



# **American Advertising Federation Jackson, Mississippi**

## **MEMBERSHIP MANUAL**

### **AAFJ's Mission**

The mission of the American Advertising Federation, Jackson, Mississippi, is to strengthen our club through leadership training, education, communication, idea forums, enrichment and recognition programs; promote advertising industry standards, encourage professional development; enhance and encourage business opportunities for professional and student members; defend the advertising industry against adverse governmental action, and act as a liaison to the Seventh District to ensure the vitality of the advertising profession.

**[www.aafjackson.org](http://www.aafjackson.org)**

# History of the American Advertising Federation Jackson

## It all started in 1953.

AAF Jackson was founded as the Greater Jackson Advertising Club, later known as the Jackson Advertising Federation. An affiliate member of the American Federation of Advertising (AFA), the purpose of the club was to promote and perpetuate creative excellence in advertising, further the education of advertising professionals and students, and defend the advertising industry against adverse government action. In 1959, the club held its first ADDY Awards, an event produced by local professionals for the purpose of recognizing creative excellence in the Jackson market.

In 1964, Al Sorge, who had served as club president in 1962, became the club's first member (as well as the first Mississippian) to serve as the AFA's 7th District Governor. He also went on to serve on the AFA National Board of Directors. It was 21 years later (1985) that another of our past presidents, Maggie Clark, was chosen to serve as 7th District Governor and a member of the AAF National Board of Directors. Prior to her term as governor, she served as Chairman of AAF's Public Service Committee and as the AAF liaison to the Reagan White House's Volunteerism Committee. In 1983, Clark was the third person to ever receive the AAF Council of Governors highest honor, the Medal of Merit. It was presented by AAF President Howard Bell in Columbus, Mississippi.

In 1967, the AFA and the AAW (American Advertising of the West) united to become the American Advertising Federation (AAF) with some 200 local affiliate clubs. Jackson was the eighth club chartered as a member of the AFA's 7th "Deep South" District. At that time, the other district clubs were Atlanta, Baton Rouge, Birmingham, Memphis, Mobile, Nashville, and New Orleans.

Beginning in 1960, the club has annually presented its prestigious Silver Medal Award to recognize the Advertising Person of the Year. It was initially sponsored by *Printers Ink Magazine*. In the early days of the award, women were not eligible for nomination so our club presented its own Advertising Woman of the Year award.

In 1973, the Silver Medal Award was expanded to include women. The first female recipient was Yvonne Sorge, an account executive with Gordon Marks & Company.

It was not until 1984 that the club really got involved in defending the advertising industry against adverse government action. In that year, Mississippi

Governor Bill Allain and the leadership of the legislature began exploring the feasibility of a tax on advertising. Under the direction of our club's Legislative Liaison, Jake Smith, we organized a cohesive lobbying force with the Mississippi Association of Broadcasters, the Mississippi Press Association, the Mississippi Outdoor Advertising Association, and the Mississippi Association of Advertising Agencies to defeat the proposed legislation while it was still in committee. The effort resulted in the bill never becoming a reality. Jake Smith has served as 7th District's Legislative Liaison since 1986.

In 1969, the Jackson Advertising Club hosted its first 7th District Spring Convention. In the summer of 1979, the club – by then renamed as the Jackson Advertising Federation – held its first Leadership Conference for the 7th District. This precedent-setting conference was the first held by a club other than Birmingham, and the first with attendance over 100 (125 registered). The next Leadership Conference held by JAF was in 1986, and then again in 2006. JAF also hosted the the District Addy Awards in both 1983 and 1995.

Under the leadership of our Past President and former 7th District State Director Chip Sarver, all of Mississippi's local AAF affiliates hosted the first Student Leadership Conference in the history of the AAF. "Capital Gains" was held at Jackson State University's E-Center on October 25, 2003, and was attended by over 150 students, advisors, and AAF national staff members. The day-long event has become a successful and much-anticipated annual event.

In 2005, under the leadership of then President Rachel Crews, JAF won Division IV National Club of the Year, the first time Jackson had achieved this prestigious honor. Then, in 2006, President Tammy C. Smith led the club to its second National Club of the Year victory. In 2007, under the leadership of then President Karen Johnson, JAF won Second Place Division IV National Club of the Year. In 2008, under the leadership of President Amanda Fontaine, JAF won Division IV District 7 Club of the Year, and Second Place Division IV National Club of the Year.

Responding to the request of AAF for national branding of affiliate clubs, the Jackson Advertising Federation changed its name to the American Advertising Federation Jackson in 2007, and today it's one of the most vigorous and proactive professional organizations in the nation.

AAF Jackson is the only advertising group that represents every segment of our industry. President Franklin Roosevelt once said, "the general advising of the standards of modern civilization... would have been impossible without the spreading of higher standards by means of advertising."

Those words still hold true, and AAF Jackson leads the way in making advertising a vibrant and powerful force in Mississippi.

