

Go Fourth!

AAF Fourth District Office
c/o Barbara Scherer
101 Ernestine Street
Orlando, FL 32801

Ad for Tennant Printing to come

We made this! *Go Fourth!* written by Nan Nadler and designed by Stephen Sluiter.
Need a newsletter? We can do it for you, too. Call Nan at (813) 960-7452.

4aaf.com

Look online for timely news, comprehensive info, www.4aaf.com

David R. Randell



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

Sept
Oct
Nov

The Ad Fed calendar, district-wide, is full of networking opps.

Mario Margado



"This year's theme is 'What can we do for you today?'"

Inside...

Jim Clark



Public Service Co-Chairs Will Gregory and Caron Partridge

approved of the project. It is easy and it works."

This initiative combines public service with 4AAF's legislative efforts. Next spring, the art projects will be hand-delivered by 4AAF members to the Florida Senate, sending a message that art should be funded.

"I'm very pleased with the campaign. It's relevant to our industry and necessary for our schools," said Tom Hayes, governor of 4AAF. The district also has created a promotional campaign to motivate other community agencies to spread the art. For details, contact your local club president; Public Service Co-Chair Caron Partridge, 321-631-2740; or the Website at www.4AAF.com.

Fourth District AAF launches Keep Art in Schools

Most elementary schools in Florida no longer have formal art instruction, due to budget cuts and lack of time. That's why the 4AAF is launching a major public service initiative this fall – Keep Art in

Schools. Because art makes us more human, and creates deeper long-lasting benefits, the program will teach simple elements of design and art to 6,000 Florida students. Art and creative directors will bring to the schools art supplies, their talent and the curriculum to tie it all together.

"Lime Street Elementary School in Lakeland beta-tested this idea with great success," says Will Gregory, Public Service Co-Chair. "After their experience – the students, teachers and administration highly



Art created by Lime Street Elementary students, Lakeland, with special thanks to Dr. Will Gregory and artist Rex Wilson.

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



www.4aaf.com

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Governor-Elect

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Maura Curley
Caribbean Chair

Jack Hebert
Lobbyist



Doing whatever is necessary to make local clubs more successful



Tom Hayes

Governor, Fourth District

We're off and running!

It's August, and that can only mean that we are well into another great Ad Fed year at the Fourth District. I can't express to you how excited I am to have the opportunity to serve this year as your governor. If the Leadership Retreat was any indication, I'm convinced we're going to have a wonderful year.

This year's theme is "What can we do for you today?" So, the Fourth District Executive Committee and the district committee chairs have each dedicated themselves to doing whatever is necessary to help make local clubs, and their presidents, more successful and prosperous. Your success is our success. We are here to help you! Our mission is to be your support system.

Many things will be new this year, with new initiatives that emphasize the advantages of being a member of the Ad Fed. We have a tremendous Public Service campaign, entitled "Keep Art in Schools," which will be a big hit with your members and your community; a brand new Website, with lots of useful tools to help you run your clubs more effectively and efficiently; and an outstanding legislative team, working with a new lobbyist, to strengthen our presence in Tallahassee and remind us all why the AAF and the Fourth District were founded in the first place. Of course, we'll continue many of the great things that previous administrations have put in place as well.

Just one quick note about the type of members we have here in the Fourth District. Friday, August 13, 2004 was a day that many of us will remember for a long time. Hurricane Charley cut a path from Ft. Myers to Daytona Beach, leaving many of our members without power, phones, or in some cases ... homes at all. The Fourth District Secretary immediately took an e-mail roll call of our presidents and district committee chairs, to make sure everyone was safe and

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unhurt. One by one, they all responded with their conditions. Fortunately, everyone was OK and most of the damage was light. Those not affected by the storm offered help to those who were. It was a great thing to see. The members of the Fourth District showed us what being a "family" is all about – not just in good times, but in the not-so-good times as well. We're looking forward to a productive, rewarding and enjoyable year working with all of you. We hope you learn from our experiences together and take the opportunity to teach us something as well. Traditions run strong in the Fourth, but there is always room for new ones. Let's begin now to establish our own place in the long and proud history of the Fourth District.

