

AdLib



THE AD CLUB

THE NEWSLETTER OF
THE AD CLUB
ASSOCIATION OF
PROFESSIONALS

9/05

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AD Club Announces
The New Board

The Education Series
Gears Up for Another
Great Year

Recruiting: How to
Get and Keep Good
People
Article by: Matt Sames

It's Peak Party Time!

THE SEASON PREMIERE

PARTY will be at peak on September 29th, at the Malt River Brewing Company, Latham Circle Mall. Preview the fall lineup, eat some good food, socialize and bid on auction items including getaways, design services and more!

Drop in...

Members \$30

Non-Members \$35

RSVP 9/23 to
theadclub@berk.com

THE AD CLUB'S
**SNEAK
A PEAK**



A tribute to...

SKIP KUGELMAN

To honor the recent passing of Skip Kugelman, the Ad Club has made a donation at the request of his family to the College of St. Rose. Skip was a long-time Ad Club member, board member and integral part of the local advertising community for many years. Although he was retired and had moved from this area, those who knew him mourn his loss.

THE AD CLUB 05-06 EDUCATIONAL SERIES KICKS OFF THE SEASON

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.

MONTH	TOPIC	SPEAKER
October	Annual reports (how to develop them how to manage the process, anatomy of an annual report, etc.)	Cynthia Mahoney-White Plug Power
November	"How to Pitch a Story... and Make the Most of Editorial Marketing"	Howard Schaffer
December	Anatomy of a Betsy campaign	2005 Betsy winner

If you would like to speak at one of these seminars drop us an email: theadclub@berk.com

People.

People Who Need People.

Ask most managers what they value most in their organizations, and they will tell you it's their people. Ask them what their biggest challenge is, and the answer is usually finding or retaining good people. Ask them what causes their biggest headaches, and they may tell you it's their people. **MATT SAMES**

▶ Retailers, law firms, media outlets, not-for-profits all have these common concerns. Attracting, retaining and training people have become huge issues for organizations. The proliferation of competition among traditional businesses and the emergence of new industries have created many jobs for fewer people. After getting some very good advice from a professional sales trainer and words of wisdom from a Sr. V.P. of Sales and Marketing, I have compiled some simple reminders for managerial behavior. They are as follows:

ALWAYS BE RECRUITING

Turnover has been known to happen when you least expect it. Talent can be found in the most unlikely places. A

waitress who provides you exemplary service, an events coordinator who executes a project for you flawlessly, or a support person at the competition looking for advancement are all great places to find them. The most

important thing is to consistently interview, even when you don't have an opening.

FISH IN DIFFERENT PONDS

Sometimes we fall in love with our own industry and put too much value on someone with "our" kind of experience. More often than not, we are better served as managers to hire people with commitment and desire, strong communications skills, and good

senses of humor versus the tried and true person from across the street.

TRAINING. YUCK.

The word makes most people get sleepy. However, training doesn't necessarily have to be structured in the classroom. It can be as simple as giving homework assignments with a practical application, such as research pieces, sales one-sheets, or the creation of a promotional event. Let someone know that they'll be presenting to the staff at the next meeting. These assignments will stimulate your employee's mind and generate questions. If they are asking questions, then they're learning (I made sure not to say training).

TEST DRIVE YOUR PROSPECTS

Here's the problem...most prospective employees can give a great interview. However, most can not do great work. The single most useful piece of advice given to me by a mentor was to give interviewees an assignment for the second interview. It separates the contenders from the pretenders. I have had prospects call me back after a few days and take themselves out of the running because they realized they weren't up to the task, or they didn't want to bother with it. I have also found stars because of it. Bottom line: If they can't or won't do the assignment, they aren't the right person for the job.

The competition is fierce, business is getting harder and harder, and bean counters are taking over the world. Don't forget about your most important asset...people.

Matt Sames, General Sales Manager, CBS 6 Albany, NY and WNYA-TV UPN Capital Region, msames@wrgb.com

Thank you Matt! If you would like to contribute an article or make suggestions about what you would like to see, please let us know at theadclub@berk.com

“Talent can be found in the most unlikely places.”

The Future of the Ad Business

The art of creating effective advertising is not about to get any easier. An expert panel on the industry's future made that clear during the AD Club's June 30th meeting. **MARK GRIMM**



"There's no silver bullet anymore," said Jim Sciancalepore of Media Logic, and there is "a greater emphasis on accountability." The panel agreed the days of the simple buy with traditional media are gone forever. "New media is dividing up the international marketplace," said Nathan Winstanley of Winstanley Associates. "How will this new media be divvied up?"



