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Newsletter design by Stephen Donovan

A letter from Dave Claunch, Ad Club President

71 Years and Still Going Strong

With the phenomenal growth of the local economy over the past few years, it has been a fantastic run for the advertising industry.

As we begin our 71st year, the Austin Advertising Federation is preparing to enter the new millennium. Club membership is at an all-time high, with excellent programs, events, and resources in abundance for the local ad community. My goal for my 1999-2000 term as president of the Ad Fed is simple: to provide the best possible service for our members. From the monthly lunch programs to the community service projects that allow us all to give something back to our town, we strive to be constantly aware of what are members want and need. Specifically, we have four events that are our focus for the year.

The AdFed Expo (November 17 at La Zona Rosa) is an all-day tradeshow and educational event featuring local ad-related vendors and speakers. Our **Holidaze Social (Friday, December 3, 6-10p at Cedar Street)** gives members and nonmembers a chance to celebrate the season together.

The Addy's (in February) will once

again recognize the best and the brightest of the Austin ad market. And finally, our annual **Big Wig Awards** (June 1, 2000) recognizes local vendors and industry supporters who help make the local ad market a success.

As a trade association, one very important aspect of our work is the legislative monitoring and lobbying efforts that help protect the foundations of our industry. Whether it's working to keep advertising exempt from sales tax or meeting with our local and state representatives to discuss our concerns, the Austin Ad Fed is active in protecting your interests.

As an AAF member, you can take advantage of national discounts for Ad Age, Airborne Express, Mutual of Omaha, Alamo Rent A Car, AT&T, PROinsure and there's even a Visa Card with 6.9% financing.

Since we're a volunteer organization, we're always in need of your help. To participate, call me and I'll get you involved.

Dave Claunch

Austin Ad Fed President, 1999-2000

For more information on how you can get involved, call 474-4788 or email Dave Claunch at dave@liaisonps.com.

Gwyn David Media Endowment Gets Its Wings

On September 21st a miraculous event occurred. People from all over the United States came together to support one singular idea in the field of Advertising—the Gwyn David Media Endowment at the University of Texas. That evening we raised over \$39,000 to start the Gwyn David Media Endowment, exceeding our original goal of \$20,000.)

The endowment will make sure the spirit of Gwyn David continues to provide vision in the area of Media and will bring the best and brightest New Media minds to Austin to inspire the leaders of our future. We hope the fund will grow to build a New Media Library, a thriving scholarship and ultimately Endow the first Chair in New Media in the known universe. Our goal for this Endowed Chair at the University of Texas is \$1,000,000.

This wonderful convergence on the night of the 21st was the product of the love and dedication of many people in our industry, some of whom include: **GSD&M**, our hosts for the event, Esther Fuentes (their party planner) and of

course, Steve Gurasich, Roy Spence, Tim McClure and Judy Trabulsi; other GSD&M folks like Glenda Goehrs, Marty Erhart (who gave generously of his wisdom and design) K.C. Croft, Christy Casey, Ellen Hanrahan, Rob McDonald, Steve Deis, Mary Ellen Bruno, Martin Grogono, Anne Rix, Dorian Girard and Elaine Hammer, who brought all of the talents at GSD&M together. Shari Greer and Metro Traffic donated an incredible first class trip to Bora Bora and sold raffle tickets all night. Chili's, Romano's Macaroni Grill and Southwest Airlines donated additional prizes. The caterers, Word of Mouth and Friend of a Friend, donated the food and service for the event. And the band, La Strada, entertained as the donations poured in.

Lori Christenson at Unisource Paper, **Spencer Carlton** at USA Printmasters and **Bill Hinchcliffe** at Creative Type donated their services to create the direct mail invitation and the wonderful banners for the evening. And of course, **David Claunch, Greg Barton** and the entire **Austin Advertising Federation Board** were there from the beginning of the idea to the lend support at the event.

