

President's Message

Being bigger, better and badder



By Mark Schmidt
TBAF President

There's something in the air. Hurricanes, Politics, Football! With so much going on,

where do we start?

How about "Go Bucs!" I have lived in the Bay Area for over twenty years, suffering through Bucs' seasons, now intending to enjoy their success this year. So, with that in mind, I greeted the AAF Fourth District (Florida/Caribbean) Board of Directors with "Go Bucs!"

To put it into perspective: This was my first full-blown AAF District Conference. Attending were advertising people from all chapters, except the Caribbean and Virgin Islands (who were boarding up their windows). Attending from TBAF were Nora Whittinghill, Mike Quigley, Mike Weber and I. As we sat there, other chapters bragged about being the biggest club, the best club, the baddest club. (It was friendly competition. Even Jacksonville, the newest club, was claiming big-best-bad bragging rights.)

So, why is the Tampa Bay chapter smaller than Orlando's? Miami's two chapters are both bigger than ours, and Miami has an Ad2 chapter, just as we do. So there I was – proud of our Bucs (at the time), but very quiet about our chapter! We win national awards for Club Achievement – best programs, best government relations. We should be one of the largest chapters in the district, too! Let's go for it – to increase our presence and help bring more business here.

If you are a member and you see why good visibility is a good thing, please tell someone who is not a TBAF member to join. Bring a friend or associate to a program. And if you're a non-member reading this, why aren't you a member? Is there something we're "not" for you? Please e-mail me – I'd like to hear about it. Otherwise, join us! You can only be better for it.

ADDYs update. Call for Entries is January 5, 2001. And this year, you'll be able to enter on-line, to streamline the process and make it easier for all. Look for information this month, and get your entries ready. Let's make this the biggest ADDYs yet!

And a word to our sponsors – Thanks, all of you who support TBAF with contributions of time, materials and underwriting our programs. We encourage members to acknowledge these advertising community contributors through mutual support. And to advertise or sponsor a program, call Erin Gray at Roberts Communications, 813-281-0088.

- October, Hartley Press
- August, Mark Brown Photography
- July, Morre's Rally Racer

Instant review while everyone keeps clicking

How digital photography is replacing many roles of film.

"How Digital Photo Clicks on Land, Air and Sea" Richard Riley, Chris Snipes Thursday, October 20 11:30 am to 1:30 pm Crowne Plaza Hotel 700 N. Westshore Blvd., Tampa 813-289-8200

Digital photography isn't just for in-studio shoots any more. Increasingly, it's clicking away on the land, air and sea – way beyond its prior limitations of controlled lighting and tabletops. Most exciting are digital photography's immediate, remote client review and pre-press cost savings.

Join TBAF for a demonstration – a real-time, action-packed photo shoot and remote client review that slam-debunks the myths of digital photography – at our next luncheon meeting. The program will also look at current and future advantages and



Richard Riley, photographer, has beta-tested the newest generation of digital cameras.

capabilities of digital photography, featuring Richard Riley of Riley Arnold, on Thursday, October 19, 11:30 am to 1:30 pm, at the Crowne Plaza Hotel, 700 N. Westshore Blvd., Tampa. Additionally, Chris Snipes, Image Productions, digital camera technology vendor, will answer your questions.

Also, one lucky attendee will win a drawing for an official NFL football, autographed by Bucs kickers Mark Royals and Martine Gramatica and donated by this meeting's sponsor, Hartley Press, (who also donates the printing and paper for your 2000-01 ADlib newsletter).

Goals of the October meeting presentation are to:

- Debunk the myths regarding limitations of

digital imagery

- Reveal its truly achievable features and benefits
- Explore the potential of digital photography technology

Digital photography means new opportunities for photographers, and especially art directors, who now can more closely match clients' objectives for high quality, low cost and real-time review – even by clients in remote locations. An art director or client who is on-site during a shoot, says Riley, can go back to their offices with a freshly burned CD of selected images.

Riley, a veteran, award-winning photographer in Clearwater – field-tester of the new Velvia Slide film, which virtually replaced Kodachrome film in 1985 – left Tampa Bay to photograph the world in the 1990s, and recently returned saying "It's great to be home." He works closely with Chris, technology manufacturer's rep.