Jim Sciancalepore

Judy Vopelak of Hearst Marketing Solutions said the consumer has become more savvy and desires knowledge. "How can an ad provide



Judy Vopelak

useful content for the user?" is a question advertisers should be thinking about. There was much discussion about the difficulty in balancing the exploding use of e-mail with consumer tolerance for packed in-boxes. "A formula is needed on spam filtering," said Winstanley, "because e-mail is here to stay."

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Nathan Winstanley

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Despite the consensus that capitalizing on new technology is critical, "the need for good creative" remains as important as ever, according to Mason Tolman of Zone 5. "If you don't have the big picture, you can't get the message across."



Mason Tolman

Margherita Petti Krug of Cotton Hill Studios served as moderator.

Thank you Mark Grimm of Grimm Communications for your recap of the meeting. If you would like to review an event let us know at theadclub@berk.com

10/05

THE ANNUAL REPORT

EDUCATION SERIES

Learn something.
It just might advance your career.

THURSDAY, OCTOBER 6 • ANATOMY OF AN ANNUAL REPORT

With so many messages and so many players involved, annual reports are easily the most complex communications for companies and not-for-profits alike. How can you make sure yours is a success? Join a veteran of the annual report wars as she describes how to select a theme, gather the information, manage the process, deal with conflicting perspectives...and get the whole thing done on a deadline that just can't move.

Speakers: As Plug Power's manager of public relations and marketing, Cynthia Mahoney White has overseen production of five annual reports from conception to completion. She brings 14 years of sales and marketing experience to her current position, having served as director of convention and publications for a Northeast trade association and New York State director of sales for the Buffalo Convention & Visitors Bureau.

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 non-members. Baked goods and coffee provided. Reserve your space:

866-923-CLUB (2582) or theadclub@berk.com.

AD Club Introduces "The Board"



Jill Brass ('07)
President



John Backman ('08)
First Vice President



Michelle LeClair ('06)
Second Vice President



Lisa Haley Thomson ('08)
Secretary



Kristen Delaney ('08)
Director



Charmaine Ushkow ('06)
Director



Peggy Conway ('07)
Director



Colin Baird ('08)
Director



Ann Marie Lizzi ('06)
Director



Alana Feldman ('06)
Director



Kory Lazarou ('06)
Presidential Appointee



John Cavanagh ('06)
Presidential Appointee



Melanie Costa ('06)
Presidential Appointee



Paul Hook ('06)
Past President



Stacey Nooney
Administrative Director

VOLUNTEERING

The Ad Club's success is dependent on the participation of its members. The New Board of Directors will be very involved creating and executing our programs, but they always need volunteers. It doesn't matter if you have a lot of time or a little, we can always use your help. Call theadclub@berk.com.



The Year Ahead

Welcome Ad Club Members to the 2005-06 membership year!

I'm both proud and flattered to be serving you as president this year: Proud because I've been a member for over 20 years and now have the opportunity to lead the club, and flattered because I've been endorsed by an outstanding board of directors.

The coming year features many established events and programs such as the NORI Awards, DSA, education seminars, season premiere and holiday party, and repeats of last year's successful Ad Club Night at the Movies and Volunteer Appreciation Breakfast. More are being considered, but we're anxious to do the best job on what we do best: Offer Ad Club members the opportunity to network, socialize and learn "the business" from within our own community.

This newsletter may represent the biggest and best change you'll see in the coming year; at member's suggestion, and with the efforts of new board members,

old board members AND members at large, AD LIB will be produced more frequently and replace the Club's monthly updates. Read through this issue, notice the changes and take advantage of all the information available as a result of everyone's input and contributions! Look for new contacts, press releases, and classified listings and share them with your fellow members.

Please keep the suggestions and support coming. And above all else, please volunteer! Help is needed in all areas, especially to prepare for the Club's biggest event, the NORI

Awards. It's an incredibly interesting process, and one you'll appreciate so much more if you're involved on any level. Please contact me or any board member for more information.

Thank you for your support! Remember to renew your membership ASAP and get involved.

Jill Brass,
President, Ad Club

**ATTENTION:
CREATIVE MINDS?**

Are you a creative director? If so, consider participating in our new CD Face Off. Give your opinion on recent national campaigns, trends and more.

