

AdLib



THE AD CLUB

THE NEWSLETTER OF
THE AD CLUB
ASSOCIATION OF
PROFESSIONALS

10/05

In this Issue:

NEW FEATURE!

Board Member
Highlight:

*Get Acquainted with
a new board member
each month.*

November
Educational Seminar:
How to Pitch a story...

NEWSLETTER
DESIGN COURTESY OF
M2DESIGN

EDITING COURTESY OF
JOHN CAVANAGH
CREATIVE MATTERS

Don't Drink the Agua!

Believe it or not, NORI time is knocking at our door already. We have an energetic NORI Committee this year working hard to give Ad Club Members another great NORI awards event. The Call For Entry is just about ready to go to press, so start thinking about which of your fabulous works of art need to be entered. You can expect to see this year's Call For Entry around mid-December, which will give you plenty of time to prepare for drop off day on FEBRUARY 10th.

New this year will be the requirement of a digital photo of each

entry you submit. This will make putting together the show and the printed program much more efficient.

Details will be included in the Call For Entry.

So, now the big question...what is the theme this year? You'll just have to wait until you see the Call For Entry, but here's your first clue...The NORI AWARDS SHOW is always in early May.



NORI AWARDS MAY 5, 2006

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

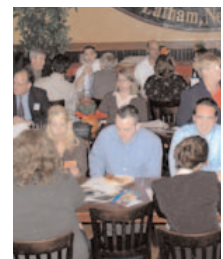
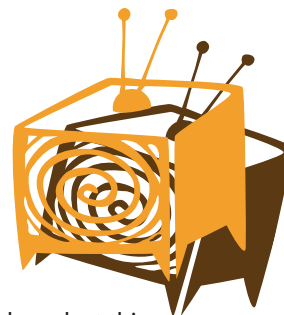
RECAP

Didn't Sneak A Peak? Here's the scoop.

The Ad Club kicked off the new membership year by holding the 5th Annual Season Premiere Party. The party took place on Thursday, September 29th at the Malt River Brewing Company in Latham.

Colleagues from our local advertising community mingled together while getting a sneak peak at this year's newest programming offerings from WNYT, WTEN, WRGB, WNYA, WEWB, WXXA, Time Warner Cable Media Sales and Clear Channel Radio. The event was attended by over 70 and our silent auction raised over \$1000.00 for the Albany Ad Club Education Fund.

Thank you to all who attended and contributed to the night's event. It was a wonderful way to welcome in the new Fall season!



Here's Johnny...

Your Board of Directors is a diverse bunch, to say the least: they come from all walks of life...and all corners of the advertising community. In each issue, we help you go beyond the resumes and bios to get acquainted with one Board member.

▶ As principal of Backman Writing & Communications since 1986, John Backman has created concepts and written copy for clients large and small: global financial



concerns, colleges and universities, hospitals, technology firms, agencies and others. His writing covers the gamut from annual reports to TV campaigns, with particular strengths in collateral. As an Ad Club Director, John chairs the Education Committee, which coordinates the monthly education seminars at Professor Java's.

"Back in the eighties, I spent nearly two years working part-time and writing poetry. In all that time I produced exactly one line worth quoting: the paradoxical 'Our work is serious; don't take it seriously.'

"That says a lot about my current involvement in advertising. I just love this business. Whenever I write, I want to create something mind-blowing—something that connects deeply with the audience while respecting (as much as possible) the client's sensibilities.

"That's the serious part. On the non-serious side, I've learned—I'm still learning—to hold the rest of our business with a light touch: the 'advertising emergencies,' the obsession with image, the awards shows. As the quote goes, 'Unless it's fatal, it's no big deal.' That leaves room to attend to the truly essential things in life." Visit www.backwrite.com.

10/05

EDITORIAL MARKETING

EDUCATION SERIES

Learn something. It just might advance your career.

THURSDAY, NOVEMBER 3RD • START SPREADING THE NEWS

How to Pitch a Story...and Make the Most of Editorial Marketing

More and more, ad professionals have to wear many hats—and "media relations specialist" is one of them. How can you get your client's story in print or on the air? What do the media look for when deciding what to run? Bottom line, how can you use editorial to bolster your marketing? Join one of our region's most distinguished media experts as he shares tips and techniques for maximizing your clients' visibility in the media.

Speakers: Formerly a press aide to Governor Mario Cuomo, Howard Schaffer is a noted authority on media relations, with 20 years' experience in regional marketing throughout the Northeast. He writes regularly for national publications and is a frequent guest speaker on such topics as "Press Relations in Today's Corporate Culture." In the course of his career, Schaffer has successfully opened Ronald McDonald Houses across the state, played a key role in passage of the mandatory seat belt law, and served as adjunct professor at the University of Albany.

