



2007/2008 LSAF Officers + Board of Directors

MEMBER SPOTLIGHT

A couple of years ago, Denise Archer asked **Mike Rasmusson** if he would like to help plan a social event for LSAF. Back then, Mike had started working for **Clear Channel Radio** (KLDJ, Kool 101.7) after he had left his previous job in radio sales for Red Rock Radio. When Denise approached him, he was already familiar with Ad/Fed and didn't think twice about helping out. The social itself was a success and Mike truly enjoyed working with everyone which inevitably led to his present involvement with LSAF: "This spring I was asked about being on the board and jumped at the opportunity to be associated with such a fun and helpful group!"

Mike has arrived in our midst from having graduated from Lakeville High School in 1996. He moved to Grand Rapids where he was enrolled at the Itasca Community College for Forestry. When he completed the requirements, he moved to Duluth for the summer, believing he would be here for only a couple of months. As this city has done for many people who are here "only for the summer," Duluth enchanted Mike and he decided to remain. He attended Lake Superior College for Fire Science (a.k.a. Fire-Fighting) and worked at the Reef where he met a number of people involved with profes-



MIKE RASMUSSON
Account Executive
CLEAR CHANNEL RADIO

sional media. With numerous contacts made available through the Reef, he decided to make a change. He went into radio. His seven years of schooling became the building blocks for his career at KLDJ where he is now the Account Executive.

COMMITTEE CHAIRS

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Publications Committee

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GET INVOLVED!

There are many opportunities available within LSAF. Help is needed in planning and production of events such as the Media Auction, monthly luncheons and socials and ADDY Awards. If you would like to get involved, contact any of the board members listed in this newsletter and they'll steer you in the right direction.

ATTENTION STUDENTS

LSAF scholarship applications and creative samples are due on **NEED DATE**. Finalists will be notified by **NEED DATE**. Call Rhonda Cory at 722-9805 for info.



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**LAKE SUPERIOR
ADVERTISING FEDERATION**
P.O. Box 567 • Duluth, MN 55801
www.lakesuperioradfed.org

MISSION: The Lake Superior Advertising Federation was formed in 1976 to provide and promote a better understanding of the functions of advertising and of its value, to apply the skills, creativity, and energy of the advertising industry whenever it is needed to help solve social problems; to advance the standards of advertising through a voluntary program of self-regulation; and to promote good fellowship and free exchange of ideas.

THE DEADLINE FOR THE NEXT ISSUE OF THE SCRIPT IS OCTOBER 10!

E-mail your stuff to jruprecht@htklatzky.com.

2007-2008 **SCRIPT TEAM**

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Please submit your feedback, news releases, photos & etc. to either of the tireless volunteers listed above or to Jeff Ruprecht.

**THE SCRIPT PRINTING
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Stewart-Taylor



Benefit for Beth Travis-Betts and Family

On Thursday, September 20th, there was a benefit for Beth and her family where a portion of the entry-fee proceeds were donated to help them during this difficult time. The LSAF has also allocated \$200 toward a Super Suppers gift card.



The LSAF has launched a "Help Beth" segment on the web site. Members and non-members are able to donate money online for the Travis-Betts' family through the web site. These donations will go toward their travel expenses, meals and the needs associated with ongoing treatment.

Log on to <http://www.lakesuperioradfed.org/beth>

THE SCRIPT

Lake Superior Advertising Federation
OFFICIAL NEWSLETTER

October
2007



VOLUME 33 • ISSUE 1

ADVERTISING 2.0H!

Vlogging, Blogging & Slogging Your Way Through the New Media Jungle



Texaco Star Hour. Hallmark Hall of Fame. In the early days of television, advertisers owned the content and the networks were just the delivery system. With the arrival of broadband penetration and user-created content, we're heading back to the future. "In 5 years, every major advertiser will have their own network." That's a quote from media guru Gene DeWitt—and he may be off by three years! What's the right play in the current media environment? How can national, regional and local advertisers participate in this universe of consumer talkback and empowerment across the Internet, PDA's, and community sites like MySpace and MOLI? Join Steve Lance, co-author of "The Little Blue Book of Advertising: 52 Small Ideas That Can Make A Big Difference," as we discuss the changing nature of advertiser communication - and the role that agencies, suppliers and vendors will play in this brave, new world.

The October 18th Luncheon will be held at the Northland Country Club at 11:45.