## AAFJ Past Presidents

1953	Harold Cashon	Milner Chevrolet
1954-1955	Bobby Nickey	Southern Wholesalers
1955-1956	George Godwin, Sr.	Godwin Advertising Agency
1956-1957	Hayden Campbell	Conservative News
1957-1958	Ernest McLaurin	Cabell Electric/Philco Division
1958-1959	Robert J. (Bobby) Peets	Peets Advertising Agency
1959-1960	Charles Swann	Standard Life Insurance Company
1960-1961	Joe Howell	Allstate Life Insurance Company
1961-1962	Tom Cameron, Sr.	Lamar Outdoor Advertising
1962-1963	Al Sorge	Clarion Ledger/Jackson Daily News
1963-1964	Carroll Brinson	Gordon Marks & Company, Inc.
1964-1965	Donald (Don) Newton	Newton Advertising Agency
1965-1966	Bob McRaney, Jr.	Lamar Broadcasting (WLBT-TV Station)
1966-1967	Maurice Wray	Capitol Broadcasting (WVSL Radio Station)
1967-1968	Neal Cirlot	Blue Cross/Blue Shield Insurance Company
1968-1969	John Fontaine	Godwin Advertising Agency
1969-1970	Gibson Sims	Lamar Broadcasting (WLBT-TV Station)
1970-1971	Virgil Porter	Gordon Marks & Company, Inc.
1971-1972	Mike Martinson	Dobbs-Maynard Advertising Co.
1972-1973	Albert Lamar	Lamar Outdoor Advertising
1973-1974	Gene E. Clark	Gene Clark Advertising, Inc.
1974-1975	Jerry P. Colvin	American Public Life (WAPT-TV Station)
1975-1976	Joe Asker	Capitol Broadcasting (WJTV-TV Station)
1976-1977	Jackie McInnis Lett	Godwin Advertising Agency
1977-1978	Chuck Allen	Larry Painter & Associates
1978-1979	Kenny Windham	WJDX/WZZQ Radio Stations
1979-1980	Alex Bowab	WTYX/WKXI Radio Stations
	Maggie Clark	Gene Clark Advertising, Inc.

## AAFJ Past Presidents

1980-1981	Dan Modisett	Capitol Broadcasting (WJTV-TV Station)
	Debbye Lott Walker	Lott Walker Advertising Agency
1981-1982	David Nohra	South Central Bell Telephone Co.
1982-1983	Marshall Magee	WMSI/WJDX Radio Stations
1983-1984	Patrice Creel	Godwin Advertising Agency
1984-1985	Jake Smith	WLBT-TV Station
1985-1986	Timothy G. (Tim) Smith	The Godwin Group
1986-1987	David Jones	Jackson Mall
1987-1988	Tim Barber	WJDX/WMSI Radio Stations
1988-1989	Liza Cirlot Looser	The Cirlot Agency
1989-1990	Mary Horne Primos	VMJW Radio Station
1990-1991	Lil McKinnon-Hicks	KPMG Peat Marwick
1991-1992	Susan Marquez	WLBT-TV Station
1992-1993	Becky Orsi	Northpark Mall
	Tal McNeil	Maris West & Baker
1993-1994	Mark Maxwell	WAPT-TV Station
1994-1995	Mark Weilenman	Mississippi Army National Guard
1995-1996	Ted Fortenberry	Love Communications
1996-1997	Brenda Trigg	Godwin Group
1997-1998	Rachel Betts Ravenstein	WMSI/WSTZ Radio Stations
1998-1999	Lynda Jungkind	Love Communications
1999-2000	Karen Gilder	Mississippi Business Journal
2000-2001	Sandi Blalock	Mississippi Press Association
2001-2002	Donna Sims	Maris West & Baker Advertising
2002-2003	Chip Sarver	Media General (WJTV-TV Station)
2003-2004	Terri Mascagni	Hederman Brothers
2004-2005	Rachel Crews	Central MS Medical Center
2005-2006	Tammy C. Smith	Maris, West & Baker
2006-2007	Karen C. Johnson	GodwinGroup
2007-2008	Amanda Fontaine	Mississippi Firefighters
		Memorial Burn Association
2008-2009	Jeff Pedigo	GodwinGroup

