

TREASURE COAST AD FED NEWSLETTER

NOVEMBER 20, 2009

THE TREASURE COAST AD FED PRESENTS "CREATIVE REGIFTING" WITH CHRISTINE CRISTOFEK, SOLID WASTE AUTHORITY



STUART, FLA - November 16, 2009 - 'Tis the season for giving, and with the current economy, "regifting" is a more viable option than ever! Join the Treasure Coast Advertising Federation for a presentation on "Creative Regifting" by Christine Cristofek of the Solid Waste Authority. Christine will tell us how regifting is also a green option - and what impact the disposal of old cell phones, televisions, etc. has on the environment.

The meeting will be held on Tuesday, December 8, from 8:00 a.m. to 10:00 a.m. at Manero's restaurant at 2851 SW High Mead-

ows Avenue in Palm City. Cost is \$17 for members and \$20 for non-members; breakfast is included. RSVP to the Ad Fed web site at www.treasurecoastadfed.com.

The Treasure Coast Advertising Federation, an affiliate of the American Advertising Federation (AAF), meets monthly at locations throughout the Treasure Coast. The AAF is the oldest national advertising trade association, representing 50,000 professionals through a network of 200 ad clubs in communities across the country. For more information, contact Ad Fed President Jodi Connolly at 772-409-1391 or jodi.connolly@scripps.com, or visit the club's website at www.treasurecoastadfed.com.

QUICK EXECUTIVE MEETING NOTES NOVEMBER 19, 2009

President's Report: Great speakers and info at the AAF 4th District Fall Conference in West Palm Beach last week. Proposing that our club host a conference next fall - no expense for us as District will cover costs - and it will benefit our local economies. 4 to 5 members will need to be involved. Also proposed inviting a prominent speaker from the icy north to speak at January's meeting.

Treasurer: Some members still need to renew! Manero's has been booked for Tuesday, December 8, 8-10 AM. Please bring an unwrapped toy.

Membership: 41 current members!

Internet: Facebook and Twitter are connected to the website. Please remember to email Linda Probst with your Member-to-Member discount offers.

Social Networking: 75 Fans on Facebook. Need more content to drive people to the site.

Communications: Please contact Denise Belizar in a timely fashion so she can write press releases. Progress is being made on the new AdFed brochure.

Addy Committee: Send your photos with Flat Stanley to our Facebook page. Diane Rafaels will be posting a PDF for you to download and print. Be clever.

Addy "Save the Date" postcards, Call for Entries and Student Categories print collateral were picked up at District 4 Meeting. Addy timeline moving full steam ahead.



PLEASE REMEMBER TO
RSVP FOR THE NEXT
MEETING, DEC. 8, AND
TO BRING AN
UNWRAPPED TOY
FOR THE
LOVE DOCTORS
CHARITIES.