

AUSTIN AD FEDERATION

austin ad fed



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E-NEWSLETTER

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. . . contributing writers John **Elmore**, Liam **Kernell**, Scott
Van Osdol. . . design by Julia **Miller** (julia@jlm-design.com)

GET READY TO STRUT YOUR STUFF: THE 2002 BIG WIG AWARDS ARE COMING SOON!

Austin, get ready! Join the Austin Ad Fed for the Seventh Annual Big Wig Awards, where we honor Austin's best advertising vendors and suppliers -- the individuals and companies who make Austin's advertising look so great. We'll also bestow the Ad Man of the Year, Ad Woman of the Year, Silver Service Award, and Lifetime Achievement Award, as well as swear in the 2002-03 Austin Ad Fed Board of Directors. Don't miss it!

BIG WIGS

IF THE WIG FITS... YOU'LL BE WEARING IT!



TUESDAY, JUNE 4, 2002
HYATT ON TOWN LAKE

- \$35 PER PERSON; \$300 / TABLE OF TEN.
 - RESERVATIONS REQUIRED BY MAY 31ST!
- TO RESERVE YOUR SPOT
- EMAIL: RSVP@AUSTINADFED.COM, OR
 - CALL WHITNEY HARLAN AT (512)345-6658



Looking forward,
“THE NATIONAL STUDENT ADVERTISING

moving ahead, and
COMPETITION IS AN INCREDIBLE PRO-

investing in the
GRAM. STUDENTS GET REAL-WORLD

EXPERIENCE, AND IT SHOWS WHEN THEIR

RESUMES WIND UP ON OUR DESKS. THESE

ARE SOME VERY TALENTED – AND

EXPERIENCED – YOUNG AD PROFESSION-

ALS, AND ANY COMPANY WOULD BE

LUCKY TO HIRE THEM.”

Ad Fed's got it.
- DAVE CLAUNCH
NSAC COORDINATOR
AND AUSTIN AD FED
PAST PRESIDENT

persistence

THE AMERICAN ADVERTISING FEDERATION DISTRICT 10 CONVENTION

of vision

BY SCOTT VAN OSDOL, PAST PRESIDENT

Austin Ad Fed members got a chance to shine at the AAF 10th District Convention, hosted recently in Austin. Our hometown ADDY winners went on to win 24% of all District ADDY Awards. The Austin Ad Fed had its moment of glory as well, winning seven of eight Club Achievement Awards, and District Club of the Year.

At the convention ad club members from four states listened to nationally recognized industry speakers, attended a wealth of professional development workshops, and celebrated the induction of new District officers. “I was supremely impressed with the quality of programming that Austin Ad Fed brought to the Tenth District,” said Tenth District Governor Gwynn Slavik of the Advertising Club of Waco.

Over 400 students participated in the National Student Advertising Competition during the convention. NSAC is one of

the most important programs produced by the AAF District organizations. In Austin, more than 400 students in sixteen student teams competed, presenting their real-world campaign plans for Bank of America. The SMU team won first place, and SWT won first runner-up. The SWT Campaign Plans Book will be judged against other runners up for a wild card spot at the national finals at the AAF convention in Miami in June. Last year wild-card winner SWT moved ahead of District winner SMU to place second in the national competition.

The Austin Ad Fed underwrites student teams from SWT and UT with grants that match the student's own Advertising Education Scholarship sales. Many Ad Fed members support AES by purchasing \$75 AES scholarships, providing funding for team travel and sales experience for team members.

“The National Student Advertising Competition is an incredible program,” said NSAC Coordinator and Austin Ad Fed Past President Dave Claunch. “Students get real-world experience, and it shows when their resumes wind up on our desks. These are some very talented – and experienced – young ad professionals, and any company would be lucky to hire them.”

Claunch received wide acclaim for the outstanding job he did as the local NSAC coordinator. SWT professor and team coordinator Mary Ann Stutts said, “What an awesome student competition and district convention! Hats off to each of you for putting on one of the best-run competitions in a long time.” Board Member Mark Good assisted, performing the critical task of coordinating student team AV needs.

326 **LYNN SEGALL** *Austin — Pitching Coach*

After twenty-five years of professional experience, Lynn claims to have discovered a nice balance between making a living...and a difference. His clients include Station Resources, JM. OSBORN, Dell and HDR Engineering and he has taught executive classes at the University of Texas and St. Edwards.

PROFESSIONAL PITCHING RECORD

RECENT WINS FOR CLIENTS INCLUDE:		
CELEBRITY CRUISE LINES	RUSSELL ATHLETICS	DENNY'S RESTAURANTS
BELLSOUTH MOBILITY	SOUTHEAST TOYOTA DEALERSHIPS	

• This "Pitching Clinic" features one of the best pitch-people in our business and he has the clients and communication tactics to prove it. Learn preparation, technique, style and tips to sell your concepts and close the deal from Austin's very own Lynn Segall.