## Past Silver Medal Winners

1960	Mack Smythe	Clarion-Ledger/Jackson Daily News (Deceased)
1961	George Godwin, Sr.	Godwin Advertising (Deceased)
1962	Gordon Marks	Gordon Marks & Company (Deceased)
1963	Fred Beard	WLBT-TV
1966	Al Sorge	Clarion-Ledger/Jackson Daily News (Deceased)
1967	Carroll Brinson	Gordon Marks & Company
1968	George Suggs	Godwin Advertising
1969	Owens Alexander	WJTV-TV (Deceased)
1970	Bob McRaney, Jr.	WLBT-TV
1971	Sutton Marks	Gordon Marks & Company
1972	Robert Swittenburg	First National Bank (Deceased)
1973	Yvonne Sorge	Gordon Marks & Company
1974	Dick Voorhis	WSLI AM-FM Radio (Deceased)
1975	Charles Carmichael	Godwin Advertising
1976	Gene E. Clark	Gene Clark Advertising
1977	Maurice Wray	WLBT-TV (Deceased)
1978	Woodie Assaf	WLBT-TV
1979	Joe Root	WAPT
1980	Herbert Carver	MS Power & Light Company
1981	Virgil Porter	Gordon Marks & Company
1982	Albert Lamar	Lamar Outdoor Advertising
1983	Ron Despeaux	Godwin Advertising
1984	John Fontaine	GodwinGroup
1985	Maggie Clark	Gene Clark Advertising
1986	Gerrit Maris	Maris West & Baker (Deceased)
1987	Kenny Windham	WJDX-WMSI Radio
1988	Mike Martinson	Dobbs-Maynard Advertising (Deceased)
1989	Jim Dollarhide	Imageworks
1990	Larry Painter	Maris West & Baker Advertising
1991	Jackie Lett	MS Association of Broadcasters
1992	Lee Hodges	WZRX-WSTZ Radio
1993	Sergio Fernandez	Fernandez Creative Services
1994	Gail Spruill	GodwinGroup
1995	Jake Smith	WLBT-TV
1996	Chuck Allen	PhotoCom
1997	Susan Marquez	Northpark Mall
1998	Bob O'Brien	Love Communications (Deceased)
1999	Lynn Bullock	WAPT-TV
2000	Brenda Trigg	Brenda Trigg Creative Services
2001	Marshall Magee	Arrow 94/WVIV Radio
2002	Jeanne Lockett	Communication Arts Company
2003	Frankie Thomas	WLBT-TV
2004	Danny Mitchell	GodwinGroup
2005	Dan Modisett	WLBT-TV
2006	Lynda Jungkind	Premier Publishing
2007	Bob Rall	WLBT-TV
2008	Tammy C. Smith	Maris, West & Baker Advertising
2009	Hilda Owen	Communication Arts Company

## AAFJ BENEFITS OF MEMBERSHIP

### MEETINGS:

AAFJ hosts luncheon meetings free to members on the third Thursday of each month beginning with a social half-hour at 11:30 a.m. Members have the opportunity to hear leaders in our industry discuss the latest trends in advertising.

### NEWSLETTER:

AAFJ publishes a monthly newsletter featuring the speaker or program for the upcoming monthly meeting, AAFJ president's column, and the latest events in the Jackson advertising community.

### NETWORKING:

AAFJ provides its members with the opportunity to network on a monthly basis with other members of the advertising community. AAFJ also offers its members the opportunity to gain influence in an industry association and receive recognition and honor for accomplishments and contributions to AAFJ and the advertising industry.

### RECOGNITION:

AAFJ recognizes excellence in advertising in the Jackson market each year at the annual Addy Awards Banquet. The AAA competition is a three-tiered competition on the local, district and national levels. Local winners are automatically forwarded to the District AAA Competition to compete against winners from the entire 7th District of the American Advertising Federation. Members of the AAFJ pay lower entry fees to the annual American Advertising Awards.

AAFJ also awards its highest honor each year at the annual Silver Medal Awards Banquet. This award is given to one individual in recognition of a career marked by achievement and contribution to the advertising field and the Jackson community.

### STUDENT INVOLVEMENT:

AAFJ contributes scholarship money each year to college students majoring in advertising-related fields at colleges or universities in Mississippi.

AAFJ also contributes money to local students to get them involved in AAFJ or other state student federations and allows them to compete in the AAF 7th District Student Advertising Competition held each year at the 7th District Spring Convention.

### LEGISLATIVE:

AAFJ actively works to protect the advertising industry by monitoring proposed federal, state or local legislative action which may be harmful to advertising and recommending preventive action to the members of AAFJ.

### SOCIALS AND FUNDRAISING:

AAFJ plans a variety of social functions each year to entertain members and allow them the opportunity to socialize on a more casual basis. Social functions are often used as fundraising opportunities as fundraising is very important to the survival of AAFJ. Several fundraising projects are planned each year to continue to keep annual dues as low as possible for AAFJ members.

# “Deep South” District 7

## American Advertising Federation

### **A TRENDSETTER FROM THE BEGINNING**

By the turn of the 19th century, advertising had come to be recognized as an important and viable means of communication. The industrial movement created the need for product and service promotion; and with this, the advertising profession was established.

As the profession grew into an industry, practitioners became concerned with assuring high business standards. Advertising professionals identified the need to join together to protect and promote their trade, thus leading to the organization of professional advertising clubs. Across the country, advertising professionals formed local organizations to achieve the principle of promoting and perpetuating high advertising standards. Then, as now, the American Advertising Federation (AAF), its Districts and local clubs provided leadership on issues involving and affecting advertising to further advance and protect the industry.

By 1904, local advertising clubs realized that to be most effective they should join together. Accordingly, in 1904, the local clubs in the West formed the Pacific Coast Advertising Men’s Association. A year later, the East Coast clubs organized into the National Federation of Advertising Clubs. These two regional groups evolved to become the Advertising Assn. of the West (AAW) and the Advertising Federation of America (AFA).

