

Advertising Club of Toledo 2008-2009 Program Series Sponsor

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Sneak Peek

Wednesday, June 17
 Monthly Luncheon Program
 The Toledo Club
 speaker: Erik Ibsen
 Topic: Downtown
 Development
 Welcome All Past Club
 Presidents

Thursday, June 25
 AdWORKS Kick Off Party
 The Toledo Club
 5:30-7:30

Friday, June 26
 Golf Outing "Tee Party 2009"
 Stone Ridge Golf Club
 12:00 lunch
 1:00 shot gun start
 visit the website for more
 information

Thursday, August TBD
 AdBASH
 more information to come!

Wednesday, September 16
 Monthly Luncheon Program
 The Toledo Club
 speaker: TBA
 11:30 Networking
 11:45 Buffet Lunch
 12:00 Program

Friday, October 9
 AdWORKS
 The Toledo Club
 10:30-6:00

ACT Presents...

Erik Ibsen Downtown Development The New Lucas County Arena

Wednesday, June 17

The Toledo Club

235 14th Street, downtown Toledo

11:30 Networking, 11:45 Buffet Lunch,
 12:00 Announcements, 12:15 Program

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



Erik Ibsen
 Assistant General
 Manager—Ticket
 Sales & Operations

Toledo Mud Hens
 Baseball Club
 Toledo Walleye Hockey
 Club
 Toledo Bullfrogs Arena
 Football

Personal:
 Born in Pittsburgh,
 raised in Philadelphia
 Married: wife, Jill with
 two children – Ella &
 Chase

Undergraduate degree:
 University of Arizona, BS Marketing

Professional:
 15 years with the Toledo Mud Hens Baseball
 Club

Oversee ticket sales with 13 direct reports
 Responsible for 850,000+ in annual attendance
 between 3 teams

Responsible for annual strategic plan, goal
 setting, long term planning and business devel-
 opment for ticket sales for Toledo professional
 sports including baseball, hockey and arena
 football

RSVP by Monday, June 15

Call: 419.866.4199 or
Email: director@adclubtoledo.org

*Thank you to our 2008-2009 Program Series
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www.buckeye-telesystem.com



Visit our website at www.adclubtoledo.org
 for more information. To make reservations,
 call Patty at 419.866.4199 or
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ADventure, Advertising Club of Toledo
7230 Sawmill Run, Holland, OH 43528.
Advertising rates available on request.
Contact Patty Schoepf

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www.adclubtoledo.org

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Angela Riddel
President, Advertising Club of Toledo



The 2008-2009 fiscal year is quickly coming to a close, and with it my presidency of the Advertising Club of Toledo. Surprisingly, this year has passed

much more quickly than I thought it would when it was before me one year ago. Also, I found that a year is precious little time to get acclimated to being president and getting down to business. Still I am pleased to see that the major objectives I had in the beginning have come to pass or are well underway.

A major goal of my presidency has been to significantly improve the value of club membership among members. To that end I have pushed forward several initiatives:

- Create a trade-show type event (AdWORKS) that would facilitate business opportunities for members, elevate the stature of the Club and its membership in the eyes of the business community, and create and foster incentive for that community to purchase advertising services (October 2009—official rollout to membership is June 25)
- Conduct a major online membership survey, trackable from year to year (January 2009)
- Utilize the survey's results to improve member services (ongoing)
- Improve communication with Club members through the use of an emailing service, Constant Contact (Fall 2008-present)
- Improve the quality and variety of luncheon speakers (ongoing)

- Develop a process for club members to give back to the community (watch for Need a Hand? Lend a Hand—coming soon!)

None of these initiatives would have ever been possible had I not had the best Board of Governors ever! There is such a terrific variety of talent, skill and leadership on this board, it made my job as president that much easier. Check them out on the Ad Club web site "About Us" page.

Everyone on the Board has contributed not only to these new efforts, but also to our ongoing events and activities—AdBID, AdPIN, the Tee Party, AdBASH, ADDYs, scholarships and more.

So, it is with a bit of sadness and yet some relief that I pass the gavel this month to our new incoming Ad Club President, Sara Shiels of Hart Associates. Sara has been a fabulous First Vice President this past year—chairing AdBID, serving on other committees, and helping develop the AdWORKS event web site and sponsorship packages. I am thrilled to see her as president because she brings the wonderful combination of solid, proven leadership and a winning personality so necessary to this position.

Sara will serve the Club well in its ongoing efforts, as well as developing new initiatives that will no doubt mark her presidency of 2009-2010 as a very good year for the Advertising Club of Toledo. Congratulations, Sara!

Angela Riddel

President

Advertising Club of Toledo



Photography: Point 7 Studios

Lee Party '09 Friday, June 26

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Toledo Community Foundation Announces Recipients of Ad Club Scholarship

The Board of Trustees of the Toledo Community Foundation, Inc. is pleased to announce that Amy Faulkner, Renee LeGendre, and Jacquelyn Zureich are the recipients of Advertising Club of Toledo Scholarships. Each received a \$840 scholarship to their respective school.