• Event Info: Tuesday, 3.26.02 from 12:00 Noon to 1:30pm at the Hyatt on Town Lake, 208 Barton Springs Road

• Email rsvp@austinadfed.com by 3.22.02 to reserve your seat.

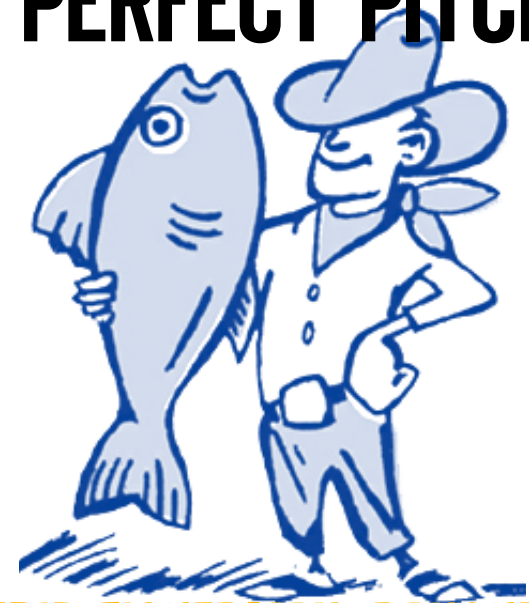
570 Ad Fed members/Student w/ reservation. \$30 Non-Members w/ reservation.
500 Members and Non-Members w/out reservation.

austin ad fed *Just ad people*

LYNN'S PRIVATE PASSIONS INCLUDE FLY-FISHING AND RANCHING

PHOTO: IN U.S.A. technisite.com

LEARNING THE "PERFECT PITCH"



INTREPID FISHERMAN, RANCHER, and AN ADVERTISING GENIUS!!!

ILLUSTRATIONS BY SLADE SEAHOLM



HI, DID YOU CATCH THE "PERFECT PITCH" PROGRAM BY LYNN? I'LL NEVER BE THE SAME!

I KNOW, BARB, IT WAS FABULOUS! HE TAUGHT US SO MUCH -- I JUST KNOW I'M GOING TO BE SUCCESSFUL!



Austin's own internationally recognized professional speaker Lynn Segall spoke at the Austin Ad Fed's March 26th luncheon program delivering a message to the creative community on how to deliver the "Perfect Pitch." Segall's presentation was taken to heart by the almost 100 present due to its informative and application-specific content, as well as the entertaining and engaging nature in which he presented on the full spectrum of the pitch process.

Lynn tells his audience to "begin with the end in mind and then work backwards," prepare to be quoted and to remember that pitching is not acting. Using his own prescribed strategies and tactics during the presentation, Lynn stole the audience's attention by having constant involvement with the audience, making impromptu decisions based on timing and off-the-cuff questions and first hand proof as to how pitching is an art which requires practice and discipline. Throughout the hour presentation, Lynn gave price-

less tidbits in pitching: remove the guesswork of the objectives, tap all contacts, don't peak too soon and be prepared for your most feared questions.

Segall tells his clients that after a pitch, win, lose or draw, they must debrief and critique in order to properly evaluate the performance while it's still top of mind. In closing, Lynn addressed the audience with a bit of irony and humor, stating, "Finally, in good pitching, you want to put me out of business. Do what I say and there won't be a need for me to be around. You'll be successful!" After which, a barrage of questions ensued and the pitching coach stayed well into the afternoon addressing individuals' questions and specific situations.

As a valuable part of the Austin communications industry, Lynn Segall delivered the "Perfect Pitch."

ROUND UP THE USUAL SUSPECTS

Austin ADDY winners advanced in competition to win 13 National Gold ADDYs and 13 National Silver ADDYs. The awards will be presented at the American Advertising Federation Convention June 5-8 in Miami. **GSD&M** also won Best-of-Show Print for their work with Land Rover.

Austin entries garnered 27 of 289 awards at the national level, making this the best showing in years. More than 50,000 entries are submitted nationwide to the three-tiered ADDY competition, with local winners moving on to district competition, and district winners advancing to national. A complete list of Austin winners will be available soon at www.austinadfed.com. Local ADDY winners did exceptionally well in district competition in April, earning 24% of all district ADDY Awards.

GSD&M won Best of Show Broadcast for "Southwest Airlines Email," and a Special Judges Award for Consistent Creative Excellence in Broadcast for the Southwest campaign. Other multiple winners include McGarrah/Jessee with five awards, **SIBLEY/PETEET** with four, **FELLERS** with two, and **RUFFCOFFIN** with two. Our student clubs distinguished themselves by winning nine of 12 student awards.

