



THE AUSTIN ADVERTISING FEDERATION
E-NEWSLETTER DECEMBER 2002

AUSTIN ADDY CALL FOR ENTRIES!

THE HOLIDAY
Season really means
one thing to Ad
People: time to get
your best work together
for the ADDY® Awards!

GET THE LOWDOWN on
how to enter, where to enter, rules,
categories, and the 2003 Austin ADDY Awards Show
by visiting <http://www.austinadfed.com/addys>.

AUSTIN AD FED members pay only \$60 per entry,
including campaigns (non-members pay \$90; students pay \$25).
You can become a member or renew your membership with
your entries on December 19th, or by calling (512) 997-9994.

THE AUSTIN ADDY
AWARDS is your
gateway to local,
regional and national
recognition. In 2002, five
Austin agencies went on to
win 27 National ADDYs (including
GSD&M's Best of Show/Print) -- second
only to New York City. You can bet people
pay attention to the award-winning work
grown here in Austin. Let's keep up the
good work and show the rest of the
country what we've got!

We've made some great changes to this year's ADDYs: you now register and enter at <http://www.omnicontests.com/addy>. It's simple:

Just follow the step by step rules and bring your completed entries to ADDY Call for Entries Drop Off, Thursday, December 19th, 3:00 to 7:00 p.m., at the UT College of Communications (CMA Lobby), 25th & Whitis Streets.



LETTER FROM EL PRESIDENTE

DEAR MEMBERS AND FRIENDS:

Amidst all the belt-tightening caused by the current unfavorable economy, many of our members tell us they're struggling to justify the expense of their Austin Ad Fed memberships. Consider, though, some of the cost-saving and professional benefits you receive as a member of one of the nation's leading Ad Fed chapters:

- Discounted admission to regular luncheons, workshops, and special events
- Discounted ADDY® entry fees and ADDY Awards Show tickets
- Discounts at Airborne Express, Alamo Car Rental, PROBOP, Mutual of Omaha, and ProInsure Professional Liability Insurance.
- Discounts on subscriptions to AdWeek and Advertising Age magazines (call us at 997-9994 for more details)
- eNewsletters profiling the best and brightest in Austin advertising
- Free Jobline Listings at <http://www.austinadfed.com/jobline>

- Opportunities to network with industry leaders and key decision makers
- Promote your business through sponsorships in the ADDY Book of Winners, the Big Wig Awards, at our luncheons and special events
- Develop career contacts and job leads
- Sharpen your skills and stay on the cutting edge at our professional development workshops
- Receive updates on legislative issues affecting our industry
- Contribute your professional skills to worthy public service projects
- Join 50,000 members of the American Advertising Federation in promoting professional and ethical industry practices
- Volunteer to help build one of the most dynamic and highly awarded ad clubs in the nation: the Austin Ad Federation

And, when you consider that our annual membership dues are substantially lower than those of other local professional associations, the question really becomes:

can you afford not to join the Austin Ad Fed?

If you're not already a member, or if your membership has expired, we hope you'll consider joining over 200 of your colleagues in the Austin Ad Fed—the leading voice of Austin's advertising industry for 74 years. We were recently named 2002 Club of the Year among the 25 Ad Fed chapters in the South Central United States, and Austin-area agencies won 27 National ADDY® Awards in June 2002—more than any other market except New York City. These are some phenomenal accomplishments for a little city like ours. Join us in taking Austin's advertising industry even higher: become a member today.

Sincerely,



Liam Kernell
President, 2001-2003

AUSTIN AD AGENCIES WIN RECORD NATIONAL ADDYS

Austin agencies recently won 27 National ADDY® Awards in the nation's largest and most competitive creative competition. Local entries garnered 13 Gold and 13 Silver ADDYs, and GSD&M won Best of Show Print for its Land Rover America campaign. With 27 winners, Austin placed second to New York City, ahead of other major advertising markets such as Los Angeles, Chicago, and Dallas. Sponsored by the American Advertising Federation, the awards were presented at the June national convention in Miami.

GSD&M earned 12 Gold ADDYs, followed by Fellers Advertising and Sibley Peteet, both with one Gold. Silver ADDY winners include GSD&M, McGarrah-Jessee, and BAH! Design.

