



Programs from AAF-District 7 Clubs

Thank you to all that sent me your information. This will surely be helpful for some clubs in getting ideas for speakers for their clubs. Thank you and a big District-7 clap to ya!

Marla Ruskin
progcoordinator4aaf7@yahoo.com

PLEASE NOTE SOME OF THESE FEES MIGHT NOT APPLY TO YOUR CLUB BECAUSE THEY ARE LOCAL TO THAT CLUBS AREA

* highly recommend Brett Derricott and doing a Inside the ADDY luncheon

John Maginnis **Stormy Politics**

lessons learned from Katrina...who's in charge...mud-slinging ads... lipstick on a pig...cone of uncertainty...what does it all mean?

Alejandra Puerto

Diversity: How to Market to People Who Are Not Like You. The New Market Segmentation

"Marketing fitness" requires the same dedication, discipline and training as any other fitness regime. You have to fuel your marketing plans and initiatives with the right healthy ingredients to achieve top performance.

Inside the ADDYS program.

Get 3 past winners to tell their story of the winning campaign

Brett Derricott - Agency Fusion

Demystifying the complexities of the web

Demystifying the complexities of the web development process and suggestions for successfully creating and managing great websites. As an expert author for the world-renowned WebProNews online magazine, Brett also hosts his own blog to benefit designers and ad agencies who want a better understanding

Chris Houchens

Selling the Image: Developing a Winning Brand Strategy

Chris Houchens is a marketing speaker, writer, blogger, and owner of Shotgun Concepts, a marketing firm he founded in 1997 to provide guidance on marketing strategy to today's forward thinking companies. Houchens has spent years working in both media and marketing, in the broadcasting, online, print, and healthcare fields.

Colette Chandler

Going Green: What it is and what it isn't. How to make sense of it all and become a green brand people trust.

Looking to grab a piece of the \$230 billion health-conscious, environmentally friendly consumer market pie? At this month's membership meeting, Colette Chandler will present Going Green: What it is and what it isn't. How to make sense

Advertising Gives Back

Location: Energen Building • 605 Richard Arrington Jr. Blvd North Brand Management 2009 – Audra Bean, Director of Marketing and Public Relations for Vulcan Park; Mark Ervin, Creative Director at o2ideas;

Audra Bean, our March presenter, works with O2 Ideas. Their number in Birmingham is 205.949.9494.

University of Alabama – College Presentation

Randy Snow, R&R Partners

Las Vegas Convention and Visitors Authority

Rate them on how people responded to them (10 is Great, 0 is Terrible): 10

Contact information (phone, email and address) 702-318-4371
randy.snow@rrpartners.com

Fees: none

Other: We simply paid for his travel and accommodations

Marshall Ramsey, The Clarion-Ledger

Creativity: It's a laughing matter

Rate them on how people responded to them (10 is Great, 0 is Terrible): 10

Contact information (phone, email and address)
MRAMSEY@JACKSON.GANNETT.COM

Fees: none

Other: We simply paid for his travel

Mike Haines, Facebook

Social Media: It's Changing Everything.. Are You Ready?"

Rate them on how people responded to them (10 is Great, 0 is Terrible): 10

Contact information (phone, email and address)
mhaines@facebook.com

Fees: none

Other:

Chank Diesel, Chank & Co.

Font Design

Rate them on how people responded to them (10 is Great, 0 is Terrible): 10

Contact information (phone, email and address) 612-782-2245
chank@chank.com

Fees: none

Other: We simply paid for his travel and accommodations

Mike Bogda, ABA Consulting**How to Keep Your Clients**

Rate them on how people responded to them (10 is Great, 0 is Terrible): 9

Contact information (phone, email and address) 972-774-9960
mike@abaconsulting.com

Fees: none

Other: We simply paid for his travel and accommodations

Robert Campbell, 808inc**Regional Advertising Doesn't Have to Suck**

Rate them on how people responded to them (10 is Great, 0 is Terrible): 10

Contact information (phone, email and address): 713-785-4808
robert@808inc.com

Fees: He told me that he is going to begin charging fees

Other: We simply paid for his travel and accommodations

Scottie Mayfield**Mayfield Dairy Farms**

PO Box 310

Athens, TN 37371

Fees: None.

Objective: To provide programming that features a local brand and provides insight into how that brand was built.

