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Teleconference - American Ad Federation Convention 6/11/91 [OA 8324]

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(Smith/Cawley)  
June 6, 1991  
Draft Three  
AD.TS

PRESIDENTIAL REMARKS: AD FEDERATION  
THE WHITE HOUSE  
TUESDAY, JUNE 11, 1991

\_\_\_, ladies and gentlemen. It is a pleasure to join you today on a medium you understand so well -- and to address the 23rd annual National Advertising Conference of the American Advertising Federation. /

((I was thinking this morning that there's one advantage to addressing an audience from the advertising industry. If my remarks cause a headache or upset stomach, you'll know how to get fast, fast, fast relief.)) //

We tend to forget in this age of instant communication that your profession has informed Americans for more than two centuries. You probably know that Thomas Jefferson once noted that "Advertisements contain the only truths to be relied on in a newspaper." //

Today, you transport facts and proclamations, pleas and arguments to every corner of America. The federation's more than 52,000 members -- advertisers / advertising agencies / media companies / advertising professionals / and college students majoring in advertising -- you all study and refine the arts of informing and persuading the public. //

Together, you've done more than take aim at the bottom line -- you've shown that the definition of a successful life must include serving others. //

You have enhanced our Points of Light Foundation -- donating over \$1 billion a year in multi-media public service announcements. /

Your chapters and members have served communities nationwide. Atlanta's Advertising Club established a Minority Relations program. Houston's Advertising Federation reached out to those afflicted by the terrifying disease, AIDS. / In Arkansas, advertisers poured their time and talent into a campaign that combats child abuse. In Honolulu, you promoted the life-saving cause of organ donation. / You have taken on projects as vast and various as our great land; helping people in more than 220 communities and 200 college campuses.//

No one should underestimate the power of your deeds or the importance of your profession. ((You know, there is a story of how an ad salesman was trying to convince a store owner to do some advertising, and the owner said: "I've been in this location for 50 years and I've never needed to advertise." // The salesman said: "The town church has been in the same location for a hundred years, but they still ring their bells."))

Two years ago this month, our administration recognized the AAF with the Private Sector Initiative Commendation. Last year, another Presidential award testified to your belief that, as Emerson said, "the greatest gift is a portion of thyself." Today, let me close by praising a man who has given much of himself -- and much to our nation.

Howard Bell makes his final appearance as AAF president at this convention. He has served as an advertising evangelist and trailblazer -- and he's built the AAF into the megaphone of the ad industry. Under his leadership, membership tripled; AAF established new means and standards of self-regulation; the federation began to place its imprint on government -- and upon your communities. Perhaps most important of all, the federation under Howard's leadership acted upon the axiom that prosperity without purpose means nothing.

For that, I thank him -- and you. You have made a big difference in this nation's life. But let's go further still. Let's build a better and more focused future for ourselves, our families, our communities, our country.

Now, Howard, since I've traveled so far to be with you, I'd be glad to take a few questions.

# # # #

**President:**

And Howard, since I've come all this way, I'd be glad to take a few questions.

**Howard Bell:**

Thank you, Mr. President. The economic downturn has affected all areas of business and particularly the communications and media industries. Do you see any positive signs in the economy that signal the beginning of an upturn?

**President:**

Howard, if I can borrow a term from Wall Street, I'm very bullish on the economy. While some sectors of the economy are still sluggish, on <sup>the</sup> a whole, I think we're already starting to see some improvement. A few days ago, the Leading Economic Indicators increased for the third month in a row. It's always a good sign when they increase any month, but three consecutive advances is a <sup>good</sup> strong signal that things are turning around. Other economic data is also encouraging. Industrial production increased last month for the first time in seven months and factory orders <sup>s</sup> also rose in April. These are all good signs that the recession is drawing to a close.

As far <sup>as</sup> your industry is concerned, I'm optimistic that it too will pick up as the rest of the economy gathers steam. Factory orders on the rise will have an impact on the advertising industry <sup>s</sup> as businesses begin to move their products.

CEA sent -  
see them.

Ralph Monaco  
X4666

Howard Bell:

Mr. President, I would like to introduce David Bell, AAF's Chairman, who will ask the next question.

David Bell:

Mr. President, the American Advertising Federation is currently working with the Private Sector Division of the United States Information Agency to develop advertising and marketing data with respect to the free market economic system that will be made available to embassies around the world. This data and expertise will provide access to proven methodologies to eastern European countries, among others, as they move towards a market economy. Do you see additional ways that the advertising industry can help foster these important developments in such countries? ✓

President:

USA TR'S  
Let me say that I was just over at USIA last week at the swearing-in of Henry Catto, our new director. And I know that Ambassador Catto is very excited about AAF's volunteer work with the private sector Market Resource Committee. The important skills our eastern European friends acquire through your generosity will help provide the building blocks to establish a productive economy.

David, I think there is an important role the advertising community will play in these countries. Simply put, advertising creatively communicates information. And with the many public service announcements your industry produces, you help teach and inform people on issues of mutual interest and national concern. In fact, as I recall, you ~~were~~ <sup>created + produced</sup> involved in the production of the Department of Energy's "Do Your Part, Drive Smart" energy efficiency campaign. That campaign showed us all how a few simple steps would help make us more energy efficient. Also look

MJ Jamison  
586-4940  
DOE

12  
at the wondrous success of Jim Burke and the Partnership for a Drug-Free America. The advertising they've produced has helped stem the tide of illegal use of drugs by powerfully illustrating the often fatal consequences of drug use.

Every country has problems which can be addressed and solved with effective public affairs advertising. And as countries begin to realize that they need help to communicate information, they'll do it with advertising.

So, a good question and a good way to end this teleconference. Thank you for having me in Nashville and God bless you all. ✓

# # #

*From USIA:*

### POTENTIAL RESPONSES TO AAF QUESTION

You know, I was just at the United States Information Agency last Friday when Henry Catto was sworn in as the new Director. I'm aware of AAF's volunteer work with the private sector Market Resource Committee; and the important skills our Eastern European friends acquire through your generosity will provide the building blocks upon which they can establish a viable economy.

I was just over to the United States Information Agency last Friday when Henry Catto was sworn in as the new Director. I can tell you that I am aware of AAF's work with USIA's private sector Market Resource Committee because it is a perfect example of what we mean by volunteering time for national service. You advertising professionals are providing education and training to our Eastern European friends who are clamoring for help in establishing their own free market economies.

Sure. One of the ways would be for more advertising professionals to go to Eastern Europe and spend more time there educating them in marketing and advertising so they can build their own free market economies. What AAF is doing with USIA's private sector Market Resource Committee is exactly what we mean by volunteering time for national service. You're making a difference in their lives. You're doing the hard work of freedom and I can't but believe that it will pay off handsomely for everyone involved.

I'm aware of AAF's volunteer work with the Market Resource Committee because I was at the United States Information Agency just last Friday when Henry Catto was sworn in as the new Director. Your generosity in developing and sharing crucial advertising and marketing data is typically American. I commend you for it! The skills our Eastern European friends acquire through your generosity will provide the building blocks upon which they can establish a viable economy.

✓ Contact: Louise G. Wheeler, Director  
USIA Private Sector Committees or  
Patricia B. Gribben,  
USIA Private Sector Liaison Officer  
USIA (202) 619-6089 (TELEPHONE)  
FAX (202) 619-6988

From:  
Larry  
Lindsay

- o Early signs that the recession may be ending:
- Consumer confidence is up after the Gulf War.
  - Last month saw the first rise in industrial production in 7 months.
  - Housing starts seem to have bottomed out back in January.
  - Leading Indicators rose in both February and March.
  - Factory Orders rose in April.
- o So far it is about average in length but much shallower than most recessions.
- Started last July. Average recession lasts 11 months.
  - Typical recession involves a 2 1/2 percent decline in real output from the peak to the trough. So far this recession has involved about a 1 1/4 percent decline.
  - Unemployment peaked at 6.8 percent. In the 1973-81 business cycle it averaged 6.9 percent, through peak and trough.

Zelda

225-4865

Julie Dolan  
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June 6, 1991  
Draft Three  
AD.TS

PRESIDENTIAL REMARKS: AD FEDERATION  
THE WHITE HOUSE  
TUESDAY, JUNE 11, 1991  
10:00

Howard Bell } intro

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((I was thinking this morning that there's one advantage to addressing an audience from the advertising industry. If my remarks cause a headache or upset stomach, you'll know how to get fast, fast, fast relief.)) //

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p.17

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You have enhanced our Points of Light Foundation -- donating over \$1 billion a year in multi-media public service announcements. /

AAAF TRS

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P. 498

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# # # #

1. Howard Bell
2. David Bell



AMERICAN ADVERTISING  
FEDERATION

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**PLEASE DELIVER ATTACHED PAGES TO:**

NAME: Paul Luthringer

COMPANY: The White House

**FAX IS BEING TRANSMITTED BY:**

NAME: Julie Dolan

COMMENTS: \_\_\_\_\_  
\_\_\_\_\_  
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\_\_\_\_\_

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AMERICAN ADVERTISING  
FEDERATION

# MEMO

1400 K Street N.W.  
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May 31, 1991

**TO: Paul Luthringer**  
**FROM: Julie Dolan**  
**RE: President Bush Talking Points To AAF National Conference**

I'll try to make this as succinct as possible, and you can pick-up what you feel is appropriate/appealing for the President.