Together they worked to raise the standards of advertising through education and self-regulation. In the East, the AFA organized a national vigilance committee in 1911 and launched the “truth in advertising” movement, the forerunner to Better Business Bureaus. The AAW became involved in this movement a year later.

After the Second World War, business and advertising expanded. Commercial air travel and continued progress in telecommunications brought the East and West closer together. Two regional organizations representing the same interests became cumbersome and confusing. Pressure toward merger of the AFA and AAW mounted.

Our national organization, AAF, did not emerge until 1967 – some 19 years after our own 7th District was organized. AAF was created when the 7th District’s national organization, the AFA, merged with the AAW. A joint convention was held in 1962 and a committee was set forth on the issue of merger. Five years later, Advertising Association of the West joined forces creating a unified grassroots organization for the good of advertising: the American Advertising Federation. The result continues to be a strong national organization that works continuously to promote and defend the advertising industry.

### **A WATCHFUL EYE ON THE INDUSTRY**

In 1987, 20 years after AAF was founded, the National Conference was held in Orlando, Florida. A few months prior to the convention, the state of Florida passed a tax on advertising. AAF had a choice: move the convention, or march on Florida.

Hundreds of AAF volunteers rallied during the convention and worked untiringly afterward to encourage Florida’s legislators to rescind the ad tax, which they did before the end of that same year.

In subsequent years, many states, including those within our own 7th District, have continued to look at a tax on advertising. As an association, our professional network – the 7th District, which serves the interest of advertising in the five-state area of Alabama, Georgia, Louisiana, Mississippi, and Tennessee – fears the potential domino effect. The threatening impact of an ad tax in any state may affect us. Our national

organization as well as legislative chairs within each District and each state continue to keep a watchful eye on this potentially hazardous issue.

AAF is divided into three regions: East, Central, and West. The regions are subdivided into 15 districts. AAF headquarters are located in Washington, D.C., with a Western Region office in Newport Beach, California. Today, there are over 210 advertising clubs and federations with approximately 50,000 members; more than 135 corporate members; and 210 college chapters, all of which represent the AAF grassroots organization.

Located in the Eastern Region, the 7th District is one of AAF’s largest districts in both geographic and membership size. The 7th District encompasses five states with 25 advertising clubs and federations, representing more than 3,200 advertising professionals. Today, the 7th District is considered to be one of AAF’s most innovative and progressive Districts. Four of our former governors have served as Chair of the AAF’s Council of Governors, including: Jim Ward in 1976-77, Mike Gallagher in 1983-84, Linda Sherman in 1997-98 and, most recently, Jimmy Warren in 2000-01.

By the late 1930s, what is now the 7th District was split between the 9th District (Alabama, Georgia, Mississippi, North and South Carolina, Tennessee, and southern Virginia) and the 10th District (Arkansas, Louisiana, Oklahoma, and Texas). The 9th and 10th Districts’ national organization was then called the AFA.

The AFA’s district structure disintegrated as the nation became involved in World War II, and, it was the late 1940’s before the AFA began piecing itself back together. By 1948, most of the states surrounding the current 7th District had been organized into districts.

According to the 7th District’s first Governor, the late Harry Hoile of Birmingham, Alabama, representatives from six clubs and federations gathered in Birmingham in November 1948. “The leadership of advertising clubs located in Atlanta, Baton Rouge, Birmingham, Memphis, Mobile, and Nashville drafted a constitution and By-Laws and elected district officers. We represented some 400 club members,” Hoile recalled.

The first district convention was held in Baton Rouge in 1949, and its delegates elected Lee Herzberg of Baton Rouge, Louisiana, as second Governor. Since its founding, the 7th District has had over 50 advertising professionals serve as Governor. Throughout the years, the District fiscal year has changed – most recently, in 1994. The fiscal year shall be from July 1 to June 30 in keeping with AAF requests.

### **THE UNIFYING VOICE FOR ADVERTISING**

The 7th District has long reigned as a champion for the advertising industry on all levels – local, state, and numerous national committees such as: Academic, ADDY Awards, By-Laws, Club Services, and Public Service.

AAF’s National Student Advertising Competition originated within the leadership of the 7th “Deep South” District. In 1966, then Lt. Governor Fred MacVicar and Atlanta’s Jack Bolton developed the concept. In 1967, the 7th District, with the help of the Atlanta Ad Club, took this on as a major District project. It was first officially named the 7th District Student Advertising Campaign Competition. By 1969, the success of our District’s project had caused other Districts to have similar competitions. In 1969, the AAF Council of Governors recommended that AAF adopt this Student Advertising Campaign Competition as a national project. AAF did so, and the first national competition was held with an unnamed wine as the product in 1973.

This is a college-level team competition with each school team, in effect, serving as a full-service agency. The same case study on a product or service is presented to all competing teams to design a format, research the market, prepare budgets, select media, and prepare an entire advertising campaign. Teams from within the Districts from schools with AAF-affiliated college chapters compete. Four teams from 7th District

universities have won the National Competition: in 1979 the University of Tennessee, in 1983 the University of Georgia, in 1995 Loyola University of New Orleans, and in 2000 the University of Alabama. During the 1997 Spring Convention in Huntsville, Alabama, the District celebrated the 25th Anniversary of Student Competition, which originated in the 7th District. The establishment of the Bolton-MacVicar Aid to Students Award by the competition's two founders was announced at that convention.