Summary: Fourth-generation owner of Mayfield Dairy, Scottie Mayfield presented the history of the family-owned business, which had just recently gone public. His presentation included concepts such as brand development, market segmentation, regional product adjustments and perhaps most importantly ice cream sandwiches for dessert.

Membership Social**To provide a social opportunity for members and potential members tonetwork, while launching the annual membership drive.**

Summary: In an effort to provide members a more relaxed setting to network with one another and to get to know and recruit potential members, an after-work meet and greet cocktail party was planned at a local country club. In addition to wine, cheese, light jazz and a membership not-so-soft sell, potential members were introduced to current members and previewed AAF Tuscaloosa in a social setting. Emeritus member, Bruce Roche, was asked to give his AAF Tuscaloosa story.

Diversity**Speaker: Michael Washington, AAF Tuscaloosa**

The University of Alabama

Box 870145

Tuscaloosa, AL 35487

P: 205.348.4956

C: 205.246.3838

E: mwashington@ur.ua.edu

Fees: None

Objective: To provide programming that showcased our need for more diversity in our organization.

Summary: We sponsored one of our most talented and committed members to attend the 2008

Diversity Achievement and Mosaic Awards in New York. While there, he networked with members of other clubs and learned about their diversity recruitment strategies. He attended sessions designed to educate clubs about how to attract and retain members.

Starbucks Tribal Knowledge**John Moore**

marketingologist

john@BrandAutopsy.com

512.633.4086

Fee: Traveling expenses.

Summary: How did Starbucks grow from nothing to become a household name in such a short time without massive advertising? Former long-time Starbucks marketer, John Moore, shared his secrets for brand success.

Target Audience: AAF Tuscaloosa members.

Method of promotion: Email reminder, flyer, evite invitation and table tents.

Digital Transformation**James Spann**

Alabama's ABC 33/40

P.O. Box 360039

Birmingham, AL 35236

205-403-3340

<http://www.abc3340.com/weather>

Fees: None.

Objective: to provide programming that focuses on the technical aspects of our industry.

James Spann presented information regarding the new switch to digital formatting. His presentation was well-researched and thorough, but perhaps more compelling was his assertion that television, radio and newspapers are dead. But don't worry: he offered an alternative. Reinvent yourself. Embrace the available media out there and don't get caught up in the narrow focus of your communication outlet. You're in the media business if you're in advertising. And get on Facebook. And Twitter. Today. So we did.

Case Study of Digital Billboards**Lance Kinney, Tuscaloosa**

Would not recommend this speaker.

April Networking and Etiquette

Speaker: Gina Johnson

Auxiliary Services

205-348-8100

vjohnson@bama.ua.edu

Fees: None.

Objective: Networking—a fancy way of saying getting to know people—is an important part of business. At general events, it is one of the most effective ways to gain new clients and customers and increase your business revenues. If you are among the many people who say they plan to increase their networking efforts this year, you will want to attend this meeting as Gina

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Johnson, Associate Vice President of Auxiliary Services at the University of Alabama speaks to us about networking during events and conducting business over a meal.

Joel A. Mask Classic Golf Tournament

Objective: To support the AAF Tuscaloosa Scholarship Fund, the 16th annual Joel A. Mask Golf

Summer Office Tour Series – we held an office tour/luncheon at several of our local media outlets (WALA FOX 10 & Press-Register) and one of our local ad agencies (Red Square Agency) last summer. These tours provided our members and guests with a behind-the-scenes look at each of these companies operations. Our Summer Office Tour series was a great break from the regular speaker luncheon format and an expensive program for our club because the companies that hosted our tours also provided the lunch.

J.D. Crowe, Editorial Cartoonist for the Press-Register – our local newspaper's editorial cartoonist presented a slideshow of his most popular and controversial cartoons. J.D. also explained the process of creating a cartoon, from idea to final product, on an almost daily basis. No fees.

Contact Info:

J.D. Crowe

crowe@press-register.com

(251) 219-5676

Dr. Donald Epley, Director of the USA Mitchell College of Business Center for Real Estate Studies – Dr. Epley presented information collected from recent studies on national economic trends and their effects on our local economy. He also discussed our local real estate market and provided some interesting forecasts for 2009. No fees.

Contact Info:

Dr. Donald Epley, PhD, CCIM, MAI

depley@usouthal.edu

(251) 460-6735

Robert Burns, Public Relations Manager at Hyundai Motor

Manufacturing Alabama - Mr. Burn's reviewed Hyundai's current marketing strategies and explained the HMMA plant's role in strengthening the brand's image. We also reviewed several of Hyundai's current advertising spots. No fees.