## **General Background:**

This will be the 23rd annual National Advertising Conference of the American Advertising Federation.

700-800 senior advertising executives will be in attendance (I am sending by messenger the list of our national board of directors who will be in the audience -- several of which the president may be familiar. Those that I am aware he knows personally, I have highlighted.)

The American Advertising Federation is the only national advertising association that represents the entire spectrum of the advertising industry: advertisers, advertising agencies, media companies, advertising professionals, and college students majoring in advertising. Our national membership totals some 52,000 members.

The AAF mission statement: The American Advertising Federation is dedicated to serving its members by promoting, protecting and advancing the broad interests of advertising, including the freedom to truthfully advertise legal products.

## **Conference Highlights:**

**Major speakers:** Peter Kann  
Chief Executive Officer & President  
Dow Jones & Company  
Publisher, Wall Street Journal

William LaMothe  
Chairman & Chief Executive Officer  
Kellogg Company

- more -

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John Bergin  
Vice Chairman  
McCann-Erickson Worldwide

John Elliott, Jr.  
Chairman Emeritus  
Ogilvy & Mather Worldwide

David Bell  
President  
Bozell Inc.

Donald Elliman  
Executive Vice President  
& Group Publisher  
Time Warner Inc.

Ruth Wooden  
President  
The Advertising Council

Richard Costello  
President & Chief Operating Officer  
TBWA Advertising, Inc.

Ron Anderson  
Vice Chairman & Chief Creative Officer  
Bozell Inc.

Gordon MacKenzie  
Creative Director  
Hallmark Cards Inc.

Jan Soderstrom  
Vice President-Advertising & Marketing  
Communications  
VISA U.S.A.

**Major industry awards presented at the conference:**

**1991 National Student Advertising Competition:** Fifteen finalist college teams will compete on Saturday, June 8, vying for the best advertising campaign for this year's corporate sponsor -- American Airlines. The winner will be announced the evening of June 8.

**1991 National ADDY Awards:** These are the advertising industry's premiere local/regional/national advertising awards for creative excellence. On Sunday evening, June 9, the National ADDY winners will be presented (the winning advertising must have already won local and regional competitions before becoming eligible for the national competition).

**1991 Distinguished Advertising Educator of the Year Award:** Will be presented on Sunday, June 9 to John Philip Jones, chairman of the Department of Advertising at Syracuse University.

**1991 National Club Achievement Awards:** Among the AAF membership is our 223 local affiliate chapters -- called advertising clubs. The local advertising clubs compete among themselves in seven categories, including: public service, education and government relations. The National Club Achievement Awards will be presented Sunday, June 9.

Topics we would like the president to address:

The commitment of the American Advertising Federation and its members to contribute their special skills to the resolve of societal problems through public service advertising.

In over 220 communities and over 200 college campuses, the AAF members continually undertake serious local issues and apply their resources and capabilities to the creation and execution of effective advertising and marketing campaigns. Four such local efforts will be recognized by the national AAF membership Sunday, June 9 with National Club Achievement Awards (explained above):

\*\*\*Atlanta Advertising Club: established a Minority Relations program to create greater employment opportunities for minorities in advertising. Created a public service campaign for the North Georgia Chapter of the March of Dimes to educate the public that low birth weight babies and birth defects affect people from all walks of life, and that many of their causes are preventable.

\*\*\*Houston Advertising Federation: created a public service campaign for the AIDS Foundation Houston, an organization which provides education and social services from lecturing in the community to providing food and shelter to persons living with AIDS.

\*\*\*Arkansas Advertising Federation: created a public service campaign to heighten awareness of the problem of child abuse in the state and promote the availability of counseling centers like Parents Anonymous.

\*\*\*Northeast Louisiana Advertising Federation: conducted a fundraising media auction, now in its third year, to raise money for a new "Cat Habitat" at the Louisiana Purchase Gardens and Zoo in Monroe. The Federation has raised more than \$72,000 of the \$100,000 needed to fund the project.

\*\*\*Honolulu Ad 2: created a public service campaign on behalf of the Hawaii Organ Procurement Organization, a non-profit group funded by state, federal and private grants which assists families, transplant candidates, doctors and hospitals throughout the donation process. The campaign increased the low profile of the organization in the community and call attention to the drastic need for more organ donors.

AAF has proven its leadership and commitment to truthful advertising: This year marks the twentieth anniversary of the American Advertising Federation's founding of the advertising industry's self-regulatory program: the National Advertising

\* Points of  
Light Ads -  
Saatchi + Saatchi

Division of the Council of Better Business Bureaus. This program allows the advertising industry to police and regulate itself without need of additional governmental intervention or usage of its limited resources. Ten years later, AAF took this program one step further by organizing local advertising review programs with its local affiliates and local Better Business Bureaus.

The American Advertising Federation has assumed the responsibility of assuring quality advertising education through myriad education seminars, competitions, awards, internships and job counseling programs. Over 6000 college students of advertising on 214 college and university campuses.

The AAF 1991 National Advertising Conference will be the final appearance of AAF president Howard Bell before the AAF membership. Mr. Bell is the first president of the AAF and his tenure covers an impressive 23 year history. Mr. Bell built the American Advertising Federation from two regional associations of limited staffing, budget and industry support into a single major national advertising association which has the respect and participation of all key elements of the advertising industry. The overall membership of the AAF has more than tripled under his direction and the AAF today is widely recognized for its vigilant leadership in government relations, advertising education, self-regulation, and public service.

Mr. Bell has accomplished an effective dialogue between business and government while developing a more unified industry response to public issues affecting advertising. It was Mr. Bell who proposed and spearheaded the advertising industry's respected self-regulation program (mentioned earlier). And, it is Mr. Bell who has been the prime motivator of the AAF membership's voluntary commitment to public service.

Proposed questions for President Bush:

"Mr. President, the economic downturn has affected all areas of business and particularly the communications and media industries. Do you see any positive signs in the economy that signal the beginning of an upturn?"

"Mr. President, as the administration and Congress continues to explore options to resolve the U.S. budget, do you foresee any changes in the current tax policy that could bring some relief to business during the recession?"

"Mr. President, the American Advertising Federation is currently working with the Private Sector Division of the United States Information Agency to develop advertising and marketing data with respect to the free market economic system that will be made available to embassies around the world. This data and expertise will provide access to proven methodologies to eastern European countries, among others, as they move towards a market economy. Do you see additional ways that the advertising industry can help foster these important developments in such countries?"

# THE NATIONAL EDUCATION GOALS and DAILY POINTS OF LIGHT

## 1. *All children in America will start school ready to learn.*

Nickolas Monreal, Jr., of San Antonio, Texas. The founder of Teach the Children, Mr. Monreal works to provide school supplies to students from low-income families. Since its founding in 1976, Teach the Children has helped tens of thousands of students obtain free school supplies. (110)

The Good Shepherd Community Center of Vicksburg, Mississippi. The volunteers offer a tutorial program for students who are below their grade level in reading, writing and other basic skills. Volunteers conduct workshops on the dangers of using drugs and joining gangs, the importance of education, and job application techniques. (299)

Community of Readers, of Greensboro, North Carolina. Through the Community of Readers, the Greensboro Public Library has recruited 40 community businesses and organizations to work together to enhance education in the community. Throughout the year, volunteers coordinate a variety of activities which promote education and literacy, such as study skills workshops for teenagers, book readings for children, plays, writing workshops, and a writing contest. Volunteers offer job counseling, tutoring, computer literacy workshops, and literacy materials. Volunteers also establish a mini-library at the Pathway Shelter, where the young residents can borrow books and listen to volunteers read stories and fairytales. (381)

## 2. *The high school graduation rate will increase to at least 90%.*

The Little Vikings Program of Arlington, Texas. Students of Lamar High School developed this program to reach potential drop-outs in grade school and encourage them through mentoring and academic support to continue their education. (37)

The Cincinnati Youth Collaborative of Cincinnati, Ohio. The CYC is a partnership among business, education, and civic communities that funds additional teachers, establishes mentoring and tutoring programs, and encourages students to stay in school and pursue post-secondary education. (40)

Daniel Greene of David, Kentucky. Mr. Greene realized that the economic conditions in his area were forcing many young people to leave school to earn a living. He founded the David School to help these poor students reach their academic potential. (57)

Orangeburg School District Five, of Orange, South Carolina. This school system promotes educational excellence through the combined efforts of volunteers, local businesses, and school faculty. Since this initiative was undertaken in 1984, the drop-out rate has decreased from 35 percent to less than 2 percent. (77)

The Hispanic Employees Association of Pacific Gas and Electric Company, of Fresno, California. HEA, developed in response to the increasing number of Hispanic students who drop out of school, sponsors camps and scholarships, and places volunteers in schools to enhance the lives and educational experiences of Hispanic students. (134)

Right to Read of Greeley, Colorado. Right to Read provides one-to-one tutoring to those who want to improve their literacy skills. Community members volunteer to tutor those are 16 years old and older in subjects such as reading, writing, math, GED preparation, job skills development, and English as a second language. (224)

Robert and Jacquelyn Corrigan of Gorham, New Hampshire. The Corrigans, both school teachers, dedicate 60-70 hours per month to helping students stay in school and eventually attend college. They sponsor college visits, tutor, and have even founded a community scholarship fund. (88)

