

# ADV:

ADV:WINTER2009

## Welcome to the AdClub!

SARA SHIELDS > PRESIDENT



Another 12 months has flown by! I hope December finds you all well, with good business and a strong outlook for 2010.

Ad Club has had a busy year with the success of our first AdWORKS, and the usual great events including AdBASH, AdPIN and some inspiring lunch programs. And there's one great social night left for this year, AdTINI - December 10 at LaScola! Stop out for the Ad Club signature cocktail and to wish a happy holiday to your fellow Ad Club members.

2010 will bring some changes in the Ad Club calendar, so be sure to check in with us often. The year will be kicking off with the ADDYs in February, the AdBID fundraiser will resurface in the spring, AdWORKS will be back in the fall.

**MANY THANKS**

SARA SHIELDS | ADCLUB PRESIDENT

PRSR STD  
US POSTAGE  
PAID  
TOLEDO OH  
PERMIT 179

W I N T E R 2 0 0 9 > A N E W S L E T T E R P U B L I S H E D B Y T H E A D V E R T I S I N G C L U B O F T O L E D O

2010 ADDY AWARDS COMPETITION

## Start thinking gold!

With more than 50,000 entries annually, the 3-tier ADDY Awards is the world's top advertising competition. It represents the true spirit of creative excellence by recognizing all forms of advertising and design from media of all types, creative by all sizes and entrants of all levels from anywhere in the world.

**How to Enter**

Visit [www.omnicontests.com/addy](http://www.omnicontests.com/addy) and enter under "New Entrant". Simply follow the menu to input your entry information.

Payment and manifest must accompany entries. Follow all rules listed on website. Information entered in software will be used for program, awards, and winners book. Please type accurately!

**FOR MORE INFORMATION**

PATTY SCHOEPP, EXECUTIVE DIRECTOR, 419.866.4199  
DIRECTOR@ADCLUBTOLEDO.ORG

**Entry Submission**

Friday  
January 8, 2010  
11:00 a.m. - 4:00 p.m.  
One day only.  
No late entries will be accepted.

**Deliver Entries to PointSeven Studios**

New Address  
6450 Weatherfield Ct.  
Suite 2A  
Maumee, Ohio

**Entry Fees**

MEMBER  
\$50 per entry  
NON-MEMBER  
\$90 per entry  
STUDENT  
\$25 per entry



[ COLLECTION DAY IS FRIDAY, JANUARY 8, 2010 ]

ADVERTISING CLUB OF TOLEDO  
7230 SAWMILL RUN  
HOLLAND, OHIO 43528



More info at [www.adclubtoledo.org](http://www.adclubtoledo.org) and follow us on



AdTINI  
December 10  
LaScola



Join fellow AdClub members on Thursday, December 10 at LaScola, to mingle and celebrate the holidays. Good food, good friends and fabulous \$5 martinis including the signature AdClub Martini will surely ignite the evening.

LaScola is located on Airport Highway near Reynolds Road. The celebration goes from 5:00 pm - 7:30 pm.

Appetizers sponsored by Toledo.com. Cash bar.

**FOR MORE INFORMATION**

CONTACT ERIN HIRSCHFELD  
ERIN@ERININK.COM

**ADCLUB EDUCATION**

## How to do business on the World Wide Web even when your target is the guy next door?

When I talk to many small business owners about the internet and ways to use it to grow their business, I often encounter this response, "That's just for people trying to sell stuff to people all over the world," or "I tried that and it didn't work for me."

Let me get to the point. You must be on the Internet. You must find ways to use Internet based tools such as email to enhance your marketing efforts.

Most of the Internet resistance that small business owners harbor stem from a couple of places. First of all they may have bought into the initial Internet hype that made it sound as though any business could set up a web site and start raking in cash.

The other perception that keeps businesses off of the net is the belief that since they are only trying to do business in their community or maybe even their tiny little neighborhood the Internet and Internet based tools have nothing to offer.

Let me say it again. "You can use the World Wide Web even if your market is the Guy Next Door."

The cost of developing a web site and web hosting have become so inexpensive there is no excuse to pass on this form of marketing.

A web site is not the end all of marketing it is simply another very powerful marketing tool. To ignore it is to limit the ways in which a client or potential client can build a relationship with your firm...and that would be a costly mistake.

