

## Sneak Peek

**HAPPY NEW YEAR!**

**NO PROGRAM IN FEBRUARY**

**Thursday, February 26**

ADDY Awards Show  
Owens Community College  
NEW VENUE - AVCC  
Audio/Visual Classroom Center  
Visit the website for directions  
and event information.

**Monday, March 2**

Scholarship applications must  
be postmarked by this date

**Thursday, March 5**

DEADLINE TO SUBMIT  
SILVER ADDY WINNERS  
TO DISTRICT COMPETITION

**Tuesday, March 10**

Deadline to reorder ADDY  
Awards  
Contact Patty at 419.866.4199 to  
make arrangements

**Wednesday, March 18**

Monthly Luncheon Program  
The Toledo Club  
Speaker: Abu Noaman -  
Elliance, Inc.

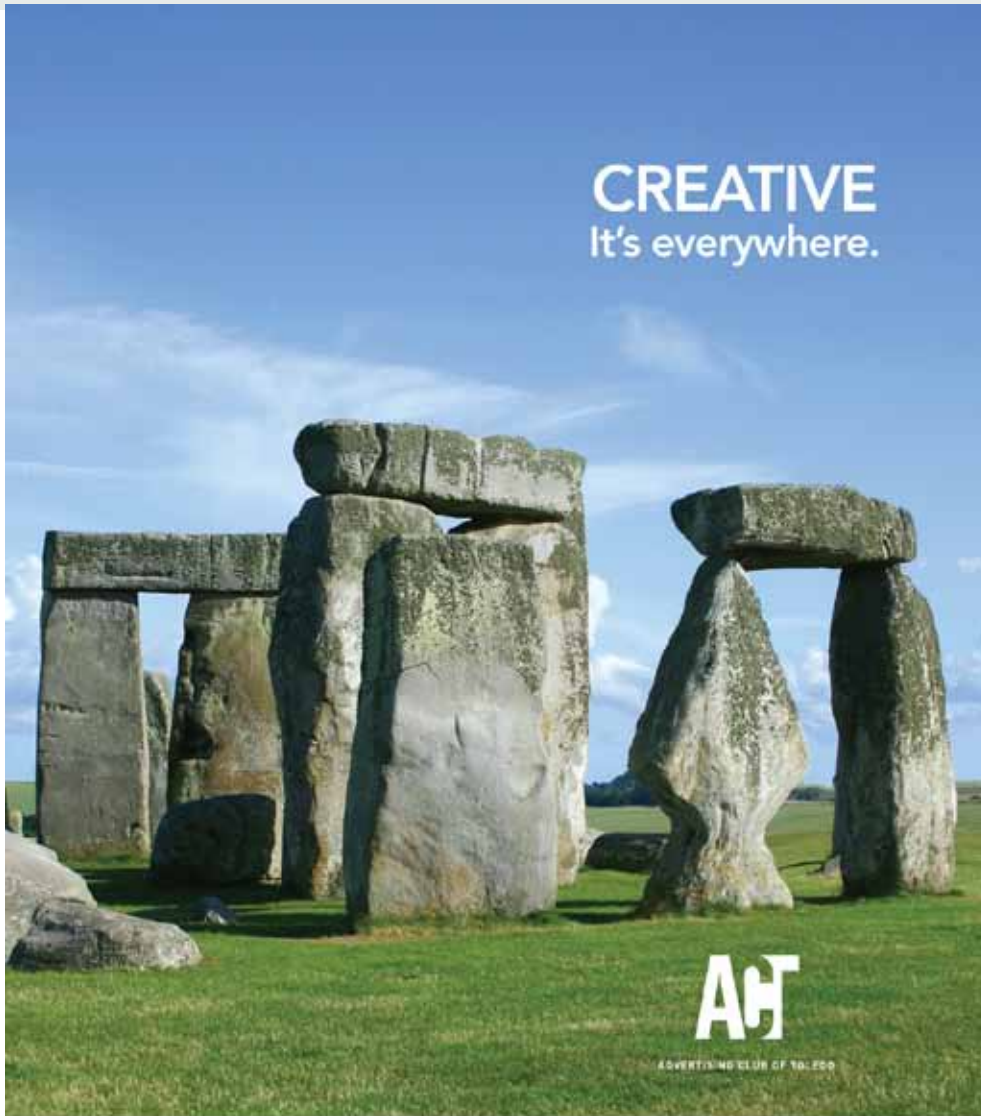
**Friday, March 27**

AdPIN  
Interstate Lanes  
6:00-9:00  
\$125/5 person team

**March 27-28**

Fifth District Judging  
March 27-28 in Louisville, KY

Visit our website at [www.adclubtoledo.org](http://www.adclubtoledo.org)  
for more information. To make reservations,  
call Patty at 419.866.4199 or  
email [director@adclubtoledo.org](mailto:director@adclubtoledo.org)



Come February 26, the mystery will be over.

**2009  
ADDY  
AWARDS**

**SHOW:**  
Thursday, February 26, 2009  
Owens Community College  
New venue: Audio/Visual Classroom Center  
Doors: 6 p.m. Dinner: 6:45 p.m.  
Presentation: 7:30 p.m.

**TICKETS:**  
\$40 per ticket; 10 for \$350  
Students: \$25

**RESERVATIONS:**  
By February 16  
E-mail: [director@adclubtoledo.org](mailto:director@adclubtoledo.org)  
Online: [www.adclubtoledo.org](http://www.adclubtoledo.org)  
Phone: 419.866.4199



**FROM I-75**  
Take I-75 to Exit 178 (Walker Road).  
Travel east on Walker Road and turn right onto Oregon Road.  
Proceed on Oregon Road to Owens Community College (about 2 miles).  
Turn left onto Breaker Drive, then left again on Championship Drive West.  
Follow Championship Drive West and turn right onto Championship Drive.  
Audio/Visual Classroom Center is on the right. Park in Lot D.

ADventure, Advertising Club of Toledo  
7230 Sawmill Run, Holland, OH 43528.  
Advertising rates available on request.  
Contact Patty Schoepf