The Tutor Exchange, of San Jose, California. Tutor Exchange volunteers offer tutoring to neglected and delinquent youth between the ages of 5 and 18. They teach basic reading, math, and science skills, assist with career selection, and offer advice on study skills. (192)

### *3. American students will leave grades four, eight, and twelve having demonstrated competency in English, mathematics, science, history, and geography.*

"The Adopt-a-school" program of Orange Park, Florida. "Adopt-a-school" is a partnership among a Navy patrol squadron, a retirement community, and students at the Green Cove Elementary School. Members of the groups have served as tutors, supervised field trips, and provided inspirational talks. (8)

WWOR-TV of Secaucus, New Jersey. WWOR, through a program called "A+ for Kids", airs news segments, public service announcements, and prime time specials to honor outstanding teachers, students, and innovative approaches to learning. (12)

Aja Dyani Henderson of Baton Rouge, Louisiana. Miss Henderson realized that children in her neighborhood wanted books, but had no means of transportation to get to the public library. Using her own collection, and anonymous donations, Miss Henderson started her own library. (20)

The HAP of Washington, DC. Staffed by hundreds of volunteers, HAP targets economically disadvantaged students who have shown aptitude for high academic achievement in grades 4-8, providing a number of enrichment programs to help these students realize their full potential. (39)

Seniors Serving Schools, of Mission, Kansas. A partnership between the Volunteer Center of Mission and the Mission School District, this initiative engages senior citizens in teaching various subjects, in elementary and middle schools in teaching various subjects. Both one-on-one and small group tutoring in a variety of subjects are offered. (68)

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Ann Dryburg of Brownsville, Pennsylvania. After 56 years of teaching, Ms. Dryburg retired in January, but she continues to report to school every morning as a volunteer. She tutors students throughout the day and continues to teach a pre-algebra course to fourteen students. (143)

The Austin Adopt-a-School Program, of Austin, Texas. A partnership between the Austin Independent School District and the Greater Austin Chamber of Commerce, Austin Adopt-a-School promotes business and community involvement in the public schools. Volunteers from the business community educate teachers and students about business, establish mentoring relationships with students, and provide schools with other needed services and resources. (168)

The Athens Tutorial Program, of Athens, Georgia. A partnership among the students of the University of Georgia, local churches and businesses, and concerned citizens, the Athens Tutorial Program provides students in grades 3-9 who are underperforming with a helping hand and encouraging word with their studies. (172)

The Tutor Exchange, of San Jose, California. Tutor Exchange volunteers offer tutoring to neglected and delinquent youth between the ages of 5 and 18. They teach basic reading, math, and science skills, assist with career selection, and offer advice on study skills. (192)

GIVE (Grandpersons Interested in Volunteering for Education) of Toledo, Ohio. GIVE places senior citizens in schools, promoting mutual understanding of intergenerational relationships. These volunteers offer one-to-one tutoring in basic reading and math, assist teachers in the classroom, and share special skills and experiences. (240)

Albert Tonner of Woodmere, New York. Mr. Tonner has tutored more than sixty 3rd, 4th, and 5th grade students who are in need of academic support over the past six years. He meets with eight to ten students each day at Lawrence Public High School # 6, from 9:00 am to 3:00 pm., Monday through Thursday. He works with them one-to-one, allowing him to focus on each of the students' individual needs (388)

#### *4. U.S. students will be first in the world in the math and science achievement.*

The Dayton Power and the Light Company, of Kettering, Ohio. Employees at all levels donate time and skills to helping teachers and administrators enrich the science and energy curriculum by offering workshops for teachers, and sponsoring a science fair for students in grades 3-8. (112)

The Wright State Engineering Preparation Program (Wright STEPP) of Dayton, Ohio. The volunteers assist young people in seventh, eighth and ninth grades interested in pursuing careers in technology and mathematics. (384)

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#### *5. Every adult American will be literate and possess the knowledge and skills necessary to compete in a global economy and exercise the rights and responsibilities necessary for citizenship.*

Edward Castor, of Tipton County, Indiana. Mr. Castor was formerly illiterate. Today at age 40, he has earned his high school diploma, and taken college courses. He now travels the state giving lectures on literacy and tutoring the illiterate. (9)

The Principle of the Alphabet Literacy System of New Orleans (PALS), with the sponsorship of the Entergy Corporation, helps functionally illiterate adults through an interactive computer system, allowing up to sixteen people at a time to learn how to read, with the promise of advancing three grade levels in twenty weeks. (51)

Zenobia White of Des Moines, Iowa. Ms. White is committed to building self-confidence in

economically disadvantaged women, many of whom have little education and have been abandoned by husbands or families. She founded One's Self Actualizing and Communications Skills, through which volunteers tutor women in literacy, health, job skills, and self-confidence. (84)

The Central Laubach Literacy Council of Montgomery, Alabama. Sponsored by St. Jude's Church, CALL offers tutoring in basic reading and writing skills to individuals 16 years of age and older. In addition, CALL operates literacy programs in four Alabama prisons and works to increase public awareness about illiteracy. (161)

Barbara Jill Clark of Sioux Falls, South Dakota. Ms. Clark works for the Lutheran Social Service Refugee Resettlement Program on a part-time basis, teaching English as a second language to individuals from Ethiopia, Afghanistan, and Southeast Asia. (175)

Operation Read, of Lexington, Kentucky. Operation Read offers tutoring to adults, with more than 250 volunteers spending over 15,000 hours tutoring 420 students. (193)

Minerva Soerheide of Mount Hermon, California. Ms. Soerheide, 80, spends over forty hours per week tutoring adults who want to improve their English communication skills. She teaches workplace literacy, participates in training workshops, and tutors those studying to obtain American citizenship. (199)

Lucy Narvaiz of Santa Fe, New Mexico. For the last twenty years, Ms. Narvaiz has been a volunteer tutor to Hispanics and Native Americans through the local community college and Literacy Volunteers of America. (218)

Thora Bautz of Scotts Valley, California. Ms. Bautz for the past six years has been a volunteer coordinator for a literacy program, where she has initiated literacy programs at low-income housing developments and community service centers. She has also recruited more than 100 volunteers to support this effort. (232)

Mary Moorhead of Anderson, South Carolina. Ms. Moorhead founded the Anderson County Literacy Association to teach adults how to read. She spends 8-10 hours each week tutoring seven students with the Literacy Association and works four hours a week at the hospital. (263)

SCALE (Student Coalition for Action in Literacy Education), of Chapel Hill, North Carolina. Lisa Madry and Clay Thorpe, student from the University of North Carolina, unite students nationwide in the fight for literacy and replicate the program nationwide. (270)

Tacoma Community House of Tacoma, Washington. Volunteers teach English as a second language and tutor those in need of academic support to those who are new to this country. (277)

Three Rivers Literacy Alliance of Fort Wayne, Indiana. The volunteers offer tutoring to adults who want to improve their reading and writing skills. After completing an intensive training course, more than 100 volunteers, ranging from retired teachers to college students, meet with students on a long term basis. (291)

Gloria Renda of Stuebenville, Ohio. Ms. Renda founded the Upper Valley Literacy Council to provide tutoring to adults who read and write below the 6th grade level. As director of this effort, Ms. Renda volunteers 40 hours each week coordinating the program, training other volunteers, and tutoring students. (321)

Dorothy Score of Prescott Valley, Arizona. Ms. Score offers a 12 hour training program, through which she has trained over 20 individuals to serve as tutors. Each tutor meets with a student once a week at a local library or church. In addition, Ms. Score and other volunteers visit a copper mine 20 miles from Prescott Valley every Thursday, where they tutor miners who want to improve their literacy skills. (322)

Learning Is For Everyone (LIFE) of Trenton, New Jersey. LIFE teaches inmates at a local prison how to read and write. The tutors are themselves inmates. (323)

Lafayette Adult Reading Academy of Lafayette (LARA), Indiana. LARA helps high school dropouts in the community to improve their literacy skills, enabling them to obtain employment or to improve their job performance. Some volunteers tutor inmates at a local jail on a weekly basis, and others teach workplace literacy to hospital employees. (360)

Lauderdale County Volunteer Literacy Program of Meridian, Mississippi. Through this program, volunteers promote literacy and awareness in the community and recruit community members to serve as tutors. Since the programs' inception, more than 1,000 individuals have learned to read. (374)

*6. Every school in America will be free of drugs and violence and will offer a disciplined environment conducive to learning.*

W.W. Johnson of Washington, D.C. A 20-year police veteran, Mr. Johnson grew tired of seeing so many of America's youth lost to drugs. He founded the Conner-Harris Mini-Mall to cater to the consumer taste of youngsters. The mall gives students an opportunity to operate their own businesses. After school and on weekends, the mall houses classes in skills such as craft making, bookkeeping, and marketing, and provides a safe haven and nurturing environment for young people in a dangerous neighborhood. (26)

The Good Shepherd Community Center of Vicksburg, Mississippi. The volunteers offer a tutorial program for students who are below their grade level in reading, writing and other basic skills. Volunteers conduct workshops on dangers of using drugs and joining gangs, the importance of education, and job application techniques. (299)

SENT BY FAXSIMILE

PAUL: THOSE NAMES  
HIGHLIGHTED  
WILL BE IN THE  
AUDIENCE.