Contact Info:

Robert Burns

TEL: 334-387-8010

FAX: 334-387-8016

E-mail: RBurns@hmmausa.com

Greg Jones, Intellectual Property Rights Attorney with Hand

Arendall – discussed intellectual property rights with a question & answer session afterwards. No fee.

Contact Info:

Greg Jones, Attorney at Law

251-694-6358

gjones@handarendall.com

Brandon Eley, Interactive Director at Kelsey Advertising – dis-

cussed social media marketing such as Facebook & Twitter. This was a great program and very well attended. No fee, just expenses.

Contact Info:

Brandon Eley

706-298-2738

Brandon@kelseyads.com

Jeff Winter

Advertising Sales Representative

Press-Register

401 North Water St.

Mobile, AL 36602

251-219-5512

Fax 251-219-5598

Jeff McClelland, CEO - Cliff Freeman & Partners

Contact information: Cliff Freeman, 212-710-8660

Mark Fenske, VCU Brandcenter

Contact information: Mark Fenske, mwfenske@vcu.edu

Stan Richards, The Richards Group

Contact information: Mary Price, 214-891-5700

John Colasanti, CEO – Carmichael Lynch

Contact information: Tammy Myer, 612-334-6000

Robb High, Robb High & Associates

Topic: Getting New Business

Contact information: Robb High, rhigh@robhighconsult.com

Event: Bruce Bildsten, Brew Creative

Contact information: Bruce Bildsten, 612-331-7700

Knox Duncan, Senior Account Planner, Wong/Doody

Contact information: Knox Duncan, 206-624-5325

Jim Sherraden

Hatch Show Print and How it Works

Rate them on how people responded to them (10 is Great, 0 is Terrible): 10, we are asking him back this year

Contact information (phone, email and address):

Hatch Show Print

316 Broadway

Nashville, TN 37201

615-256-2805

hatchshowprint@bellsouth.net

Fees: none, His best friend lives in Jackson, MS; we only paid travel and hotel expenses

Dr. Dolphus Weary

The future of Jackson, MS

Rate them on how people responded to them (10 is Great, 0 is Terrible): 8

Contact information (phone, email and address):

Mission Mississippi

P.O. Box 22655

Jackson, MS 39225-2655

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Phone: 601-353-6477
Fax: 601-353-6478
Website: www.missionmississippi.org
Virginia@missionmississippi.org
Fees: \$500, plus he sold and autographed books at the meeting
Other: He is the author of I Ain't Comin' Back; good Diversity speaker

**Representatives of the Junior League of Jackson, MS
The new Mississippi Children's Museum**

Rate them on how people responded to them (10 is Great, 0 is Terrible): 8

Contact information (phone, email and address):

Junior League of Jackson
805 Riverside Drive
Jackson, MS 39202
P.O. Box 4709
Jackson, MS 39296-4709
Phone: (601) 948-2357
Fax: (601) 352-5225
Email: info@jjackson.org
Fees: none

**Kimberly Ruvolo, Jet Blue Airlines
Jet Blue Advertising Branding Campaign**

Rate them on how people responded to them (10 is Great, 0 is Terrible): 10

Contact information (phone, email and address):

JetBlue Airways
118-29 Queens Blvd
Forest Hills, NY 11375
Phone: (800) 538-2583
Fees: travel and hotel expenses
Other: she donated two tickets on Jet Blue as a door prize

**Margaret Dutcher, RN
How to De-Age Yourself and Stay Viable in the Ad Biz**

Rate them on how people responded to them (10 is Great, 0 is Terrible): 10

Contact information (phone, email and address):

4950 Willow Creek Dr, Apt. C-23
Jackson, MS 39206
601-201-2042
margaretdutcher@yahoo.com23
Fees: none

Other: she was fantastic; people stayed long after the meeting to ask questions.