Here are just some of 4AAF's activities this year. Your individual club has much more to offer!

September Make sure all of your ADDY committee members are in place. Promote PAC contributions. Maintain Club Achievement materials. Keep Art in Schools continues.

October Register for the District Fall Conference in Gainesville, November 5-7. Make hotel reservations as well for your delegates and committee chairs. Maintain Club Achievement materials. Don't forget the PAC! Keep Art in Schools continues; secure media commitments now.

November District Fall Conference, Gainesville, November 5-7. Workshops: ADDY, Membership, Legislative, Club Management. Learn the ADDY online software. Get ADDY materials in the mail to your entrants and students. Who does the district Legislative Chair consider the most pro-advertising candidates for your area? (Meet and support them.) Bring Keep Art in Schools photographs and poster to the district meeting.

Committees work to make Ad Fed a helpful, meaningful and fun-filled professional experience.

Photos by Jim Clark except where noted



Elizabeth Blair, Internet Chair

Internet: Everything you want to know about 4AAF

“My committee and I are excited about all that is available to you now, and all that is to come,” says Elizabeth Blair, Internet Chair.

“Look for the calendar, news, members directory, the online sourcebook, the job bank, awards – and soon to come – the online résumé builder. These are essential tools to the local clubs, members and potential members.

“Also, I am happy to say that it has been submitted for the first time to search engines!” Save it among your favorites: the Fourth District Website address is www.4AAF.com.



Above, Mona Jackson and Nan Nadler, Communications Co-Chairs

Communications flow online and in print

The communications flow! Go Fourth Online gives you up-to-date news and information by award-winning publication



designer Mona Jackson, Communications Co-chair.

And *Go Fourth* is your quarterly printed newsletter by award-winning writer Nan Nadler, Communications Co-chair, and designer Stephen Sluiter. Both vehicles have pass-along value. Tell colleagues in the biz to see www.4AAF.com and the *Go Fourth* newsletters



for the latest and greatest. To share your news (electronically preferred) and pix

(72 dpi for the Web and 300 dpi for print), send them to both mjacks17@tampabay.rr.com and nannadler@aol.com.

How we plan to sweep the Club Achievement awards

We’ve raised the bar and set higher rewards for the 2004–05 Club Achievement competition, striving to rank highest among the national clubs in eight categories of advertising activities. The categories are:

Advertising education, communications, diversity, government relations, club management, membership, programs and public service.

We’ve kicked it up to 200 points, from 100 points last year. Clubs that make the A-List (the most points in each category) share \$3,000. Want details? Contact Club Achievement Chair Ross Orenstein, www.safetyape.com, or check the Web.



Ross Orenstein, Club Achievement Chair

Do you Yahoo!? This year’s NSAC client does!

Yahoo! is the client for the 2004-05 National Student Advertising Competition, promising some of the best creative and innovative thinking in years. NSAC – the premier, real-world advertising competition for college students – will be held in Jacksonville on April 16, 2005.

The winning team from the Fourth District will advance to compete against other district’s winners, in conjunction with the AAF National Conference next June.

For more information regarding NSAC or starting a college advertising chapter in your area, please contact your NSAC chairs: Tami Grimes, Marla Lucas or Traci Cook, www.4aaf.com, or visit the AAF education page at www.aaf.org/college.

What can I do for you today?, 4AAF asks club presidents

You’ll be happy to know, the 4AAF’s goal is to support your local club members, committee chairs and presidents – and to ensure that your questions get answered. Jackie Barker serves as the District Presidents’ Council Chair, which brings local clubs’ questions, issues and concerns to the district meeting.

Club Historian captures the moment

On the base of our office door, it reads “If you’re not having fun... it’s just work!” I’m planning on making new friends and documenting our work, too. I provide photos for the 4AAF online and print newsletters, for Internet chairs for district use, as well as e-mail photos requested by local clubs. You can see sample photos and our leadership video online at www.myadfed.com. Who am I? I’m Jim Clark (jjm@juststay.com), your Fourth District Historian. It’s great to see the energy already being generated this year by everyone in this volunteer organization, and the SMILES!

Caribbean clubs diversify the district

Communication technology has made the globe seem to shrink. So what’s a couple of thousand miles between Florida and the three Caribbean clubs in the Fourth District?