# MEMO



AMERICAN ADVERTISING  
FEDERATION

1400 K Street N.W.  
Suite 1000  
Washington, D.C. 20005  
(202) 898-0089  
Fax: (202) 898-0159

June 3, 1991

(615) 871 5005

TO: Paul Luthringer  
FROM: Julie Dolan  
RE: Background Material On AAF National Advertising Conference

Enclosed is the remaining information that you requested on the AAF National Advertising Conference:

1. Minute-by-minute program of the national conference.
2. List of the AAF national board of directors who will be in the audience and with whom the President may be acquainted.
3. News release announcing the retirement of AAF president Howard Bell (including his career highlights).
4. National conference promotional brochure which details the conference theme - "Hit The High Notes" - and flavor of the conference program and events.

Paul, please let me know if I can provide you with any additional information. And, thank you for your patience on Friday.

enclosures



Western Region Office  
251 Post Street  
San Francisco, CA 94108  
(415) 421-6867

# MEMO



AMERICAN ADVERTISING  
FEDERATION

1400 K Street N.W.  
Suite 1000  
Washington, D.C. 20005  
(202) 898-0089  
Fax: (202) 898-0159

May 31, 1991

TO: Paul Luthringer  
FROM: Julie Dolan  
RE: President Bush Talking Points To AAF National Conference

I'll try to make this as succinct as possible, and you can pick-up what you feel is appropriate/appealing for the President.

## General Background:

This will be the 23rd annual National Advertising Conference of the American Advertising Federation.

700-800 senior advertising executives will be in attendance (I am sending by messenger the list of our national board of directors who will be in the audience -- several of which the president may be familiar. Those that I am aware he knows personally, I have highlighted.)

The American Advertising Federation is the only national advertising association that represents the entire spectrum of the advertising industry: advertisers, advertising agencies, media companies, advertising professionals, and college students majoring in advertising. Our national membership totals some 52,000 members.

The AAF mission statement: The American Advertising Federation is dedicated to serving its members by promoting, protecting and advancing the broad interests of advertising, including the freedom to truthfully advertise legal products.

## Conference Highlights:

Major speakers: Peter Kann  
Chief Executive Officer & President  
Dow Jones & Company  
Publisher, Wall Street Journal

William LaMothe  
Chairman & Chief Executive Officer  
Kellogg Company

- more -

Western Region Office  
251 Post Street  
San Francisco, CA 94108  
(415) 421-6867

REVISED 6/1/91

AMERICAN ADVERTISING FEDERATION

1991 NATIONAL ADVERTISING CONFERENCE

SCHEDULE OF EVENTS

WEDNESDAY, JUNE 5, 1991

24 hours  
Judges Parlors A-C

Staff & Press Rooms

THURSDAY, JUNE 6, 1991

24 hours  
Judges Parlors A-C

Staff & Press Rooms

11:30 a.m.  
Judges A-C

Hotel tour  
(Meet in Staff Room)

5:30 p.m.  
Judges A-C

Staff Meeting

FRIDAY, JUNE 7, 1991

24 hours  
Judges Parlors A-C

Staff & Press Rooms

10:00 a.m.-1:00 p.m.  
Natchez Trace

ADDY PROCESS COMMITTEE  
Presiding: Chic Davis, President,  
Davis Advertising, Baltimore, MD,  
Committee Chairman

2:00 p.m.-7:00 p.m.  
Nashville Lobby

REGISTRATION

1:30 p.m.-2:30 p.m.  
Handy

DISTRICT OFFICERS ORIENTATION  
Presiding: Chic Davis, President  
Davis Advertising, Baltimore, MD,  
COG Vice Chairman

2:30 P.M.-5:30 P.M.  
Handy

COUNCIL OF GOVERNORS MEETING  
Presiding: Dale Zabriskie, President,  
Zabriskie & Associates, Salt Lake  
City, UT, COG Chairman

4:00 p.m.-6:00 p.m.  
Commodore A

ADVERTISING SELF-REGULATION  
COMMITTEE  
Presiding: Stephen Bergerson, Esquire,  
Fredrikson & Byron, Minneapolis, MN,  
Committee Chairman

4:00 p.m.-6:00 p.m.  
Commodore B

PUBLIC SERVICE COMMITTEE  
Presiding: Bill Gregory, Nissen  
Advertising, Lakeland, FL,  
Commitee Chairman

5:30 p.m.-6:30 p.m.  
Belmont

WESTERN REGION BOARD MEETING  
Presiding: Terry Barnhart, President &  
CEO, Barnhart Advertising & P.R.,  
Denver, CO, Western Region Chairman

1991 NATIONAL ADVERTISING CONFERENCE  
SCHEDULE OF EVENTS  
PAGE 2

FRIDAY, JUNE 7, 1991 continued:

6 pm through Sat. 6/8, 7 pm  
Appalachian

Scorers Room

6 pm through Sat. 6/8, 7 pm  
Shiloh

Judges Room

6:30 p.m.-7:30 p.m.  
Chattanooga

WELCOMING RECEPTION  
Hosted by: Jack Daniel Distillery

7:30 p.m.-8:00 p.m.  
Hermitage

NSAC Judges Orientation

8:00 p.m.-9:00 p.m.  
Cumberland

NSAC STUDENTS/JUDGES, FACULTY  
DISTRICT COORDINATORS MEETING

**1991 NATIONAL ADVERTISING CONFERENCE  
SCHEDULE OF EVENTS  
Page 3**

**SATURDAY, JUNE 8, 1991**

24 hours Judges Parlors A-C	Staff & Press Rooms
7:00 a.m.-7:30 p.m. Nashville Lobby	REGISTRATION
7:00 a.m.-7:00 p.m. Bristol	NSAC Volunteers
7:00 a.m.-7:00 p.m. Shiloh	NSAC Judges
7:00 a.m.-7:00 p.m. Appalachian	NSAC Scorers
8:00 a.m.-7:00 p.m. Knoxville & Memphis	NATIONAL STUDENT ADVERTISING COMPETITION
8:00 a.m.-11:45 a.m. Commodore	AD 2 BUSINESS MEETING Presiding: Tom Bronson, Vice President, B&B X-Ray, Inc., Matthews, NC, AD 2 Division Chairman, AD 2 Charlotte
8:00 a.m.-9:00 a.m. Commodore Foyer	AD 2 CONTINENTAL BREAKFAST
8:00 a.m.-11:45 a.m. Donelson	EXECUTIVE DIRECTORS/SECRETARIES CLUB MANAGEMENT SEMINAR Chuck Rumbarger, CAE Founder and Owner, Association Management Group, Washington, D.C.
9:00 a.m.-11:45 a.m. Natchez Trace	ADDY WORKSHOP & FORUM
9:00 a.m.-11:45 a.m. Volunteer	GOVERNMENT RELATIONS-A MEMBERSHIP RECRUITMENT STRATEGY
12:00 p.m.-12:30 p.m. Cherokee B	EASTERN REGION BUSINESS MEETING Presiding: Allan Jenkins, Account Executive, WESC Radio, Greenville, SC Eastern Region Chairman
12:00 p.m.-12:30 p.m. Cherokee A	CENTRAL REGION BUSINESS MEETING Presiding: Jeanie Ruedy, Owner, Commercial Art Design, Oklahoma City, OK, Central Region Chairman
12:00 p.m.-1:30 p.m. Davis	WESTERN REGION BUSINESS MEETING Presiding: Terry Barnhart, President & CEO, Barnhart Advertising & P.R., Denver, CO, Western Region Chairman

**1991 NATIONAL ADVERTISING CONFERENCE  
SCHEDULE OF EVENTS  
PAGE 4**

**SATURDAY, JUNE 8, 1991 continued:**

12:30 p.m.-2:00 p.m. Cheekwood	PAST GOVERNORS ADVISORY COUNCIL (PGAC) LUNCH
1:00 p.m.-6:30 p.m. Natchez Trace A & B	AD 2 PUBLIC SERVICE COMPETITION
1:00 p.m.-5:00 p.m. Volunteer	DIVISION I (500+/Major Market Clubs) MEETING Presiding: Dick Macedo, President, Wells Rich Greene/West, AAF Division I Chairman, Ad Club of Los Angeles
1:00 p.m.-2:45 p.m. Donelson	EXECUTIVE DIRECTORS/SECRETARIES NETWORKING LUNCHEON Moderator: Hubart S. Lovewell, Lovewell & Associates, Inc., Executive Director, Atlanta Advertising Club
1:00 p.m.-3:00 p.m. Hermitage	STATE GOVERNMENT RELATIONS COMMITTEE Presiding: Leo Armatis, VP-Corporate Relations, Meredith Corporation, Des Moines, IA, Committee Chairman
3:00 p.m.-5:00 p.m. Robertson A & B	SPEAKER PREVIEW: Audition four AAF- recommended speakers
3:00 p.m.-5:00 p.m. Belle Meade	"BUILD VOLUNTEER PARTICIPATION AND COMMITMENT IN YOUR AD CLUB" Chuck Rumbarger, CAE, Founder & Owner, Association Management Group, Washington, D.C.
3:30 p.m.-5:00 p.m. Two Rivers	Bylaws Committee
4:00 p.m.-5:00 p.m. Mercer	District 7 Meeting
5:15 p.m.-7:00 p.m. Hermitage Houston Johnson Commodore Robertson C Handy Ward Donelson A Donelson B Belmont Volunteer Davis Cheekwood	DISTRICT MEETINGS District 2 District 3 District 4 District 5 District 6 District 7 District 8 District 9 District 10 District 11 District 12 District 14 District 15
7:30 p.m.-9:30 p.m. Browning/Taylor	TOAST TO THE STUDENTS RECEPTION Hosted by: American Airlines

**1991 NATIONAL ADVERTISING CONFERENCE  
SCHEDULE OF EVENTS  
Page 5**

**SUNDAY, JUNE 9, 1991**

24 hours  
Judges Parlors A-C

Staff & Press Rooms

7:00 a.m.-6:00 p.m.  
Nashville Lobby

REGISTRATION

7:00 a.m.-8:30 a.m.  
Memphis

GENERAL BREAKFAST  
Club Officers Orientation

Presiding: Chic Davis, President  
Davis Advertising, Baltimore, MD  
COG Vice Chairman

Hosted by: General Mills

7:30 a.m.-8:30 a.m.  
Houston

American Advertising Foundation  
Breakfast

7:30 a.m.-8:30 a.m.  
Johnson

ACADEMIC BREAKFAST

9:00 a.m.-12:00 Noon  
Chattanooga

GENERAL SESSION  
Presiding: Bill Hudson, President  
Bill Hudson & Associates, Nashville, TN  
Past President, Nashville Advertising  
Federation

9:00 a.m.-9:30 a.m.