### **AWARDS & COMPETITION ARE 7TH MAINSTAYS**

The year 1967 was a landmark for our District. Besides the merging of the AFA and AAW into the AAF, the 7th District's first female governor, Annie-Claire Mote of Baton Rouge, Louisiana, had just completed her term. (Another decade and a half would pass before we would elect another female to serve as governor.) A tradition also began. District officer Otis Dodge of Birmingham, Alabama, met an untimely death. Shocked and saddened at his drowning, the District established the Otis Dodge Memorial Award. District officers, state directors, club presidents, and former governors vote by secret ballot to select the person who has contributed most significantly to the District. The award is presented at each Annual Convention, traditionally held in the spring. The Harry Hoile Award, named for our first governor, was established in 1991 to give recognition to each immediate past governor for District accomplishments and dedication.

Early District conventions were similar to current ones. Leadership Conferences focus on club management/committee leadership to network and exchange ideas. The 7th District was one of the first, if not the first, to conduct such a conference. Beginning in 1968, because of its central location and dedication to the District, the Birmingham Advertising Club was the official conference host, and this practice continued until the early 1980's. Since then, clubs pitch to host the District Leadership Conference, traditionally held in late July or early August.

The Fall Board Meeting is traditionally held in mid-October or early November and allows for a mid-year board meeting and special ADDY Awards workshop.

The Annual Convention conducted during the spring focuses on education for the advertising professional. The 7th District conducts its annual election, presents the ADDY Awards, and hosts the Governor's Gala for the purpose of installing newly elected officers and directors. District officers and directors elected during the convention take office on July 1. The Annual Convention is traditionally held in April.

The 7th District has grown steadily since its birth, though slowly at first. It wasn't until 1953 that the District added its first new club since its birth in 1948. Though New Orleans was organized as an advertising association, it did not affiliate until 1953. By 1955, the District included Jackson, Mississippi and Tri-Cities, Tennessee. There were 11 clubs by 1958. Chattanooga, Tennessee; Columbus, Georgia; and Montgomery, Alabama, had affiliated. Tri-Cities dropped out but later rejoined.

In 1960, the 7th "Deep South" District counted 14 clubs with 1,300 members. New clubs included Knoxville, Tennessee; Savannah, Georgia; and even Pensacola, Florida, which is now in the 4th District. By 1967, we had grown to 16 clubs and 1,450 members. At that time, new clubs located in Augusta, Georgia; Lafayette, Louisiana; and Biloxi-Gulfport, Mississippi, had affiliated.

In 1975, we claimed 19 clubs in the District. New clubs were located in Huntsville and Tuscaloosa, Alabama, and Macon and Gainesville, Georgia. The following year, the District added its first Ad2 club – Atlanta – and senior clubs in Muscle Shoals and Dothan, Alabama. Tri-Cities reaffiliated that same year. In 1977, Athens, Georgia, became affiliated with the 7th District, and in 1979 the Mississippi Golden Triangle Club representing both Columbus and Tupelo joined our District. In

1985, the Alexandria, Louisiana, club became a part of the 7th.

In 1992, the Golden Triangle Club split into two clubs, with Columbus, Mississippi, eventually keeping the Golden Triangle name, and a new North Mississippi Club in Tupelo joining the 7th. Other clubs that have joined in recent years are from Hattiesburg and Greenville in Mississippi, Anniston in Alabama, and Jackson in Tennessee. The clubs in Hattiesburg, Tupelo, Columbus (MS) and Anniston (AL) have subsequently dropped out.

The 7th District is one of the largest in AAF with a total of 24 clubs. Since 1980, the District has enjoyed tremendous growth in the affiliations of college chapters, which now number 24, making up a very important part of our network. By the mid-'80s, the 7th District cooperated with the AAF national network to incorporate the name "ADDY" into our District and local club/federation annual creative-excellence-in-advertising awards competition, and to file for "nonprofit" status.

### **EQUAL REPRESENTATION BY SIZE AND INTEREST**

Other important District developments include the addition of a director for each state to our board, which occurred during the administration of Governor Ron Hill of Atlanta, Georgia (1977-78). In 1979-80, under Governor Arthur Curl of Birmingham, Alabama, we expanded to include two directors per state. To maintain the delicate voting balance, state directors were given one-half vote each. We later amended our By-Laws to allow each state director one full vote. State directors are responsible for assisting in the implementation of all District activities within their respective state and work within the portfolio of the Governor-Elect.

In 1981, Governor J. Michael Gallagher of Nashville, Tennessee, led us to the establishment of the District office at what was then Memphis State University, now University of Memphis, naming the room that it occupies for former Governor Jay Fields of Tri-Cities, Tennessee. This office also pays tribute to the 7th District Advertising Hall of Fame designates.

