

ADV:

ADV:FALL2009

Hi, my name is Sara

SARA SHIELS > PRESIDENT



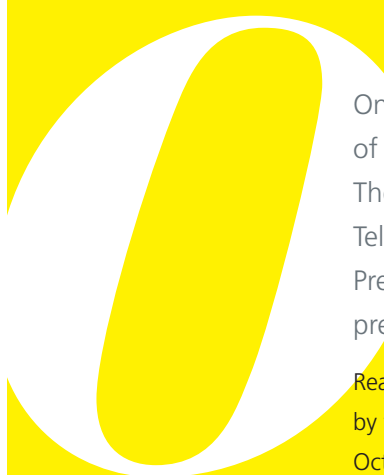
Welcome to just one of the new formats of the AdClub's Adventure! We call this abbreviated version ADV: Three times a year you'll be receiving this printed version which contains highlights of what's to come over the next few months as well as member profiles, AdClub news and much more!

The next 2 printed issues will be coming out in December and March. And in those months where we don't send the printed version, you'll be receiving the emailed newsletter in a fresh, easy-to-use format. Please contact us if you'd like to contribute any material to the newsletters - we welcome your company profiles, articles you've written on your area of expertise, or news in the community. Just another benefit of being an AdClub member!

MANY THANKS
SARA SHIELS | ADCLUB PRESIDENT

FALL 2009 > A NEWSLETTER PUBLISHED BY THE ADVERTISING CLUB OF TOLEDO

October 9 is officially "AdWORKS Day!"



On Wednesday, September 2, The Lucas County Commissioners and the City of Toledo made the official proclamation, at a press conference, held at The Toledo Club, the site of the upcoming event. Michael Seay, of Buckeye TeleSystem and AdClub's First Vice President, emceed the event, and AdClub President, Sara Shiels spoke on behalf of the Club. Several AdClub past presidents were in attendance along with a number of other members.

Reading the proclamation for the City, Council member Tom Waniewski said, "Be it resolved by the Council of the City of Toledo that the City of Toledo hereby recognizes Friday, October 9, 2009 as AdWORKS Day, and its service to small businesses and non-profits, ad industry professional service companies, marketing managers and advertising professionals...we wish you nothing but success."



Michael Seay, AdClub First Vice President (left), Sara Shiels, AdClub President (center) and Tom Waniewski Toledo City Council Member (right), announce that October 9, 2009 is officially AdWORKS Day.

Dave Nolan, President and CEO of Destination Toledo, which represents the local hospitality industry, added, "Any time that you want to capture market share and take advantage of the competition [you have] to be very, very impressive in the marketplace...now is the time to market."

The Toledo Regional Chamber of Commerce also stepped up to show its support. Jan Aguilar, Manager of Communications for the Chamber said, "We're very proud to work with AdWORKS

and get the message out to our members, which we'll be doing every week in our E-Insider Newsletter. It hits almost 5,000 people. And continually get that message out there to get people involved, to get them committed to say, 'Hey, if I want my business to succeed, I need to let everyone know what I'm doing.' And invest that money back into other businesses here in Toledo."

Ben Konop representing the County Commissioners also noted how AdWORKS promotes the use of local firms. "It's mainly going to be local businesses helping local businesses. Choosing local firms to do your work, 80% of your investment stays in the community."

Sign up for a table (only a handful left at press time) or purchase an ad in the AdWORKS Program Directory. However you can, get in on AdWORKS. Be there!

CALL 419.866.4199 or go to www.adworkstoledo.com for more information



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WTOL
- CALL 419.866.4199
for more information

More info at www.adclubtoledo.org and follow us on  



Michael Osborne of Michael Osborne Design to speak at the September 16th AdClub luncheon, at The Toledo Club

MICHAEL OSBORNE > MOD DESIGN



Michael Osborne is President and Creative Director of the San Francisco-based graphic design firm, MOD/Michael Osborne Design, Inc. Established in 1981, the firm's work in corporate/brand identity, package design, and print collateral has been recognized by many competitions for outstanding design, including the West Coast Show, American Institute of Graphic Arts, and the Clios. Michael has also designed the 2002 and 2004 love stamps for the USPS.

Join Michael Osborne for an exploration of the philosophy, process and work of Joey's Corner, his non-profit design studio. You'll see a range of non-profit work from a variety of studios, as well as learn how to start a non-profit, how to keep it funded and running, and how to find and accept non-profit clients with whom to work.

RSVP to the AdClub by September 14.

CALL 419.866.4199 for more information



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ADCLUBMEMBERSHIP

You are an AAF Member

Your membership to The Advertising Club of Toledo entitles you to be a member of the AAF (American Advertising Federation). This membership connects you to the entire advertising community and provides you with great opportunities for networking, education and valuable discounts.

AAF educates members on the latest trends in advertising, marketing and government issues with a variety of annual programs. Attendance at the AAF National Conference, Joint Government Affairs Conference, Legislative Training Sessions and the Mosaic Forum provide members with the information necessary to stay current and competitive in the industry.

AAF membership allows members access to discounts on the tools that are needed to stay current and successful in the industry. Special discounts are available to AAF members for services ranging from subscriptions to trade publications to shipping to web and telecommunication services.