Opening Ceremonies:  
Invocation: Reverend Bob Landham,  
Two Rivers Baptist Church, Nashville, TN

E. W. Wendell, Chief Executive Officer,  
Opryland USA

"Welcome to Nashville" Video  
Produced by: The Nashville Network

The Honorable Bob Clement, (D-TN)  
U.S. House of Representatives

9:30 a.m.-10:30 a.m.

"AAF Back to the Future:  
23 Years Of History In The  
Making"  
Howard H. Bell, CAE, AAF President

10:30 a.m.-12:00 Noon

"People Smart: Powerful  
Techniques For Turning Every  
Encounter Into A Mutual Win"  
Dr. Tony Allesandra, President,  
Allesandra & Associates, La Jolla, CA

10:00 a.m.  
Washington

Awards luncheon set up

10:30 a.m.-11:30 a.m.  
Presidential Suite

SPOUSES WELCOME TO NASHVILLE

**1991 NATIONAL ADVERTISING CONFERENCE  
SCHEDULE OF EVENTS  
PAGE 6**

**SUNDAY, JUNE 9, 1991 continued:**

10:30 a.m.-Noon Cumberland	Students and Judges Review 1991 NSAC
11:00 a.m.-12:30 p.m. Sevier	VIP Reception
12:00 p.m.-12:30 p.m. Washington	RECEPTION (Cash Bar)
12:30 p.m.-2:30 p.m. Washington	SALUTE TO AAF ACHIEVERS AWARDS RECOGNITION LUNCHEON Presiding: Dale Zabriskie, President, Zabriskie & Associates, Salt Lake City, UT, Chairman, AAF Council of Governors  Co-Hosted by: The New York Times Philip Morris
2:30 p.m.-3:15 p.m. Bristol (opposite Nashville Lobby)	Photographs/Award winners
2:30 p.m.-5:00 p.m. Presidential Suite	DISTRICT 19 BUSINESS MEETING
2:45 p.m.-3:45 p.m. Commodore	NSAC COMMITTEE MEETING
2:45 p.m.-3:45 p.m. Johnson	NSAC DISTRICT COORDINATORS MEETING Presiding: Brenda Palmayer, Meldrum & Fewsmith, Cleveland, OH, Academic Committee
	<b>WORKSHOPS</b>
2:45 p.m.-4:45 p.m. Handy	"Art of Managing People" Dr. Tony Allesandra, President Allesandra & Associates, La Jolla CA
2:45 p.m.-5:15 p.m. Sevier	"Tactics to Achieve Membership Growth" Chuck Rumbarger, CAE, Founder and Owner, Association Management Group, Washington, D.C.

**1991 NATIONAL ADVERTISING CONFERENCE  
SCHEDULE OF EVENTS  
PAGE 7**

**SUNDAY, JUNE 9, 1991 continued:**

2:45 p.m.-5:00 p.m. Belle Meade A	<b>COLLEGE CHAPTER &amp; FACULTY WORKSHOPS</b>  "Career Search Workshop" (Students)  Robin Portnoy, Vice President, Professional Recruitment, Bozell Inc., New York, NY  Jayne Spittler, Vice President, Director of Media Research, Leo Burnett Company, Chicago, IL  Melissa Statmore, Personnel Associate, J. Walter Thompson, NY  John Costo, Ad 2, Montgomeryville, PA
2:30 p.m.-4:00 p.m. Ward	"Using a Consumer Database in Ad Research and Media Planning" (Professors)  Bill Schneider, National Demographics & Lifestyles, Denver, CO
2:45 p.m.-5:15 p.m. Belle Meade B	AD2 Roundtable
5:00 p.m.-6:30 p.m. Ward	<b>COLLEGE CHAPTER REUNION RECEPTION</b> Hosted by: Bozell Inc J. Walter Thompson Leo Burnett Company (Past and Current College Chapter members, professors, invited guests)
6:30 p.m.-8:00 p.m. Browning/Taylor	<b>NATIONAL ADDY AWARDS SALUTE AND EXHIBITION</b> Co-Hosts: Johnson & Johnson Advertising Age Contributing Hosts: Pfizer Parade Magazine
8:30 p.m.	District 19 Dinner

**1991 NATIONAL ADVERTISING CONFERENCE  
SCHEDULE OF EVENTS  
PAGE 8**

**MONDAY, JUNE 10, 1991**

24 hours  
Judges Parlors A-C

Staff & Press Rooms

7:00 a.m.-6:00 p.m.  
Nashville Lobby

REGISTRATION

7:00 a.m.-8:30 a.m.  
Memphis

GENERAL BREAKFAST  
Presiding: Ariel A. Allen,  
Vice President, Creative Services,  
Colgate-Palmolive Company, New York, NY

8:00 a.m.

"50 Years Of Service To  
America"  
Ruth Wooden, President,  
The Advertising Council, New York, NY

8:20 a.m.

WINNING PRESENTATION: AD 2  
PUBLIC SERVICE COMPETITION

Hosted by: Kellogg Company

8:30 a.m.-9:00 a.m.  
Volunteer A

Magazine Committee Meeting

9:00 a.m.-11:30 a.m.  
Chattanooga

GENERAL SESSION  
Presiding: Peter Finn, Co-Chairman,  
National Advertising Conference,  
Division President/Senior Partner,  
Whittle Communications, Knoxville, TN

9:00 a.m.-9:30 a.m.

"A Parting Shot"  
David Bell, President  
Bozell Inc., New York, NY  
AAF Chairman

9:30 a.m.-10:00 a.m.

"Value Added Media"  
Don Elliman, Executive Vice President,  
Group Publisher, Time Warner, Inc.  
New York, NY

10:00 a.m.-10:30 a.m.

"The American Brand"  
Peter Kann, President & Publisher,  
Dow Jones Company, Inc. New York, NY

10:30 a.m.-11:00 a.m.

"Advertising Good Health In America"  
Bill LaMothe, Chairman and Chief  
Executive Officer, Kellogg Company,  
Battle Creek, MI

11:00 a.m.-11:30 a.m.

NSAC Winning Presentation

**1991 NATIONAL ADVERTISING CONFERENCE  
SCHEDULE OF EVENTS  
PAGE 9**

**MONDAY, JUNE 10, 1991 continued:**

11:30 a.m.-12:30 p.m.  
Cheekwood

VIP Reception

11:45 a.m.-12:30 p.m.  
Volunteer

COLLEGE CHAPTER BUSINESS  
MEETING

Presiding: Mary Ellen Woolley, AAF  
Vice President-Education Services

11:30 a.m.-12:30 p.m.  
Nashville Lobby

Reception (Cash Bar)

12:30 p.m.-2:30 p.m.  
Chattanooga

JOINT AAF/NAF LUNCHEON

Presiding: Bud Chamberlain,  
Chairman, Athens Paper Company,  
Nashville, TN, 1991-1992 Nashville  
Advertising Federation President

"Two Thin Slices of Insanity"  
Gordon MacKenzie, Creative Paradox,  
Hallmark Cards, Kansas City, MO

Hosted by: The Wall Street Journal

2:30 p.m.-4:30 p.m.  
Cumberland

AAF BOARD OF DIRECTORS MEETING

2:30 p.m.-5:00 p.m.  
Natchez Trace

AD 2-JUST FOR STUDENTS!

"HANDS ON: A CREATIVE  
ADVERTISING WORKSHOP"

**1991 NATIONAL ADVERTISING CONFERENCE  
SCHEDULE OF EVENTS  
PAGE 10**

**MONDAY, JUNE 10, 1991 continued:**

**CONCURRENT WORKSHOPS**

2:30 p.m.-5:30 p.m.  
Knoxville A

"Creative Problem Solving"  
Gerry Tabio, President, Creative  
Resources, a Division of New City  
Communications, Tulsa, OK

2:30 p.m.-5:30 p.m.  
Knoxville B

"Increasing Your Club's Visibility  
and Enhancing Your Image Through  
Communication"  
Kathy Kerchner, Owner, Interspeak,  
Phoenix, AZ

3:30 p.m.-5:30 p.m.  
Memphis A

"Marketing Your Club's Intangible  
Services"  
Arlene Farber Sirkin, President,  
Washington Resource Consulting Group,  
Inc., Washington, D.C.