Over 60,000 entries were submitted nation-wide to the three-tiered competition. Local winners from 250 ad clubs moved on to regional competition. Winners there competed nationally. Austin excelled in regional competition, winning nearly one-

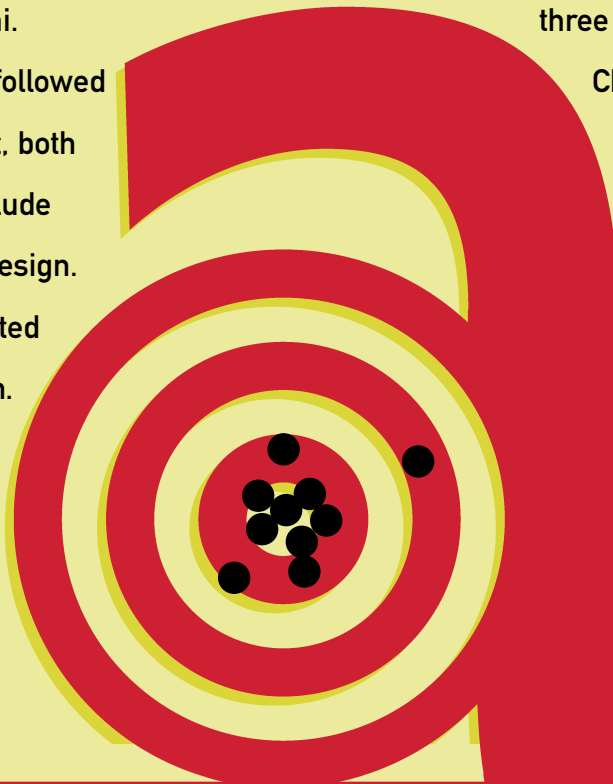
quarter of all awards against 26 ad clubs from Texas, Oklahoma, Arkansas, and Louisiana. In that competition, student entries from the University of Texas, Southwest Texas State University, and Austin Community College won 10 of 12 student ADDYs.

At the local Austin ADDY Awards in February top honors went to GSD&M, with 50 awards including Best of Show Broadcast for their Southwest Airlines campaign and Best of Show Print for Land Rover America. Design Edge won three ADDYs and Best of Show Interactive for

Chuy's website. Other multiple winners include McGarrah/Jessee with nine ADDYs, fd2s with eight, Action Figure with seven, Sibley Peteet with six, Fellers with five, BAM! Advertising and TKO with four ADDYs.

A complete list of ADDY winners at all levels is on our website at <http://www.austinadfed.com/addys>.

--SCOTT VAN OSDOL



The downturn in the high tech industry has not effected Austin's VIRTUALLY ANYWHERE. Virtually Anywhere has been busy creating its unique brand of virtual tours for three new clients: Bank of American, the Houston Texans and Second Baptist Church of Houston. Visit www.virtually-anywhere.com.

FD2S picked up several new projects around the world in recent months, including the development of a new citywide wayfinding program for Huntsville, Texas; the creation of a graphic identity, wayfinding program, and architectural enhancements for a retail project in Warsaw, Poland; and the development of an innovative, technology-enhanced wayfinding system for HealthSouth's new "Digital Hospital" in Birmingham, Alabama. Fd2s is developing new graphic identities for the Texas Fine Arts Association and the Cine las Americas Film Festival. The firm's work at the Texas State History Museum was included in Communication Arts, and its Austin offices were featured on the cover of Texas Architect magazine.

OLIVEDESIGN has landed several new clients including QuickArrow Business Management Software, and Matrix Net

Systems Internet Optimization Services, both in Austin, with web site redesigns scheduled for launch in October.

OliveDesign was also awarded Farouk Systems Hair Care in Houston, with website redesign due to launch in December.

The OliveDesign/AWS/McCann-Erickson team's TravelTex.com site recently won the top Technology award from the 2002 Travel Industry Association of America, and OliveDesign's Big Brothers Big Sisters site design for Central Texas won the Web Site of the Year award at the 2002 BBBS National Conference.



New Ad Fed member, Patti DeNucci and her firm, DENUCCI & CO. were profiled in the August 2002 issue of Home Business Journal (HBJ), the nation's leading business journal for home-based entrepreneurs. DeNucci & Co. connects businesses, publications, and organizations to experienced freelancers, consultants, and independent professionals.

MARKETING CREATIVE SOLUTIONS Inc. is happy to announce the recent addition of three new clients. Urban Living, AutoStrada and Instep. MCS inc. is thrilled to be working with these 3 locally owned retailers.

MICHELE LEFEVRE DAVIS has joined the Austin Business Journal as Classified Sales Manager. LARA LOVELL recently joined the Classified Advertising team; TRACY CARTER and LAURIE WISCHMEYER have joined the Display Advertising staff, and AIMEE CRAMER is a new Assistant Account Executive for the display and classified advertising departments.

THE FELLERS GROUP announced the hiring of advertising veterans RICH TERRY as Vice President/Creative Director and CHARLAN CHANGOS as Account Coordinator and Traffic Manager. Both Terry and Changos hail from GSD&M where they worked together on award-winning accounts such as Pebble Beach, Southwestern Bell and On the Border. The FELLERS Group's interactive subsidiary, Viseta, hired MARK WOODRUFF as president. Prior to joining Viseta, Woodruff built and managed Idea Integration's, an Internet consulting firm, Washington, D.C. office.

