

AdLib



THE NEWSLETTER OF
THE AD CLUB
ASSOCIATION OF
PROFESSIONALS

2/06

In this Issue:

February
Educational Seminar:
*The Art of
Improvisation in Business*

NEWSLETTER
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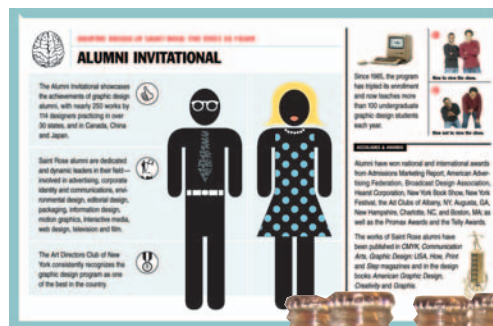
20 Years

of Graphic Design at The College of Saint Rose

by Sue Conroy

It's an exhibit you shouldn't miss! "Graphic Design at Saint Rose: The First 20 Years" displays the remarkable talent of Saint Rose graduates of the lauded graphic design program of the past twenty years.

The juried exhibit presents nearly 250 works chosen from more than 1,300 entries submitted by 114 alumni who hail from 30 states and the District of Columbia, as well as Canada, China and Japan. They are involved in all aspects of the profession from advertising, corporate identity and communications, environmental design, editorial design including books, magazines and newspapers, information design, motion graphics and packaging to interactive media, web design, television and film. They work for



such renowned companies as Doyle Dane Bernbach, American Express Publishing, Citigroup, and Electronic Arts. Many have won national and international recognition,

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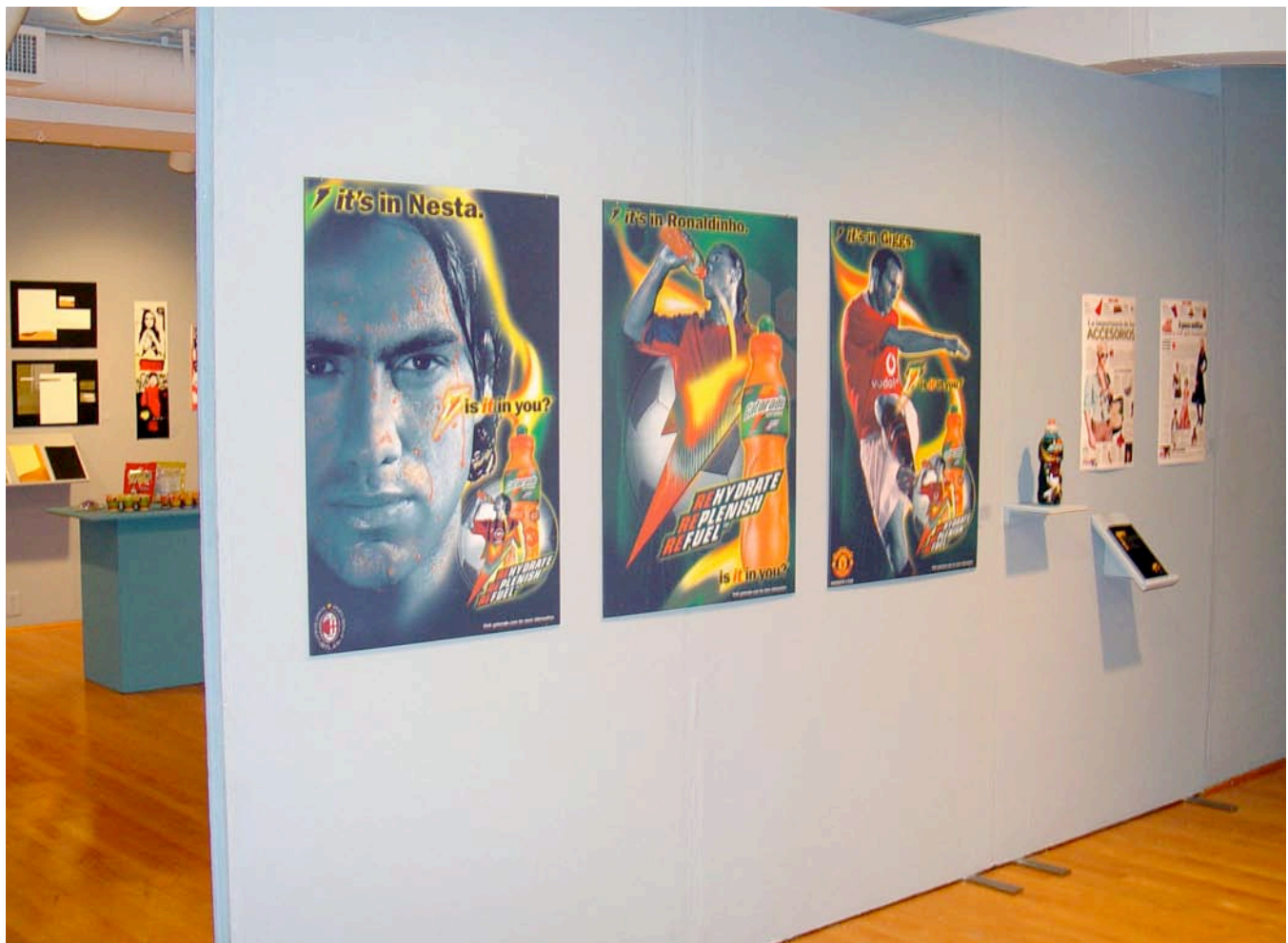