**Connie Gibbons, Executive Director, B.B. King Museum & Delta Interpretive Center; Jim Dollarhide, Dollarhide Film, Inc.; Alan Hammons, Hammons & Associates Advertising; Jeanne Lockett, Lockett Communications
The Making of the B.B. King Museum & Delta Interpretive Center, Indianola, Mississippi**

Rate them on how people responded to them (10 is Great, 0 is Terrible): 10

Contact information (phone, email and address):

Connie Gibbons
B.B. King Museum & Delta Interpretive Center
400 Second Street, Indianola, MS 38751
P.O. Box 2004, Indianola, MS 38751-2004
Phone: 662-887-9539
cgibbons@bbkingmuseum.org
Fees: none

**Government
President/CEO of the Chamber of Commerce – Brian Hilson
-“Marketing Huntsville in Today's Economy: New Opportunities & Challenges”**

Rate: Free
lkendrick@hsvchamber.org - assistant

Chris Turner, Media Relations Manager, LifeWay Christian Resources

Social Media, Interactive Media

“Realities and Challenges: Where is it all going,” takes a look at the reality of where the field of communications has gone with the explosion of social media and the challenges organizations face in keeping pace with its “customers.” The presentation covers both the theoretical and practical with the intention that communicators will gain a better understanding of the role of social media communications and the possibilities it holds for their organizations.

Chris.turner@lifeway.com

John Moore, Author of Brand Autopsy and former executive with Starbucks and Whole Foods Market

Category: Marketing, Branding, Business Model, Business Growth
Presentation: John Moore, the man behind the successful brands of Starbucks and Whole Foods Market comes to Huntsville, AL, to share tactics and strategies for expert brand marketing. Visit www.brandautopsy.com.

John@brandautopsy.com

Tim Ellsworth, Director of News and Media Relations, Union University

Crisis Management, Public Relations, Community Relations
Presentation: Come hear how Tim Ellsworth, the director of media relations at Union University, successfully managed and communicated to the national media, a campus full of students and very anxious parents during the EF-4 tornado of February 2008. Tim Ellsworth is director of news and media relations at Union University in Jackson, Tenn., and author of “God in the Whirlwind: Stories of Grace from the Tornado at Union University.” He is also a frequent contributor to Baptist Press who covered the 2008 Olympics in Beijing for BP. A native of Southern Illinois, he previously worked as associate editor of the Illinois Baptist, director of news and information at Southern Baptist Theological Seminary, reporter for the Southern Illinoian and as a high school social studies teacher. He is a 1996 graduate of Union University and a 2002 graduate of Southern Illinois University-Carbondale. Tim and his wife Sarah have three children

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-- Daniel, Emmalee and Noah.
news@uu.edu

Mayfield Dairies/Dean Foods – Rob Mayfield
Marketing, Branding, Business, PR

Presentation: In 1912, T. B. Mayfield purchased 45 Jersey cows and began delivering milk to customers in Athens, Tennessee. Today the business he started employs nearly 2,000 workers to provide milk and ice cream products to consumers across nine states. Learn the history behind Mayfield Dairies from Rob Mayfield and discover how innovative marketing and package design helped Mayfield become one of the nation's favorite dairy brands.
Rob_mayfield@deanfoods.com

Jerry Williamson, BNI Area Director
Networking

"The Deer Story: What message are you sending?". He is BNI Area Director and will speak on leadership and teambuilding, how to build your network, and how to position yourself and your business. Jerry is a very inspirational and illustrative speaker. He owns a flower shop and is currently forming another consulting business with the goal to "empower and inspire" business leaders to build their teams via successful networking and teambuilding techniques.
d. jerry@bniAlabama.com

*One of our highest rated speakers was Joe Ippolito with Riverhorse Internet Marketing.

Search Engine Optimization and web marketing strategies..
1 Diamond Causeway

Suite 21-175
Savannah, GA 31406
(912) 844-6991
joe@riverhorseinternetmarketing.com
www.riverhorseinternetmarketing.com
He would need gas and accommodations and charges no speakers fee.

"Building Hyundai's Brand Image from the Inside Out"

Robert Burns
Public Relations Manager
Hyundai Motor Manufacturing Alabama
(334) 387-8010
RBurns@hmmausa.com
Free

"The Future of the Electric Industry"

Brad Kimbro
Director of Member Services
Wiregrass Electric Cooperative
334-944-7404
bkimbro@wiregrass.coop
Free - local

"The Change to Digital TV"

Wes Morgan

M3 Productions
1719 Ross Clark Circle
Dothan, AL 36301
(334) 792-6847
susanmorgan@comcast.net
Free - local

"Digital Billboards, the last wave of billboard technology"

Lance Kinney
Associate Professor
University of Alabama Communication
Box 870172
Tuscaloosa, AL 35487-0172
(205) 348-7706
kinney@apr.ua.edu
Travel expense only

Panel discussion on Addy competition:

- Robin Rainer from the Image Agency
- Gina Burdeshaw, Southeast Alabama Medical Center Foundation
- Cynthia Green, Addy Chair, Wiregrass Rehab