We plan to bring our first speaker to town in April. This will allow us another opportunity for fund raising for the endowment. In the meantime, we're asking everyone to consider making your contributions part of your company's holiday giving.

We proved on the 21st of September that we can work together for one common goal. Now it's time to show the world that we're committed to making the Gwyn David Media Endowment grow to be reflective not only of the grand spirit we all knew as Gwyn David, but of the spirit of professional synergy with which we've been blessed within the Austin community.

Send your donations to:

**The Gwyn David Media Endowment
c/o The Austin Advertising Federation
PO. Box 161852
Austin, Texas 78716-1852**

A special thanks to Eileen Keller for chairing this event and bringing a dream to fruition, once again.



Roy Spence works the crowd at the Gwyn David Media Foundation gathering honoring the memory of the late media director at GSD&M. Over \$30,000 was donated.

SWT Team Takes Third at Nationals

By Cindy Cieluch

No Spring Break. Study groups for 12 hours a day. Professors constantly on your back. It all paid off when the Southwest Texas AAF Team took third place in the National Student Advertising Competition June 17 in Washington, D. C. After winning first place at the District 10. SWT finished behind winner UCLA and runner-up University of West Florida.

It was the second third-place finish for SWT in the last nine years. SWT won the nationals in 1990 "As always, the judges had a hard time separating the top four schools. We would have liked to have finished first or second, but we're very happy," said team co-advisor Dr. Mary Ann Stutts.

A total of 144 universities nationwide competed at three levels. Team members were interviewed by representatives from industry powerhouses McCann-Erickson and Foote, Cone & Belding. "I knew that we were going to win the whole time," said Rachel Cates, an advertising senior from Austin who was editor-in-chief of the 40-page advertising plans book.

District 10 is historically one of the most competitive districts in the country, boasting the most first place winners at nationals. Stutts, an SWT AAF co-advisor for 17 years. "We advance to nationals on a whole different level, though. It

becomes more intense."

The AAF team, called the Southwest Image Group, is a combination of mass communication and marketing students who earned their places by tryouts held before the semester. Stutts and the co-advisor, advertising professor Sarah Wright Plaster, conducted interviews and reviewed the resumes of each applicant to decide who would be accepted to the class.


Stutts believes that the mixture of majors is what puts SWT ahead of other teams. Most teams consist of only mass communication students. "It makes a better team to have the mindsets of interdisciplinary thought," Stutts said. That interdisciplinary thought is used every year to create a fresh new campaign. In the past, AAF has proposed sales pitches for such companies as Pizza Hut and Hallmark. This year AAF teams developed a campaign that promoted the new model Toyota, the Echo. Toyota wanted a youthful campaign that made the subcompact vehicle appealing to high school and college students. Toyota also wanted the campaign to focus on the Echo's reasonable price, roomy interior and unusual dashboard. The team started brainstorming in December, until

Check out Austin Advertising Federation's running website,

www.austinadfed.com

members came up with their sales pitch, 'Room to . . .' The theme focuses on the roomy and uniquely designed interior giving drivers the freedom, or room, they need to live their lives. Advertisements including Room to Play, Room to Stretch, and Room to Live. The team consisted of five groups: Production, Creative, Sales Promotion, Research, and Media Teams. Students even gave up their Spring Break to work on the project.

"They'll never look at another course the same," Stutts said. "They'll think it's a breeze compared to AAF." The students credit department chairs, deans, vice presidents, and the president for their continued support throughout the semester. Several advertising clubs, corporations and parents helped get them to districts in addition to money raised money by selling the plans books to former AAF members.

go here 



Internet Brand Management

Anita Howard, Senior Manager,
Corporate Brand Strategy, Dell
Computer Corporation

November 17 @ 1:00pm @ La Zona
Rosa

Ever try to maintain a major brand identity across print, radio, and television? Try adding the internet into that mix! It's a tricky deal to keep your branded identity intact across all these new and emerging media. Come hear how Dell does it...at the AdExpo!

