

[AdLib]

THE NEWSLETTER OF THE AD CLUB ASSOCIATION OF PROFESSIONAL COMMUNICATORS

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The Ad Club has been busy over the last few months and we aren't slowing down! As the year continues, we have several events and programs being planned and many opportunities for all to be involved.

This month the **Ad Club is teaming up with the Interfaith Partnership for the Homeless in Albany for a fun social event at Appletini's on Thursday, April 23rd.** Have a great time networking with industry colleagues while helping others. **Bring donations of new or gently worn professional clothing and accessories** and receive a discount on admission. All donations will be presented to the Interfaith Partnership for the Homeless for their clothing closet.

We also have a few new benefits to announce. All Ad Club members are eligible to receive a discount at Enterprise Rent-A-Car and on subscriptions to How and Print magazines.

These are just a few things going on with the Ad Club. More interesting and informative education programs, polls on our website, NORI Awards and Annual Meeting are still to come.



Follow us on [Twitter](#), [Linked In](#) and on our website at www.albanyadclub.com for the latest Club information.

Sincerely,
Alana Feldman
President
2008-2009


RECAP

THE AD CLUB TAKES ON SOCIAL MEDIA

Thanks to everyone who came and participated at the Social Media Workshop on January 12th given by Paul Potratz. Paul's company Potratz Partners Advertising, has been utilizing social media for themselves since 2005, and in 2007 added social media to the marketing strategy for their clients. Points of the workshop included the explosion of social media, different types of internet users, Facebook, Twitter, Digg, stumbleupon, and online brand reputation.

Paul discussed choosing the social media sites for your networking and business based on your time, availability and your individual goals. He also made recommendations for organizing and integrating your social media sites using igoogle and different twitter applications.

Many participants asked great questions including how to manage social media applications and time for other work, and what social media outlets are the most effective for a business to utilize. For more information on social media please visit just-beingsocial.com, and sign up to receive weekly social media tips on the site.

Spring Has Sprung — It's Time to Clean Out Those Closets!

The snow has gone and we can see signs of spring popping up everywhere we look. With Spring just around the corner, many of us turn to our closets and purge the clothes we haven't worn this season...or last season...or even last year! The Ad Club is calling on you to gather up your gently used "professional" clothing and bring it to our next networking event held on April 23rd. The event is in effort to support the sponsorship of the Interfaith Partnership for the Homeless based in Albany. The organization provides services to homeless individuals and families in Albany and surrounding areas. Interfaith empowers people to become self-sufficient, reduce dependence upon public assistance, strengthen life skills and eliminate homeless recidivism.

What better way to support this mission by cleaning our closets and having a night out at the same time? Items that are being requested are: Gently used professional clothing for both men and women, towels, hygiene items, household items: clothing such as sweatshirts, underwear, socks, umbrellas, pocket-sized date books, backpacks, and blankets.



"CLEAN OUT YOUR CLOSETS" NETWORKING EVENT

WHEN Thursday, April 23rd from 5:30-7:30pm

WHERE Appletini's (Central Ave, Albany)

COST \$25.00 Ad Club Members, \$35.00 non members

Those who bring donations of clothing or other requested items may take advantage of a discounted price of \$15.00 for members and \$25.00 for non members.

RSVP info@albanyadclub.com

ADDING COLOR TO MARKETING WITH FINGERPAINT

It's not all fun and games at FingerPaint Marketing, despite what the communications firm's name suggests. Yes, there are electric orange, green and yellow conference rooms; an old-time popcorn cart that is often the source of an afternoon snack; and traces of finger paint everywhere. Owner Ed Mitzen even cruises around Saratoga Springs on a purple Harley Fat Boy.

But when it comes to success – for both their clients and the agency itself – FingerPaint is nothing but business.

"We definitely have fun," Mitzen said. "But at the end of the day it's all about helping our clients win in the marketplace."

Part of that winning strategy is FingerPaint's model of "pure creativity" that Mitzen developed with Creative Director Jaime Butler-Binley. It is an idea that is at the core of the agency's business credo.

"We're creating original and distinct ideas to help our clients succeed. We love what we do, and it shows in our work. It's that simple," Butler-Binley said. "I think the name FingerPaint says it all. We're not afraid to get our hands dirty, to think different or be different."

FingerPaint's mission to *create something original* isn't just a tag line, but it's also the standard from which all ideas are born.

"Just like no two finger paints are the same, neither are our clients' needs. So why should the solutions be the same?" Butler-Binley said.

And they're not. FingerPaint has thrown out the cookie cutters and instead develops customized integrated marketing plans, blending online and offline solutions to drive and help grow their clients' business.

