

October Program

Program Dates

RSVP October 16 by 10 a.m.

Non-members \$20

October 16 11:30-1 p.m.

November 20 11:30-1 p.m.

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.

Silver Medal/BH Ad Awards Ceremony

Membership Survey

A first for this year is our new Membership Survey. This survey will give us a glimpse into our club from you, the members - on what you like, dislike, what needs improvement, etc. Everyone at the September luncheon filled one of these out-thank you! The results are being compiled. One of our goals for next year to take the survey online at the bhaf.org website.

**"ADVERTISING ISN'T A SCIENCE.
IT'S PERSUASION. AND PERSUASION
IS AN ART." —BILL BERNBACH**

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

“Think Outside the Box! Non-Traditional Advertising”



Bus Top Advertisement. This appears to be the top of a busy downtown bus that must be seen by thousands of people day-dreaming out of their office windows in some downtown skyscraper just wishing they had a better job.

This month's luncheon will be very unique! We have asked local businesses to share some of their non-traditional advertising/marketing that they do. Ross Johnson will join us to talk about the vehicle wraps that he does and share some testimonials from his customers. Mike McMeekin from Sign Express will share ideas from floor graphics to yard signs. Kyle Mattison from Lamar will present us with some ideas on non-traditional billboards and how the industry is changing. Dustin Floyd from TDG Communications will address social media, Alan Platt from the Rapid City Journal will talk about their new sticky note advertising. And finally Mike Stec and Betty Wooten from Stec's Advertising will visit about some of the programs they implement through promotional items. Please join us for this exciting, fun and informational program and walk away with a whole new perspective that you could put into action!

Arrowhead Country Club, Tuesday October 16, 2007, from 11:30 - 1:00.
RSVP October 16 by 10 a.m.
Not a member? Luncheon/program ticket only \$20.



President's Message

Join Us.

The kick-off to our new year of Ad Fed was well received by everyone who attended the luncheon! If you weren't there, you sure missed out on a good time! We covered a ton of stuff! This first luncheon was about educating our members on what BHAF really is, how it works, the opportunities that are available and what we do as an organization for the community and our members. This year we are implementing some new and exciting ideas that will rejuvenate our club-so I encourage you to join us when you can, ask questions and offer any ideas that you might have.

To add to all this blissful excitement, I have some good news as well...no I'm not pregnant! I'm thrilled to announce that I will be the new Director of Sylvan Learning Center as of October 1st! My job duties will include all advertising /marketing, educating teachers and parents about the programs available at Sylvan and a slew of other things. I'm extremely thrilled about this opportunity and working with all those pesky little rugrats! Just kidding! I love kids...no, really I do!
See you October 16th!

Jolene Geary
BHAF President



Black Hills Advertising Federation What is BHAF?

BHAF was started back in 1981 by Tom Franklin. 26 years later, we still have the benefit of members who were there for that very first meeting! The club was created to stimulate and encourage creativeness and networking within the business world as well as offer a chance for people to gather, share thoughts/ideas, assist in the community and listen to local and national speakers. Today, we are still doing just that and so much more.

The Black Hills Ad Fed is only a small part of the big picture. There are over 210 Ad Fed Chapters within the United States and 260 colleges that participate. Our club belongs to District 8 (ND, SD, MN and WI). Our District Governor-LuAnn Yattaw has monthly conference calls with all the club presidents to update everyone and to share ideas and concerns. We are also affiliated with the AAF. It's the national source for all the ad clubs. At the National Conference (held somewhere different every year) there are over 1,000 Ad Fed members that come together to share ideas and learn how to make their clubs and communities more successful. To find out more check out

www.aaf.org.

September Luncheon Recap

In June our new president Jolene had the privilege to attend the National AAF (American Advertising Federation) Conference in Louisville, KY. She came away with some very creative ideas, and is ready to lead to the way in giving BHAF a refreshing new look!

Board Members

Jamee Allgier, BHAF Coordinator

info@bhaf.org



Jolene Geary, President
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Katy Stulc, Past President
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tbrown2@rcrh.org



Rosemary Harvey
Western Mailers 721-5779
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The DL

(that's Down Low for those of you who don't know)

Our monthly luncheon programs at Arrowhead Country Club are the 3rd Tuesday of each month between September and April, with a special banquet in May. The cost to become a member is \$160/yr. That includes 8 months of program luncheons-not to mention the most delicious food-a personalized name tag and many other benefits. To attend a luncheon without becoming a member, it's \$20 each time. If you're a member and can't attend a luncheon, we encourage you to ask someone to go in your place so they may benefit from the speaker and networking. Come and get your mingle on!