4:30 p.m.-5:00 p.m.  
Cheekwood

Press Conference

5:30 p.m.-6:30 p.m.  
Commodore

AD 2 BUSINESS MEETING  
Presiding: Tom Bronson, Vice President,  
B&B X-Ray, Inc., Matthews, NC, AD 2  
Division Chairman, AD 2 Charlotte

6:00 p.m.-7:30 p.m.  
Magnolia Ballroom

Board of Directors Reception

7:30 p.m.-10:45 p.m.

"Hit the High Notes" Party  
General Jackson Showboat  
(Dinner and Show)  
(Buses leave Opryland Hotel at 7:20 p.m.  
from Presidential Portico)

Hosted by: The Nashville Network

11:00 p.m.-12:30 a.m.  
Chattanooga

Ship to Shore Nightcap Party  
(Cash Bar)

Music courtesy of: RJR Nabisco

**1991 NATIONAL ADVERTISING CONFERENCE**

**SCHEDULE OF EVENTS**

**Page 11**

**TUESDAY, JUNE 11, 1991**

24 hours  
Judges Parlors A-C

Staff & Press Rooms

7:00 a.m.-2:00 p.m.  
Nashville Lobby

REGISTRATION

7:00 a.m.-8:30 a.m.  
Knoxville

GENERAL BREAKFAST  
Presiding: Bob Meyer, General  
Manager, WSM Radio, Nashville, TN  
1990-1991 Nashville Advertising  
Federation President

7:30 a.m.-8:00 a.m.

Annual Business Meeting  
Presiding: David Bell, President,  
Bozell Inc., New York, NY, AAF Chairman

8:00 a.m.-8:30 a.m.

Introduction: Donald Macdonald,  
Member: Advertising Hall of  
Fame, Vice Chairman Emeritus,  
Dow Jones Company, Inc., New York, NY

"Reflections of a Hall of  
Famer", Jock Elliott, Chairman  
Emeritus, Ogilvy & Mather  
Worldwide, New York, NY

Hosted by: Kraft General Foods

8:45 a.m.-11:40 p.m.  
Chattanooga

GENERAL SESSION  
Presiding: Robert L. Humphreys,  
Chairman of the Executive Committee,  
Grey Advertising, Inc., Los Angeles, CA,  
AFF Director-At-Large

9:10 a.m.-9:25 a.m.

Live from the White House:  
The President of the United States

9:30 a.m.-10:10 a.m.

"Yes, It's Creative. But Will  
It Sell?"  
Ron Anderson, Vice Chairman,  
Chief Creative, Bozell Inc.,  
New York, NY

10:10 a.m.-10:40 a.m.

"Big Idea Marketing"  
Jan Soderstrom, Vice President-  
Advertising and Marketing, VISA U.S.A.,  
San Francisco, CA

10:40 a.m.-11:10 a.m.

"Absolut Advertising"  
Richard Costello, President and  
Chief Operating Officer, TBWA  
Advertising Inc., New York, NY

11:10 a.m.-11:40 p.m.

"Wide-Screen Radio"  
Marc Cashman, President, Cashman  
Commercials, Los Angeles, CA

**1991 NATIONAL ADVERTISING CONFERENCE  
SCHEDULE OF EVENTS  
Page 12**

**TUESDAY, JUNE 11, 1991 continued:**

11:45 p.m.-12:30 p.m.  
Cumberland

VIP Reception

11:45 p.m.-12:30 p.m.  
Nashville Lobby

Reception (Cash Bar)

12:30 p.m.-2:30 p.m.  
Washington

LUNCHEON  
Presiding: John McMennamin,  
Vice President/Marketing  
Services, Nestle/Carnation Food  
Company, Glendale, CA,  
AAF Vice Chairman

"A Last Hurrah for Advertising"  
Speaker: John Bergin, Vice Chairman,  
McCann-Erickson Worldwide,  
New York, NY

Contributing Hosts:  
CBS  
NBC  
Capital Cities/ABC

2:30 p.m.-5:30 p.m.

Student Tour-Opryland Complex

2:30 p.m.

Conference Adjournment

2:30 p.m.  
Judges A-C

Staff/Press Rooms packing

5:30 p.m.  
Howard Bell's Suite-7580

Staff Meeting

**WEDNESDAY, JUNE 12, 1991**

until 1:00 p.m.  
Judges Parlors A-C

Staff & Press Rooms

####

1990-1991 AAF Board of Directors  
Executive Committee\*

05/30/91

Chairman of the Board

✓ David Bell  
President  
Bozell Inc.  
40 West 23rd Street  
New York, New York 10010  
212-727-5800 FAX 212-645-9173

National Vice Chairman

✓ John L. McMennamin  
Vice President/Marketing  
Services  
Nestle/Carnation Food Company  
P.O. Box 29059  
Glendale, California 91209-9059  
818-549-6206 FAX 818-549-6623

✓ Chairman-Eastern Region

Allan Jenkins  
Account Executive  
WESC Radio  
P.O. Box 660  
Greenville, South Carolina 29602  
803-242-4660 FAX 803-271-5029

✓ Chairman-Central Region

Jeanie Ruedy  
Owner  
Commercial Art Design  
4 N.W. 64th Street  
Oklahoma City, Oklahoma 73116  
405-843-9600

✓ Chairman-Western Region

Terry Barnhart  
President & CEO  
Barnhart Advertising & P.R.  
455 Sherman Street  
Suite 500  
Denver, Colorado 80203  
303-698-3200 FAX 303-744-7273

Secretary

✓ W. Pendleton Tudor  
Chairman, Executive Committee  
ASM Communications/ADWEEK  
5757 Wilshire Boulevard  
Los Angeles, California 90036  
213-937-4330 FAX 213-938-4160  
212-995-7285 FAX 212-254-5204

Treasurer

✓ Lawrence Bershon  
Director-Corporate Advertising  
ARCO  
515 South Flower  
Los Angeles, California 90051  
213-486-0135 FAX 213-486-1986

Immediate Past Chairman of the Board

✓ Robert C. Blackmore  
Executive Vice President,  
Television Network  
National Broadcasting Company  
30 Rockefeller Plaza, RM 4768  
New York, New York 10112  
212-664-2858 FAX 212-977-9247

President

✓ Howard H. Bell  
American Advertising Federation  
1400 K Street, NW  
Washington, D.C. 20005  
202-898-0089 FAX 202-898-0159

✓ Chairman-Council of Governors

Dale Zabriskie  
President  
Zabriskie & Associates  
136 East South Temple #1840  
Salt Lake City, Utah 84111  
801-328-8400 FAX 801-532-6029

Chairman-Inter-Association Council

✓ Jonah Gitlitz  
President  
Direct Marketing Association  
11 West 42nd Street  
New York, New York 10036  
212-768-7277 FAX 212-599-1268

✓ Chairman-Company Members

Donald Knutzen  
Vice President, Marketing Serv.  
General Mills, Inc.  
Number One General Mills Blvd.  
Minneapolis, Minnesota 55426  
612-540-2311 FAX 612-540-7995

Chairman-Academic Division

✓ Howard Cogan  
Associate Professor of  
Communications  
Ithaca College  
222 South Albany Street  
Ithaca, New York 14850  
607-274-3242 or 607-272-1033

✓ Chairman-AD 2 Division

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VISA U.S.A.

**Major industry awards presented at the conference:**

**1991 National Student Advertising Competition:** Fifteen finalist college teams will compete on Saturday, June 8, vying for the best advertising campaign for this year's corporate sponsor -- American Airlines. The winner will be announced the evening of June 8.

**1991 National ADDY Awards:** These are the advertising industry's premiere local/regional/national advertising awards for creative excellence. On Sunday evening, June 9, the National ADDY winners will be presented (the winning advertising must have already won local and regional competitions before becoming eligible for the national competition).

**1991 Distinguished Advertising Educator of the Year Award:** Will be presented on Sunday, June 9 to John Philip Jones, chairman of the Department of Advertising at Syracuse University.

**1991 National Club Achievement Awards:** Among the AAF membership is our 223 local affiliate chapters -- called advertising clubs. The local advertising clubs compete among themselves in seven categories, including: public service, education and government relations. The National Club Achievement Awards will be presented Sunday, June 9.

Topics we would like the president to address:

The commitment of the American Advertising Federation and its members to contribute their special skills to the resolve of societal problems through public service advertising.

In over 220 communities and over 200 college campuses, the AAF members continually undertake serious local issues and apply their resources and capabilities to the creation and execution of effective advertising and marketing campaigns. Four such local efforts will be recognized by the national AAF membership Sunday, June 9 with National Club Achievement Awards (explained above):

**\*\*\*Atlanta Advertising Club:** established a Minority Relations program to create greater employment opportunities for minorities in advertising. Created a public service campaign for the North Georgia Chapter of the March of Dimes to educate the public that low birth weight babies and birth defects affect people from all walks of life, and that many of their causes are preventable.

**\*\*\*Houston Advertising Federation:** created a public service campaign for the AIDS Foundation Houston, an organization which provides education and social services from lecturing in the community to providing food and shelter to persons living with AIDS.