Congratulations to the inspirational student advisors **JOHN MURPHY** (UT), **ROY KELSEY** (SWT) and **LINDA SMARZIK** (ACC).

Top honors in the February Austin ADDY Awards went to **GSD&M**, winner of 50 awards, including Best of Show Broadcast for a TV spot created for Southwest Airlines, and Best of Show Print for their work for Land Rover. **MCGARRAH/JESSEE** won nine ADDYs; **FD2S** eight, and **ACTION FIGURE**, seven. **DESIGN EDGE** won three ADDYs and Best of Show Interactive for Chuy's website. **UT CREATIVE GROUP** led the student competition with 12 awards, including Best of Show Student.

Three nationally recognized judges from agencies around the country also awarded several Special Judges Awards to the Austin show. The Reagan Bradshaw Award for Best Use of Photography went to photographer **BURTON PRITZKER** and designer **MARK BRINKMAN** for their Gardens poster, produced by **SIBLEY/PETEET** Design. The Johnny Jones Award for Excellence in Printing Arts, honoring the late president of The Whitley Company, was presented to two firms. **RUFFCOFFIN** won for their identity system for Arsenal Creative, and **MCGARRAH/JESSEE** won for their sales capabilities brochure for Savane Clothing.

A total of 171 awards went to 41 separate agencies and student groups. The awards show was attended by 600 advertising and design professionals, and featured a stylish, comic winners video produced by **ELEPHANT PRODUCTIONS** and **INFERNO FILMS**. **STAATS FALKENBERG** earned a Gold ADDY for the Call for Entries poster and collateral.

...AND CONGRATULATE THEM!

A D D Y R O U N D U P

Member **DR. JOHN MURPHY**, of the **UT ADVERTISING DEPARTMENT** was awarded the Billy I. Ross Advertising Education Award at the annual meeting of the American Academy of Advertising held in Jacksonville, FL. The primary purpose of the award is to recognize “innovative work that advanced the field of advertising education.” Dr. Murphy was honored with this award based on his work as coordinator of the 2001 Advertising Education Summit held in Austin in April 2001.

GSD&M, who previously handled the advertising for CyberTrader (Charles Schwab’s Austin-based online trading company) won the Charles Schwab account from previous agency of record BBDO. Charles Schwab selected GSD&M without a formal review.

GSD&M was also approached by the Texas State History Museum Foundation to produce the first large-format film about the state of Texas and has begun filming footage. A tentative release date is May 2003, when the film will debut at the Bob Bullock State History Museum IMAX Theater.

Photographer **SCOTT VAN OSDOL** recently created images for the IMAX theater lobby: looping spools of IMAX filmstock displayed as three foot by nine foot backlit panels.

Ad Fed member **FITNESS COMMUNICATIONS**, a full-service marketing firm exclusively serving the specialty fitness market, has named industry pioneer **JAMES BOND** as CEO and Director of Client Services. Bond was the Founder, Co-Publisher and Editor-in-Chief of OnSite Fitness Magazine, the first publication in the fitness industry to target the on-site fitness market. Says Bond, “My decision to join FitComm was prompted by the company’s unique focus and early success.”

Ad agency **FD2S** is keeping busy. A trade show exhibit the firm completed for Brazilian aircraft company Ebraer was recently recognized on the Communication Arts web site. **TANYA FREACH** has found her place in the FD2S offices, recently joining the team as an Associate Design Director. And Duke University Medical Center, one of the nation’s top ten health care institutions, has joined the firm’s client list, hiring fd2s to develop a new facility wayfinding program and system of promotional graphics for use throughout the center.

Member agency **DANDY IDEA** is pleased to announce new account acquisitions and projects. Buddy Systems, Inc., a company dedicated to manufacturing feeding, drinking, and sleeping systems for pets has retained the agency for branding, identity, packaging, and collateral material. Greenlights, organized to provide consulting and education to non-profit organizations, will be working with Dandy Idea for identity, positioning, and collateral materials. And finally, Austin Compact (dedicated to raising the bar on education in Central Texas), has retained the agency for a complete identity system.

DANDY IDEA has also been selected by CenterPoint Ventures to update their corporate logo, initiate brand standards, collateral materials and web site. As one of Texas’ largest early-stage venture capital firms, CenterPoint Ventures has helped scores of entrepreneurs build successful, enduring companies – initiatives that have delivered long-term value to investors, founders, employees, customers, and investors alike. Recent IPO’s were for Active Power and Silicon Laboratories. Learn more at www.centerpointventures.com.