Activities: Every year Black Hills Advertising Federation (BHAF) raises funds for programs and projects, to better our club and community. We highly encourage our members to participate as, not only are these functions great resume builders, these programs and projects make our community a better place to live. Here is the breakdown of the three biggest projects each year.

M&M Auction: The M&M Auction is our largest fund raiser of the year. We ask businesses to donate media or merchandise for an online auction. This auction is available to the entire community and typically offers advertising media and services at reduced rates, as well as a unique collection of gift and merchandise items. New this year, is online payment! Media and Merchandise donations are accepted during October and the auction runs the month of November.

Public Service Campaign: This is our clubs huge contribution to the community. Every year in the month of July we ask non-profits to submit applications to the BHAF who are in dire need of help with advertising their organization or a campaign that would benefit the community. In the past we have helped organizations such as: the Food Bank, CASA, Children's Home Society, Behavior Management's Gambling Addiction Program and Sportsmen Against Hunger to name a few. The Public Service Committee works with the receiving organization to create an

entire campaign that may include outdoor, radio, tv, print, web and other resources to reach the audience. Once the campaign is in place, the materials are presented to the organization with the necessary tools to continue to develop and promote the cause. The work of this committee can be especially rewarding and BHAF has enjoyed the considerable success of past recipients.

Black Hills Advertising Awards and Silver Medal Banquet: BHAF hosts the annual Black Hills Advertising Awards to provide an opportunity promote and recognize advertising and marketing professionals in the West River region. This local advertising competition provides an opportunity promote and recognize advertising and marketing professionals in the West River region.

The Black Hills Advertising Awards are prestigious awards honoring creative excellence. An award given at the event is dubbed the "Tommy," named in honor of Tom Franklin, local advertising legend and BHAF Silver Medal Award winner, who passed several years ago.

The legendary Silver Medal Award is also presented during the Black Hills Advertising Awards. This award is given to a member in the community that has made outstanding contributions to advertising and has been active in furthering the industry's standards. The Silver Medal Award is considered by the American Advertising Federation and the Black Hills Advertising Federation as the highest honor to be bestowed upon a practitioner by his/her peers.

Sponsorship Opportunities

A great way to get your business in front of, well...just about everyone. With your tax-deductible sponsorship donation, we will be able to continue to offer informative, educational programs to grow your business. There are a couple options to choose from. We rely heavily on sponsors to offset the cost of our luncheon programs. Please consider being a sponsor-you'll love it, and so will we! Check the section on sponsorship for more details!

Board Members



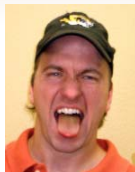
Tim Reilly
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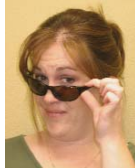
Janet Olson
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Jamee Allgier-Executive Director
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This could be you!
Join Today!



Board of Directors

Consists of 13 members. We currently have 3 positions open if you are interested. We have implemented a Leadership Application that indicates all the details, time commitment that being a Board member involves. We meet the 1st Tuesday of the month for about an hour. Our board members have to serve at least 2 years and are asked to chair at least one committee. They are a huge part of BHAF! This year we have implemented that all committees must have at least 4 other people from our membership to be on the committee. They also keep a binder for their committee and keep everything in it, including CD's with all information that was used for that year. These binders are passed on to next year's committee for reference, making it easier for the next group to take it to the next level.

Not So Smart AD Placement



Nothing funny unique or very clever about these billboards at all.... But, what the heck was this sign company thinking when they placed these?

Are you a past President?

We'd like to personally invite you to one of our Board Meetings to visit with us about your presidency-things that you did, speakers you had, an overview of your year as president and a chance to visit with us about the upcoming year.

Our Changes

CHECK IN. You'll notice some changes when you check into the next luncheon program. If you are a member, you'll find your name badge placed alphabetically on the cool, new magnetic board – so no more searching each time you arrive! (please make sure to leave it on the board when you leave)

If you are a guest or new member, we have a name badge solution for you as well. A guest name badge will read, "I'm a New Member (or Guest). Introduce Yourself!" This helps our membership to recognize and welcome each person, making you feel at home! This is also a great opportunity for a new member to ask questions and learn about the organization and the people involved in making it successful.

If you are a new member or if your contact information has changed, you'll have a membership information update card readily available at the same time. This allows BHAF to keep you up to date on what's happening and allows our membership committee to make certain our new database and member directory is kept current. If you are a new member, this helps the committee to be able to follow up with you about your experience.

Look for a member of your Board of Directors to greet you at the door each month, as well as information on committees, sponsors and sponsorship opportunities, and leadership applications. AND, don't forget to pick up your Door Prize Ticket - you will not want to miss out!