Interested. Email Stacey at theadclub@berk.com

UPCOMING EVENTS! MARK YOUR CALENDARS

November 3	Education Seminar	February 17*	NORI Drop off day
December 1*	Holiday Mixer	March 10-12*	NORI Judging Weekend
January 5	Education Seminar	May 5	NORI Awards
February 2	Education Seminar	*tentative date	

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

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



COTTON HILL STUDIOS, INC. FEATURED IN VIDEO SYSTEMS MAGAZINE

Video Systems, a national magazine published by Primedia Business Magazines & Media featured Cotton Hill Studios, Inc. and President Ray Rettig on the cover of their July issue. The magazine provides information about current trends, tools, and applications to professionals working in the audio and video production industries.



COTTON HILL STUDIOS, INC.: NEW MUSICAL IDENTITY FOR SARATOGA GAMING & RACEWAY

Cotton Hill Studios President and Chief Engineer Ray Rettig worked in conjunction with composer Chuck D'Aloia to create a jingle for the Saratoga Gaming & Raceway, "It's a Whole New Game" 2005 marketing campaign.



FOX23 OFFERS "NEWS TO GO"

FOX23 News is the first television station in the Capital Region to offer PodCasts a technologically which allows you to download FOX23 News to your computer or iPOD. Currently you can automatically download Ten Minutes of Non-Stop News and Weather Where You Live daily weather forecasts from FOX23 News at 5 and 10pm. There is no charge for this service.

M2DESIGN HELPS LOCAL REALTY COMPANY LAUNCH NEW BUSINESS

M2Design recently completed the initial launch of Platform Realty Group. The launch included corporate identity, website, sales materials and internal tools and templates.



M2DESIGN HELPS EDUCATORS BREAK THRU THE CLUTTER

M2Design recently completed phase one of development of new communications materials for a education based company in the lower Hudson Valley. The launch included modernizing of corporate identity, a direct mail program and brochures..

MEDIA LOGIC APPOINTS SENIOR BUSINESS DEVELOPMENT ASSOCIATE

Media Logic is pleased to announce the recent appointment of Megan Schanstra to senior business development associate. In her new role, she is responsible for developing new business opportunities in the business-to-business (b-to-b) industry.



Schanstra joins Media Logic with more than 20 years in technology and software industries, with extensive experience in branding, advertising and sales.

MEDIA LOGIC CREATES ALLIANCE PARTNERS TO EXPAND ITS GLOBAL MARKETING SERVICES

Media Logic has developed alliance partnerships with a worldwide public relations network, an international media planning and buying services provider and a cultural consultation company to further enhance its global reach. The strategic alliances with Pinnacle Worldwide, B.E. International (BEI) and LinguaLinx, respectively, allow Media Logic to provide business-to-business clients and prospects with on-the-ground expertise in virtually any country and language in the world.

MEDIA LOGIC RANKED ONE OF NATION'S TOP AD AGENCIES

Media Logic was recently ranked 180 in Advertising Age's 61st Annual Agency Report of top advertising agencies. The ranking is based on 2004 revenue generated from traditional and direct marketing, interactive services, sales promotion and public relations.

WINSTANLEY ASSOCIATES

Winstanley Associates is sending a clear message: packaging is key. Winstanley's design of Adirondack Beverages' Waist Watcher® product line resulted in an 85 percent boost in sales – making a successful brand statement with virtually no marketing – now that's a nice package!

WINSTANLEY ASSOCIATES

Winstanley Associates has added the Sterling & Francine Clark Art Institute to its growing list of clients. The Clark was looking to take its contemporary look and provide a fresh approach to its creative layouts that the public could relate to Winstanley has done just that with a bold new brand strategy.

WORKING PICTURES INC. ANNOUNCES PROMOTIONS



Melissa Napoli of Cobleskill has been promoted to the position of Producer.

The scope of the position is the management of film and video production as well as the daily management of projects and business.



WORKING PICTURES

VIDEO EDITING - PRODUCTION - DIGITAL MEDIA

Stacey Nooney of Kinderhook has been promoted to the position of Associate Producer. The position includes assisting in the management of film and video projects as well as performing the company's bookkeeping.



Stacey has been with Working Pictures for five years also works part-time for the Albany Ad Club.



Submit Industry News, logos and photos by the first of every month to theadclub@berk.com