Local agency **FELLERS ADVERTISING AND MARKETING** is filling up their display shelves. The firm recently won: 1) Two Telly awards for work created for The National Museum of the Pacific War in Fredricksburg (commemorating the attack on Pearl Harbor); 2) A Best of Texas Award from the Texas Public Relations Association for their company newsletter, F.W.L.; 3) A Silver Spur, also from the Texas Public Relations Association, for its public relations partnership with the Bob Bullock Texas State History Museum and the role they played in the Museum’s launch.

New York City production company **ROCK STARDOM MUSIC**, specializing in music production for advertising and communications, has just relocated to Austin to enjoy the Live Music Capital of the World and the local advertising community.

a letter *from the* president

Dear Members & Friends,

If you think the Austin Ad Fed is just about ADDYs and a bunch of lunch programs each year, **think again.**

Last month, Austin Ad Fed was honored as the **Club of the Year** in the Tenth District of the American Advertising Federation, and also garnered a number of awards nationally.

Based on what, you may ask? Each year, the American Ad Fed coordinates a Club Achievement competition. While the competition provides the AAF's local chapters with recognition, it also allows us to prepare a written history of our club's activities on an annual basis, giving us the opportunity to measure and evaluate our practices against other Ad Fed chapters in our region and nationally. It's **not just a beauty pageant** it's a valuable opportunity for us to gain valuable perspective on what's happening in other cities, learn from the successes of other chapters, and **share** our accomplishments with them.

Club Achievement is a comprehensive competition that evaluates Ad Fed chapters on reports in eight areas.

Here's how we did:

MEMBERSHIP: 1st Place in district, 2nd Place in nation
PUBLIC SERVICE: 1st Place in district, 1st Place in nation,
Jim Fish Award for Public Service
COMMUNICATIONS: 1st Place in district
PROGRAMS: 1st Place in district, 2nd Place in nation
CULTURAL DIVERSITY: 1st Place in district
ADVERTISING ED: 1st Place in district, 2nd Place in Nation
GOV'T RELATIONS: 1st Place in district, 3rd Place in nation
CLUB MANAGEMENT: 2nd Place in district

we're tops!

This competition challenges our club leaders to document our accomplishments, essentially serving as historians. **Special thanks** to this year's "Head Historian," Wendy Anderson, and the rest of the crew: Neely Ashmun, Dave Claunch, John Elmore, Lisa Garza, Eileen Keller, Roy Kelsey, Kay Owens, Linda Smarzik, Scott Van Osdol, Judson Whigham, and Leslie Wingo. And many thanks to all the Board members, volunteers, and benefactors who make our vital work and accomplishments possible!

Given the magnitude of these honors, I can't possibly begin to list all of our varied **accomplishments** here, so I encourage you to check out the eight Club Achievement reports for yourself on our website at <http://www.austinadfed.com>.

Thanks to all of our members for your continued support of the Austin Ad Fed. Your membership in the Austin Ad Fed enables our organization to represent Austin's advertising industry locally, regionally, and nationally, and **harness the power** of advertising to make a positive impact in our wonderful city.

Sincerely,
Liam Kernell
PRESIDENT, 2001-2002

mark! your calendars

JUNE

4
tuesday

Big Wig Awards
Noon to 2:00 p.m.
Hyatt on Lake Austin
RSVP by May 31st
See Article on page 2 for details

The "Royst" 2002
6:30pm reception, 7:30 pm. dinner,
and on to the roast at 8:00 p.m.
Regency Ballroom, Fairmont Hotel
Dallas, Texas
See further details at right

6
thursday

JUNE



**THE 3RD ANNUAL ADROAST
BEER, BARBECUE, AND
BRIMSTONE**

6:30pm Reception, 7:30pm Dinner,
8:00pm Roast Regency Ballroom,
Fairmont Hotel, Dallas, Texas

Directors, GSD&M; and Courtney
Spence. Benefiting the Dallas Ad
League Foundation and DREAM
Fund.

Join the Dallas Ad League as they Roast
and Toast "The Reverend"
for all his Royisms, all the
quirky, insprirational
speeches he has pepe-
trated upon his minions,
his clients, and his friends
(both of them). Roasters
will include Liener
Temerlin, Chairman
Emeritus, Temerlin
McClain;
Judy Trabulsi, Founder,
EVP, GSD&M; Tim Finchem,
Commissioner, PGA TOUR; Herb
Kelleher, Chairman of the Board,
Southwest Airlines; Daniel Russ & Guy
Bommarito, Sr. VPs and Group Creative



Tickets are \$100 per
person, or \$1,000 for a
table of ten.
Visit the Dallas Ad
League's website for
more information and to
make reservations.

**WOULDN'T MISS IT
FOR THE WORLD!**