from several members to help in these areas.

#### AAF MISSISSIPPI DELTA

**Membership:** AAF Mississippi Delta has added three new members in the past two months. A Delta welcome to Chris Williams, Director of Marketing with Tropicana Entertainment, owners of the Lighthouse Point Casino and Jubilee Casino in downtown Greenville on the lake front. Chris has also made available the Captain's Quarters Restaurant for our membership meetings. We also welcome Ashley Gardner, Business Development Specialist with Delta Radio, as a new member. Delta Radio has three stations in Greenville, where Ashley handles advertising and marketing for station programs and activities. And a hearty welcome to Pam Cockrell with Lamar Advertising. Pam is an Advertising Specialist with Lamar and covers Delta counties as well as parts of the Arkansas Delta.

**Programs:** So far this fall, the club has had programs that were interesting and informative. The October program featured Ward Emling, Director of the Mississippi Film Office through the Mississippi Development Authority. That program has now blossomed into a Delta-wide session to be held in January with independent filmmakers and producers to help writers, playwrights, screenwriters, and others where Emling will help them find out they can interact with the Mississippi Film Office for funding and other creative opportunities.

The November Membership Meeting featured Mike Retzer, CEO of Retzer Resources of Greenville. Mike also served as Ambassador to Tanzania under the Bush Administration as well as a former treasurer of the National Republican Committee.

**Fundraiser:** The 3<sup>rd</sup> Annual AAF Mississippi Delta Chili Cook-Off, Meatball Tasting, and Frank Carlton Memorial Tamale Challenge will take place January 14, 2011, at Delta Regional Medical Center's Pavilion.

#### AAF MISSISSIPPI GULF COAST

**Programs:** Reviewing the last quarter, our September program was the annual Fall Lineup. It's always a great turnout as we get a preview of the new television schedule from MYXXV2, WXXV, WDSU, WLOX & Cable One.

# Face to Face

## Club News

**Fall Conference:** Of course in October, AAF MS Gulf Coast had a blast hosting the "Coast & Goblins" Fall Board Conference here in Biloxi, MS, at the IP Hotel and Casino. We are excited to have had such a wonderful turnout with so many attendees and support from District 7. You guys rock! We hope everyone enjoyed the experience and found it informative and fun. Everyone looked amazing in their costumes. Congratulations to the winner of the Halloween Costume Contest, Leigh Farrior – White Trash Barbie!



Special thanks to District 7 for honoring our Fall Conference Chairs, Denise Ladner, Jalee Smothers, and Vicki Parkhill with the District 7 Spirit Award.

The entire committee worked extremely hard, put forth tremendous dedication, and the overall result was a smashing success. Way to go!

**ADDY® Awards:** The buzz on awards season has already begun. This year AAF MS Gulf Coast is going "ADDYWOOD" style for our annual awards ceremony. So for our November luncheon, we had our ADDY 101 program. Everyone got the scoop on all things ADDY! We also accepted donations of canned goods and non-perishable food items from our membership as we moved into the holiday season.

Wrapping up the end of the calendar year and building momentum for the new year, our December program will combine a monthly social holiday luncheon with a Call for ADDY Entries. It's been busy and so much fun in 2010 and we're not slowing down in 2011!

## TENNESSEE

### AAF CHATTANOOGA

**Fundraiser:** This year's Media Auction 2010 event was held on Thursday, November 4<sup>th</sup>. It was a big success, raising almost \$24,000 for the organization! We utilized a theme of "The Best Advertising on a Shoe String Budget". Our efforts with speaking at events and the leveraging the Chamber of Commerce's email blast, promotion in the newspaper, online, the Pulse and on billboards really made a big impact in getting people to the event. We also feel the new venue at Table2 Restaurant and incorporating a wine tasting brought a more intimate and fun atmosphere. We received many compliments from some of the bidders on the overall success of the event.



**Programs:** In September, the club had Michael McSunas, Shareholder, Chambliss, Bahner & Stophel, P.C., speak at the luncheon on "Keeping it Legal: Understanding the law in a new-media age." He explained through real-life examples from agency missteps that there are very serious legal considerations that must be considered in this Internet age.

The club will wrap up the year with Rick Hansard, the VP of Marketing for Coca-Cola, in November who will be speaking on "Coca-Cola: The Evolution of Holiday Advertising." December's social will

# Face to Face

## Club News

benefit the Mary Walker Towers in downtown Chattanooga, where collection will be started for 30 days prior for items for this needy residence. The culmination will be the presentation of the items to the residents at a small holiday get-together the day after the social; with some holiday cheer, of course. We look forward to rolling into the new year with our focus on the Silver Medal Awards and February's ADDYs.

