

Program Dates

Arrowhead Country Club

December 18	11:30-1 p.m.
January 15	11:30-1 p.m.
February 19	11:30-1 p.m.
March 18	11:30-1 p.m.
April 15	11:30-1 p.m.
May TBA.....	6 p.m.
<i>Silver Medal/BH Ad Awards Ceremony</i>	

Looking for Top Creative People

The Black Hills Advertising Federation is looking for creative, progressive marketing professionals for the 2008 Black Hills Advertising Awards committee. Interested parties please contact Jolene Geary or Courtney Marti for more information. Committee meetings to begin after January 1, 2008.

For more information, please call Jamee Allgier, the BHAF Coordinator, (605) 863-2186.

December Program

Christmas Par-tay! & Public Service Campaign Review



Let's have
some fun!
This will be
our 1st Annual
BHAF
Christmas
Party!

Be prepared to learn more about our club, network with our members, exchange gifts and check out the Public Service Campaign we put together for the Sportsmen Against Hunger. We will also have Membership Kits available for everyone!

GAMES, PRIZES, NETWORKING and GIFTS!

Everyone attending the Christmas party needs to bring a White Elephant gift... AKA gag gift. This gift CANNOT be purchased. It has to be something from your home that you don't want and someone could probably use. *(It could be a lapel pin that has gone out of style, a candle, a purse, some cooking utensils, dishtowel, toothbrush, the options are endless!)*

Wrap it up nice, make it look really expensive and watch everyone's reaction! It's going to be a fun time, so please RSVP! Anyone up for spiked eggnog?

December 18, 11:30-1p.m. Arrowhead Country Club.
RSVP December 14, by 10 a.m. Non-members \$20

Great Brands Campaign—Advertising. The way great brands get to be great brands. This multi-year integrated advertising campaign seeks to reinforce advertising's strategic importance at a time of fundamental change in the business environment. The "Advertising. The way great brands get to be great brands," campaign is directed at CESs, presidents and other top-level corporate executives who make decisions that affect advertising expenditures. To learn more, visit www.aaf.org - club click the club services tab.



President's Message

Has your thirst been quenched? I hope you all enjoyed Billy's interesting presentation for Vitamin Water! We had over 70 attendees! The largest crowd in a long time! Also, a BIG Thank you to Coke for supplying our members with a nice variety of product samples!

Our Christmas party this month is sure to be fun, I hope you'll be able to make it! Don't forget your 'White Elephant' gift!

I would like to take a moment to say farewell to one of our members...Azure Summers. She is moving to Washington State with her family to help her husband pursue his career as a Law Enforcement Officer for the United States Forest Service. She is taking full advantage of this opportunity to grow her career as well, by embarking on the adventure of freelance graphic design. Azure, you have been a tremendous asset to the BHAf! Thank you for your hard work putting the Black Hills Advertising Awards together last year, you did a fantastic job! And kudos for your hard work with the Public Service Committee, putting together Behavior Management's very successful Gambling Addiction Campaign and the current Sportsmen Against Hunger campaign We just want you to know that you'll be missed. Thank you for all you've done! Good Luck to you and your family on your new adventure!

See you soon!

Jolene Geary
BHAf President

M&M Auction **Media & Merchandise Auction Online!**

The 2007 M&M Auction is over... and we hit our goal! Bidding is always a bit slow in the beginning, but in the end we had hundreds of bids come in for the donated media and merchandise and raised over \$10,000. Thank You to all our donors! We do have several items that were not bid on... watch for more information on how you can still get those great deals!

Thank you again to each and every sponsor and bidder. Your support and contributions will keep BHAf alive and bringing great educational and networking opportunities to the area.

Rapid Connect A Black Hills Advertising Federation Event

The first BHAf Rapid Connect! networking event was a huge success! The event was held November 8 at Black Hills Bagels. A group of twenty five practiced their networking skills while answering marketing trivia questions and playing a speed networking/6 degrees of separation game. The event provided an informal atmosphere for members to get to know each other. Because of the great feedback received, another Rapid Connect! Event has been slated for February 2008.

It is sure to be a fun-filled event!

Board Members

Jamee Allgier, BHAf Coordinator

info@bhaf.org



Jolene Geary, President
Sylvan Learning Center 355-0317
jgeary@rushmore.com



Katy Stulc, Past President
Black Hills Home Builders 348-7850
plagmkaa@hotmail.com



Natalie Marsh
factor360 design + technology 343-8548
natalie@factor360.com



Courtney Marti, Secretary/Treasurer
Casey Peterson & Associates, Ltd. 348-1930
courtneym@caseypeterson.com



Toinette Brown
Regional Health 719-5643
tbrown2@rcrh.org



Rosemary Harvey
Western Mailers 721-5779
rosemary@westernmailers.com

November Meeting Recap

Thirsty? Hydrate your Marketing!