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: **866-923-CLUB (2582) or 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

MONTH	TOPIC	SPEAKER
November	"How to Pitch a Story... and Make the Most of Editorial Marketing"	Howard Schaffer
December	Anatomy of a Betsy campaign	2005 Betsy Winner

AMA EVENTS

Grimm Speaks On "Landing the Big One" At Siena AMA Event

Guilderland—The Siena chapter of the American Marketing Association will hear a speech from Mark Grimm of Mark Grimm Communications on "Landing the Big One: Tips for Effective Marketing"

Monday, October 24, 2005 from 12:30 - 1:30 pm.
It's at Siena in the Sarazan Student Union, Room 243.

The event is free and open to the public. Contact: Joe at ja13stew@siena.edu

Hellman Speaks On "Pitch a Learning Curve—Make Your Marketing Power Play"

Albany—Karl Hellman, marketing and management consultant and co-author of The Customer Learning Curve: Creating Profits from Marketing Chaos, will speak at an author's AMA Workshop.

Workshop runs Wednesday, October 26th from 7:30 am til noon at The Desmond. For more information: www.nymarketing.org, e-mail events@nymarketing.org or call the AMA Hotline at 533-2522.

The Ad Club Welcomes Our Newest Members

Lori McBride
 President, Lmdesign

Christopher Thorne
 New York Newspaper Advertising Services, Inc.

Caitlin Abram
 New York Newspaper Advertising Services, Inc.

Kim Smith
 Owner, Kimberly Smith Co.

Ann Marie Roche
 Account Manager, Kimberly Smith Co.

Mark Grimm
 Owner, Mark Grimm Communications

Samuel Goldstein
 President
 Samuel M. Goldstein Productions

Kory Lazarou
 Artist, Studio 222

Mary Coleman
 Marketing Research Manager
 The Times Union

Jill Kaiser
 Communications Specialist
 Rensselaer Polytechnic Institute
 Office of Communications

Colleen Park
 Account Executive
 Rensselaer Polytechnic Institute
 Office of Communications

Courtney VanAuskas
 Project Coordinator
 Exhibit Planning & Management Int'l.

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

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



UPCOMING EVENTS! MARK YOUR CALENDARS

November 3 Education Seminar
 December 1* Holiday Mixer
 January 5 Education Seminar
 February 2 Education Seminar

February 10 NORI Drop off day
 March 10-12* NORI Judging Weekend
 May 5 NORI Awards

*tentative date

COTTON HILL STUDIOS

Cotton Hill Studios President and Chief Engineer Ray Rettig along with producer Bruce Horwitz from Lime Studios in Santa Monica, CA recently did work for an



upcoming National Toyota commercial. The voice-over was recorded at Cotton Hill with actor John Lurie. "John was great to work with, and a very interesting person. The session went really well," Rettig said.

With the help of an Integrated Services Digital Network or ISDN line, Lurie was able to deliver his lines at Cotton Hill and Horwitz in Santa Monica accepted and recorded the voice-over via a digital phone line. Cotton Hill is one of the only studios in the area that has ISDN capabilities. "ISDN has allowed us to work with and develop relationships with studios across the country as if they were right in our neighborhood," Rettig said. Watch for the upcoming Toyota Tundra spots.

ERIC MOWER AND ASSOCIATES

Eric Mower and Associates, a Syracuse marketing communications firm, has named Robert Bellafore as partner-in-charge of its Albany, N.Y. office.

Bellafore replaces Richard Lyke, who started EMA's Albany office in 1997 and has transferred to the firm's office in Charlotte, N.C.

Bellafore has been director of public affairs for EMA since 2003, and will continue to lead the firm's public affairs practice across six offices in New York and the Southeast. As partner-in-charge, he adds overall management responsibility for the Albany office.

MEDIA LOGIC PROMOTES MCCUTCHEON

Media Logic recently promoted Nicole McCutcheon to graphic designer/artist. In her new position, McCutcheon will be responsible for both conceptual development and production of client design projects.

McCutcheon began her career at Media Logic as a freelancer in 2003. In 2004 she joined the agency full time as a graphic artist. Prior to her tenure at Media Logic she worked at the Philadelphia Museum of Art as a graphic designer.

McCutcheon holds a bachelor of science degree in graphic design communications from Philadelphia University.

M2DESIGN DONATES DESIGN FOR AIDS COUNCIL

M2Design recently donated its design and production services to the Aids Council of Northeast New York for its 11th Annual Beaujolais Nouveau Wine Celebration. The design is clean, fresh and elegant. The date is November 17th and promises to be another great event for a great cause.



THE COLLEGE OF SAINT ROSE ALUMNI INVITATIONAL CALL FOR ENTRIES

Announcing "Graphic Design at Saint Rose: The First 20 Years."