Those clients include a comprehensive mix of consumer and business-to-business companies including Excelsior College, Lemery Greisler LLC, Radiant Pools, The Adirondack Trust Company, McMurry, among several others. The roster continues to grow despite a tough economic climate. Mitzen believes the secret to their success lies within the entrepreneurial spirit of the agency and their passion for great work.

"I've always felt that if you work hard, treat people well and have an appreciation for your customers, good things will happen," he said. "Right now there's not only a need for efficiency and flexibility, but also a positive outlook. I think companies are drawn to our optimistic perseverance and spirit in a down-trodden environment. They're looking for someone to tell them that it's going to be okay, and then show them how to get there."

Leading the way is a talented team that has increased from a handful of employees at the company's launch in April 2008 to currently 15. Employees boast an experience that is highly competitive, formerly working with industry giants such as Ogilvy & Mather, Hill Holiday and DIGITAS.



CreateSomethingOriginal.com

BRANDING MARKETING INTERACTIVE

ADDING COLOR TO MARKETING WITH FINGERPAINT *continued*

"We really are lucky because not only are the people who work at FingerPaint truly talented, but they're also truly nice. There is a real sense of camaraderie and attitude that we're all in this together. We're young. We're hungry. And that makes for the best type of working situation," Mitzen said.

And he should know. Mitzen has built four companies, totaling more than \$200 million in combined revenue. The most recent, before forming FingerPaint Marketing, was Palio Communications in Saratoga Springs, where his leadership and business acumen brought the agency

from a local five-person shop to a multimillion-dollar company with 150 employees.

"There is an enormous amount of talent in the Capital Region; really good agencies that do great work," Mitzen said. "There are also wonderful industry partners, from printing and production houses to our copier supplier, that are all instrumental in an agency's success. I'm just happy to be a part of that culture here."

For more information on FingerPaint Marketing or to request a capabilities presentation, please visit www.fingerpaintmarketing.com or call Ed Mitzen at 518.693.6960.

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NORI Announcement

NORI judging took place March 27th-28th at Clear Channel and finalists will be announced soon. Stay tuned! Save the date for the NORI Awards held at The Egg on June 5, 2009.

2008 Outstanding Achievement Award

Formerly known as the Distinguished Service Award (DSA) the Ad Club's 2008 Outstanding Achievement Award will "recognize outstanding achievement by an individual involved in advertising, public relations, media, sales promotion or other marketing-related fields." Only current Ad Club members in good standing can nominate candidates for the Award. Nominations will be through April 23, 2009. Per bylaws passed last year, an Awards Selection Committee, appointed by Ad Club President Alana Feldman. The Committee will meet privately to review properly prepared nominations and select the OAA winner, who will be notified in advance and publicly honored during the NORI Awards held on June 5th, 2009. For more information on how to nominate someone please visit www.albanyadclub.com

JOANNE RAZZANO



Joanne Razzano is enjoying her first year as an Ad Club board member and the chair of the education committee. She is a senior communications specialist at the New York State Higher Education Services Corp. (HESC), the state agency that helps people pay for college. She is responsible for writing and managing the distribution of press releases for the agency as well as other outreach activities. Currently, she is involved with promoting Governor Paterson's new higher education initiative called the New York Higher Education Loan Program (NYHELPS) and encourages everyone to go to the NYHELPS Facebook page and become a fan!

She recently created a video podcast series to help students and families understand the financial aid process and guide them step-by-step through the FAFSA (the Free Application for Federal Student Aid) online form. Her other project is a new audio series for college and high school students on various financial literacy topics. Before coming to HESC, she was the assistant director of the Office of Summer Sessions at the University at Albany where she managed the marketing program.



IS OFFERING UP TO

\$3,000
IN SCHOLARSHIPS

The Ad Club of Albany is offering up to \$3,000 to a student or students (high school senior, undergraduate student, and/or graduate student) who will be attending a Capital Region college in Fall 2009. The recipient(s) must be enrolled full-time with a registered major in communications or a similar field (marketing, advertising, graphic arts, public relations, journalism, electronic media, etc).

Contact Elisabeth Guglin
at eguglin@cfgr.org or (518) 446-9638
for an application today.

DEADLINE FOR APPLICATION: May 1, 2009



Are You Optimized for Search Engines?

By Joanne Razzano

Getting your Web site “above the fold” on major search engines is a process called search engine optimization, known as SEO. Recently, the Ad Club hosted a workshop featuring Roger Lipera, who offered tips and tricks to getting Web sites as close to the top of search engine results as possible.

Lipera, a certified Web designer and training specialist at the University at Albany, offers the following techniques to get good placement:

Strive to get good quality incoming links.

Links leading to your site should be relevant and worded effectively.