Come hear Anita. Stay for the Expo!

While professors and students alike agree that being a part of the AAF team is rigorous work and time consuming, there are no regrets. As the SWT team was celebrating on stage after the win at district, one student grabbed Stutts by the ear and whispered, "Thanks for pushing us so hard."

AES Leadership Changes Hands

Longtime American Education Sponsor (AES) coordinator **Eileen Keller of ideality.com** is turning over the reins of this successful program to **Roy Kelsey**, professor of Mass Communications at SWTSU. AES is the Ad Fed program in which students sell sponsorships to area agencies and suppliers that allow them to compete in the National Student Advertising Competition (see above).

Kelsey is a long-time member of the AAF. He has been a leader for both the Oklahoma City Advertising Club and 10th District for almost thirty years. As AES chair, Kelsey took Oklahoma City to the top of 10th District's AES list, recruiting more Lifetime Memberships than any other chapter. Kelsey was adviser to Oklahoma University's student advertising club when the chapter was twice named AAF National Champions and set membership records four years in a row.

Eileen Keller has now devoted her full energies to raising \$1 million for the world's first Endowed Chair in New Media (The Gwyn David Media Endowment) at the University of Texas.

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Carmen Maverick, Dell Computers

Scholarships and Advertising Education

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Eileen Keller, Gwyn David Media Endowment

Chair, Ideality.com,

eileen@ideality.com

Neal Burns, UT Department of Advertising

Website:

Liam Kernell, Webmaster, VTel,

liam_kernell@vtel.com

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Wednesday, November 17, 1999 The 1999 AdFed Expo

Brought to you by Apple Computer and
Liaison Resources

Noon to 6pm At La Zona Rosa

612 West Fourth Street, Austin, Texas

Everything you ever needed to support your advertising business will be on display at the Ad Fed Expo. An annual event since 1994, the AdFed Expo has a typical attendance of over 1,000 visitors seeking to learn more about the goods and services available from Austin suppliers. This year, Alicia Howard from Dell Computer will speak at 1pm on brand management across multiple medias: print, radio, TV, and internet. Seating is limited, so come early and be sure to check out the exhibitors. Thanks to our Silver Sponsors: **Austex Printing, ADVO, Lithoprint, Austin Photo Imaging, Clampitt Paper Company, Creative Type, Onramp Access and USCreative.com.**

Visit our website at www.austinadfed.com or contact Dave Claunch at 512-474-5771 dave@liaisonps.com

**HollyDaze Party @
Cedar Street 6-10p
Friday, December 3
Come Celebrate With Us!**

Don't forget

**ADDY's
CALL FOR ENTRIES
December 16 at UT
School of Communications.
See austinadfed.com for more
details or call Alexis Adatao at
(512) 447-6604. Buy 20x30
Blackboard NOW!!!!**



Send us the skinny on your company -- new hires, new accounts, awards, jail sentences, you know, the usual agony and ecstasy of your workaday world.

Neely Ashmun, Hard-Bitten Senior Editor
Scott Van Osdol, Bright-Eyed Cub Reporter
news@austinadfed.com

New and Renewal Members

TFA/Leo Burnett: Greg Barton, Keith Etter, Jennifer Taylor, Martha Merriell, Todd Ruff, Scott Murray

LatinWorks Marketing: Mannie Flores, Alejandro Ruelas, Sergio Alcocer

Advantage Outdoor Advertising: Mark Kast, Mike Morrill, Cathy Hentschel, Russel Krause

Austin Lyric Opera:
Mark Elliott

USCreative.com: Robert Anschutz, Wayne Steiger, Erika May

The Whitley Company: Tim Wilson, Chip Weersing, Jack Lyle

Austin Photo Imaging:
Alan Stivers

Ideality.com:
Eileen Keller

First Madison Communications:
Amanda Jones-Rierson, Jim Warren, Kevin Pruitt, Marti Kazen, Michael