The College is celebrating the work and accomplishments of the graphic design alumni from 1985–2005 with an alumni invitational. The show which will run from January 22 to March 1, 2006 will be held at The College of Saint Rose Center for Art & Design Art Gallery at 324 State Street, Albany. Opening reception is January 28, 2006 and is free to the public.

All Saint Rose graphic design alumni are encouraged to enter. Deadline for entries is November 30, 2005. For more information and to download entry forms visit www.strose.edu/20.

SAINT ROSE WINS HONORS FROM THE CREATIVITY ANNUAL

The College of Saint Rose Office of Public Relations has been honored by The Creativity Annual.

The College's Center for Art & Design Viewbook and the College's 2004 Holiday Card have been chosen to appear in the book Creativity 35 to be published in the summer of 2006. The Creativity Annual is a national and global showcase of the top talent in the advertising and design industry from global agencies to small creative firms. This year more than 7,500 pieces were entered from 40 states and 31 countries.

SAINT ROSE BROCHURE FEATURED ON MOHAWK PAPER WEBSITE

The College of Saint Rose brochure titled "Exceed Expectations" is featured as a case study on Mohawk Paper's website. The brochure printed on Mohawk Vellum was created by the Office of Public Relations at The College of Saint Rose. It is a unique sized brochure with multiple fold-outs and silhouetted die-cuts that is used for recruiting the College's undergraduate inquiry pool.

SAWCHUK, BROWN ASSOCIATES ADDS HIGH TECH SPECIALIST

Sawchuk, Brown Associates has added a new Senior Account Executive with extensive high tech public relations experience to its staff.



Erica Dart, of Clifton Park, is the former manager of public relations for Boston-based Turbine, Inc., a leading publisher of on-line subscription entertainment and creator of video games with exclusive rights to "Lord of the Rings" and "The Hobbit."

In her new role with Sawchuk, Brown Associates she will specialize in media relations and public relations counsel and services for a number of the firm's clients.

*Industry News (cont'd)***SAWCHUK, BROWN ASSOCIATES ADDS ALTERNATIVE ENERGY CLIENT**

Sawchuk, Brown Associates, an Albany-based public relations, public affairs and strategic marketing communications firm, has added a new client, DayStar Technologies Inc., and renewed their contract with adInterax for national media and public relations support.

DayStar Technologies, a publicly traded company who recently relocated from California to Clifton Park, N.Y., will join the growing list of energy clients at Sawchuk, Brown, which includes Plug Power, Albany Engineering Corp., Green Island Power Authority and Mechanical Technologies Inc. An emerging leader in solar energy, DayStar manufactures low cost, high efficiency solar cells that convert sunlight into energy.

PR FIRM'S TRAVEL CAPABILITIES RECOGNIZED

Sawchuk, Brown Associates has been listed in the August 2005 edition of the O'Dwyer's Report special "Profiles of Travel & Tourism PR Firms." The Albany firm was one of 54 from across the country to be recognized.

Over the years, the Albany firm has provided marketing communications support for a broad range of travel and leisure clients including Albany International Airport, Dutchess County Tourism Promotion Agency, the New York State Seaway Trail, Continental Airlines, the award winning Mirror Lake Inn Resort and Spa in Lake Placid, and most recently, the Rensselaerville Institute Conference Center and the Downtown Albany, "worth discovering since 1609" initiative.


**HELP WANTED:
VP-LEVEL ACCOUNT MANAGER**

ZONE 5: The Capital Region's fastest growing agency is looking for VP-Level account services talent to manage a few key clients. Responsibilities include:

- Strategic planning and proactive counsel to clients.
- Development of branding, marketing and advertising strategies.
- Support, supervise and nurture a team of AEs, Creatives and Administrative staff.
- Manage financials and ensure profitability of accounts.
- Support business development team.

10+ years management experience in agency environment (or similar) preferred. Zone 5 offers a team environment with nearly zero staff turnover since 1989. Fun culture. Cool clients. And a great HR package, including employer paid pension! Divas need not apply. Devos welcome.

Reply to: paul.fahey@zone5.com or by phone to 640-0326. Discretion assured. www.zone5.com.

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

Bob Provost: Award Winning Marketer heads to Star Ledger.

Bob Provost, a 30 year sales and marketing veteran of the Times Union and the Capital Region, has recently left the market to take on the position of Director of Marketing at the Star Ledger in Newark, New Jersey.

Bob has been an AD Club member for many years, serving on it's Board of Directors, and was named the 1997 Distinguished Service Award recipient.

Bob has been a featured speaker on newspaper industry issues and has presented programs at the regional and national level. Locally, Bob has spoken on both history and current marketplace conditions, and was regularly invited to speak at chambers of commerce, professional associations and development group meetings.

Bob has served on numerous boards and advisory councils for many local groups. Through his work, Provost is particularly well-known for spearheading numerous initiatives bolstering educational outcomes for area youth and for supporting many community organizations.

Best of luck to Bob and his family in Newark!!

