



December 2008

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33rd Annual ADDYs

Call to Entries: Silver and Gold anyone?

Get ready to show your best creative from 2008. ADDY entries are due January 9, 2009. AAF members, non-members* and students are invited to submit. A panel will judge the work January 16, and awards will be announced February 21 at the annual gala event—to be held at the Greysolon Plaza. More ADDY night details coming soon.

[Click to register](#) or get prices, rules or a list of categories.

*If you're not an AAF member, consider joining to save oodles on those entry fees.

Luncheon Series: Chank!



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Tuesday, Dec. 9, 2008
UMD Tweed Museum
11:45am-1pm

Come for a sandwich, stay for a discussion of fonts, art and running a small business. Chank Diesel will present a visual tour through his unusual type design portfolio, following his evolution from grunge music fanzine creative director in the '90s into a small businessman and software developer today. Get an inside look into the font industry - from licensing, distribution and technologies to marketing and design.

Learn more: www.aafduluthsuperior.com or www.chank.com

Media Auction Recap

A media mountain of thanks



It's like they say: Put generous donations of media products, art and more in a room full of generous buyers of said products, and something magical happens. In this case, a successful 20th annual AAF Duluth/Superior Media and Art Auction raised funds to support local scholarships and educational programs. (link to full recap story and list of donors online. Ask board members for event photos.)

"We had a great turnout at the new venue at Spirit Mountain and wonderful response by bidders," said Nicole Sandman, Ad Fed president. "None of it could have happened without the help of the local organizations that donated items for both the silent and live auction. We also want to thank those who participated in the first annual 1X1 art auction. The pieces we received far outweighed our expectations and we will definitely bring this component back next year."



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jkapsner@htklatzky.com



Thank you to everyone who contributed to this successful event. See who sponsored and submitted artwork. ([link to aafduluthsuperior page or blog](#))

Members

Please welcome the newest members of AAF Duluth/Superior:

1. Jeff Laundergan, WDIO
2. Janice Saaristo, WDIO
3. Megan Loppnow, WDIO
4. Aaron Wernimont, WDIO
5. Ron Weisman, WDIO
6. Dean Vogtman, Tri-Quantum Productions
7. Paul Hayden, Lake Superior Magazine

Become a member

Know someone who wants to be more in the know? Recommend an Ad Fed membership. [Click to join](#) or visit www.aafduluthsuperior.com

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Member News

SMDC, HTK Win Gold in National Marketing

Jeff Ruprecht iGuru

jruprecht@htklatzky.com

Disclaimer:

Because every "legitimate" publication has a disclaimer these days, we thought we should have one too. The content in this newsletter is entirely spun by the volunteers toiling after hours in an attempt to bring you timely, entertaining local trade information. It may or may not reflect the views, tone or artistic style of AdFed members. If not, please send hate mail to said volunteers, who reserve the right to invoke our spam-filter clause.

Competition

Duluth, Minn. (December 3, 2008) -- SMDC Health System, together with its advertising agency H.T. Klatzky & Associates (HTK), received a gold award at the 2008 HealthLeaders Media Marketing Awards for its highly successful Duluth Clinic Orthopaedic campaign. HealthLeaders Media is a premier publisher of information resources for senior-level healthcare executives. Each year, the publisher holds an awards competition to determine the country's best hospital marketing campaigns. Thirteen industry experts review hundreds of entries and select winners based on a criterion that heavily weighs goals, objectives and return on investment. This year, SMDC joined the ranks of industry winners such as Mayo Clinic, University Of Minnesota Children's Hospital and Shriners Hospitals for Children.

WestmorelandFlint Creative Wins National Recognition

Duluth, Minn. (December 2, 2008) – WestmorelandFlint, a full-service advertising, marketing, public relations and interactive agency, is pleased to announce two of the agency's designs were selected for inclusion in the 2008 PRINT Regional Design Annual. PRINT, a bimonthly magazine about visual culture and design, chooses the best design, illustration and photography being produced around the United States from more than 20,000 individual entries for its annual competition. WestmorelandFlint's featured pieces included a meeting planner guide and folder for Visit Duluth and a logo for the Walk for Women's Scholarship for the University of Minnesota Duluth Athletics. WestmorelandFlint Creative Director Ken Zakovich was the creative lead on the submissions.

Public Service

Help fight homelessness

Want to make an impact on reducing homelessness in St. Louis County? As a member of the local ad community, you can help. Learn more by contacting St. Louis County Commissioner Steve O'Neil at OneilS@co.st-louis.mn.us

Off Script

iG:

We're kind of forcing this concept a bit, eh?

Wd:

How so?

iG:

You know, by writing "a script" for every Script.

Wd:

But that's the schtick.

iG:

Seems like you should have something, um, important to say. Message over style, right?

Wd:

C'mon, ideas are fleeting. A format is forever. Besides, if folks submitted content we wouldn't just ramble on to fill space.

iG:

Somehow I doubt that.

ANNCR:

Got a message to share? Just click here to submit a story idea, press release, ad or ... something completely different. Submissions have never been more welcome. In fact, the first AAF member to submit (usable) content for the January Script will win a prize. As if free publicity weren't prize enough.

Ad Links

Important seasonal marketing advice:

bewareofthedoghouse.com

American Copywriter

[Mad Men 2.0](#)

Submit a press release, place an ad, or just sound off to:
jkapnsen@htklatzky.com or jruprecht@htklatzky.com

December SCRIPT deadline: Dec. 22.

District:

www.aaf8.org/

National:

www.aaf.org/