Governor Jan Gardner of Memphis, Tennessee (1983-84), focused on the grassroots by establishing the Council of Presidents. Governor Ron Thompson of New Orleans, Louisiana (1984-85), brought us the concept of District coordinators for implementing District projects and strengthening our network in the legislative and public-service areas.

In 1985-86, during the administration of Governor Maggie Clark of Jackson, Mississippi, the 7th District established two important awards: the Donald G. Hileman Memorial Award, which recognizes the District's educator of the year, and the Governor's Award, which recognizes the District's grassroots volunteer of the year. The same year, the District Board voted to establish the District Hall of Fame, whose membership is composed of former governors who are elected based on their continued involvement in the 7th District beyond their term as governor.

### **7TH DISTRICT – RICH IN TRADITION AND HERITAGE**

During 1989-90 three new District programs were established while Trena Packer Street of Memphis, Tennessee, was governor:

Jan Gardner Memorial Scholarship and Education Program: Funded by the District and memorial contributions given in the honor of former Governor Jan Gardner (1983-84). Established August 11, 1989, this ongoing fund presented the first \$1,000 scholarship at the District Convention in Chattanooga on April 7, 1990.

Student Creative Awards Competition: Designed to give expression and outlet for talented students within the 7th District college chapters to submit original and unpublished work, these were first presented at the District Convention in Chattanooga

on April 7, 1990. Later known as the STAR Awards (Students Talent Advertising Recognition), this program attracted more than 400 entries submitted annually by graphic arts students within the District college chapters.

The Alabama Advertising Educational Foundation: Chartered and signed on January 10, 1990, in a meeting in Tuscaloosa, Alabama. Scholarships are made available to students of Advertising, Commercial Art, Marketing, and Public Relations. This was the first program of its kind.

These new programs are the result of the upthrust of many student-oriented programs put into place from the beginnings of Advertising Clubs within the 7th District. In keeping with AAF requests, beginning in 1992 under Governor Gus Wales of Baton Rouge, Louisiana, the 7th District began an ADDY Awards standardization process to encourage all clubs to auto-forward all local ADDY Awards winners.

The process has come full circle with most District clubs now auto-forwarding to District and on to the National ADDY Awards competition. In 1991, a 7th District ADDY Awards workshop was established to be held at the Fall Board Meeting each year.

In 1997, Governor Jimmy Warren of Tuscaloosa, Alabama, extensively expanded the District Leadership manuals written and distributed to all federation presidents, coordinators, and District officers. In 1998, the 7th District celebrated its 50th Anniversary at the District Convention in Memphis. Some 23 former governors of the 7th District attended the celebration, and a historical video was previewed.

Governor Judy Fraser of Birmingham, Alabama, helped guide the District into the realm of cyberspace with the establishment of the first 7th District web site, [www.7thaaf.com](http://www.7thaaf.com), introduced in April 1998. With the groundwork solidly laid, Governor Sheree Farrar Harper of Columbus, Georgia, further established the Internet as the major communication vehicle for the District. Officers, state directors, and coordinators begin utilizing e-mail as a main source of "meetings," and a mass e-mail communication network for the District was set up in 1999.

In 2001, during the consecutive governorships of James Belton of Montgomery, Alabama, and Charlie East of Baton Rouge, Louisiana, the 7th District developed and established a program through which District clubs in genuine need of financial assistance can receive a loan from the District. An application form is available, and terms are negotiable, depending on the individual club's situation.

In 2002, former 7th District Governor Charlie Malone of Clarksville, Tennessee, was presented AAF's prestigious Barton A. Cummings Gold Medal Award at the AAF National Conference in Miami. The award annually honors one distinguished individual for his/her volunteer service to advertising through work with AAF.

The 7th "Deep South" District is unique in its enthusiasm and dedication. Educational programs throughout the District advertising community are constantly expanding, financed by ADDY Awards, special fundraising events, grants and memorials, and other enterprising action. The underlying purpose of it all is to encourage the bright and gifted students and give financial lift where needed.

Rich in tradition and known for its pioneering spirit and innovation, the 7th District remains alert to the needs of today and the future of the advertising industry as it continues to be the "Unifying Voice for Advertising."

The University of Alabama student team won the National Student Advertising Competition in 2000 when the New York Times was the sponsor/client. Also in 2000, Jimmy Warren (Tuscaloosa) became the fourth 7th District representative elected as Chair of AAF's Council of Governors. Others who have occupied this office from the 7th District are: James Ward (Nashville) 1976-77, Michael Gallagher (Nashville) 1983-84, and Linda Sherman (Nashville) 1997-98.

Former Governors remain involved and active in the District. In 2003, the former

Governors hosted the Spring Convention in Gulf Shores, Alabama. Former Governors also meet annually and judge the Club Achievement and Club of the Year Competition entries. Former Governor Charlie Malone (Nashville) wrote a history of the District's student activities including student chapters and the student advertising competition. And Former Governor Bruce Roche (Tuscaloosa) researched and wrote a history of AAF's first 100 years at the request of AAF as part of their National Convention and 100th Anniversary.