For more info, visit: www.lakesuperioradfed.org

ON BOARD WITH RUPE

GREETINGS AND WELCOME TO another great year with the Lake Superior Advertising Federation! My name is Jeff Ruprecht, your 2007-2008 President of LSAF. I have more than 10 years of industry experience and 2 years on the board of directors. I plan to use this knowledge to better serve you, our community members. I am very excited to make this year another great success as your main ambassador of LSAF.

Before I delve into details for this year, I would like to recognize Bill Nelson, last year's president, and the wonderful things he did while in office. Bill may have stepped away as president, but he has left our organization in excellent shape for the coming year. Thank you, Bill, and thank you to the board of directors from last year.

We have quite the plan for this year. I went to Louisville, Kentucky in June to attend the National AAF Conference. What an experience! I

continued inside ➤



LSAF 2007 President **JEFF RUPRECHT**

2007/2008 LSAF Officers + Board of Directors



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Pro Print Receives

MASTER PRINTER CERTIFICATION

Back in 1977, **Pro Print** of Duluth opened for business and this year they're celebrating their 30th Anniversary! There is no better way to celebrate thirty years of excellence than to improve specialized printing while "driving out excess costs."

As of August 2007, **Pro Print** of Duluth offers an innovative, cutting-edge print service with their new G7 standards. The overall idea is that the G7 process is compatible with every press and substrate offered by **Pro Print** while preserving the appearance of the prints. Your prints will be as visually appealing as the original.

Pro Print's dedication to professional, quality printing is the foundation of the company's success. Their available services include, but are not limited to:

- high-end annual reports
- art reproductions
- brochures
- publications
- point of purchase displays
- direct mail
- digital imaging and mailing

Although **Pro Print's** present address is 326 East Central Entrance, "**Pro Print** is in the process of building a state of the art 20,000 square foot printing facility in the Duluth Airpark. All operations are expected to be moved to the new location by year end."

If you or your business are looking for quality, full-service printing, **Pro Print** is able to handle every angle "from design and prepress to binding and mailing."

For more information contact Pro Print of Duluth: (218) 722-9805

Northland Newscenter Web site Has New Features

Our lives are busy, our time is precious. No matter who you are, accurate and honest news is imperative. **The Northland Newscenter** has a long history of excellent reporting but you don't always have time to turn on the television in order to catch the news.

The Northland Newscenter web site offers quality, up-to-date news in your office, home or local coffee shop. Recently, they have added user-friendly content that includes streaming videos and user-generated content.

The user-generated content encourages the Twin Ports community to post videos and pictures that you would like to share. We might even include your photos and videos on the news! Think of this addition to the web site as a "you tube" of the North.

Check out the web site www.northlandnewscenter.com and share your life with the Northland community.

Bill Thorburn, Group Design Director, Carmichael Lynch
Thorburn, is presenting an artist lecture at the Tweed at 6pm,
on Tuesday, October 16, 2007.



Membership Dues

The Lake Superior Ad Club is a valuable resource for local businesses and clientele in the Northland. Every year we send a RENEWAL FORM to our members and it's that time of year again! Keep an eye on your mail box, the forms will be sent in the near future.

For more information on becoming a member of LASF contact Jessica Gassman: jgassman@kdlh.com

Update Contact Information

Have you moved?
E-mail changed?



Would you like to continue receiving information about the Lake Superior Ad Club? Please send your updated contact information to Jennifer Walker:

jwalker@stewarttaylorprinting.com

2007-2008 Scholarship Topic

ATTRACTING & RETAINING YOUNG ADULTS

Design a Campaign and Win a Scholarship

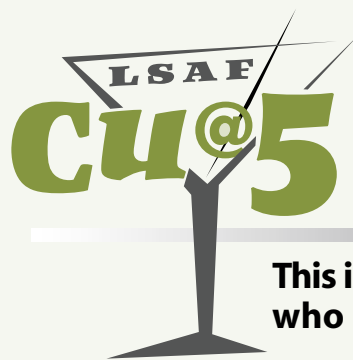
The Lake Superior Ad Fed Scholarship competition is a little different than our past competitions. This year, we are asking students to write a "Top Ten" list and work it into a billboard, TV ad, radio ad, poster, web page, and other media. The project, "Attracting & Retaining Young Adults in the Area," is part of the Duluth Superior Area Community Foundation's effort to revitalize the Northland.