Advertising Club of Toledo  
7230 Sawmill Run  
Holland, OH 43528  
419-866-4199 FAX 419-868-3746

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*Angela Riddel  
President, Advertising Club of Toledo*



February is always a special month for the Advertising Club of Toledo. It truly is a time to shine. It's the month when we honor the brightest, most creative people

in our industry at the local level competition of the annual American Advertising Federation ADDY Awards. The awards for the Toledo area will be held Thursday, February 26 at Owens Community College. Gold ADDY winners are automatically submitted to the district level competition and Silver winners are permitted the option to enter districts on their own.

Sometimes members think the Ad Club board or its president judges the entries, but that is not the case. Not only would that be open to bias, I wouldn't want to have to decide! It would be just too hard to choose from among so many great concepts and pieces. The winners are chosen by a panel of judges, comprised of industry professionals from outside our immediate market. This year's judges were Kim Fujiwara, owner of commercial illustration firm Fujiwara Art, Inc.; Greg Raft, Design Director for Morley Companies; and Rob A. Spademan, Assistant Vice President for Marketing and Admissions at Cleveland State University.

Another very important honor we award is the Silver Medal Award. This distinction is often regarded as the Ad Club of Toledo's "lifetime achievement award." And in a way it really is. The winner is nominated by club members and voted

on by the three most recent recipients of the award. It is the Ad Club's highest honor, given to those whose career in advertising demonstrates a commitment to excellence and a lifetime of significant contributions to the industry.

This year there were 349 ADDY Award entries. Each year when we display the entries, the quality, variety and creativity of our market never ceases to amaze me. So come on out and share the evening with your colleagues and clients—it's your night to shine!