**\*\*\*Arkansas Advertising Federation:** created a public service campaign to heighten awareness of the problem of child abuse in the state and promote the availability of counseling centers like Parents Anonymous.

**\*\*\*Northeast Louisiana Advertising Federation:** conducted a fundraising media auction, now in its third year, to raise money for a new "Cat Habitat" at the Louisiana Purchase Gardens and Zoo in Monroe. The Federation has raised more than \$72,000 of the \$100,000 needed to fund the project.

**\*\*\*Honolulu Ad 2:** created a public service campaign on behalf of the Hawaii Organ Procurement Organization, a non-profit group funded by state, federal and private grants which assists families, transplant candidates, doctors and hospitals throughout the donation process. The campaign increased the low profile of the organization in the community and call attention to the drastic need for more organ donors.

AAF has proven its leadership and commitment to truthful advertising: This year marks the twentieth anniversary of the American Advertising Federation's founding of the advertising industry's self-regulatory program: the National Advertising

Division of the Council of Better Business Bureaus. This program allows the advertising industry to police and regulate itself without need of additional governmental intervention or usage of its limited resources. Ten years later, AAF took this program one step further by organizing local advertising review programs with its local affiliates and local Better Business Bureaus.

The American Advertising Federation has assumed the responsibility of assuring quality advertising education through myriad education seminars, competitions, awards, internships and job counseling programs. Over 6000 college students of advertising on 214 college and university campuses.

The AAF 1991 National Advertising Conference will be the final appearance of AAF president Howard Bell before the AAF membership. Mr. Bell is the first president of the AAF and his tenure covers an impressive 23 year history. Mr. Bell built the American Advertising Federation from two regional associations of limited staffing, budget and industry support into a single major national advertising association which has the respect and participation of all key elements of the advertising industry. The overall membership of the AAF has more than tripled under his direction and the AAF today is widely recognized for its vigilant leadership in government relations, advertising education, self-regulation, and public service.

Mr. Bell has accomplished an effective dialogue between business and government while developing a more unified industry response to public issues affecting advertising. It was Mr. Bell who proposed and spearheaded the advertising industry's respected self-regulation program (mentioned earlier). And, it is Mr. Bell who has been the prime motivator of the AAF membership's voluntary commitment to public service.

Proposed questions for President Bush:

"Mr. President, the economic downturn has affected all areas of business and particularly the communications and media industries. Do you see any positive signs in the economy that signal the beginning of an upturn?"

"Mr. President, as the administration and Congress continues to explore options to resolve the U.S. budget, do you foresee any changes in the current tax policy that could bring some relief to business during the recession?"

"Mr. President, the American Advertising Federation is currently working with the Private Sector Division of the United States Information Agency to develop advertising and marketing data with respect to the free market economic system that will be made available to embassies around the world. This data and expertise will provide access to proven methodologies to eastern European countries, among others, as they move towards a market economy. Do you see additional ways that the advertising industry can help foster these important developments in such countries?"

# NEWS

AMERICAN ADVERTISING FEDERATION

**For Immediate Release      Contact: Julie Dolan      (202)898-0089**

## **END OF AN ERA: AAF PRESIDENT HOWARD BELL ANNOUNCES RETIREMENT**

February 4, 1991, Washington, D.C. -- After 23 years as a leading national spokesman for the nation's advertising industry, American Advertising Federation president Howard H. Bell has announced his retirement as of December 31, 1991.

A Presidential Succession Committee, appointed by AAF chairman David Bell and chaired by Dow Jones & Co. vp-marketing Bernard Flanagan, is beginning its review of potential candidates to succeed Mr. Bell.

In February, 1968, Bell was appointed the first full-time president of the AAF. At that time the AAF was a newly-merged organization, spawned in 1967 by two advertising associations which originated in the beginning of the century, the Advertising Federation of America and the Advertising Association of the West.

"As a member of the original search committee which chose Howard Bell to become president of the AAF, I say with considerable pride that I doubt we could have found a more capable and multi-faceted individual anywhere in the country," says Dow Jones & Company vice chairman emeritus Don Macdonald, a former chairman of the Advertising Federation of America and the

- more -

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FEDERATION

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San Francisco, CA 94108  
(415) 421-6867 FAX: (415) 421-0512

AAF President Bell to Retire  
ADD 1

first AAF chairman following the merger.

Since 1968, Bell has built the AAF into the premiere national organization representing the interests of every segment of the advertising industry, including advertisers, ad agencies, advertising services, media, academia and students. Under his direction, the number of AAF-affiliate advertising clubs, companies and colleges has more than tripled, representing a membership exceeding 52,000 individuals.

Throughout the years, Bell has been a tireless spokesman for advertising, testifying before countless legislative bodies against advertising taxes, bans and restrictions. His effective leadership in government relations, self-regulation, advertising education and public service is widely recognized throughout the industry.

"There are few people who have had as large an impact on our industry as Howard Bell. The fact that our industry has been so successful in protecting the freedom to advertise is a great tribute to Howard's leadership," says AAF chairman David Bell, president of Bozell Inc.

"Howard Bell was surely the right man for the job when he took over the helm of the AAF," adds former AAF chairman Jim Fish. "His vigorous and skillful leadership has built the AAF into a most effective tool for the good of all advertising."

Bell graduated from the University of Missouri School of Journalism with a degree in advertising, and he holds a Juris Doctor degree from the Catholic University Law School. He is a member of the Bar of the State of Maryland, the U.S. Supreme Court Bar, the American Bar Association and the Federal

AAF President Bell to Retire  
ADD 2

Communications Bar Association.

He began his career as sales promotion manager for WMAL AM-FM-TV in Washington, DC. In 1951, Bell moved to the National Association of Broadcasters and served in a variety of posts before becoming director of the NAB Code of Authority in 1963, where he was responsible for the administration, interpretation and enforcement of the radio and television broadcast codes.

At the AAF in 1970, Bell proposed the creation of an effective self-regulation program for the entire advertising industry. He developed the policies and procedures which ultimately led to the creation of the National Advertising Review Board program in 1971.

Under Bell's direction the AAF college chapter program was developed with the 1973 merger of Alpha Delta Sigma, an honorary society of advertising students. Today, 210 colleges and universities and 6,000 students are affiliated with AAF and its academic division, providing the only direct link between advertising education and the profession.

Bell has served as a member of the Advertising Council board of directors and executive committee; vice chairman of the board of directors of the American Society of Association Executives; a director of the National Advertising Review Council and the Advertising Educational Foundation; a member of the American Advertising Museum advisory board, public relations committee of Mothers Against Drunk Driving and the U.S. Information Agency marketing advisory committee; and a member of the advisory board of the University of Missouri's Freedom of Information Center and the U.S. Chamber of Commerce consumer

- more -

AAF President Bell to Retire  
ADD 3

issues committee.

In 1984, Bell received the honor award and gold medal for distinguished service in journalism from the University of Missouri School of Journalism for his "...more than three decades as a catalyst, conscience and counsel for the profession of advertising..."

His memberships include the International Radio and Television Society, American Society of Association Executives, Who's Who in America, Broadcast Pioneers, The International Club of Washington, DC, Advertising Club of Metropolitan Washington, Sky Club in New York, World Trade Club in San Francisco, and the Congressional Country Club in Bethesda, MD.

Bell is a native of New York City and a veteran of the U.S. Navy. He and his wife Chan have three children and live in Washington, DC.

# # #

**Attachments:** Howard Bell/David Bell correspondence.

\*\*\*\* The American Advertising Federation is the only national association encompassing and representing all aspects and disciplines of the advertising industry. Headquartered in Washington, D.C., the AAF serves its 52,000 affiliate members by representing their views and concerns on public issues affecting advertising. AAF also serves to promote a better understanding of advertising among the public, in government and in education.

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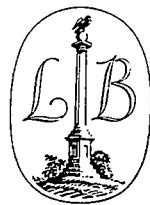
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*A collection of passages, phrases and  
proverbs traced to their sources in  
ancient and modern literature*

FIFTEENTH AND 125TH ANNIVERSARY EDITION  
REVISED AND ENLARGED

## John Bartlett

Edited by EMILY MORISON BECK  
and the editorial staff of Little, Brown and Company