In the past, it’s been a space to traverse. But this year, the initiative is to share more experiences and adventures. Maura Curley, past president of the Advertising Club of the Virgin Islands, has been appointed Caribbean Chair. In this capacity, she is working with Governor Tom Hayes and presidents of the Ad



Maura Curley, past president of the Advertising Club of the Virgin Islands, is new Caribbean chair.

Club of the Virgin Islands, Caribbean ADFED and Asociacion de agencias publicitarias in Puerto Rico.

The objective is to increase communication among the three clubs based in St.Thomas, Trinidad and San Juan with the Florida clubs in the Fourth District.

Maura’s role will be to foster more awareness in Florida and beyond of Caribbean clubs’ activities, while helping the clubs tap available district and national Ad Fed resources. For more information, contact mcurley@islands.vi.

We need you to help grease that Tallahassee engine

Throughout the year, Government Affairs will:

- Keep you informed of issues that could impact you
- Seek your opinion on issues
- Help you build crucial relationships with decision-makers
- Provide quick summaries of issues
- Provide easy ways to help you get the results you support
- Provide ongoing communication

Our official lobbyist is Jack Hebert.

Local legislative committee chairs and members interested in



From left, Government Relations Co-Chairs James Titcomb and Patricia Ponder; and PAC Chair Nairn’ B. Gillet.

The Legislative Committee is set to survey all club members shortly after the primaries. The survey is critical to our work this year – it will uncover the legislative and regulatory areas to be our focus.

government relations should make plans to attend the Fall Conference in Gainesville, November 5–7, as well as the Winter Conference and Fly-In in Tallahassee, March 12–15. Get details from your Government Relations chairs, James Titcomb and Patricia Ponder, on our Website. Watch your mail for your opportunity to participate.

As part of your Legislative team efforts, we will be doing all we can to raise awareness of, and funds for, the Fourth District’s Political Action Committee. “The PAC Fund provides the grease that lubricates the Tallahassee engine through supporting those legislators who are friendly to our cause and industry,” says Nairn’ B. Gillet, PAC Chair. The PAC fund needs to raise \$20,000 this year. Ad agencies are among those who will benefit most from our efforts – it’s only right that they should be asked to contribute. In fact, it may inspire some of them to join – learning what the Fourth District is doing to protect the advertising industry as the unifying voice.

New membership benefits! Exciting packages that save you money!



Members are our greatest asset, and now membership in the Fourth District pays for itself! How, you ask?

Not only through networking opportunities with industry leaders and professional development, but financially as

Membership Committee Co-Chairs Susan Ellisor and Dawn O’Connor

Your Ad Fed membership pays for itself! As a member of AAF, you are able to participate in the world’s largest advertising competition, the ADDYs, for half the price of non-members. And this year, 4AAF has negotiated additional benefits with businesses relevant to the advertising industry.

well. The Fourth District AAF has partnered with Staples, so that all Fourth District members will now receive an average 62% discount on over 4,000 of the most commonly used office supplies, and an average 38% discount on a wide variety of additional supplies!

You can order online, by phone or by fax. You will be assigned a personal account manager available for all your needs. And overnight shipping within Florida is FREE! Signing up is easy! To take advantage of these benefits please contact Jennifer Homan at jennifer.homan@staples.com.

Additionally, AAF offers to all members nationally a variety of benefits such as credit card programs, car rentals and discounts on trade publications. As a member of AAF, take advantage of a no annual fee Platinum Plus VISA card with WorldPoints redeemable for cash, travel, brand-name merchandise or gift certificates to top retailers.

Receive six free issues to ADWEEK Magazine and 25% off an annual subscription to Advertising Age. For more information on these benefits—as well as many others, including discounts from Alamo Car Rental, Cobalt Web Hosting, Mutual of Omaha Insurance, Airborne Express and many more—log on to www.aaf.com

Stay tuned for additional benefits, added continuously!

If you provide a product or service related to the advertising industry and would like to offer a discount to 4AAF members, please contact Dawn O’Connor, dawn1487@cox.net, or Susan Ellisor, susan.ellisor@scottmcraeadvertising.com.