Contact Patty for tickets! This year, there will be a buffet dinner, and the cash bar will be available throughout the program. Tickets are \$40 each or a table of 10 for \$350. To order your tickets, call the Ad Club Office at 419.866.4199 or email [director@adclubtoledo.org](mailto:director@adclubtoledo.org).

Angela Riddel  
President  
Advertising Club of Toledo

**Welcome  
New Members!**

**David Gawron**

Illuminate Design Studios

**Michelle Hoch-Henningsen**

The University of Toledo

**Stephanie Raudebaugh**

Kennedy Printing Company



# New Member Profiles

## Jonathan Downing, President, The Ad Farm

Jonathan Downing is an expert Media Strategist, Planner, Analyst, and Buyer – specializing in direct response advertising and internet marketing. He also supervises web site development and maintenance for a wide clientele.

Jonathan is an experienced integrated marketing pro, with a background in developing and implementing integrated campaigns that weave together brand marketing, public relations, and online/offline direct marketing tactics. He created and launched the Acquitention™ client prospecting system to focus new business development campaigns on customer segments with maximum retention value. Using Acquitention™, Jonathan led major direct marketing initiatives that delivered tens of millions of dollars in new revenue to such clients as Microsoft's MSN, Walt Disney, Fitworks Fitness Centers, and Second Harvest Foodbanks.

Jonathan developed an online fundraising effort immediately following the September 11th tragedy – requesting donated space on over 2,000 websites within 24 hours. Over one billion donated impressions raised over \$30 million, all of which went directly to The Salvation Army and American Red Cross.

Jonathan has been a member of the Direct Marketing Association and their Interactive Marketing Council for 11 years.

He also likes to play music, is married, and has two daughters – one of which can now play her drum set next to him while he is playing his, thanks to Santa Claus.

## Patrick Bruen, Research Specialist, Time Warner Cable Media Sales

Background: Cable, started as an installer and quickly moved in to research in the ad sales division, been in Cable Advertising Research for over 5 years now. I started with Comcast in Detroit and was attracted to a position here in the Toledo area because it was more of an independent position allowing me to focus on how I wanted to manage my services to the sales team.

Why Ad Club of Toledo: I joined the Ad Club of Toledo to meet more media professionals in the Toledo area such as myself.

Fun Fact: Currently working on my MBA at BGSU

# Grapevine...

## Impact Products Names Terry Neal President & CEO

Impact Products, LLC, has promoted Terry Neal to president and chief executive officer, according to John Harbal, chairman.

Neal has been with Impact Products since 1996, serving as national sales manager, vice president of sales and marketing, vice president of marketing, and most recently as president and chief operating officer.

"Terry's demonstration of leadership over the past 2 years as president and chief operating officer of the company has made his elevation to CEO not only warranted but earned," Harbal said.

John Harbal will remain on as chairman of Impact Products, overseeing the merger and acquisition opportunities for the company, as well as the company's international sales efforts.

Impact Products LLC manufactures and supplies floorcare, clean-up, washroom, dispensing, personal protection/safety and other products for the sanitary maintenance, safety and foodservice markets. Founded in 1963, the Toledo, Ohio-based company markets its products in the United States, Canada, Mexico and in more than 40 countries around the world. For more information, visit [www.impact-products.com](http://www.impact-products.com).

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# Newest uses for eMail Marketing. Get customers. Keep customers. Get more customers.

## MARK YOUR CALENDAR:

Wednesday, March 18, 2009

The Toledo Club

11:30 Networking

11:45 Buffet Lunch

12:00 Announcements/Program

RSVP by Monday, March 17

call Patty at 419.866.4199 or email  
director@adclubtoledo.org

\$20 Members ~ \$25 Non-Members/  
Guests ~ \$15 Students



Abu Noaman, CEO,  
Elliance, Inc.