In 2004 former Governor Jimmy Warren (Tuscaloosa) was inducted into the 7th District Hall of Fame. In the same year the STAR Awards were replaced with the Student ADDY Awards, and it became a three-tier national competition.

The horrific Hurricane Katrina struck the Gulf Coast in the fall of 2005, devastating ad federations in New Orleans, Mississippi Gulf Coast, and Mobile. The businesses and homes of many ad fed members were destroyed or heavily damaged. The district provided assistance to clubs to help in the recovery effort.

Nashville hosted AAF's National Conference in 2005 and also established an AD II club the same year.

In 2006-2007, a new and exciting way for our clubs to be awarded Club of the Year began under the governorship of Vicki Mills from Macon. In the past, the Club Achievement competition single-handedly produced the Club of the Year winner. While Club Achievement is still a major component of the competition, the Club(s) of the Year are awarded for overall excellence in club management and in specific areas by allocating points for successes throughout the year.

Also in 2007, former Governor Jimmy Warren of Tuscaloosa, Alabama, was presented AAF's Barton A. Cummings Gold Medal Award at the AAF National Conference in Louisville, Kentucky, becoming only the second member of the 7th District to be bestowed such an honor.

In 2007-2008, Governor Michele Massey from Tuscaloosa established the Charlie Malone NSAC Assistance Fund. The fund was named after former Governor Charlie Malone in honor of his service to the District and his dedication to students. The first check in the amount of \$1000 was presented to Savannah College of Art and Design at Spring Convention in Tuscaloosa.

Also that year in an effort to solidify and further strengthen the value of AAF, the 7th District supported the national organization in its branding initiative by officially changing the name of the District to AAF – District 7 under Governor Massey. By National Convention in Atlanta in June 2008, a total of 77 clubs and Districts had officially adopted the AAF-X brand in their name. Proudly our District and 15 of our clubs were part of the first to support AAF in this endeavor. The clubs were: AAF – Baton Rouge; AAF – Birmingham; AAF – Central Georgia; AAF – Chattahoochee Valley; AAF – Chattanooga; AAF – Dothan; AAF – Jackson, MS; AAF – Knoxville; AAF – Mississippi Delta; AAF – Mississippi Gulf Coast; AAF – Mobile Bay; AAF – Montgomery; AAF – Northeast Tennessee; AAF – Tuscaloosa; and AAF – West Tennessee.

*Credit: Harry Hoile, Historian (1989-90, 1990-91), Governor (1948); Trena Street, Historian (1993-94, 94-95, 2002-03), Governor (1989-90); Maggie Clark, Historian, (1987-88), Governor (1985-86); Dr. Bruce Roche, Historian (1985-87), Governor (1980-81); Gus Wales, Historian (2001-02), Governor (1992-93); Charlie Malone, Historian (1995-98), Governor (1991-92); Jimmy Warren, Historian (1998-99), Governor (1996-97). REVISED June 2008, Past Governor Michele Massey.*

# American Advertising Federation

## OVERVIEW

As the “Unifying Voice for Advertising,” the American Advertising Federation (AAF), headquartered in Washington, D.C., is the trade association that represents 50,000 professionals in the advertising industry. AAF’s 130 corporate members are advertisers, agencies and media companies that comprise the nation’s leading brands and corporations. AAF has a national network of 210 ad clubs and connects the industry with an academic base through its 210 college chapters.

The American Advertising Federation represents the movers and shakers of the advertising industry – top advertisers, agencies, media companies and suppliers. These prominent companies include DaimlerChrysler, Procter & Gamble, The New York Times, Yahoo!, DDB Worldwide and Leo Burnett – to name just a few. Your involvement and membership in the AAF affords you the opportunity to develop significant business relationships while learning from the best that the advertising world has to offer.

The AAF promotes, protects and lobbies on behalf of our corporate members. As a AAF corporate member, your company will gain exposure to peers and clients through our national committee settings, members-only events and speaking platforms. We also can provide your company with hiring opportunities, resources and professional development to help your company prosper in the advertising world.

## AAF MISSION

The American Advertising Federation protects and promotes the well-being of advertising. We accomplish this through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters.

Here’s what the AAF does:

- Brings members together to yield creative business solutions.
- Protects and promotes advertising at all levels of government through grassroots activities.
- Educates members on the latest trends in technology, creativity and marketing.
- Provides programs to assist local association volunteer leadership.
- Presents the industry with its future leaders.
- Honors advertising excellence.
- Promotes diversity in advertising by encouraging the recruitment of people of diverse cultures.
- Applies the communication skills of its members to help solve community concerns.

To accomplish our objectives, AAF initiatives include the following:

- AAF National Conference
- Advertising Hall of Fame
- Advertising Hall of Achievement
- ADDY® Awards
- Government Affairs Conference
- Great Brands Campaign
- Mosaic Awards
- Mosaic Career Fairs
- Most Promising Minority Students Program
- National Student Advertising Competition (NSAC)
- Mosaic Principles & Recommended Practices

## AAF’S RICH HISTORY

In its early form, the organization was created in response to the rising influence of advertising regulations. As the profession grew into an industry, practitioners became concerned with assuring high business standards and joined together to protect and promote their trade. As a result, an organization of professional advertising clubs located throughout the country was founded on the principle of upholding high industry standards. By 1905, these local advertising clubs realized that to be effective it was imperative that they join together into a unified association.