including awards from American Advertising Federation, Broadcast Design Association, New York Book Show, New York Festival, the Ad Clubs of Augusta, GA., New Hampshire, Charlotte, N.C., and Boston areas, numerous NORI Awards from our own Albany Ad Club, as well as the Promax Awards and the Telly Awards.

An opening reception was held on Saturday, January 28th, to kickoff the exhibit. A packed house with many Ad Club members viewed a wide range of work from greeting cards to snowboards representing household names including Mattel, Hallmark Cards, Gatorade, JetBlue Airways, Burton Snowboards, Orvis, Timberland, ESPN and FX Networks and the New York Jets, among many others.

The good news is that it's not too late to attend. This exhibit remains on display at the College's Center for Art and Design, Picotte Hall, 324 State Street, Albany, through March 1st. Gallery hours are Monday - Thursday 10:00 a.m. - 4:30 p.m. and 6:00 - 8:00 p.m.; Friday 10:00 a.m. - 4:30 p.m., and Sunday 12 noon - 4:00 p.m. One look at these creations will make you

realize how lucky we are as creative professionals to have one of the top graphic design programs in the country right in our own backyard.



College's Center for Art and Design, Picotte Hall, 324 State Street, Albany, through March 1st.

Think big. Think small. **Just don't stop thinking.**

The Ad Club welcomes your idea submissions. theadclub@berk.com



THE AD CLUB 05-06 EDUCATIONAL SERIES CONTINUES

As they say, you're never too old to stop learning. It's important that you find the time to take advantage of the educational programs the Ad Club has planned this year. As always, there will be a broad spectrum of topics and guest speakers. Whether it's learning a new software program or managing a budget, these events are held the first Thursday of most months, 8-9:30am at Professor Java's, Wolf Road, Albany. Cost for each seminar is \$10 for members, \$20 for non-members. Coffee and baked goods provided. Come out and get in the know.

If you would like to be involved in this year's planning contact: theadclub@berk.com

UPCOMING EVENTS! MARK YOUR CALENDARS

March 24-25
NORI Judging Weekend

May 5
NORI Awards

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COMMUNICATION

EDUCATION SERIES

Making It Up: The Art of Improvisation in Business

THURSDAY, MARCH 2 • START SPREADING THE NEWS

THINK FAST. In a pitch, at a client meeting, during a brainstorming session, it can make the difference between rousing success and total disaster. Professional improvisers have developed rules and exercises to respond on the spot while enhancing creativity, interpersonal connection, and collaboration. In this highly interactive, practical workshop, you'll explore the secrets of improv...and how they apply to the world of business.

Learn how to::

- Build trust
- Increase your capacity for spontaneous creativity
- Recognize, accept, and build on offers
- Improve listening and awareness skills
- Use storytelling techniques to enhance communication and influence

Speaker: Kat Koppett is the founder of The StoryNet (<http://thestorynet.com>), a group specializing in creativity and communication skills. Her book, *Training to Imagine: Practical Improvisational Theatre Techniques to Enhance Creativity, Teamwork, Leadership and Learning*, was published by Stylus Publishing Inc. in 2001. Kat has designed and delivered training for such companies as Oracle, Sony, Avon, Microsoft, PriceWaterhouseCoopers, and Kaiser Permanente.

All Ad Club education seminars take place 8:00 - 9:30 a.m. at Professor Java's, Wolf Road, Albany. Cost for each seminar is \$10 for members, \$20 for nonmembers. Baked goods and coffee provided. Reserve your space by emailing: theadclub@berk.com or call 784-CLUB.