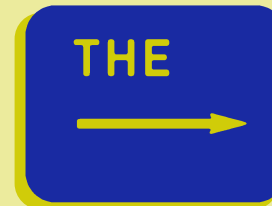
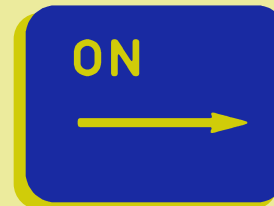
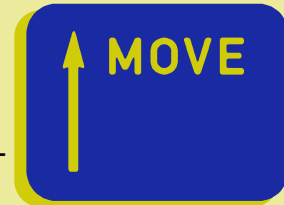
SWG&M has hired a new account planner. Prior to joining SWG&M, RAD TOLLETT interned for the Richards Group in Dallas, where he worked in account service for such clients as Rayovac Batteries, Home Depot and Pergo Laminate Floors.

MICHAEL CRONIN joined the staff at the Texas Press Association as Advertising Account Executive to replace ELIZABETH ARNOLD, who relocated to California. Cronin came from the Austin American-Statesman where he worked in the Retail Advertising Department for a year and a half.

ZACHARY CREECH, Retail Sales Manager of The Austin American-Statesman, has tossed his coach's cap and entered the ballgame: Zac accepted a sales position with Reagan Outdoor Advertising. Good luck Zac!

BREEDLOVE+PARTNERS announce the merging of their operations to form RUFFCOFFINBREEDLOVE. The new agency will be led by national agency veterans, Tom Breedlove, Managing Director, Todd Ruff, Account Services Director, and Mike Coffin, Creative Director.

JOLLY DESIGN celebrated its seventeenth anniversary this summer by moving into its own new (old) office building. Historically known as the Stuessey-Skinner house at 17th and Nueces St., the Austin Historic Landmark became the new Jolly home on July 1, 2002. With the purchase came an adjacent building (a 50's style bungalow, a la Meis van der Rohe) in which Access Video had resided for years. After a few weeks of painting and minor renovating, the Jolly crew are settled in and enjoying the new space. Jolly Design is pleased to announce the hirings of MICHELLE TULLIS (formerly of BAM and Nsomnia) as Senior Art Director/Interactive Designer, and STEVEN LAO, Designer, and graduate of Texas Tech University.



AUS-TEX PRINTING & MAILING received two awards for outstanding achievement in the 2002 Premier Print

Awards, the graphic arts industry's largest and most prestigious worldwide printing competition. Competing against more than 4,800 entries from printing and graphic arts firms from around the world, Aus-Tex received Best of Division (4-color magazine). Aus-Tex also won an Award of Recognition, given to the top finalists in each category of competition. Aus-Tex has won awards for seven consecutive years, for a total of 11 awards. Aus-Tex is also moving to a new facility, 2431 Forbes Drive, right across the street from the main Post Office.

Want to see your news in our next issue? Become an Austin Ad Fed member! Visit <http://www.austinadfed.com/join> for details.

RESPONSIBLE ADVERTISING?

Pharmaceutical companies spend \$2.5 billion each year to promote and advertise their most expensive and most lucrative product lines, adding to the high cost of healthcare for everyone. Tobacco companies spend over \$8.2 billion annually to advertise a product that ultimately kills its customer. Children are bombarded by hundreds of advertising messages each day, many of them while they're in school.

Is this "responsible advertising?" The Austin Advertising Federation announces the creation of an ongoing investigation of these and many other industry-related issues entitled "Responsible Advertising: Where Do We Draw the Line?"

The advertising industry is an integral part of these complicated, controversial issues. Sure, we don't make the pills or the cigarettes or the tennis shoes, but we're the ones that come up with all the great ideas for how to sell them: Viagra will make you a sex machine; the Marlboro Man is cool; buy these shoes and you, too, can "Just Do It."

We think it's time for the industry to take a close look at these important issues and the Austin Ad Fed is taking the lead. Periodically, we'll have a program that focuses on these and other advertising issues. We hope to create a dialog about the ad industry's role: do we serve only the client's interests, or do we have an ethical obligation to the public good? Can we compromise and accomplish both?

We'll feature industry experts from all sides of the issues, with lots of time for audience participation and group discussion. We hope to include an annual Spring-time symposium on "Responsible Advertising" featuring nationally-known industry commentators.

Help us define "responsible advertising" for our industry: get involved with the Austin Ad Fed's Government Affairs committee to help plan these events. Contact Valerie Davis at atvdavis@enviromedia.com or Dave Claunch at dave@liaisonresources.com for more information. Together, we can make advertising a more honorable profession for all of us. --DAVE CLAUNCH



AUSTIN ADVERTISING FEDERATION RETAINS HEMPSTEAD AND ASSOCIATES AS ASSOCIATION MANAGEMENT FIRM

The Austin Advertising Federation recently retained Hempstead and Associates (H&A) as its association management firm. With more than one-half century of combined experience, H&A's staff is well positioned to meet the Austin Ad Fed's management objectives.