DOOR PRIZES: If your business is interested in donating a door prize for any of our luncheons, please contact Jamee. It's a chance to get in front of lots of people - and we all love the fun of the drawing and the goodies too!

TAP THE TALENT! There will be a hidden card somewhere at each luncheon. If it happens to be at your seat-you're in the

spotlight! This was created to have members share a tip or trick, favorite book or website, knowledge or wisdom with everyone. You'll never know where it is, so be prepared!

ENEWSLETTER: This is sent out a couple weeks prior to our luncheon program. Please feel free to pass it on to other co-workers or friends. If you have something you'd like to share or put in it, please let our Newsletter committee know.

CREDIT CARDS? Yes! Finally, we are able to accept credit cards for your membership and luncheons.

WEBSITE: We are in the process of creating a fresh new look for the BHAF website. The goal is to make it fun and informative, and a place where membership will be able to get the latest information. We hope to offer a job bank, photo gallery and much, much more.

MEMBERSHIP KITS: This is something completely new! We thought it was very important to have new members know what the heck goes on in the BHAF-so the membership committee has implemented new Membership Kits! What are they you ask? Here's the skinny: Each month at our luncheons new members who have joined will receive a beautiful purple folder, complete with a tab for your filing cabinet at work. Inside our new member kit you will find a letter from our very own BHAF President, District 8 Governor and Wally Snyder, the President of AAF. A list of benefits, discounts and resources, information/ history about our club, brief descriptions of the many committees you can be involved in, Board of Directors contact info and membership directory. Our new members will also be presented with a member card and membership pin – identifying you as a valuable member of BHAF. Look for these to be distributed in the near future.

BHAF MEET & GREET: We're finding ways to help you get to know your club! Starting Oct. 16th, each month at the luncheon look for a member of your board to be "meeting and greeting" at the door. They will be there to make introductions, answer questions and help you get acquainted with all BHAF has to offer.

M&M Auction

Make A Contribution!

Our biggest fundraiser of the year is quickly approaching: the Media & Merchandise Auction (A.K.A. the M&M Auction). The money we raise goes towards student scholarships, our Black Hills Advertising Awards and Silver Medal Banquet in May, and offsets the costs to send representatives to the National American Advertising Federation Conference during the summer (what an awesome experience it is!) among many other things. Please consider donating any media or merchandise to the auction. We are happy to announce that this will be the first year that we can offer online payment-isn't that exciting? I knew you'd be happy to hear that!

All donations need to be submitted to Jamee by October 26th. Our auction will take place Nov 5-30th. This is a HUGE opportunity for businesses and non-profits alike to take advantage of ROCK BOTTOM PRICES on media/advertising and other cool stuff. Think outside the box when donating: billboards, printing, business cards, design time, radio/tv packages, photography, wedding packages, golf packages, apparel, discounts, yard signs, posters, banners, trade show displays, stationery design, engraving, trophies, nameplate, furniture, massages, pictures, frames, jewelry, your dog...the options are endless! This auction will extend throughout the Northern & Southern Black Hills-so be creative!

Donation Form

Yes! I want to donate to the 2007 Black Hills Advertising Federation's INTERNET Media & Merchandise Auction. (Please note: This information will be used to describe your donation. Make any corrections as necessary.)

Contact: _____

Company: _____

Address: _____

Phone: _____

Fax: _____

Website: _____

This Year's Donation Description:

Please use a separate sheet for each donation

Retail Price: _____

Authorized

Signature: _____

Today's Date: _____ (Due by 10/26/07)

Please send or email this form to:
 Black Hills Advertising Federation
 P.O. Box 8251 Rapid City, SD 57709-8251
 Fax: 605-791-0764 info@bhaf.org
 Deadline for items: October 26, 2007
 Please call (605) 863-2186 (BHAF) with questions.

Program topics for Membership Luncheons:

MARK YOUR CALENDARS!

October 16

“Think Outside the Box! Non-traditional Advertising” (plethora of local businesses)

November 20

“Thirsty? Hydrate Your Marketing!”
 (Billy Whalen-district marketing manager for Vitamin Water, Fruit Water & Vitamin Energy.)

December 18

Christmas Par-tay!!! and review of the 2007-2008 Public Service Campaign

January 15

Back by popular demand. “Get Up To Speed... The Latest In Web Advertising”

January 30*

20 tips from “The Little Blue Book of Advertising”.
 (special presentation by Steve Lance-author of the book “Little Blue Book of Advertising.”)

February 19

Super Ads...the reason we watch the Super Bowl!
 (Midcontinent Communications)

March 18

“The One Constant – Change.”
 (Marcie Burdick- Sr. VP of Schurz Communications)

April 15 ... TBD

May

Black Hills Advertising Awards and Silver Medal Banquet