E-mail is one of the most cost-effective and powerful marketing tools available today but recipient preferences, standards and tactics are evolving rapidly. Through real-world case studies, you'll walk away with ideas that you can apply to your clients' business on how to use e-mail to increase

conversions and glean powerful customer preferences and insights. Hear the integral role that e-mail can play in your business growth and success through discussions of best practices, top strategies and affordable online tools.

Mr. Abu Noaman is a true American entrepreneur. From practically nothing, he catapulted Elliance to the national scene as a Business 2.0 "Top 18" Internet Development Firm. The company's five-year sales growth rate of 213 percent landed Elliance on Inc. Magazine's list of the fastest growing companies located in America's inner cities.

Mr. Noaman often shares his insight at symposiums and conferences, such as the eM8 eMarketing Conference, eduWeb Conference, American Community Bankers Sales & Marketing Conference, Search Engine Strategies Conference, the Bank Technology Conference, and numerous others.

He also contributes articles to publications as varied as the Pittsburgh Dynamic Business magazine to national publications such as Visibility (a search marketing publication), ABA's Bank Marketing and University Business.

He attended Cornell University on a full scholarship and graduated with a B.S. in Computer Science, and later earned an M.B.A in Entrepreneurship and Marketing from Carnegie Mellon University.

As an inspiring leader of the Elliance team, Mr. Noaman's background in supercomputing and programming enables him to become an intimate part of Elliance's projects while directing the team in new and innovative ways.

Cisco, Dell, the eMarketing Association and others have cited Mr. Noaman's firm as one of the top innovators in the use of technology to solve marketing challenges.

## The Future of Economic Development in Northwest Ohio

by: Kathy Jex

You may have seen RGP mentioned in articles in The Blade, or heard something about Rocket Ventures at a meeting, but you probably don't know exactly who RGP is and what they do. Steve Weathers, President and CEO of Regional Growth Partnership spoke to the members and guests at the January Luncheon Series and explained all this and more about the economic future of our region.

Regional Growth Partnership (RGP) is a business retention and expansion program available to technology-based businesses and industries in an 18 county region of northwest Ohio. RGP's multi-faceted business incubation program helps individuals with the idea or desire to start a business with business plans, prototypes and development strategies and assistance. Companies must meet several criteria to be eligible for the program and RGP carefully

assists with selecting businesses that have the greatest potential to succeed. Businesses that provide "disruptive technology" have the greatest chance to be successful, and RGP believes the future of our local economy is in the development of advanced engineering, manufacturing, and bio-technical products and services. To date they have brought in \$1.5 million in grants, triggering an additional \$12.5 in investments. Currently there are 18 companies enrolled in Rocket Ventures, the most familiar to most is Xunlight, the local solar panel research and manufacturing firm.

Rocket Ventures is another successful segment of RGP's program. Target areas for investment money are again biomedical and biotechnical companies, advanced or alternative energy companies, and advanced materials and manufacturing industries in the

region. Weathers reported that RGP teams work to screen applicants and then offer assistance with management expertise, market assessment, financial models or whatever is needed within the company to position it for success, thus creating a better investment. Rocket Ventures has brought \$15 million from the Ohio Department of Development to their businesses. This generated an additional \$7.5 million from private investors.

RGP continues working with their clients after they receive their investment capital or grant money to help maintain the growth and contribute to our overall economic health. In his three years at RGP, Steve Weathers has helped to create more than 4,000 new jobs in the region and spark the development of new technology that promises to be the future of our region.

