

## President's Message

### Our market's got it, so let's flaunt it!



By Marc Sutherland  
TBAF President

**A** convergence of events and ideas over the past few months has steered my thinking about our industry and this market. And change in our lives.

First there was the ADDY Awards competition in January. Even in a rough economy, we logged over 400 entries, even more than Miami, I'm told. But more remarkable was the quality of the entries. I thought a walk through our ADDY Gallery should make anyone proud to be working in Tampa Bay.

Recently, Ray Straub told me he's writing an article for the March *Create* magazine, published in Orlando. Ray is a copywriter for Devine Communications, and I'll mention here that his work helped the agency nab two Best of Bay 2002 ADDY Awards. *Create* asked him to report on the Tampa Bay creative scene.

I saw a draft of his article, and from Ray's observations, I gather that we are a premiere creative market that sells itself a little short. Everyone he interviewed said that we're as capable here in the Tampa Bay area as it gets. (Again, look at the ADDY winners.)

Are we letting our self-perceptions hold us back? One contributor said we sometimes defer to our clients' misguided instincts instead of selling a more sophisticated approach. Another was concerned that we're tempted to bargain-price our services at the expense of excellence. Or let bigger jobs slip out of the market because we've allowed marketers to believe that it can get done better elsewhere.

Next, I sat in at a meeting with the Tampa Bay Public Service Committee and the Partnership.

We're consulting with the Partnership to raise local perceptions. Their research has shown that the general business community here indexes the market, not negatively, but relatively lower than outsiders - for overall business conditions.

A picture emerges. There is a need for unity to effectively position ourselves. We tend to undersell our market's talents, but if we act collectively, we can distinguish ourselves as the strong market we really are.

That's why the Tampa Bay Partnership and the Tampa Bay Advertising Federation exist. Businesses compete against each other, but we can complement each other, too.

Get involved with TBAF. It's essential that we become a stronger voice to promote the advertising community. Working together will advance us all.

## March program to show and tell all! TBAF to reprise 2002 ADDY Awards film, and reveal what turns on an ADDYs judge

**W**hat entertainment delighted the ADDY Awards guests in February? What did the judges look for in choosing the winners? See for yourself as TBAF presents the original seven-minute film, "Creative

**"Creative Voyeurism"**  
Tampa Digital Studios.  
ADDY Awards Judge  
Susan McMichael.  
Thursday, March 21,  
11:30 am - 1 pm  
Crowne Plaza Hotel  
700 Westshore Blvd.,  
Tampa, 813-289-8200

Voyeurism," produced by Tampa Digital Studios for the ADDYs gala on February 23. Also hear 2002 ADDYs judge Susan McMichael, who will display and discuss some of TBAF's most outstanding work this year.

In all, the program celebrates the high level of creative talent in Tampa Bay. So join us at our regular luncheon meeting on

Thursday, March 21, sponsored by Tampa Digital Studios.

Susan McMichael, a seasoned ADDY judge with 20 years of experience at world-class agencies, will define "award-winning" work and answer your questions.

She'll talk about the judges' top-of-mind criteria: importance of the idea versus the execution. Design quality versus production values. Creativity that sells. Creativity that takes a tired format and makes it fresh again. And effective use of



TBAF will show the 2002 ADDYs film and judge Susan McMichael will tell what criteria defined our best work.

humor. In particular, she'll discuss our "Best of Class" winners, and what made them stand out.

And here's a tip: neatness might count! She notes that improperly submitted entries may prejudice an opinion in case of a close call.

Her credentials include TV, radio and print campaigns with Ogilvy & Mather, Chicago; D'Arcy Masius Benton & Bowles, St. Louis; on national and international award-winning creative teams for M&M/Mars, Blockbuster Music, Anheuser-Busch, Sears, American Express, NutraSweet and Eveready.

Advance RSVP for members, \$25; guests, \$30. Door price, add \$5. We accept major credit cards. Reduce wait time by pre-paying. Walk-ins without RSVPs take their chances. No shows will be billed.

**RSVP today at 813-879-8223.**



## The FKQ and Red Kite are top ADDY winners Digital Mindshare shows best; video, photography dominate

**D**igital Mindshare, Inc. won Best of Show for its "Business Class Internet" video, created for Intermedia Communications. FKQ led the roster with two Best of the Bay awards, three gold medals and five silver. And Red Kite Studios won two - Best of the Bay and Pick of the Pros - plus five gold and two silver.