**FOR MORE INFORMATION**

CONTACT PAT GIAMMARCO  
PGIAMMA@UTNET.UTOLEDO.EDU

**ADCLUB LEADERSHIP**

**AdClub Officers**

**Sara Shiels**  
President  
Toledo.com  
SaraShiels20@gmail.com  
419.776.7000

**Michael Seay**  
1st Vice President  
Buckeye TeleSystem  
419.724.3872

**Kathy Jex**  
2nd Vice President  
In-House Communications  
419.537.9004

**Greg Reece**  
Treasurer  
Flying Colors Press  
419.255.8255

**Angela Riddel**  
Ex-Officio  
The University of Toledo  
419.530.2452

**Sue Hague-Rogers**  
Presidents Advisory Council  
2020 Exhibits  
419.266.1010

**Executive Director**

**Patty Schoepf**  
419.866.4199  
director@adclubtoledo.org

**Board of Governors**

**Laura Carpenter**  
Laura Carpenter Designs  
419.464.8051

**Wendy Coffey**  
Lee Wayne Corporation  
419.517.3284

**Dan Gallerno**  
WNWO NBC24  
419.725-6520

**Patrick Giammarco**  
The University of Toledo  
Medical Center  
419.383.5376

**Craig Hagenbuch**  
Independent Marketing Consultant  
419.290.3043

**Erin Hirschfeld**  
Erin Ink, LLC  
419.266.2542

**Judy McFarland**  
Thread Information Design  
419.887.6801

**Shane O'Neill**  
Fruchtman Marketing  
419.539.2770

**Joe Pinciotti**  
UlrichPinciotti Design Group  
419.255.4515

**Tim Speweik**  
Mail Works II LLC  
419.725.6245

**Michael Temple**  
Temple Development Company, LLC  
419.882.4904

**Jeff Zawodny**  
CDM Communications,  
419.874.4399

PRINTING SERVICES



MAILING SERVICES



ADV:



COMPANY PROFILE

# Your local connection

*You may know Toledo.com as the premiere online portal for people who live, work & play in the greater Toledo area, but we are so much more! For more than 13 years, Toledo.com has been creating a comprehensive list of services in website development and online marketing solutions.*



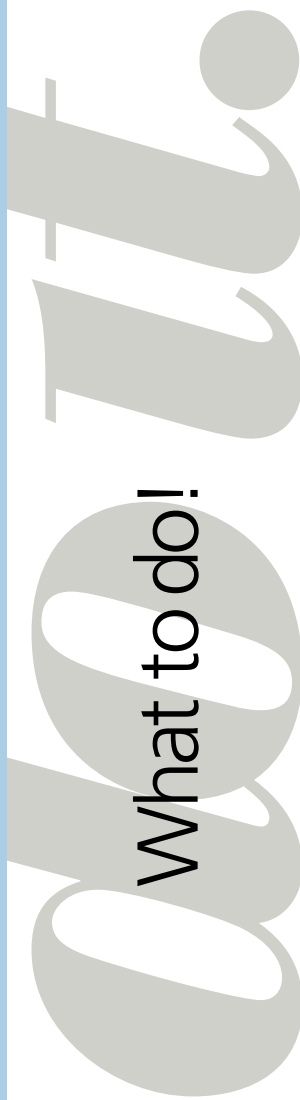
Consider Toledo.com Web Services your digital strategy partner for services such as web design, web hosting, mass email marketing campaigns, SEO management and online advertising. Use TellToledo.com to post your press releases, news or events. Or visit Toledo.com to find out more about what is going on in your city! With well over 100,000 unique visitors every month, Toledo.com has proven it reflects the personality and interests of the Toledo marketplace at large... in essence, it is Toledo online.

www.Toledo.com  
www.ToledoWebServices.com  
www.TellToledo.com

**FOR MORE INFORMATION**

CONTACT SARA SHIELS  
SARA@TOLEDO.COM

**UPCOMING EVENTS**



**Wednesday, January 20**

Monthly Luncheon Program  
The Toledo Club  
11:30-1:15  
Speaker: Dustin Hostetler  
No Program in February

**Thursday, February 25**

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

**FOR MORE INFORMATION**

CALL 419.866.4199  
DIRECTOR@ADCLUBTOLEDO.ORG

**Thursday, December 10**

AdTINI  
LaScola  
5:00 p.m. - 7:30 p.m.  
No Program in December  
**HAPPY NEW YEAR!**

**Friday, January 8**

ADDY Collection  
11:00 a.m. - 4:00 p.m.  
PointSeven Studios  
New address:  
6450 Weatherfield Court  
Suite 2A | Maumee, Ohio

**Friday, January 15**

ADDY Judging  
PointSeven Studios  
Starting at 9:00 a.m.

More info at [www.adclubtoledo.org](http://www.adclubtoledo.org) and follow us on

