



## **AAF presents two opportunities with new business specialist March 16: “Why Ad Agencies Don’t Want New Business”**

DULUTH, Minn. (FOR IMMEDIATE RELEASE, March 1, 2010)—Whether you’re an ad agency or marketing professional, you always want more business. Or do you?

Hank Blank, principle of Laguna Niguel, Calif.-based Blank and Associates Inc., challenges this basic assumption—by offering examples and tactics for reaching out and securing new business. Blank presents “Why Advertising Agencies Don’t Want New Business” on **March 16** to the American Advertising Federation of Duluth/Superior. The lunch and one-hour presentation, which is open to the public, begins at **11:15 am** at the Holiday Inn Conference Center in Duluth.

Reservations can be made online at [aafduluthsuperior.com](http://aafduluthsuperior.com). Cost is \$15 for AAF members, \$25 for non-members, and \$10 for students.

“Especially in these times, new business is the life blood for most ad agencies, yet many base their new business program on chasing rejection and low opportunity candidates,” says Blank, a specialist in finding advertising, public relations and interactive resources for clients.

With more than 25 years of new business experience with firms like DDB, JWT and O’Leary and Partners, Blank will present on a topic most businesses can’t afford to miss. And he’ll also make himself available for informal discussions on the topic during an AAF Duluth/Superior Social Hour at **5:30 pm, March 15** at Carmody’s Irish Pub in Duluth.

“Don’t miss this great opportunity to speak with an incredible resource. Hank’s worked with companies ranging from CENTURY 21 and Kellogg’s to Revlon, Burger King, Subway and many more,” said AAF Duluth/Superior President Denise Archer. “He’s graciously offered up his experience as a client reviewer, agency principle and retail industry veteran. So feel free to bring your work, ideas and questions for a fast, informal discussion.”

AAF Duluth/Superior, composed of 100+ local communications professionals, works to enhance the professional development of club members while increasing recognition for the advertising industry and giving back to the community. It is a local affiliate of the American Advertising Federation, a national organization that represents the advertising industry in its entirety. For information on upcoming events or becoming a member, visit [www.aafduluthsuperior.com](http://www.aafduluthsuperior.com)

On the Web: [Hankblank.com](http://Hankblank.com)

### **March 15 AAF Social Hour with Hank Blank**

What: Meet Hank Blank, ad retail veteran and California agency principle

When: 5:30 p.m., Monday, March 15

Where: Carmody’s Irish Pub, Duluth

### **March 16 Luncheon: “Why Agencies Don’t Want New Business”**

Who: Speaker Hank Blank presents

When: 11:45 am-1 p.m., Tuesday, March 16

Where: Holiday Inn Conference Center, Duluth

How: visit [www.aafduluthsuperior.com](http://www.aafduluthsuperior.com) to register

### **MEDIA CONTACT:**

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