# 2009 Membership Survey

by: Craig Buschmann

**A**s the New Year begins, many of us are reflecting upon the improvements we wish to make in our lives. Here at the Ad Club we've been doing just that, reflecting upon how we can better meet your needs and desires in the coming year. In these difficult economic conditions it is imperative that we bring you the most value for your membership by providing you up-to-date information and exciting new industry trends while connecting you with potential money-making opportunities. Rather than guess at how best to do this, we would like to hear it straight from you. For that reason we have created a short, 17 question membership survey that you should have already received. By providing us with these answers and suggestions, you will be helping us to make 2009 more educational and profitable for your business. We are asking that you fill out this survey before Friday, February 13 because we will be reading them and implementing changes immediately. As another way of showing our gratitude for your participation, your completion of the survey will enter you in a raffle to win a free full membership (including lunches) for the 2009-2010 year. We look forward to your responses and to better serving you in 2009



**Friday, March 27, 2009  
6-9 pm**

**Interstate Lanes  
819 Lime City Road, Rossford**

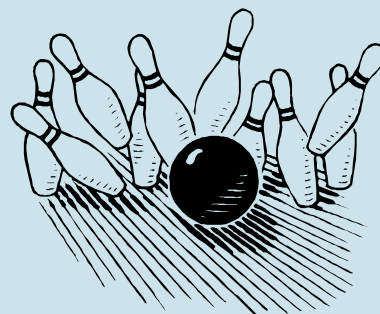
**\$125/team (5 players per team)  
Includes three games of bowling,  
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2nd, 3rd and "best effort" teams**

Sign up now...25 teams available!

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or  
email [director@adclubtoledo.org](mailto:director@adclubtoledo.org)

Visit the website for more information  
[www.adclubtoledo.org](http://www.adclubtoledo.org)



**TOLEDO COMMUNITY FOUNDATION, INC.**  
**ADVERTISING CLUB OF TOLEDO SCHOLARSHIP FUND**  
**2009-2010 INFORMATION SHEET**

**PURPOSE**

To provide annual scholarships for students pursuing a communications, marketing, public relations or related degree at The University of Toledo or Bowling Green State University (or another accredited university or college in Ohio or Michigan) who will be full-time (as defined by the institution) juniors, seniors or graduate students during the 2009-2010 academic year. Scholarship recipients may re-apply in subsequent years. Applicants must be U.S. citizens.

It is anticipated that at least two \$1,000 scholarships will be awarded in early May 2009 for the 2009-2010 academic year. Recipients will be introduced at the Advertising Club of Toledo's lunchtime meeting on Wednesday, June 17, 2009.

**HOW TO APPLY**

1. Complete a scholarship application form. This includes an extra curricular activities sheet and no more than a one-page essay about your career goals (as noted on page 1). The application form must be signed and dated by a faculty member (page 2) in your field of study.
2. Obtain
  - a. Two signed letters of recommendation – at least one letter must be from a faculty member in your field of study;
  - b. An official copy of your most recent transcript.
3. Submit these materials to: Toledo Community Foundation; Attn.: Joanne Olnhausen; 300 Madison Avenue, Suite 1300; Toledo, OH 43604 by **(POSTMARKED) Monday, March 2, 2009. Please be sure sufficient postage is on the envelope.**

**BASIS FOR SELECTION**

1. The criteria used for selection of scholarship recipients include consideration of the following:
  - a. Scholastic aptitude and prior academic achievement (**GPA of 3.0 or above**), as demonstrated by your transcript;
  - b. Individual motivation, ability and potential, as demonstrated by your essay and interview with the Toledo Community Foundation's Scholarship Advisory Committee (if selected as a finalist)\*;
  - c. Recommendations from those individuals in 2a. above;
  - d. Intent to pursue a degree in communications, marketing, public relations or related degree, as demonstrated by your transcript; and
  - e. Extra curricular activities such as clubs, internships, work/study programs, as demonstrated by the attachment noted on page 1 of the application form.
  - f. Interest in pursuing your professional career in the greater Toledo area, as demonstrated by your essay.
2. Based upon recommendations from the Scholarship Advisory Committee, the Advertising Club of Toledo and others, the above-stated criteria may be revised from time to time as deemed appropriate by the Foundation.

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\* Interviews will be scheduled for early April 2009. You will be contacted by the Toledo Community Foundation if you are selected for an interview.