H&A assumes the management and administrative duties recently vacated by Carolyn Barkley, who retired in June 2002 after serving 26 years as the Austin Ad Fed's secretary, treasurer and executive director.

As the Austin Ad Fed's management firm, H&A will enable the Austin Ad Fed to better serve and communicate with its members. H&A will also provide bookkeeping services, inform the Board of Directors of legislation affecting the advertising industry, manage promotions and reservations for Austin Ad Fed programs and events, and maintain all official records and documents.

H&A is a full-service, non-profit management company specializing in the administration of professional associations. Current clients include Texas Association of College Teachers, Austin Hotel & Motel Association, Hospitality Educators Association of Texas, and Central Texas Commercial Brokers Association.



CAMPUS CORNER: AD HAPPENINGS AT OUR LOCAL

UNIVERSITIES

UNIVERSITY OF TEXAS:

Guest speakers from

Tracy Locke Partnership, Dallas, were featured at TAG's first meeting of the year, Sept. 10. They included COO Sandi Means, Media Services Director Lora Funderburk, Group Account Director Elwanda Edwards, AD Terisa Davis and Asst. AE Hillary Highey. Other meetings were held Oct. 8, Oct. 22 and Nov. 22. New officer elections were held Nov. 5. Socials at Ninfa's were on Oct. 17 and Nov. 21. Members participated in the Houston Advertising Federation's Student Conference and Competition Nov. 13-15.

AUSTIN COMMUNITY COLLEGE:

ACC instructor Linda Smarzik has spearheaded the development and design of a "Survival" CD-Rom intended for advertising students wanting to work in the

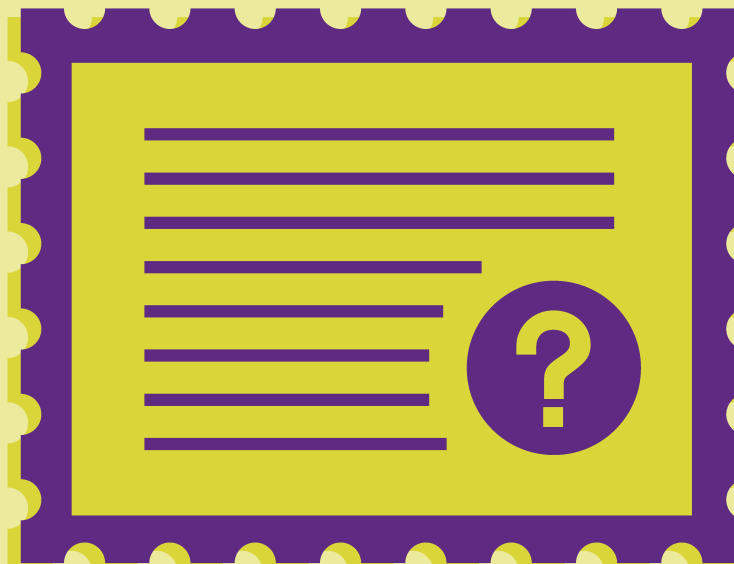
business. Plans are underway to seek funding for duplication and distribution of the CD.

SOUTHWEST TEXAS STATE UNIVERSITY: SWT is currently organizing to compete in this year's National Student Advertising Competition. The client is Toyota's Matrix.

A marketing research class is collecting and analyzing primary and secondary data on the market and target audience this fall. Tryouts for the team were held the first two weeks of October. Also, SWT was the only university chosen by Saturn for the rollout of their new car, the ION, Sept. 16-20. Students have again organized their own internal agency. Last year,

they more than tripled income expectations. Highlighting the fall semester's monthly speaker program is Norm Grey from the Creative Circus in Atlanta.

--COMPILED BY MIKE MCBRIDE





holly-daze

Mark your calendars now! From the Austin Advertising Federation, Central Texas Direct Marketing Association, and the Austin Chapter of the American Marketing Association comes a fun-filled evening, complete with free music, spirits, food, and, as always, door prizes galore. It's an event you won't want to miss.

when Monday, December 16th 6pm-9pm **where** Zilker Clubhouse
admission Free! **spirits** Wine generously donated by Glazer's Distributors, with additional spirits provided by Twin Liquors
food Provided by Crimson Catering **bring** New toys benefiting Toys for Tots and/or nonperishable foods for the Capital Area Food Bank

Hosted by:



AUSTIN CHAPTER



AMERICAN
MARKETING
ASSOCIATION

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