Go to www.aaf.org for more information

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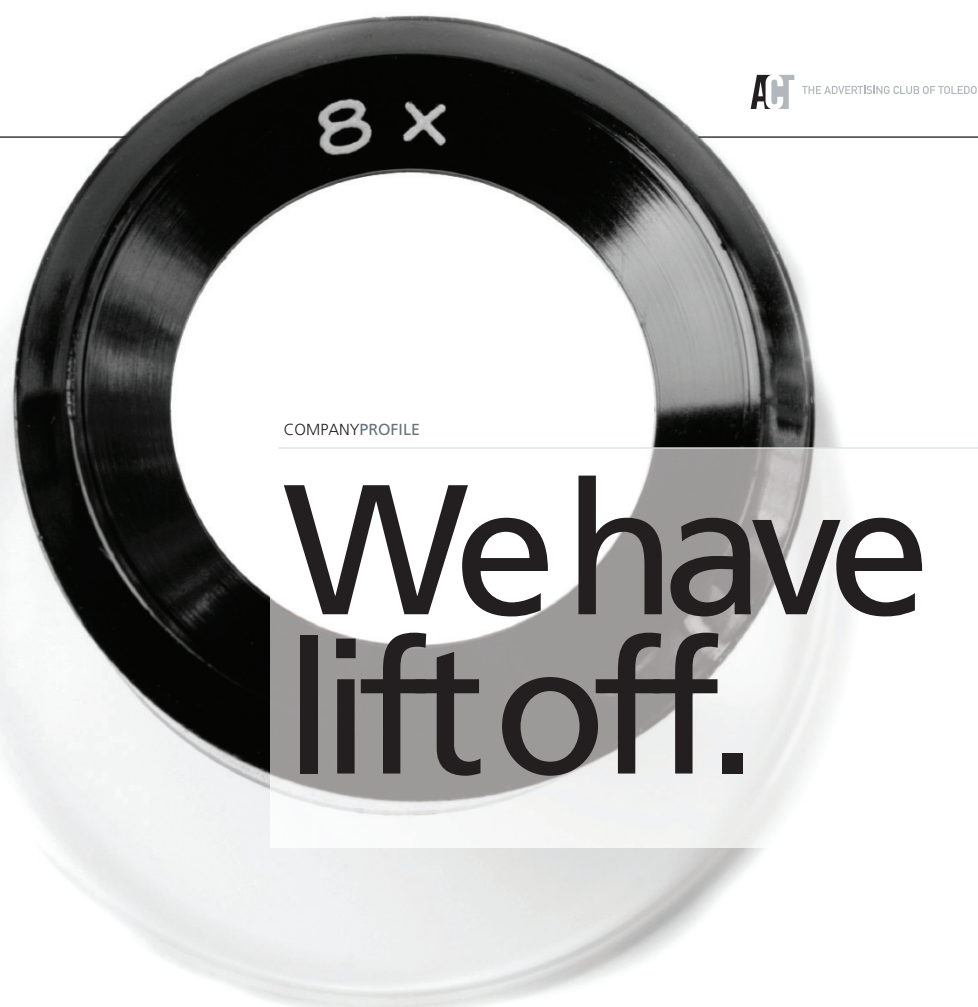
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COMPANYPROFILE

We have lift off.

Flying Colors is the Midwest's premier provider of quality offset and digital printing with a full complement of die cutting, embossing, foil stamping and custom finishing operations. We offer inline coatings and structural graphics capabilities to make even the most demanding print jobs take flight. If your project needs that special touch, or that "big idea" to really get off the ground...Flying Colors can help.



FLYING COLORS PRESS

Flying Colors Press entered the digital color print market with the KodakNexpress M700 Digital Color Press. We chose the M700 based on its output quality for short run color and variable data capabilities. The four color press runs a full range of supported substrate types (coated, uncoated, synthetics and selected offset paper) and weights. It produces output with excellent quality text and graphics, high density, a wide color gamut and high resolution. This newsletter was printed with the Kodak Nexpress M700 Digital Press.

CALL GREG REECE AT 419.255.8255 for more information

UPCOMINGEVENTS

Friday, January 8
ADDY Collection
PointSeven Studios
11:00 a.m. - 4:00 p.m.

Friday, January 15
ADDY Judging
PointSeven Studios
9:00 a.m.

Wednesday, January 20
Monthly Luncheon Program
Speaker: TBA
The Toledo Club

Thursday, February 25
ADDY Awards Show
The Great Hall at the Stranahan Theater
6:00 Doors Open
6:45 Dinner
7:30 Silver Medal Presentation and Show

CALL 419.866.4199 or DIRECTOR@ADCLUBTOLEDO.ORG for more information

What to do!

Wednesday, September 16
Monthly Luncheon Program
Speaker: Michael Osborne
The Toledo Club
11:30 Networking
11:45 Buffet Lunch
12:00 Announcements and Program

Friday, October 9
AdWORKS
The Toledo Club
10:30-5:00

Thursday, November 18
Monthly Luncheon Program
Cannes Advertising Reel
Maumee Indoor Theater
11:30 Networking and Pizza Buffet with Concessions
12:00 Announcements and Show

