



**November 2008**

If you are having trouble viewing [click here](#).

## In This Issue

[Upcoming Events](#)  
[New Members](#)  
[Addys](#)  
[Public Service](#)  
[Off Script](#)  
[Contact Us](#)

## EVENTS



**Save the date, tell your friends:  
 5-6:30 pm Nov. 18 at Spirit Mountain**

It's time for the 20th annual AAF Duluth-Superior Media Auction. Generous media donations—broadcast, print, out-of-home and more—are on the auction block once again. And this year, there's an artful twist: the 1x1 silent art auction. Proceeds support local college scholarships. For any business or organization looking to scoop up some potential bargains—and

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spread the word about its products and services—this is a must-attend event.

[RSVP by clicking here](#)

or calling the Duluth Area Chamber Commerce at 722 5501.  
Get an auction preview.

### Submit your 1x1?

ATTN last-minute artists: Please deliver your 1x1 art auction donation to Melissa by Monday, November 17—or bring it to the Media Auction at Spirit Mountain before 5 pm.

## Luncheon Series: Chank Diesel

**11:45am-1pm Dec. 9, Tweed Museum**

Learn more about the Minneapolis font-master and businessman, and [register for the luncheon](#).

## MEMBERSHIP

**Please welcome the newest members of AAF Duluth/Superior:**

1. Crsytal Kilichowski, Duluth Business University
2. Elizabeth Mayne, Mayne Design
3. Ryan Kernz, Kernz & Kompany
4. Terry Glembin, UMD
5. Tracy Ryks, Twin Ports Testing
6. Tammy Hippchen, Twin Ports Testing
7. Kathleen McQuillan/Hoffman, UMD
8. Ronda "Rudy" Harvey, Queen City Federal Savings Bank

### Become a member

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

## ADDYS

**Awards night is just around the corner**

**Call to Entries: January 9, 2009**

**Addy Awards Night: February 21, 2009**

That's right, time to start thinking about entering your favorite creative from the past year. For those who aren't sure what to make of the annual gala event that brings us together with creative commonality, stay tuned. Changes are afoot. Look for more details online and in the Script in the coming weeks.

[HTK](#)

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## The Script

**Jake Kapsner**

## PUBLIC SERVICE

### Homelessness Project: scholarship opportunities

The problem of homelessness in Minnesota is worse today than it was in 1980 and far worse than it was in 2000. It begins as a housing issue, but it's so much more. Click [here](#) to learn more about the issue and, if you're a student, how you can earn a scholarship from AAF Duluth/Superior by helping St. Louis County address homelessness.

### Student scholarship deadline:

Applications and creative samples are due Friday, December 5, 2008.

## Help the AAF collect new books for children

### Deadline: November 18

AAF is holding a three-week nationwide book drive to promote literacy among children. The drive is held in conjunction with the Books for Kids Foundation. AAF asks members to donate new children's books in the category of kindergarten through third grade. Visit [www.aaf.org/books](http://www.aaf.org/books).

## GOVERNMENT RELATIONS

### Seeking your insight

When it comes to government policies—at the local, state or federal level—what are the key issues you feel are facing the advertising and marketing industry right here in Duluth/Superior? Perhaps there is an issue you'd like AAF Duluth/Superior to track more closely? [Contact us.](#)

## Off Script "Our New Prez"

### SFX:

Hail to the chief

### Word Dude:

I think a warm welcome is overdue.

### iGuru:

Why's that?

### Word Dude:

Because for many months now, the Prez has been busy working hard, reaching out, bringing people together, and making plans for real change.

### iGuru:

Can you say that here?

### Word Dude:

To quote a famous governor, 'You betcha.' So, Prez,

### Word Dude

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

### Jeff Ruprecht

iGuru

[jruprecht@htklatzky.com](mailto: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.

what would you like to tell the world?

**Prez:**

My name is Nicole Sandman, 2008-2009 president of AAF Duluth /Superior. I want to welcome everyone to a new "season" of Ad Fed, and let you know about some of the opportunities and changes you can expect from the Club in the coming year.

**Word Dude:**

Like what?

**Prez:**

For starters, we're rolling out a strategic branding process and three-year plan that comes on the heels of our name change.

**Word Dude:**

Uh huh. What else?

**Prez:**

We've got an excellent roster of monthly speakers and events planned, public service and scholarship opportunities that seek to help St. Louis County implement a plan to end homelessness, and ...

**Word Dude:**

I'm sorry, that's all the time we have.

**Prez:**

People might appreciate reading more about the changes, events, and how they can get involved, on our blog.

**Word Dude:**

So you approved this new "electronic format?"

**Prez:**

Yes I did.

**iGuru:**

Thanks for that, by the way.

**Prez:**

You're welcome.

## Marketing

[Obama named Marketer of the Year](#)

[Obama's Viral Marketing Campaign](#)

## Creative

<http://www.vwinnovatie.nl/en/>  
<https://www.ecotonoha.com/index.html>

[www.spkdm.com](http://www.spkdm.com)  
(A taste for those who missed the October 14th Ad Fed luncheon with Spunk Design founder, Jeff Johnson of Minneapolis.)

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Submit a press release, place an ad, or just sound off to:  
[jkapner@htklatzky.com](mailto:jkapner@htklatzky.com) or [jruprecht@htklatzky.com](mailto:jruprecht@htklatzky.com)

December SCRIPT deadline: Nov. 27.