Write for your visitors, not search engines. Write compelling, effective copy, describing the site to your customers, rather than bunching the same words for the search engines. It is important to note that a long list of keywords is no substitute for a well constructed Web page that is designed from the beginning to take into account search engines and their page ranking systems.

Specialize your key words and phrases. Each page of your Web site should have key words and phrases that are selected specifically for that page. Avoid redundancy, blanketing your copy with the same key word(s) every other sentence; using the same key words may work against you.

Know what the search engines want. Search engines change their search algorithms periodically. They typically make these changes to thwart spammers or to improve how Web sites are listed.

Monitor your results. Check your logs to see who’s been visiting and the referring sites. If you are getting few referrals from a search engine, you may need to make some adjustments.

The University at Albany’s Interactive Media Center at the University Library offers a wealth of free tools and tutorials for designing and optimizing Web sites. Contact Roger Lipera for information about his services at (518) 248-4175.


BLASS
COMMUNICATIONS

BLASS COMMUNICATIONS CELEBRATES 40 YEARS IN MARKETING COMMUNICATIONS

Blass Communications, founded on January 31, 1969, the famed year of the first manned moon landing and the inaugural Woodstock festival, is pleased to announce its 40th anniversary in business. With headquarters at its original location in Old Chatham, Blass is the oldest continuously operating full-service marketing firm in New York's Tech Valley region.

Founded as R. T. Blass Inc. by the late Ronald T. Blass, Blass Communications is also distinguished as a successful second-generation, family-owned business. In 1988, Ron and his wife, Yvonne, retired and turned the reins of the business over to their children, who had already been involved in the business for many years. Their son, Ken Blass, a specialist in corporate and product branding, was named the company's President and CEO in 1991. Ken's sister, Kathy Weiss, research director and senior account manager for several of the agency's high-tech clients, is Executive Vice President. The agency is headquartered in a large facility on 7 acres in northern Columbia County. From this location, Blass serves clients who are located throughout the world.

"Since my father originally founded R. T. Blass Inc., we have come a long way," said Ken Blass. "Back then we had writ-

ers working on typewriters, art directors designing with markers and artists doing pre-press by paste-up on mechanical boards, and retouching by airbrush rather than by Photoshop. Today's technology has certainly changed all that, but we maintain our core values of growing our clients' business, offering the best marketing guidance, creativity and dedication possible. I'm proud of the way our company has evolved and our excellent team."

Kathy Weiss added, "Blass has developed Practice Areas in Business-to-Business, Technology, Museums and Tourism, and Education. And, over time, we have assembled an exceptional group of professionals with expertise in areas that include strategic planning, international marketing communications, and brand creation."



COTTON HILL STUDIOS, INC. WINS INTERNATIONAL MARCOM AWARD

Cotton Hill Studios, Inc. recently received the MarCom Gold Award for their movie review podcast, Rick's Picks. The MarCom Awards is an international creative competition that recognizes outstanding achievement by marketing and communication professionals. This is the second international award Cotton Hill Studios has received for Rick's Picks.

Rick's Picks is produced by Cotton Hill Studios, Inc. and October Eve Music Group. It is a weekly podcast featuring reviews of current movies. Rick's Picks is available via iTunes or on the web at www.chspodzone.com/rickspicks.



PRODUCTION OF ANNUAL COLUMBIA COUNTY CHAMBER DIRECTORY GOES LOCAL

In an effort to live by its tenet of supporting local businesses, the Chamber this year has hired Millie Rossman Kidd Design of Chatham to produce the next directory. The full-size magazine is published each year and includes a full-color section with information on all aspects of life in Columbia County, plus a directory of local businesses.

"It's what we're all about, buying local," said Chamber President and CEO David Colby. "We encourage people to buy local when they can. Back when we started the directory, we didn't feel we had a viable local option but that has changed."

The directory was published under contract with a company that works with Chambers all over the country, but coincidentally as the contract was running out, Kidd approached the Chamber with a proposal.

The Chamber was familiar with Kidd's work on *Dinnerwhere*,

a magazine she co-founded with Bonnie Kurtz and for which she serves as creative director.

Kidd, a Chamber member, had worked with the Chamber on Columbia County Bounty events and has been impressed by the Chamber's efforts in support of Chatham during the renovation of Main Street. "I wanted to be more a part of what they do to help businesses reach out and work with each other."

The goal is to give the Chamber Directory even more local flavor than it has had in the past. "The Chamber pushed hard to make it as local as possible, but they want to make it even more so. The plan is to make it more authentic. The directory will be designed not just for newcomers but also as a way for people within our diverse and geographically spread out county to connect."