Preble Paragon Printing:
Conna Mead

Capital Printing: Billy Seidel, Leisha Davis, Faye Edwards

BAH! Design:
Neely Ashmun

ADVO: Jeff Dornak, Tammy George Brown, Marylee Rudisill

Holland Photo:
Greg Hopkins

Xopix: Mark Henderson, Cathy Bosma, Daniel Garza

KTBC Fox:
Robert Meute

DB Talent:
Debora Duckett

Farm Credit Bank of Texas:
Lora Blume, Pat Roeling, Wally Hnkle

Thomas Graphics: Michelle Alldredge, Scott Pond

American Statesman: David Tavin, Brad Hagstrom

Elephant Productions:
Quincy Lowman

KNVA/KXAN TV: Ron Olivera, Bruce Bennett

Austin Graphics: Aimee Roberts, Juan Rodriguez

Celebrate Austin Magazine: Nickie Rich Bower, Kristy Chadderdon, Tracee Naestas

T3's in cotton. T3 has created a display of historical images wrapped in burlapped cotton bales to highlight Extraco Bank's role in the Central Texas cotton industry during the 20th century. The display will rotate through Extraco's various bank lobbies...**The Texas Press Association** has added **Christopher Wood of Angel Fire, New Mexico** as a new advertising account executive.....**Xopix Productions** is producing a new television campaign for **Scotts Miracle-Gro**. The four-spot campaign that shoots in San Francisco and Seattle centers around on-camera testimonials with some of the 20 million U.S. **Scotts Miracle-Gro** customers intercut with beautiful motion picture photography of their gardens...**Advantage Outdoor Advertising of Austin** has moved to a new state of the art facility is **7020 US HWY 290 East...**

October is National Breast Cancer Awareness Month and T3 partnered with the Breast Cancer Resource Center (BCRC) of Austin to create and produce materials for the center's fourth annual Champagne Sunday Brunch...**NourzAds** adds **Linda Hernandez, Kelly Blanscet,**

Henry Medrano, and Karen Ratcliffe to their team, while picking up **ClearSource Inc., American Absorbants Natural Products, and MRG Capital** to it's client portfolio...**Eydie Webster** (you may remember this former board member as **Eydie Rhea**) has joined **BAH! Design** as Account Executive and **Aaron Upshaw**, multi-media designer, is now heading **Zing Media, BAH!'s Interactive Division...****Merit Printing's Shawn Bender and James Rutledge** step into bigger roles as production manager and prepress supervisor, respectively. New faces are **Ellen Schiver, business manager, and Mark Runestad, sales...** **Fuller Dyal & Stamper** has added another project—for the development of a project identity and complete environmental graphics program for **Parque das Andorinhas**, a one-million-square-foot retail center near **Sao Paulo, Brazil**—to a list of new assignments that could double the firm's billings and staff by the end of the year. The latest contract follows awards earlier this year for similar work on projects in **Japan, Taiwan, and Poland**. **FD&S's** brochure for the **University of Virginia** was recognized recently by **The Dallas Show** along with their book design for **The History & Future of Flight Safety International**, an **AIGA** publication. New face at **Fuller** is **David Villarreal**, a graphic designer.

The jobline is always open

<http://www.austinadfed.com>

Check out our online **JOBLINE** for up-to-the minute listings of jobs in all fields of advertising in Austin and surrounding areas. New jobs are put online weekly, so visit regularly. Call **Missi Rice** at **Gigglebox Design (512) 502.1246**, Fax to **(512)472.3960**, or e-mail: **missi@gigglebox.net**. Listings are 50-150 words long and \$25 for AAF members and \$50 for non-members. Listings are removed as soon as the job is filled up to 30 days. Changes and updates made every Friday. You get better applicants, at a lower cost per applicant, and you can change your ad at no additional charge.