As usual, networking begins at 11:30 am, followed by lunch at noon. Members, \$20; guests, \$30. VISA and MasterCard accepted. No-shows will be billed.

RSVP 813-879-8223 by Monday, October 16.



Digital photos courtesy Riley Arnold Productions

Vote 2000 hits close to home. Support Ad PAC!

By Nan Nadler
TBAF Secretary
Government Relations Chair

Sure, the advertising industry won approval in 1999 to get the state Department of Revenue to clarify the ad tax law. But not so fast, Politician Breath!

With the turnover of more than 50% of current legislators, we now face the challenge of educating new senators and representatives, to combat any efforts to re-introduce the idea of taxing advertising services. Any such ad tax certainly would be passed along from businesses to consumers, regressively.

You can help nip this effort in the bud by supporting the Fourth District (Florida) advertising political action committee, chaired by local good guy Jack Hebert, Mallard Advertising Group, St. Petersburg. Jack led the successful 1999 grassroots campaign that resulted in unanimous state approval of the tax law clarification initiative. In fact, TBAF won national recognition for AAF Club Achievement in

the category of Government Relations, 1999-2000.

Every year, the Ad PAC collects and uses contributions to support our industry: any advertising-related individuals, businesses and advertisers. Think of it as a statewide public relations campaign – that's Ad PAC's budget



requirement. And you can help. Commit to making a contribution to the Florida Ad PAC this month.

Free-lancers, agencies and other talent: We all benefit from having a credible presence at the state government level. So, write a check for \$25 up to \$500 to

Florida Ad PAC and mail it to: Mallard Group, 2861 Executive Dr., #100, Clearwater, FL 33762.

Consider it a low-cost investment in your own government relations campaign!

"Every vote is important," reminds TBAF president Mark Schmidt

'November 7 is right around the corner. I hope that everyone is registered to vote. And again, I'd like to stress how important each and every vote is, particularly in our state and local elections," reminds TBAF President Mark Schmidt.

"I simply ask that you consider what's important to you, your priorities." For example, under their breath, candidates may endorse proposals that will restrict free speech, censor creativity and impact small businesses (like ad agencies, free-lancers or vendors) or advertisers. Others may encourage new business start-ups. "Take the time to study the candidates, then vote," says Schmidt. Celebrate the privilege on November 7!

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Marilyn Samaha, Shooting Stars Post
Nora Whittinghill, Diamond P Studios

Committee Chairs, 2000-2001

Interested in chairing a committee for the 2000-2001 fiscal year? We have activities for all aficionados. Please call TBAF at 813-879-8223

ADDY Awards: Open

By-laws: Marilyn Samaha
Shooting Stars Post

Club Achievement: Mike Quigley
Sign-Age of Tampa Bay

Directory: Kent Nereim, FKQ

Government Relations: Nan Nadler
Freelance Writer

Internship: Scott Liu, Assistant Professor, USF

Media Relations: Niki Paksoy
Florida Power Corporation

Membership/Hospitality: Nora Whittinghill
Diamond P Studios

Newsletter: Nan Nadler, Freelance Copywriter

Programs: Shannon Bennett, Laarhoven Design

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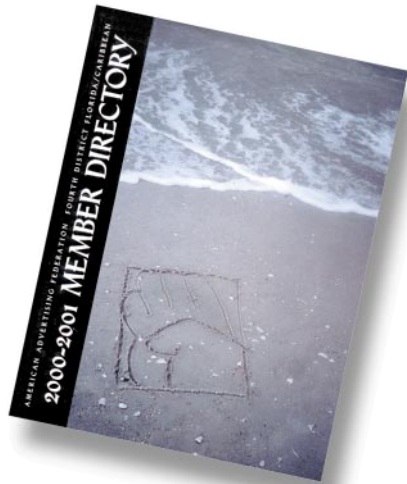
Webmaster/CareerOps: Richard Hayes
The Agency Applet; Kent Nereim, FKQ

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Clarke Advertising & Public Relations announces selection by Sarasota Bay National Estuary Program to support community relations. Clarke touts itself as the largest full-service agency in Southwest Florida, at \$13 million in billings, headquartered in its own building in downtown Sarasota.



