

**Nicole Sandman**

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**From:** AAF Duluth/Superior [info@lakesuperioradfed.org]  
**Sent:** Monday, March 15, 2010 8:51 AM  
**To:** Nicole Sandman  
**Subject:** AAF Duluth/Superior Script



**Feb/March 2010**

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## Save the date

- March 5: The ADDY Show at Zeitgeist
- March 15: Social hour with Hank Blank
- March 16: “New business” luncheon at Holiday Center

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## On Board with Katie Botten

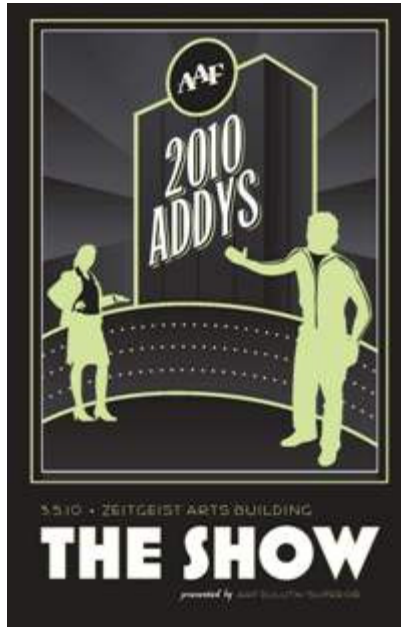
We look forward to seeing you at three upcoming events that we’re confident you’ll find dynamic and beneficial. It starts with The ADDY’s Show, coming March 5 to Zeitgeist in downtown Duluth and featuring format changes and exciting new additions to our gala annual awards show. It’s quickly followed in mid-March by a visit from Hank Blank, a California-based networking and new business guru who comes highly recommended by AAF groups across the country. On March 15, he’ll join us for a 5:30 p.m. social hour at Carmody’s Irish Pub, where he will be available for informal review of your projects and related discussions. Hank rejoins us March 16 at the Holiday Center Great Lakes Ballroom to present a program entitled, “Why Agencies Don’t Want New Business.” Don’t miss this great opportunity. Your involvement will make March a great month for AAF Duluth Superior! As always, if you want to help with any AAF social event, please [contact me](#).

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## The Show you’ve been waiting for

More than a chance to mingle, you’ll see who won the area’s top advertising awards. That includes the coveted Silver Medal, our highest honor, as well as the winners of the Student ADDY Scholarship Competition. If you haven’t RSVP’d for AAF’s biggest night of the year, act now and we’ll try to accommodate you.

Contact [Jen Walker](#) at [Stewart Taylor Printing](#)



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## AAF social hour: a chance to learn

What: Meet Hank Blank  
When: 5:30 p.m., Monday, March 15  
Where: Carmody’s Irish Pub, Duluth

Don’t miss this great opportunity to speak with an incredible resource. Hank’s worked with various companies, ranging from CENTURY 21 and Kellogg’s to Revlon, Burger King, Subway and many more. He’s graciously offered up his experience as a client reviewer, agency principle and retail industry veteran. So feel free to bring your work, or your ideas and questions, for a fast, informal discussion. [Learn more](#).

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

Who: Speaker Hank Blank presents  
When: 11:45 a.m.-1 p.m., Tuesday, March 16  
Where: Holiday Inn Conference Center, Duluth  
How: [Click to register](#) and [learn more](#)

Hank Blank, principle of Laguna Niguel, Calif.-based Blank and Associates Inc., specializes in finding advertising, public relations and interactive resources for clients. Hank has more than 25 years of new business experience with firms like DDB, JWT and O’Leary and Partners. He’ll present on a topic most businesses can’t afford to miss.

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## Member News

### Nelson & Company Makes Historic Move

Nelson & Company, a five-year-old Duluth agency headed by former AAF Duluth/Superior President, Bill Nelson, relocated in early February to Canal Park's historic Endion Station building. Read all about the exciting move:

- in the [company blog](#)
  - in the Feb. 4 [DNT story](#)
- [www.nelson-company.com](http://www.nelson-company.com)

### Welcome Naomi

Please welcome the newest member of AAF Duluth/Superior:

**Naomi Yeager of [The Hillsider](#)**  
[hillsider@sundogpress.com](mailto:hillsider@sundogpress.com)

### Join AAF

Know someone who wants to be better connected to the wonderful world of advertising? Recommend an AAF Duluth/Superior membership. [Click to join](#) or visit [www.aafduluthsuperior.com](http://www.aafduluthsuperior.com)

### Connect on

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District: [www.aaf8.org/](http://www.aaf8.org/)  
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## Script: You know you want to

Sign up now to develop the Script, version 3.0 (or would it be 2.0?), and we'll throw in part or all of a set of [100% steel cutlery\\*](#). That's not all: you'll get a chance to mingle with some of the brightest advertising minds in the region on a routine basis. And here's the best part: you don't have to actually do any real work until this fall. [Contact me to learn more.](#)

*\*Offer includes but is not restricted to at least one knife or knife-like object; must be 18 years or older and familiar with advertising, marketing and/or Japanese fine dining.*

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## Ad Links

[The art of turning electronics into Olympic Gold](#)

[And the silver for ugliest Olympic costume goes to ...](#)

[Inushuk: the 2010 Vancouver logo rockstar](#)

[Fleeting youth, fading creativity?](#)

[Spl-internet: end of Web's Golden Age?](#)

[Who's responsible for social media user's actions?](#)

[Ach! Enough with the Hitler parodies already](#)

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## CONTACT US

Submit a press release, place an ad, or just sound off to:  
[jkapsner@htklatzky.com](mailto:jkapsner@htklatzky.com) or another of our highly credible, volunteer AAF board members.

March deadline: March 25, 2010

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## The Script

### Jake Kapsner

[jkapsner@htklatzky.com](mailto:jkapsner@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.