Today, the AAF advances the business of advertising as a vital and essential part of the American economy and culture. A grassroots base of 200 ad clubs and federations across the country work to protect the industry. As “The Unifying Voice for Advertising,” the AAF educates policymakers, the news media and the general public on the value that advertising brings to the well being of the nation, and it also develops the industry’s present and future leaders through its 215 academic chapters.

## THE SYSTEM

AAF local ad clubs are categorized by geographic location and membership size. These categories help to ensure that all local members are well-represented by delegates to AAF’s national board of directors.

AAF local associations are categorized by size as follows:

- Division I – 500+ members
- Division II – 250 to 499 members
- Division III – 100 to 249 members
- Division IV – under 100 members
- Division V – Ad 2 Clubs (regardless of membership size)

Each division is represented by a delegate to the AAF national board of directors. Through these delegates, local ad clubs have a voice in national policy and decisions.

## REGIONS

Each AAF ad club falls within one of three geographic regions: Western, Central or Eastern. Each region collectively elects a regional chair to serve on the AAF board of directors. The regional chair represents the concerns of all the clubs and federations in his or her region.

## AAF DISTRICTS

The AAF map is then further broken down into 15 multi-state districts. Each district elects a district governor to serve on the AAF Council of Governors (COG). Members of the COG also serve on the AAF board of directors, representing the interests and concerns of local ad club members.

AAF districts serve another vital role: They set the framework for well-known industry programs like the ADDY® Awards and the National Student Advertising Competition (NSAC). In each program, district-wide competitions yield top contenders, who then advance on to a national round.

District 1 = Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut

District 2 = New York, Pennsylvania, New Jersey, Maryland, Delaware, District of Columbia

District 3 = Virginia, North Carolina, South Carolina

District 4 = Florida, U.S. Virgin Islands, Puerto Rico

District 5 = Ohio, West Virginia, Kentucky  
 District 6 = Illinois, Indiana, Michigan  
 District 7 = Tennessee, Georgia, Alabama, Mississippi,  
 Southeast Louisiana  
 District 8 = North Dakota, South Dakota, Minnesota, Wisconsin  
 District 9 = Nebraska, Kansas, Iowa, Missouri  
 District 10 = Texas, Oklahoma, Arkansas, Northwest Louisiana  
 District 11 = Washington, Oregon, Idaho, Montana, Alaska  
 District 12 = Wyoming, Colorado, Utah, Arizona, New Mexico  
 District 13 = Hawaii  
 District 14 = Northern California, Northern Nevada  
 District 15 = Southern California, Southern Nevada



### ABOUT LOCAL AD CLUBS

Local ad clubs exist in many markets and range in size from 30 to over 3,000 members. These members are employed in all aspects and disciplines of the advertising industry. They represent agencies, corporate marketing departments, broadcast and print media companies and industry suppliers.

Local ad clubs sponsor a variety of programs, including meetings featuring industry-related speakers, professional development workshops, educational seminars, scholarships, public service initiatives, social events and local award competitions recognizing excellence in advertising.

Through their affiliation with the AAF, local ad clubs have an even more powerful voice and influence in their local business communities. Each of the local ad clubs is part of AAF's network comprising 50,000 professionals in all corners of the United States.

## AAF Discounts & Resources

For an up-to-date listing of AAF resources and benefits available to all AAFJ members, please visit the national website at:

[www.aaf.org](http://www.aaf.org)

Discounts & Benefits page: [www.aaf.org/default.asp?id=102](http://www.aaf.org/default.asp?id=102)



### AAFJ 2009-10 Officers

**President:** Mary Lee, Frontier Strategies, LLC  
**President Elect:** Jama Killingsworth, Fox 40/My 35  
**Vice President:** Becky White, Eubank & Betts, PLLC  
**Treasurer:** Megan Harris, Godwin Group  
**Secretary:** Heather Haik, Edward Jones  
**Immediate Past President:** Jeff Pedigo, Ad Agent, LLC

### AAFJ 2009-10 Directors

Vickie Burkes, Frontier Strategies, LLC  
 Chad Calcote, The Ramey Agency  
 Ashley Hasselman, Cellular South  
 John McGee, Phi Theta Kappa  
 Cindy Minton, A2Z Printing  
 Rosie Vassallo, Madison the City Chamber of Commerce  
 Alisha Wingerter, The Ramey Agency

### District 7 Representatives

#### District 7 Lt. Governor-Communications:

Amanda Fontaine, Mississippi Firefighters Memorial Burn Association

#### 7th District Government Relations Coordinator, Mississippi AAF National Governmental Liaison:

Jake Smith, WLBT-TV 3, Inc.

#### Mississippi State Director:

Karen C. Johnson, GodwinGroup