Billy Whalen

Formed in 1996 (*trivia: the year dolly, the cloned sheep, was born in a lab*) Glaceau® appears to be the true pioneer and leader of the enhanced water category. Billy Whalen started the program with an entertaining video overview of Glaceau® and the Vitamin/Smart Water product line. Visually fun, a tad off-color, and definitely compelling, the video really left no question about the personality of the brand and its target groups. Apparently it's working. Coke's buy of the brand for \$4.1 billion this year demonstrates how doing the company's in-your-face, with a little nonsense style is capturing hearts and taste buds.

Billy went on to discuss the alternative approach used to develop the brand. Not quite guerrilla marketing (a term, he said, far too negative for what they are doing), Billy explained the power of their go-to-market strategy that specifically capitalized on product placement both on TV and the Vehicle Program. And star power. With names like 50 Cent and Kelly Clarkson behind the brand, its influence is still growing. Entertaining, trendy and enlightening (gotta love new buzzwords...chatter, anyone?), BHAf and Billy/Glaceau@definitely delivered in November. For more information on Glaceau® Vitamin Water products visit www.Glaceau.com.

If you can't attend our meeting...

If you are a member and can't make it to a luncheon, ask someone else to go in your place! Who will turn down great food and a chance to network. They'd be crazy not to! Bring business cards to hand out to your new contacts.

Trade-mark®

2150 Coca Cola Ln Rapid City, SD , 57702-9358
Phone: 605-342-8222 FAX: 605-342-8224

**"Your new distributor
of Vitaminwater."**

Board Members



Tim Reilly
Midcontinent Communications 343-0595
tim_reilly@mml.net



Janet Olson
Prairiewave 721-2771
jolson@viamediatv.com



Margaret Skillman
Behavior Management 343-7262
mskillman@behaviormanagement.org



Josh Barsch
StraightForward Media 348-3042
joshb@straightforwardmedia.com



NEW-Nicole Long 718-8484
Rapid City Convention & Visitors Bureau
long@visitrapidcity.com



NEW-Steve Jacobs 343-0888
Haugo Broadcasting, KICK•104/KSKY/1340
sjacobs@haugobroadcasting.com

3RD ANNUAL BLACK HILLS ADVERTISING AWARDS 2008 SILVER MEDAL Bhaf IS SEEKING NOMINATIONS

Nominations are now being accepted for the 2008 Silver Medal Award. The winner of the award will be announced at the BH Advertising Awards/Silver Medal Banquet in May 2008. Nominations must be received by March 2008.

The Silver Medal Award recognizes men and women who have made outstanding contributions to advertising and have been active in furthering the industry's standards. It also acknowledges creative excellence and responsibility in areas of social concern. The award is

considered by the American Advertising Federation and the BHAF as the highest honor bestowed upon a practitioner by his/her peers.

Within your organization and among your business acquaintances may be several people deserving of this prestigious award. Please fill out the following information and submit via email to info@bhaf.org by March 1, 2008. A full application will be filled out by the nominee after March.

Form also online at <http://www.bhaf.org/events02.html>

Past Silver Medal Recipients:

- Gogie Enstad (2007)*
- Bob Laskowski (2006)*
- Debbie Ketel (2005)*
- Kevin Phillips (2004)*
- Wes Haugen (2003)*
- Lia Green (2002)*
- Kyle Mattison (2001)*
- Carmen Derby (2000)*
- Bill Honerkamp (1999)*
- Shirley Stec (1998)*
- Bill Fleming & Susan Turnbull (1997)*
- Joan S. Martin (1996)*
- John Thomas Kearns (1995)*
- Ronda Meyer Oman (1994)*
- Carolyn Helfenstein (1993)*
- Michael Derby (1992)*
- Linda Peterson (1991)*
- Stan Lieberman (1990)*
- Tom Franklin (1989)*
- Vern Anthony (1988)*
- Gene Taylor (1987)*
- John Derby (1986)*
- Helene Duhamel (1985)*
- Verne Sheppard (1984)*
- Morris Hallock (1983)*
- Dean Nauman (1982)*

NOMINATION FORM

I would like to nominate: _____

of (Business) _____

to receive the 2008 BHAF Silver Medal Award.

Reason for nomination: _____

Nominated by: _____

Company: _____

Email: _____

Phone Number: _____