The AAF Fourth District (Florida/Caribbean) has distributed its 2000-2001 Member Directory, listing all district members, including those in TBAF, by name and business category. It's an especially helpful directory if, for example, you want the inside skinny on voice talent in Pensacola or PR in St. Thomas, Virgin Islands. You might even receive inquiries yourself from Fourth District colleagues. Also, for an electronic directory, see www.4aaf.com.

AAF announces new, special rates on Flight-Ready,™ Airborne Express' pre-purchased overnight letters and packs. Just purchase Flight-Ready in multiples of ten at one low rate, then ship as much as you can safely fit in your envelope. You get free on-demand pickup from most locations and next morning delivery within the contiguous U.S. That's it! No worry about paperwork. No billing hassles.

One Flight-Ready Letter Express® envelope starts at \$10.70, but if you order 20 or more, your rates are significantly lower. No weight limits. Exclusive volume rates as a member of TBAF, and therefore AAF. Call 1-800-MEMBERS for this and other special member benefits!

In retail identity – the merch, the promos and sales floor converge at the customer

‘Convince your retail clients that you know retail,” advised professional sales trainer and consultant Terry Sisco, in his short-course on competitive retail selling at last month’s TBAF meeting.



Terry Sisco

As senior vice president of sales, marketing and advertising for the fine jewelry division at Bloomingdale’s, Terry gained prominence for his successful brand imaging campaign in Manhattan.

He offered this three-part plan to agencies and their retail clients:

Give it heart. Be human, put emotion into what you say in advertising and what you do on the selling floor. Sisco cited Crackle Barrel restaurants as being “agrarian and fun. Customers never see what’s behind the facade.” Instead, diners enjoy the moment, he said. The chain carries the theme through merchandising, promotions and employees, “all converging at the point of the customer.”

Stand out. Leverage your strengths and

keep your main attraction as your main attraction, he suggests. When retailers promote something else, like price, you get your customers hooked on lower prices until they forget why they liked your store in the first place. He calls this “Coupon Cocaine,” trying to surpass yesterday’s thrill, spiraling down in revenue.

Move from the middle. Given the homogenous trend in retail, “Get your clients out of the middle.” Move them away from being ordinary and humdrum. He used today’s schools as an example. The smartest kids go into “gifted” classes and the most-challenged kids take “special needs” classes. What about the middle kids? Make your customers feel important, says Sisco. He notes that Target has positioned itself and its customers as “discount chic.”

Sisco also noted the role of “smart bombs” in retail – database marketing, catalogs and direct mail. These, too, should reflect what makes your store unique, special and different.

“Can-Do List” helps wishes come true

*By Marc Sutherland
TBAF President-Elect
Public Service Chair*

Public Service WISH LIST
The Wish List is a compilation of over thirty non-profit organizations in the Tampa Bay area that have asked for the Ad Fed’s assistance. Each has a particular mission to serve an important social, welfare or cultural need in the community, and they have applied for our help in building public awareness and support.

want to focus on a new list.

It’s based on the idea that “simply wishin’ don’t make it so.” I call it the Can-Do List, comprising the volunteers within the TBAF who have taken an active interest in our Wish List projects. Some have already put in a lot of time and effort. Others have just recently stepped forward and asked to be involved, or are waiting in the wings until an ongoing project is at a stage where their talents can best be utilized.

Helping our Wish List applicants is the particular mission of our Public Service Committee. I often write about the Wish List in the newsletter, but this month I

In alphabetical order, the “Can-Do List”: Mark Brown, Mark Brown Photography; Jim Chaplin, The Advertising Department; Roman Coia, Roman Photography (he is also the new president of AD 2); Sherrie Davis, StorterChilds Printing; Alice Fisher, freelance designer, Bob Lerew, Woodpile Marketing; and Ray Straub and Chuck Thompson, Devine Communications.

Please join our current line-up of Can-Do’s. Your involvement can be what you make it. Help with a one-off project or engross yourself in a full-scale campaign. The flexibility of options among so many organizations with so many different kinds of needs is part of the beauty of the Wish List.

The Wish List is displayed in its entirety on the TBAF website. Check it out, then give me call at 727-467-0340 (e-mail: marceting@aol.com). Thanks for your interest, and thank you to all our current volunteers.

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