Yet, no matter how you view the

numbers, the 2002 ADDY Awards scored another triumph for our club, entertaining over 360 guests who braved a chilly night on February 23 to fill the ballroom at the historic Belleview Biltmore hotel in Clearwater.

Kept lively by our esteemed emcee and popular broadcast personality Jack Harris, the event awarded 56 gold and 72 silver medals over the course of the evening.

And we proudly gave 15 Best of the Bay awards to companies who also won gold in their categories. They are: Devine Communications (2) for Orange Blossom Groves, Consumer Magazine, and Hungry Howie's, Radio; The Lipphardt Agency for Gulfshore Bird-A-Way, Direct Marketing; Paradigm/ Lord + Lasker, Knology Poster, Collateral Material; WalkerWhitmore for Federal Realty Investment Trust, Out of Home; Marimark, for the APEX 2002 Show Ad Campaign (IPC), Trade Show; The Tampa Tribune, Flair Magazine, Newspaper; Bankers Insurance Group, Interactive Media; FKQ's two Best awards for Advertising & Marketing, Badcock Home Furnishings & More, Television, and the St. Petersburg/Clearwater Area Convention & Visitors Bureau,



Photographer Pierre Dutertre conceived and snapped this pin-up, one of five in Red Kite's self-promotion package (stockings included), designed by Susan Lawrence. Styling by Wendy Rooks.

Visual and Audio Elements of Advertising; Hall Printworks Van Bui Portfolio (Scarfone/Hartley Galleries), Advertising for the Arts; and Moffitt Cancer Center Foundation Tower Project Video, Public Service.

MKJ Marketing took home the Tucker Award for Wilbert Funeral Services, Inc. And USF student gold medals went to Kelly Herrmann and Katherine Lacher.

To get the **Winners' book**, which lists all awards by categories, call Sarah Jeffcoat at 813-879-8223. While supplies last.

## Silver Medal goes to Osvaldo Laino

**T**BAF has awarded its coveted 2002 Silver Medal to Osvaldo Laino, an international award-winner, Tampa advertising professional and Hispanic Man of the Year (2001-2002).

An early affiliate with McCann Erickson and other international ad agencies, Osvaldo was also a television pioneer in his native Argentina.

Before settling in Tampa, he moved to New York, working for 14 years as creative director for various publications and president of his own ad agency. There, he also served as creative director for what became *Univisión*.

Osvaldo has won documentary film director awards and a myriad of ADDYs. As president of the Tampa Advertising Federation in 1987-88, Osvaldo was instrumental in merging the Tampa, St. Petersburg and Clearwater clubs into one, and embracing the Caribbean ad clubs into AAF Fourth District.

He and his wife, Celeste, co-own Advertising7, Tampa, founded in 1974.





## Tampa Bay Advertising Federation

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Niki Paksoy, Creative Marketing Strategies

### Committee Chairs, 2001-2002

*Interested in joining or chairing a committee for the TBAF 2001-2002 fiscal year? We have activities for all ad-ficionados. Please call TBAF at 813-879-8223.*

*ADDY Awards:* Mark Schmidt  
SideStep Productions

*By-laws:* Open

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Digital Lightbridge

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## Thanks, ADlib team!

*Editor:* Nan Nadler

*Design:* Stephen Sluiter

*Printing:* West Coast Graphics

## Ad Infinitum

TBAF members helped launch the **statewide public service campaign** in Tallahassee on Monday, March 4 to increase AIDS education: Over 70% of all AIDS cases occur through heterosexual transmission and Florida has the highest rate of AIDS in the country. The greatest risk: anyone under 24 years. Spread the word!



**BVP**, business video producer, completed a series of live events, featuring skating and hockey stars from the present and the past at the Winter Olympics in Salt Lake City in February. In partnership with event company TOAST, New York City, for the hockey event, BVP transformed the natural setting of the Red Butte Gardens & Arboretum into a winter fantasy scene with an animated "Hall of Fame" and a dance club, "Sub Zero."

Attending were the USOC staff, their sponsors, celebrities and members of both men's gold medal winning teams from 1960 and 1980, plus gold medal-winning women from the 1998 team.

The figure skating event choreographed ice skating on stage with high-flying acrobats. Participating were gold medalists Tenly Albright, Carol Heiss, Peggy Fleming, Kristi Yamaguchi, Tara Lipinski and Sarah Hughes.

Laarhoven Design/Tampa display company has changed its name to **Southeast Exhibit Productions, Inc.**

**Devine Communications** won a 20-agency competition for Sonny's Real Pit Bar-B-Q's and a new multimedia branding campaign for Patchington, Inc.