MOUNTAIN VIEW GROUP ADDS STAFF

Mountain View Group, Ltd. has expanded its production staff to include Melissa Lacijan as Office Manager and Adrienne Deihl as Managing Producer.

As Office Manager, Lacijan will manage daily administrative office functions, support producers, and liaison with the Atlanta office. Before coming to Mountain View Group, Ltd.,

Lacijan worked as a freelance Production/Casting Coordinator for several area production companies, and is a voice-over actress. Lacijan received her Bachelor of Science in Television Production from Emerson College in Boston, MA. She resides in Halfmoon, New York.

As Managing Producer, Deihl will be the production lead for corporate work and commercials, as well as lead the business development efforts in the Schenectady office. Deihl returns to Mountain View Group, Ltd. after freelancing as a producer for both broadcast and photography projects, and working as Producer/Art Buyer for Palio. A graduate of California State University at Northridge, Deihl received a Bachelor of Arts in Child Development. She currently resides in West Charlton, New York.

PALIO HONORED AT 2008 GLOBAL AWARDS

Palio, an inVentiv Health (NASDAQ: VTIV) company, recently was honored at the 14th annual Global Awards, a premier competition dedicated to honoring excellence in healthcare communications on an international basis.

The Global Awards are the largest, most coveted healthcare communications awards and set the industry standard in healthcare communications. By broadening the focus beyond advertising alone, the mission of the Global Awards is to lift the perception of creativity



above clever headlines and smart design, and to explore the feelings and emotions transmitted between a message's creator and its recipient. The intellectual and emotional achievement of communication transcends the barriers of distance, language, and culture. The Global Awards honor this profound connection.

This year, healthcare communications were entered from over 300 agencies and organizations worldwide, representing 30 countries.

Palio received the following Finalist Certificates:

1. Adheris "Bob/Alice/Phyllis" print ad campaign in Corporate Print Ads
2. Medical Missions for Children's "Let the Healing Begin" fund raising brochure in Consumer Direct Mail
3. Stiefel's "Answer Irritation with Hydration" detail ad in Professional Sales Force Education.

The College of Saint Rose

SAINT ROSE WORK IS HONORED BY GRAPHIC DESIGN USA

The College of Saint Rose Office of Public Relations and Marketing was honored by Graphic Design USA (GDUSA) in the 2008 American Graphic Design Awards Annual.

GDUSA magazine honored the College's Campus Visit Pocket Guide and 5 Reason Brochure with the 2008 American Graphic Design Awards, plus the award winning 5 Reasons Brochure was chosen from all the work in the annual, to grace the cover of the design annual.

The work was selected from more than 10,000 submissions from creative companies and firms around the country and the world and was published in the 2008 American Graphic Design Annual which has a circulation of more than 100,000 + to creative and marketing decision-makers around the world.

SAINT ROSE WINS HONORS FROM HIGHER ED MARKETING

The College of Saint Rose Office of Public Relations was honored by Higher Ed Marketing, the leading marketing publication for higher education, in its 24th Annual Admissions Advertising Awards.

The College was honored with three awards. A silver award for the college's 5 Reasons Brochure, a bronze award for a newspaper advertising series, and a bronze award for a magazine ad. The Admissions Advertising Awards is the largest educational advertising awards competition in the country. This year, over two thousand entries were received from more than one-thousand colleges, universities and secondary schools from all fifty states and several foreign countries.



WORKING PICTURES TEAMS WITH VERIZON WIRELESS

Working Pictures, Inc. was recently contracted by Verizon Wireless to produce an energized video to close their Regional Sales Conference held in Syracuse, NY. The video's purpose was to kick-off a new sales year and to celebrate a job well-done.

The video was shot in various locations across New York State using Verizon Wireless employees, all contributing their part to speak about the company's credo and set of values. The result was a dynamic video which emphasized the company spirit and ideals.

The project was directed and photographed by Marty Bohunicky and produced by Melissa Napoli, both of Working Pictures.

"It was a pleasure working with the Working Pictures team. They are creative, professional and fun to work with. The end result was a fantastic video that captured the Verizon Wireless culture perfectly", states Verizon Wireless Marketing Consultant, Ellen Fitzgerald.



SILVER & GOLD: ZONE 5 TAKES EACH AT 24TH ANNUAL ADMISSIONS ADVERTISING AWARDS

Continuing to reap positive accolades for creative work for the Sage Colleges, Zone 5 was awarded a Gold Award for "Total Advertising Campaign" for Fall Campaign, and a Silver Award for the "Television Advertising/Series" for the Sage television campaign in this year's Admissions Advertising Awards.

The Admissions Advertising Awards is the largest educational advertising awards competition in the country. This year's competition received two thousand entries from more than one thousand colleges, universities and secondary schools from all fifty states and several foreign countries.