



Report to District 8– July 2006
Submitted by Gina Nacey, Governor

Greetings! As the new Governor of the American Advertising Federation's 8th District, I'd like to let you know what's been happening in our district recently. First, we're all fresh off the National Conference held in San Francisco, CA, June 11-13. It was an exceptional conference and the 8th District made quite a name for itself — with many people deserving recognition:

Sunday, June 11

Andy Narrai, Account Manager at Scheibel Halaska, Milwaukee, WI and past Governor of District 8, was elected **Secretary/Treasurer of the Council of Governors**.

Shane Dailey, Account Executive at Paulson Marketing Communications, Sioux Falls, SD and past president of the **South Dakota Advertising Federation** was elected **2nd Lt. Governor** of the **8th District**.

Bob Thomas, President of Ink Jet Ideas, Little Chute, WI and past president of the Fox River Ad Club was elected **Secretary/Treasurer** of the **8th District**.

Mark Mahla, Art Director at Grandma's Inc, Duluth, MN, past president of the **Lake Superior Ad Club** and immediate past Governor of **District 8**, was elected **Secretary/Treasurer of the Central Region**.

Campbell LaCoste, Black Earth, WI was awarded a Gold ADDY® for the Tommy Armour Web site.

Teams from the **University of Minnesota – Twin Cities** and **University of Wisconsin – Madison** competed in the National Student Advertising Competition.

Monday, June 12

University of Minnesota – Twin Cities was awarded third place in the National Student Advertising Competition sponsored by Postal Vault and AAF.

Ad 2 Milwaukee was officially voted in as a club of the AAF.

Tuesday, June 13

Lois Weiland, Executive Director of Madison's Advertising Federation, received AAF's Betty Riehl Excellence in Service Award. This is an extremely high honor and Lois is a most worthy recipient with over 20 years of service to our industry.

Ad2 Madison took First Place in the National Ad 2 Public Service Competition for their campaign for the Rape Crisis Center of Dane County.

In Club Achievement, we had three winners in our district who deserve recognition: **Ad 2 Madison**, a Division V club, took First Place in Diversity and Multicultural Initiatives, Second Place in Government Relations, Third Place in Membership and Third Place in Communications. **South Dakota Advertising Federation** took Third Place in Programs among Division III clubs. And the **Advertising Federation of Minnesota** took Third Place in Communications for Division I clubs.

Congratulations to everyone!

AAF National Conference 2006 Programming Available Online

If you missed any or all of the AAF National Conference, AAF is offering much of it for on demand viewing, free at <http://www.tvworldwide.com/events/aaf/>

Now, looking forward to the 8th District's 2006-07 year, I'd like to highlight a few events (please mark those with an * on your calendar now):

August 19-20, 2006 District 8 Board of Directors Planning Retreat, Duluth, MN

September 22-23 District 8 Fall Conference, Madison, WI*

February 2007 District 8 ADDY Award Judging, Sioux Falls, SD

April 20-21, 2007 District 8 National Student Advertising Competition / District 8 Spring Conference, St. Paul, MN*

June 2007 AAF National Conference, Louisville, KY*

This promises to be an exciting and busy year for all of us, but please know that your District Board is here to serve you. Please call with questions at any time—everyone on the board is a great resource for your club and we look forward to working with you this year.

In closing, I'd like to remind all of your clubs to please send me your updated Board of Director's Roster for the 2006-2007 year as soon as possible so we can be sure to get future reports and update to the appropriate people.

2006-2007 District 8 Board of Directors

Gina Nacey
Governor
Agency 128
14 N 7th Avenue
St. Cloud, MN 56303
320-656-4186
ginam@agency128.com

LuAnn Yattaw
1st Lt. Governor
5915 Kirkwood Lane
Plymouth MN 55442
763-559-0998
lillyluann@hotmail.com

Shane Dailey
2nd Lt. Governor
Paulsen Marketing Communications
3510 S. First Avenue Circle
Sioux Falls, SD 57105
605-336-1745
shane@paulsenmarketing.com

Bob Thomas
Secretary/Treasurer
Inkjet Ideas
1500 Stephen Street, Suite C
Little Chute, WI 5410
320-687-9714
bob@inkjetideas.com

Mark Mahla
Chair
Grandma's Inc.
525 Lake Avenue South
Duluth, MN 55802
218-740-3545
mmahla@grccorp.com

Joyce A. Mireault
National Addy Committee
First Plan of Minnesota
525 S. Lake Avenue, Ste. 222
Duluth, MN 55802
218-740-4606
Joyce_A_Mireault@bluecrossmn.com

Connie Humphrey Shaver
AAF District 8 Foundation President
Ordway Center for the Performing Arts
345 Washington Street
St. Paul, MN 55102
651-282-3015
cshaver@ordway.org

Will Van Epern
AAF District 8 Foundation VP
Wild Blue
860 O'Keefe Road
De Pere, WI 54115
920-983-2911
willv@wildbluetechnology.com