### AAF NASHVILLE

**UCLA PROFESSOR GIVES NASHVILLE FIRST-LOOK FOR CENSUS DATA:** Leobardo Estrada, PhD, gave AAF Nashville a first-look at the new census data that he has been studying for months. He and local news anchor, Vicki Yates, discussed the implications of the recent survey and the changing marketplace for all dimensions of our industry: workforce, emerging marketings, cultural values, media, and winning creative. Professor Estrada is Associate Professor of Urban Planning for the School of Public Affairs at UCLA. He has provided his knowledge on methodologies related to ethnic and racial groups to the US Bureau of the Census.

**AD2 NASHVILLE HOSTS CAMPAIGN MANAGER OF NEW TENNESSEE GOVERNOR:** Mark Cate, Bill Haslam's Campaign Manager and transition team member, recently met with Ad2 Nashville to discuss what went well, what didn't, and the adjustments made during the campaign. His presentation focused on the research, strategy, planning, and execution behind the Bill Haslam for Governor advertising and public relations campaign.

**CHARLIE MALONE RECOVERING AFTER FALL:** Charlie fell at his home in September and was not discovered for about 24 hours. Because he laid unconscious on his arm for so long, he is still in rehab in Clarksville. Tim Templeton has been in touch with him and went to see him – he reports that Charlie's spirits are great and he is very interested in what's going on in AAF Nashville and District 7. He's hopeful that he will be released from rehab soon.

He is a lifetime member of AAF Nashville, a former president, Silver Medalist and past District Governor. If you would like to send him a card, please mail it to Charlie Malone, 215 Uffelman Road, #117, Clarksville, TN 37043.

**OUR SYMPATHY TO THE FAMILY OF JUD PHILLIPS:** Mr. Phillips died on October 21st. He was a former AAF Nashville member, graphic designer, song writer, musician, artist, private pilot, and flight instructor. Jud worked in the advertising industry for over 30 years in Nashville. He worked for Channel 2, Eric Ericson and Associates, Bohan Agency, Carden & Cherry, Little Planet Publishing, and others, as well as partnering with his wife of 33 years, Bobbie, in Phillips Creative. He spent over 24 years as a private pilot and recently was a pilot for a Nashville-based non-profit Haitian and Dominican Assistance Corporation (HADAC). HADAC provides medical care for the poor; digs wells where there is a lack of clean water; fly medical supplies to remote locations; and provides educational and agricultural assistance to under-served communities.

Jud was a very talented and much-loved all-around "good guy" who will be missed by both friends and our industry.

View his complete obituary here: <http://www.legacy.com/obituaries/tennessean/obituary.aspx?n=gerald-h-phillips-jud&pid=146171635>

Make a donation in his memory to HADAC here: <http://www.hadac.org/>

### AAF NORTHEAST TENNESSEE

**Programs:** AAF Northeast Tennessee has had a great fall, with monthly meeting attendance setting new records. Member companies have contributed to budget savings by lending their conference rooms as meeting space. Social media, new media, advertising trends, and the forever-

# Face to Face

## Club News

changing web have all been topics covered by recent meetings that have stirred new interest and brought in new faces. AAF Northeast Tennessee has new members serving on the board and the event committee this year.

Another contributing factor has been the social media efforts via this year's communication chair Jessica Flagg. Through social media, AAF Northeast TN has served as a local and regional job resource. Hiring advertising and marketing companies have sent in their job postings, which have then been posted on Facebook. This year four jobs have been placed as a result.



**ADDY Awards and Fundraising:** AAF Northeast Tennessee has ADDY planning well under way and is also planning an ETSU fundraiser initiative for December 3<sup>rd</sup>. The Acoustic Showdown will feature local bands at the well-known Acoustic Coffeehouse. Raised money will help fray the cost of the NSAC, as well as fund an endowed ETSU scholarship started in November 2009. In an effort to cut expenses due to a projected cut in ADDY revenue, Northeast Tennessee was unable to attend the Fall Board, but is looking forward to attending the rest of the conferences this year.

### AD2 NASHVILLE



Ad2 Nashville has been active and gaining new members. We just got back from the National Ad 2 Mid Year Retreat in Scottsdale, AZ and we are now ready to reevaluate our goals as we hit the mid-year point and see what the new year brings.



2010 Mid Year Retreat  
Scottsdale, AZ

**Programs:** Our programs have encompassed sports, culture and politics – Ad2 at the Sounds (Minor League Baseball); Ad2 in A Sharp (Nashville Symphony); and Ad2: Insights from a Gubernatorial Campaign Manager (Bill Haslam campaign). We have had college outreach with Nossi and our education series is set to kick off with Middle Tennessee State University's Ad Club "Resume Review" and the Art Institute of Tennessee's MYK Graphics Club "First 6 Months". Our Ad2uesday socials have been a great time for our board to welcome new members and have a little one-on-one time with them – local establishments Urban Flats, Blind Pig, Renaissance's Commerce Street Grille have offered discounts and space for our events.

**Public Service:** Our Public Service committee, headed by Brady Purnell, received 14 RFPs and narrowed down to three candidates for our 2010-2011 campaign. The committee is still wrapping up work with our 2009-2010 client, Health Assist Tennessee. All creative is finished but waiting to launch the work statewide concentrating on Middle Tennessee. Hopefully our fellow Tennessee clubs will see the campaign soon.