Amy Faulkner of West Toledo is attending Bowling Green State University; Renee LeGendre of South Toledo is attending Ohio Northern University; and Jacquelyn Zureich of Sylvania attends Baldwin-Wallace College.

The Scholarship was established by the Advertising Club of Toledo in 2001. Scholarship applicants are required to have a 3.0 cumulative GPA and the intent to pursue a degree in communications, marketing, public relations or related field. A renewable scholarship, it is available for full-time juniors, seniors or graduate students who are attending a university or college in Ohio or Michigan.

Applications for the Advertising Club of Toledo Scholarship of the Toledo Community Foundation are available at the Foundation's website, www.toledocf.org, generally after the first of the year. Applications are due in the Foundation office in mid-March. Scholarship awards are announced in April.

For further information about the Foundation's Scholarship program, please contact Joanne Olmhausen at the Toledo Community Foundation at 419-241-5049 or visit www.toledocf.org.

The Toledo Community Foundation, Inc. is a public charitable organization created by citizens of our community to enrich the quality of life for individuals and families in our area. In existence since

1973, the Foundation now has over 450 funds with assets of approximately \$107 million. The Foundation provides philanthropic services for individuals, families, businesses and corporations to meet their charitable giving needs. For more information on the Foundation, visit the organization's website at www.toledocf.org.



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Welcome New Members!

Eric Eitniew

Web Development Coordinator
Center for Creative Instruction
The University of Toledo

Amy Faulkner

2009-2010 Scholarship Recipient
Bowling Green State University

Renee LeGendre

2009-2010 Scholarship Recipient
Ohio Northern University

Steve Livingston

Director of Online Marketing &
Web Development
Nemsys LLC

Audrey Morningstar

Account Executive
Gelia

Jacquelyn Zureich

2009-2010 Scholarship Recipient
Baldwin-Wallace College

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AdWORKS



Presented by the AdClub of Toledo.

AdWORKS Kick-Off

The Toledo Club, Red Room
235 14th St.
Toledo, OH 43604

Thursday, June 25th

5:30 - 7:30

AdWORKS Preview Presentation @ 6:00

Free to attend, cash bar.

Come to learn how to be a part of the biggest Marketing & Advertising opportunity in Northwest Ohio. This social hour is free to attend and EXCLUSIVE to Ad Club members. We will be unveiling all the juicy details of the upcoming AdWORKS event on October 9th. You will learn how to be a part of the show by exhibiting, serving on a breakout discussion panel, sponsoring a portion of the show and much, much more.

Those attending the AdWORKS Kick-Off have first crack at exhibitor location, sponsorships and additional options. You will want to attend this to be in "the know" for the upcoming event!

Please RSVP to Patty Schoepf by calling 419-866-4199 or e-mailing her at director@adclubtoledo.org



The Colors of Our World

by: Kathy Jex

Are you old enough to remember Avocado and Harvest Gold? Maybe you grew up with Teal and Mauve coloring the world around you. The colors of everything from house paint to cars to neckties are carefully selected and promoted by color experts from around the world. But who are these color experts anyway?

Jack Bredenfoerder, immediate Past President of Color Marketing Group is one of those experts and Ad Club members and guests were privileged to hear his presentation on Color at The Toledo Club in May. Graphic Designers and everyone interested in color got the

inside track on the latest trends in color for the 2010 and beyond.

Jack gave an excellent overview on color theory, explaining the different aspects of color. Color Physics, as anyone who took Color Theory in College or Design School knows, is the science of colors as they relate to each other and their surroundings. The Cultural Use of Color is another indicator that experts use to examine colors in ethnic and traditional folk use, such as flags and holiday colors. There's also the Color Psychology aspect which is the reasoning for pink walls in prisons and red walls in bars and restaurants. Fad, trends and cycles make up another aspect as does the general forecast in

world economy, environment and other issues.

CMG reviews presentations made by its members that target specific areas of the globe and the issues affecting color usage. After accepting a color palette for each global area, the group compares the colors and prepares its forecast. The colors they choose eventually show up in our homes and garages, and even our work.

Thanks to Erin Hirschfeld of Erin Ink for bringing in a speaker of special interest to the graphic designers and everyone who appreciates color.



Golf Raffle Prizes Needed

Contact Patty at 419.866.4199 or director@adclubtoledo.org if you can donate golf balls, golf shirts, golf umbrellas, gift certificates, tickets, etc. for our golf outing

Friday, June 26 at Stone Ridge in Bowling Green.

Thank you in advance!

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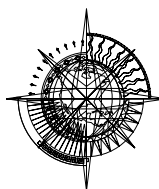
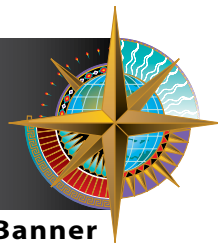
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