Sonny's is the largest barbecue restaurant chain in America, with an annual marketing budget of \$8-10 million. Said Creative Director A. Glenn Arscott, "We knew we had to clearly and simply define the Sonny's personality...and craft a company promise that would set them apart from all the other restaurant choices out there."

For Patchington, a 40-store women's clothing chain headquartered in Largo, Devine will be responsible for all creative and media buying functions, and will use television and direct mail to promote Patchington's exciting new fashion line in a campaign for the first quarter of 2002.

**Peak/Biety Advertising + Marketing** got the nod from Alvin Magnon Jewelers to work as a team to increase awareness of Magnon's products and service. Winnie Magnon Marvel is a third-generation owner of the store, founded in 1890.

TBAF members, register by mid-March and save 40%!

## Humor writer Dave Barry to emcee national ADDYs in Miami

Enjoy a stellar evening with Pulitzer Prize-winning writer Dave Barry, who emcees the national ADDY Awards gala at the Sheraton Bal Harbour Beach Resort on Saturday, June 7.

It's an entertainment first from this internationally acclaimed writer, syndicated humor columnist and author - live jokes and pokes at advertising - climaxing the AAF National Conference 2002, June 5-8. And you're invited! It's four days of

networking with creative marvels of the advertising industry, professional seminars, student and ADDY competition and partying 'til dawn on South Beach.

TBAF members who register by mid-March get discounts! Just \$310 for the four-day event or \$100 for the ADDYs only. Hotel rates starting at just \$125 per night.

This is truly affordable for career development, professional education, networking and fun - in nearby Miami! Here's where your AD Fed membership really pays off!

Register now! For details, visit

www.4aaf.com or email adfedmia@bellsouth.net.

**Plan now to sponsor, attend the District ADDYs** All Ad Fed

members, non-members and guests are invited to attend the 4th District Spring Conference and ADDY Awards on May 3-5 at the Naples Beach Golf and Tennis Resort.

Attend industry workshops, mix and mingle with Florida's top creatives and enjoy Gulf water sports, upscale shopping and pub hopping. Or simply rub elbows at the gala ADDY Awards banquet and party on Saturday, May 4.

Registration for the conference is \$210 per person before March 18 and \$250 after March 18. Or attend the ADDYS only, for just \$80.

And get a special hotel rate of \$145 per night when you reserve before April 15.

To download a registration form, visit www.4aaf.com. There's also an opportunity for Tampa Bay's ad businesses to boost name awareness through attendance and promotion to 2,200 ad professionals: Donate prizes, sponsor events, advertise in collateral materials and get a mailing list of attendees in your target market statewide, starting as low as \$500.

To register, visit www.4aaf.com or call Jhanna Tucker or Mary Fuess at 941-543-1110.



## Help the 23rd annual Ad2 Tampa Bay Merchandise & Media Auction

Thursday, April 25, 2002

Silent auction 6 pm to 7:30 pm

Audible auction 7:30 pm to close

Tampa Marriott Waterside Hotel

700 South Florida Ave., Tampa



T A M P A B A Y

Here's your chance to raise your visibility and save on consumer and professional items. The 23rd Annual Ad2 Tampa Bay Merchandise & Media Auction is seeking donations of products and services to offer our bidders - from dinners for two, tickets to local attractions, spa treatments and sports memorabilia to

printing services, photography, print ad space and outdoor. You'll gain name awareness with an audience of mostly professionals, young and old.

The proceeds will help Ad2 continue its programs: to help educate students, support young professionals and serve Tampa Bay area charities.

Please contact Devon Pero at 727-785-6520 or visit our website www.ad2tampabay.org for information on how to get involved.

**HLA Marketing Communications**, Tampa, announces the amicable purchase of the company by its three minority shareholders: Ashleigh Slyker, Kim Thomason and Patrick Harrison. The new owners, associates for a combined 18 years, will operate the agency as a partnership and continue to head their respective departments. Previous owner Ralph Campbell steps down after 12 years as chairman, but retains a five percent ownership stake.

**Got news to share?** TBAF welcomes your announcement of new hires, growing business, campaign launches and other successes. We also welcome good black-and-white and four-color photos, and electronic files - 300-dpi scans.

Just type that hype and send it to TBAF ADlib, c/o Nan Nadler, 4405 Summer Oak Drive, Tampa, FL 33624. Fax: 813-960-7650. Email, NanNadler@aol.com.

Deadline is the 20th of each month.



Tampa Bay Advertising Federation

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