**TOLEDO COMMUNITY FOUNDATION, INC.**  
**ADVERTISING CLUB OF TOLEDO SCHOLARSHIP FUND**  
**2009-2010 APPLICATION**

**INSTRUCTIONS**

1. Please print (in black ink) or type all information; if an item does not apply to you, indicate N/A.
2. Mail completed application with attachments as outlined in the accompanying Information Sheet, two letters of recommendation, and an official transcript to: Toledo Community Foundation; Attn: Joanne Olnhausen; 300 Madison Avenue, Suite 1300; Toledo, OH 43604 by (postmarked) **Monday, March 2, 2009**. Questions can be directed to Ms. Olnhausen at 419-241-5049 or [Joanne@toledocf.org](mailto:Joanne@toledocf.org).

**APPLICANT INFORMATION**

Last Name \_\_\_\_\_ First Name \_\_\_\_\_ MI \_\_\_\_\_

Permanent Address: Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ County \_\_\_\_\_

Phone (    ) \_\_\_\_\_

Social Security Number \_\_\_\_\_

School Attending \_\_\_\_\_ E-mail \_\_\_\_\_

School/Campus Address (if different from permanent address) Street: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Phone (    ) \_\_\_\_\_

Current College Status (2009-2010)  SOPH  JR  SR  GRAD    Cumulative GPA \_\_\_\_\_

Major \_\_\_\_\_

Anticipated Graduation Date/Year \_\_\_\_\_

**EXTRA CURRICULAR ACTIVITIES**

On a **separate sheet** please describe your involvement (during college) in civic, professional, social or other organizations. Include any clubs, internships, work/study programs or activities in which you have been involved. Include dates when possible. Attach sheet to this application form.

**ESSAY ON YOUR CAREER GOALS**

On a **separate sheet** please write an essay, no more than one page in length, about your career goals. Explain how your education will help you achieve these goals. In addition, indicate whether you plan to pursue a professional career in the greater Toledo area or another geographic location. Attach sheet to this application form.

## EDUCATIONAL FUNDING

### Scholarships, Grants and Other Awards

Please list any scholarships, grants, and/or other awards you have received as of this time. Include the period of time for which the scholarship, grant, etc. has been awarded (i.e. one-time/one year, four years, etc.).

Source \_\_\_\_\_ Amount \_\_\_\_\_ Period \_\_\_\_\_

Source \_\_\_\_\_ Amount \_\_\_\_\_ Period \_\_\_\_\_

Source \_\_\_\_\_ Amount \_\_\_\_\_ Period \_\_\_\_\_

### Other Sources of Educational Funding

Please list other sources from which you may derive funding for college (i.e., personal or parental income, savings accounts, loans, etc.).

Source \_\_\_\_\_

Source \_\_\_\_\_

Source \_\_\_\_\_

## FACULTY ACKNOWLEDGEMENT

As a faculty member, I have read these application materials (including the application form, letters of recommendation, extra curricular activities sheet and career goals essay) and believe, to the best of my knowledge, they represent the student making application for this scholarship.

Name (*please print*) \_\_\_\_\_

Title \_\_\_\_\_

Department \_\_\_\_\_

Phone \_\_\_\_\_

E-mail Address \_\_\_\_\_

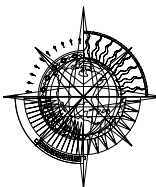
Faculty Signature \_\_\_\_\_ Date \_\_\_\_\_

I hereby certify that the information provided on this application is, to the best of my knowledge, true and correct. I agree, if requested, to provide the Foundation with additional information needed to determine my qualification for this scholarship. If I become a scholarship recipient, and if requested by the Foundation, I agree to furnish reports that can be used to determine my academic progress and use of scholarship funds. Further, I give my permission to the Toledo Community Foundation, Inc., to release any pertinent information for publicity purposes.

Applicant's Signature \_\_\_\_\_ Date \_\_\_\_\_

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