"Promoting Alabama Tourism: small towns, lots of history"

Marilyn Stamps
Regional Manager
Alabama Tourism Department
(334) 242-4544
Marilyn.Stamps@tourism.alabama.gov
Free

"From Text to Twitter"

David Alred
Partner, LWT Communications
8140 Old Federal Road
Montgomery, AL 36117
(334) 244-9933
dallred@lwtcom.com
Free

"Bonnie Plant Farm, Promoting Greener Gardening"

Grace Smith
Communications Specialist
Alabama Farmers Cooperative
graces@alafarm.com
Free

"Capitalism vs. Communism, Asian Style: An Alabama perspective on travels in South Korea and Vietnam"

Shannon Vinyard
Owner, Vinyard Technology
305 W. Main St.
Hartford, AL 36344
588-6644
svinyard@vinyardtech.com
Free - local

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**Mark Allison/The Allison Group
Personality Profiling**

Rate them on how people responded to them (10 is Great, 0 is Terrible): 10

Contact information (phone, email and address)

Fees:

Other: THE ALISON GROUP

(706) 724 3758

2743 Perimeter Parkway

Building 200 Suite 220

Augusta Georgia 30909

Jose Castillo/thinkjose

New Media Expert/ How Consumers are Beating Corporations

Rate them on how people responded to them (10 is Great, 0 is Terrible): 10+

Contact information (phone, email and address) www.thinkjose.com

Natalie Manor/ Natalie Manor & Associates

Personal/professional development; Roadmap to Success

Rate them on how people responded to them (10 is Great, 0 is Terrible): 7

Contact information (phone, email and address) www.nataliemanoir.com/speaking

Mark Edwards/Hip Crickett

SMS Text Messaging

Rate them on how people responded to them (10 is Great, 0 is Terrible): 10

Contact information (phone, email and address) <http://www.hipcrickett.com>; medwards@hipcrickett.com

Wynne Tyree/Smarty Pants

Why Niche Marketers are Winning

Rate them on how people responded to them (10 is Great, 0 is Terrible): 10+

Contact information (phone, email and address) www.asksmartypants.com

Dale Brakhage

Sales Manager, Retail Advertising

ALPHABETICAL BASIC CONCEPTS TM of Selling

Birmingham, AL

(205) 612-1404

dbrakhage@charter.net

Susan Sarauge-Altenloh Generational Marketing Donation to AAF Houston ssarauge@saurageresearch.com

Dawn Reeves Generational Marketing (specifically in real estate) (205) 325-1323

Clint! Runge Youth Marketing (402) 435-2525

clint@archrival.com

Lincoln, NE

Chuck Underwood Generational Marketing www.genimperative.com

Cincinnati, OH

Ann Marks or Mac Fulfer Amazing Face Reading

(book to sell) Her-no Him-yes

www.amazingfacereading.com

Eddie Snyder Creativity Recommended by www.aafmidlands.com

Kevin Kirksey Evolution of the ESPN Brand No (212) 456-0257

Kevin.m.kirksey@espn.com

NYC

John January & Tug McTeigh (sp?) The Creative Department's Dirty Little Secrets Blog: <http://americancopywriter.typepad.com/>

Agency: www.wehatesheep.com

Stephen Freitas (OAAA) Outdoor Advertising (can partner with local provider) (202) 833-5566

sfreitas@oaaa.org

Washington, DC

Brett Derricott Untangling the Web www.agencybyte.com

Salt Lake City, UT

Hank Blank

Dos and Don'ts of How to Pitch New Business

www.hankblank.com

Brian Dougherty Green Graphic Design No www.celerydesign.com

Berkeley, CA

Tim Williams Branding Agencies www.ignitiongroup.com

Randy Snow What Happens in Vegas, Stays in Vegas campaign

www.rrpartners.com

Las Vegas, NV

Chaz Rough Podcasting www.podfactory.net

Louisville, KY

Mark Penn Author: Microtrends;

Was Hillary Clinton's PR guy Can find via speaker's bureau:

www.leighbureau.com

Pat Piper Sonic creative; guerilla marketing

Melissa Laughon 7 Colors of your Creative Hat OR Big Ideas, Creativity and Innovation Beyond the Buzz

www.catchyourlimit.com

Pamela Johnson Type; color Bend, OR

Patrick Coyne, CA Magazine

www.camagazine.com

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