Ad2 Nashville is one of 30 young professional clubs that are a part of the YP Nashville network, young professionals Chamber of Commerce initiative. This relationship has led to numerous networking opportunities for our membership and leadership events for our board. Upcoming is the Nashville After the Flood discussion with Mayor Karl Dean for club leadership as well as one of the quarterly networking events open to all YP Nashville members. [www.ad2nashville.org](http://www.ad2nashville.org)

# Face to Face

## Face to Face Spotlight

by Laura Lee - President, AAF Tuscaloosa  
laura@tuckermasseymarketing.net

What does AAF District 7 mean to me?

In one word, AAF District 7 means "RELATIONSHIPS".

AAF District 7 has connected me to an entire advertising community! District 7 has provided me with opportunities for networking and professional growth. I consider most of my peers in District 7 as "family". We share ideas, stories, life lessons, and every day solutions to problems we are having day to day. I look forward to the District 7 conferences, programs, speakers and parties three times a year. I wish we could have more of them.

District 7 cares so much about each other.

## 2010-11 Programs and Resources Plan

The goal of the Programs and Resources is to provide clubs with an online one-stop shop to share ideas. The online resource will allow Clubs to research and share speaker information, programs, gifts/door prizes, etc. The online resource will also have areas for members to comment. The information will be available on the District 7 website and will be updated quarterly. Successful stories from the website will also be highlighted within the quarterly newsletter. Please add [Katiya.mckinney@gmail.com](mailto:Katiya.mckinney@gmail.com) to your membership email lists, so your programs and resources can be shared on the website.

Programs and Resources Quarterly Goals

- Establish or confirm contacts within each club
- Reach out to club contacts for speaker information, programs, gifts/door prizes, etc.
- Encourage clubs to reach out to one another to share resources for those clubs that are geographically close. These resources would then be posted on the website like a trading post. For example, if North Alabama has U.S. Space and Rocket Center tickets, they could trade with Chattanooga for Aquarium tickets.
- Post information gathered to the District 7 website
- Publish the success stories within the newsletter

Each submission will receive 5 COTY points up to 50 points.

# Face to Face

## SURVIVAL for Membership

By Teresa Treadway, Membership Coordinator  
[tjtreadway@cenergy.com](mailto:tjtreadway@cenergy.com)

In the midst of a struggling economy, I know many clubs have been hit hard by individuals and corporations who just can't afford to continue their annual memberships. In weeks ahead, I'll be sending out to President's and Membership Chairs a few helpful hints or ideas that I hope will be beneficial as you continue to maintain or grow your membership in the months to come.

Below is the first steps to:

Ad Club - **SURVIVAL**

**S**tep up and make that phone call to a potential new member (not an email!)

**U**rge your board to reach out to new and different industries to join your club

**R**espond promptly when someone new comes to a club meeting

**V**iew every person you come in contact with as a potential member of your club

**I**nvolve current and potential members immediately (even if it's a small role) to promote a spirit of team work and inclusive

**V**alue-add is very important in today's economy – over deliver in what your club promises for membership

**A**ddress concerns immediately when memberships are not renewed to identify the problem

**L**earn what current or potential members are looking for and incorporate those requests into meeting topics, roundtables or networking opportunities

Please know that I am available to assist, bounce ideas, or just listen if you're frustrated.

# Face to Face

## AAF District 7 Spring Convention



### **Release Your Inner Queen!**

Save the Date for Spring Convention  
April 14 - 17, 2011  
Belle of Baton Rouge Hotel

Come to Baton Rouge and celebrate all things Ad Fed – District ADDY Awards, professional workshops, speakers, governors gala and the AAF National Student Competition - as we install Queen Elizabeth Perry as the next AAF District 7 Governor!

The Belle of Baton Rouge hotel is offering a special rate of \$109/night for Spring Convention attendees, so you can afford to bring your whole board! Look for registration information at the beginning of the year.

If you are interested in reaching the South's top advertising, marketing and creative professionals from Mississippi, Georgia, Alabama, Tennessee and Louisiana, you can also be a sponsor the AAF District 7 Spring Convention. For more information on Sponsorship Packages, email Kendra Kimmons at [kendra.kimmons@amedisys.com](mailto:kendra.kimmons@amedisys.com).

**Long Live the Queen!**

# Face to Face

## Dates to Remember



### **AAF District 7 Spring Convention**

April 14-18, 2011  
AAF Baton Rouge  
(The Belle of Baton Rouge)

### **AAF National Conference 2011**

June 2-4, 2011  
San Diego, CA

### **Leadership 2011**

July 28-31, 2011  
AAF Knoxville (Crowne Plaza Hotel)

### **Fall Board 2011**

October 2011 AAF Savannah

### **Spring Convention 2012**

April 12-14, 2012  
AAF Nashville (Downtown Hilton)