



October 2008

AAF Duluth-Superior Upcoming Events



Jeff Johnson, [Spunk Design Machine](#)
Location: Northland Country Club
Time: 11:45 a.m. -1 p.m.

Jeff Johnson was born in rural North Dakota. Most of the time, this fact is pretty self-evident. After spending his first two decades as a farm kid and heavy equipment operator on the high plains, Jeff attended art school in Moorhead, Minnesota.

Just a riverbank away from Fargo, North Dakota. Moorhead is a quirky art town in middle of nowhere, with art organizations funded by charitable black jack ladies compulsively playing bingo. Graduating with honors and living out of 1983 buick Skylark, Jeff began working for Duffy Design and Fallon worldwide June of 1992. In six years Jeff worked from Intern to Designer, from Designer Senior Designer, and Senior Designer to Design Director of a large staff while at Duffy, Jeff designed such pop icons as Frutopia™, Diet Coke™ and Miller time He has some of this work in the Permanent Collection of 20th Century American Design in the Smithsonian Institute. Following his time at Duffy, Jeff served as Senior Designer for Designworks™ in New Zealand and Australia for one year.

Jeff can also dance a mean polka.

In 1998 Jeff founded Spunk Design Machine™ in his adopted hometown

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of Minneapolis. Jeff has traveled the world trying to promote new design techniques and new models for pushing pop culture to the next level. In its short life, he has manufactured and sold two educational products for kids (talking tools and Puffilines™). Spunk has also won local, national, and international design awards for its creative solutions for clients such as Target Stores™, General Mills™, Best Buy™, Medtronic™, and CNN worldwide™. Spunk also designs outstanding custom product design and often drinks a ridiculous amount coffee. Jeff currently employs a small staff at Spunk, and enjoys working the vibrant design community of Minneapolis.

SIGN UP for Jeff Johnson | [Upcoming Events](#)

After the storm

If you had freed your calendar for Susan Sarage—who would have been the first Ad Fed speaker of the year—blame Hurricane Ike for the cancellation. The Houston, TX-based marketing consultant will try traveling to the North Country once more in April. So save a lunch date. As her impressive resume of market research suggests, she's sure to share some Texas-sized insights on consumer behavior.

Ending Long Term Homelessness in Minnesota

6:30 pm, Monday, October 20
118 Labovitz School of
Business and Economics, UMD

A panel discussion on Minnesota's homelessness crisis will feature Ellen Shelton, Wilder Foundation, St. Paul; Steve O'Neil, St. Louis County Commissioner; a formerly homeless citizen guest; and Daniel Williams, foreclosure counseling, Lutheran Social Services. Alexis Pogorelskin, UMD History Department Chair and Director of the Center for Genocide, Holocaust, and Human Rights Studies will serve as moderator. A question and answer session will follow.

The event will also launch the Fall 2008 AAF Duluth/Superior scholarship competition where area advertising and marketing students are invited to create an awareness campaign about homelessness. Six scholarships are awarded from \$1200 to \$100.

Event info:
 Alexis Pogorelskin
apogorel@d.umn.edu
 218 726-7548
<http://www.d.umn.edu/cla/ghhrcenter>

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<http://headinghomeminnesota.org/saint-louis>

AAF Duluth/Superior Scholarship:

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<http://www.aafduluthsuperior.com> OR
http://www.lakesuperioradfed.org/community_scholarships.php

UMD Office of Civic Engagement:
<http://www.d.umn.edu/cehsp/civic-engagement/>

WTH?

Word Dude: What the (bleep) is this?

iGuru: It's the first issue of the 2008-2009 Script, the official newsletter of Ad Fed of Duluth-Superior.

Word Dude: Yeah, I know. But it's (gulp) floating in cyberspace.

iGuru: that's right. This year, the Script will arrive via email. With the same inspiring information, it'll be delivered in a more efficient way for Ad Fed members to stay on top of the local industry events, campaigns and trends. You might say we're "going green."

Word Dude: Green, huh?

iGuru: Sure. We've also got a [blog](#) and a [Facebook](#) page.

Word Dude: but what if I want to read the Script while I'm in the biffy? What if my parakeet misses the feel of 80 pound stock?

SFX: angry parakeet

iGuru: We'll still send out printed updates of events, like Addy's. And you can always click "print" on your computer—using the two-sided print option, of course.

Word Dude: Alright already. You talk too much.

Word Dude

jkapsner@htklatzky.com

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.

It's Official:

Goodbye "Lake Superior," hello "Duluth-Superior"



It's official. The advertising and marketing organization formerly known as Lake Superior Ad Fed is now the Ad Fed of Duluth-Superior. Odds are, you know this already. But for those who didn't realize members voted for the name change in May—to better reflect an affiliation with the American Advertising Federation (Ad Fed)—there are now absolutely no excuses.

Calling all AAF Duluth-Superior artists

Donations needed for art auction portion of Media Auction.

This year for our annual Media Auction, AAF Duluth Superior is adding a 1 foot x 1 foot art auction. Local artists can receive a free 1ft x 1ft piece of particle board and create art that will be part of the auction which helps fund our scholarship program. Boards will be made available by asking [Melissa D'Aloia](#).

Calling all creatives: Here's a chance to shine.

AdFed seeks local talent to create the annual ADDYs Call to Entries campaign. It's a mixed media effort that can draw on the skills designers, writers, Web developers, producers and more. You can volunteer as an agency, freelancer or random team of individuals brought together by a common AdFed bond.

Deadline: Oct. 31

Contact ADDYs Chair Denise Archer at 728-3651 or

darcher@htklatzky.com

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radio411.com