The deadline for completed applications is Friday, November 30. The winners receive \$1,200 for first place, \$400 for second place, and four winners will receive \$100 for honorable mention. This year, teams of two can also apply (and split

the award). Any full-time post-secondary student is welcome to apply.

An optional one-hour orientation for scholarship candidates will be offered at 4 p.m., on Wednesday, October 24, 2007 at Amazing Grace, 394 South Lake Avenue, Canal Park, Duluth. Students will hear about the program from the Duluth Superior Area Community Foundation and Lake Superior Advertising Federation. Local advertising professionals will also have design pointers.

The full application is available on the LSAF web site. For more information, contact Rhonda Cory at 722-9805 and Cheryl Reitan at 726-8996.



This is a top-secret code for members who enjoy a good social hour.

Think of it as a secret handshake or a password that's... well, not so secret because if you're a member of The Lake Superior Ad Club, you're in!

CU@5 is our latest phrase for "let's get together once a month, have a beverage, a chat, and leave with a smile." In other words, we'll pick a bar and you'll receive an e-mail with the date and the location. We'll then meet at 5:00 p.m. for an informal get-together once a month. It's a great way to keep in touch. So whad'ya' say, CU@5?!

Next CU@5 will be on October 25th at 5:00. Location: TBD.



INTERNSHIPS AVAILABLE

Graphic Design Internship Available

The Lake Superior Ad Club is looking for a talented **graphic design intern**. The chosen student will work with Swim Creative and most likely several other Ad Club Board members and agencies. Projects to be designed include *the Script* newsletter; monthly postcards; possible Web design and/or updates; and all publicity materials for this upcoming year's events. A photography background is a plus. Copy writing will be supplied to the designer for all projects.

Those interested will be asked for a portfolio review, will need to be advanced in their education and be able to use **Adobe Creative Suite** proficiently. There is no financial compensation but the direct exposure to Duluth's advertising employers is priceless. Here is an opportunity to get hands-on experience, to build your portfolio and to start a successful career in advertising.

Qualified candidates should contact:

Patrice Bradley: patrice@swimcreative.com

Communications Internship Available

Do you enjoy public relations? Would you like an internship that not only enhances your portfolio but strengthens your education in professional communications?

Look no further! The Lake Superior Ad Club is looking for a candidate for their Communications Internship position. The hired applicant will fulfill a number of duties that include continual updating of member e-mail lists; editing and organization of mass mailings; and... (what else would you like the intern to do?)

Interested candidates should contact:

Jeff Ruprecht: jruprecht@htklatzky.com

GET THE ATTENTION YOU DESERVE!

Show your stuff in *The Script* Newsletter

The Script accepts submissions of poems, short stories, photography, drawings—just about anything that can be captured in two dimensions. Got something good? E-mail your stuff to jruprecht@htklatzky.com.

SCRIPT DEADLINES

- November/December Issue **October 10, 2006**
- January/February Issue **December 10, 2006**
- March/April Issue..... **February 10, 2006**
- May/June Issue..... **April 10, 2006**

FACES & PLACES

What's going on, people? Land a new client? Win an award? Hire or promote someone? Celebrating an anniversary? A milestone? Did someone get married or have a baby? Your peers want to know about you, and they want to hear your story. Send it to jruprecht@htklatzky.com.

On Board with Rupe ...

met a number of exceptional people who had fantastic ideas on events, speakers and ADDY judges. I returned from Kentucky, motivated and enriched, when I met with our board in early August to incorporate these ideas.

During our meeting, we decided to have a simple but fun-filled kick-off on September 20th at Duluth's newest hotspot: **Aces Bar on 1st Street**. It certainly got the year rolling with a turnout of almost fifty people. \$5 got you pizza and a free drink. Everyone had a blast.

Check your calendar because on October 18th at 11:45 a.m. at Northland Country Club, national speaker Steve Lance will present Advertising 2.0h!

CYA Around!
Jeff

LSAF IN CONJUNCTION WITH THE DULUTH CHAMBER BUSINESS AFTER HOURS AND IN PARTNERSHIP WITH THE HOLIDAY INN PRESENT THE 2007

MEDIA AUCTION

**NOVEMBER 20th
at 5:00 p.m. Cost: \$3**

If you or your business would like to contribute an item to the 2006 LSAF Media Auction, **contact any board member listed in this newsletter!**

**RSVP to the Chamber: 722-5501
Watch your mail for more details!**