LITTLE, BROWN AND COMPANY • BOSTON • TORONTO

- 1 For it is not meters, but a metermaking argument that makes a poem—a thought so passionate and alive that like the spirit of a plant or an animal it has an architecture of its own, and adorns nature with a new thing.  
*Essays: Second Series [1844].  
The Poet*
- 2 We are symbols, and inhabit symbols.  
*Ib.*
- 3 Language is the archives of history. . . .  
Language is fossil poetry. *Ib.*
- 4 Nature and books belong to the eyes that see them.  
*Ib. Experience*
- 5 Of what use is genius, if the organ is too convex or too concave and cannot find a focal distance within the actual horizon of human life?  
*Ib.*
- 6 The only gift is a portion of thyself.<sup>1</sup>  
*Ib. Gifts*
- 7 The less government we have, the better—the fewer laws, and the less confided power.  
*Ib. Politics*
- 8 We think our civilization near its meridian, but we are yet only at the cock-crowing and the morning star. In our barbarous society the influence of character is in its infancy.  
*Ib.*
- 9 Money, which represents the prose of life, and which is hardly spoken of in parlors without an apology, is, in its effects and laws, as beautiful as roses.  
*Ib. Nominalist and Realist*
- 10 Every man is wanted, and no man is wanted much.  
*Ib.*
- 11 The reward of a thing well done, is to have done it.  
*Ib.*
- 12 He is great who is what he is from Nature, and who never reminds us of others.  
*Representative Men [1850]. Uses  
of Great Men*
- 13 When nature removes a great man, people explore the horizon for a successor; but none comes, and none will. His class is extinguished with him. In some other and quite different field, the next man will appear.  
*Ib.*
- 14 Every hero becomes a bore at last.  
*Ib.*
- 15 Great geniuses have the shortest biographies.  
*Ib. Plato; or, The Philosopher*
- 16 Things added to things, as statistics, civil history, are inventories. Things used as language are inexhaustibly attractive. *Ib.*
- 17 Keep cool: it will be all one a hundred years hence.<sup>2</sup> *Ib. Montaigne; or, The Skeptic*
- 18 Is not marriage an open question, when it is alleged, from the beginning of the world, that such as are in the institution wish to get out, and such as are out wish to get in?<sup>3</sup>  
*Ib.*
- 19 Self-reliance, the height and perfection of man, is reliance on God.  
*The Fugitive Slave Law [1854]*
- 20 Classics which at home are drowsily read have a strange charm in a country inn, or in the transom of a merchant brig.  
*English Traits [1856]*
- 21 Great men, great nations, have not been boasters and buffoons, but perceivers of the terror of life, and have manned themselves to face it.  
*The Conduct of Life [1860]. Fate*
- 22 Men are what their mothers made them.<sup>4</sup>  
*Ib.*
- 23 Coal is a portable climate.  
*Ib. Wealth*
- 24 The world is his, who has money to go over it.  
*Ib.*
- 25 Art is a jealous mistress.<sup>5</sup> *Ib.*
- 26 All educated Americans, first or last, go to Europe.  
*Ib. Culture*
- 27 Solitude, the safeguard of mediocrity, is to genius the stern friend. *Ib.*
- 28 There is always a best way of doing everything, if it be to boil an egg. Manners are the happy ways of doing things.  
*Ib. Behavior*
- 29 Fine manners need the support of fine manners in others. *Ib.*
- 30 The highest compact we can make with our fellow is—"Let there be truth between us two forevermore."  
*Ib.*
- 31 Shallow men believe in luck.<sup>6</sup>  
*Ib. Worship*

<sup>1</sup>See Lowell, 567:14; Whitman, 574:26; and Gibran, 782:16.

<sup>2</sup>What matters what anybody thinks? "It will be all the same a hundred years hence." That is the most sensible proverb ever invented.—GEORGE DU MAURIER, *Peter Ibbetson* [1891]

<sup>3</sup>See Montaigne, 165:19.

<sup>4</sup>See Freud, 679:6.

<sup>5</sup>See Story, 447:18.

<sup>6</sup>Luck is infatuated with the efficient.—*Persian proverb*

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*Selected and Edited by*

H. L. MENCKEN



NEW YORK : ALFRED A. KNOPF : 1976

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HEBREW PROVERB

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RUSSIAN PROVERB

in, Clergy, Divorce,  
and and Wife, Law,

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: *Gargantua*, I, 1535

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: *Ixion in Heaven*, II,  
1833

(OF NORWICH): *Holy*  
*servations*, XIV, 1607

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Author unidentified

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ATTHEW V, 25, c. 75

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: *The Taming of the*  
*Shrew*, I, 1594

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*Boswell's Life*, 1779

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XXX, 20, c. 700 B.C.

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XVII, 17, c. 350 B.C.

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joyful, but in the

VIII, 14, c. 200 B.C.

eptable men in the

. 180 B.C. (Appar-  
rb. It is also found  
*videntia*, v, c. 64)

Adversity reminds men of religion.  
LIVY: *History of Rome*, v, c. 10

Adversity always finds at last the man she has  
passed by. SENECA: *Hercules Furens*, c. 50

To rejoice in adversity is to joy in the cross of  
Christ.  
THOMAS À KEMPIS: *Imitation of Christ*, II,  
c. 1420

Prosperity getteth friends, but adversity trieth  
them. NICHOLAS LING: *Politeuphuia*, 1597

Sweet are the uses of adversity,  
Which, like the toad, ugly and venomous,  
Wears yet a precious jewel in his head.  
SHAKESPEARE: *As You Like It*, II, c. 1600

The virtue of prosperity is temperance; the  
virtue of adversity is fortitude, which in  
morals is the more heroical virtue.  
FRANCIS BACON: *Essays*, v, 1625

A man hath many enemies when his back is  
to the wall.  
JOHN CLARKE: *Paroemiologia Anglo-*  
*Latina*, 1639

In time of prosperity friends will be plenty;  
In time of adversity not one in twenty.  
JAMES HOWELL: *Proverbs*, 1659

In the adversity of our best friends we often  
find something that is not wholly displeas-  
ing to us.  
LA ROCHEFOUCAULD: *Maxims*, 1665

Adversity makes a man wise, not rich.  
JOHN RAY: *English Proverbs*, 1670

Friendship, of itself a holy tie,  
Is made more sacred by adversity.  
JOHN DRYDEN: *The Hind and the Panther*,  
III, 1687

Human life is a state of probation, and ad-  
versity is the post of honor in it.  
JOHN HUGHES: *The Spectator*, Dec. 1, 1711

Daughter of Jove, relentless power,  
Thou tamer of the human breast,  
Whose iron scourge and torturing hour  
The bad affright, afflict the best.  
THOMAS GRAY: *Hymn to Adversity*, 1753

The greatest object in the universe, says a cer-  
tain philosopher, is a good man struggling  
with adversity; yet there is a still greater,  
which is the good man that comes to re-  
lieve it.  
OLIVER GOLDSMITH: *The Vicar of Wake-*  
*field*, xxx, 1766

If adversity purifies men, why not nations?  
JEAN PAUL RICHTER: *Levana*, II, 1807

In prosperous times I have sometimes felt my  
fancy and powers of language flag, but ad-  
versity is to me at least a tonic and bracer.  
WALTER SCOTT: *Journal*, Jan. 22, 1826

Adversity is sometimes hard upon a man; but  
for one man who can stand prosperity, there  
are a hundred that will stand adversity.

THOMAS CARLYLE: *Heroes and Hero-*  
*Worship*, v, 1840 (Lecture in  
London, May 19)

Adversity is easier borne than prosperity for-  
got.  
H. G. BOHN: *Handbook of Proverbs*, 1855

Adversity introduces a man to himself.  
Author unidentified

In prosperity, caution; in adversity, patience.  
DUTCH PROVERB

Adversity makes men; prosperity, monsters.  
FRENCH PROVERB

Adversity comes with instruction in his hand.  
WELSH PROVERB

[See also Affliction, Calamity, Contempt, Eng-  
lish, General, Greatness, Humiliation, Love,  
Misfortune, Philosophy, Prosperity.]

#### Advertisement

Advertisements contain the only truths to be  
relied on in a newspaper.  
THOMAS JEFFERSON: *Letter to Nathaniel*  
*Macon*, 1819

Blow your own horn — even if you don't sell a  
clam. AMERICAN PROVERB

It pays to advertise. IBID.

When business is good it pays to advertise;  
when business is bad you've got to adver-  
tise. Author unidentified

[See also Newspaper.]

#### Advice

Blessed be thy advice, and blessed be thou.  
I SAMUEL XXV, 33, c. 500 B.C.

All of us, when well, give good advice to the  
sick. TERENCE: *Andria*, II, c. 160 B.C.

When the life of a counsellor is known to be  
in accord with his words, it is impossible  
that his advice should not have great weight.  
POLYBIUS: *Histories*, XI, c. 125 B.C.

Even the best pilots are willing to take advice  
from their passengers in bad weather.  
CICERO: *Orationes Philippicæ*, VII,  
c. 60 B.C.

No one can give you better advice than your-  
self. CICERO: *Ad Atticum*, II, c. 50 B.C.

It is bad advice that cannot be changed.  
PUBLILIUS SYRUS: *Sententiae*, c. 50 B.C.

No matter how harsh advice may be, it injures  
no one. IBID.

Whatever your advice, make it brief.  
HORACE: *De arte poetica*, c. 8 B.C.

PN 6081  
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WH

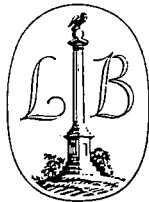
# Familiar Quotations

*A collection of passages, phrases and  
proverbs traced to their sources in  
ancient and modern literature*

FIFTEENTH AND 125TH ANNIVERSARY EDITION  
REVISED AND ENLARGED

## John Bartlett

Edited by EMILY MORISON BECK  
and the editorial staff of Little, Brown and Company



LITTLE, BROWN AND COMPANY • BOSTON • TORONTO

him untrustworthy is to distrust him and show your distrust.

*The Bomb and the Opportunity*  
[March 1946]

- 1 The only deadly sin I know is cynicism.  
*On Active Service in Peace and War* [1948], introduction

**Edward Bradford Titchener**

1867-1927

- 2 Common sense is the very antipodes of science.

*Systematic Psychology: Prolegomena* [1929]

**Harry Leon Wilson**

1867-1939

- 3 I can be pushed just so far.  
*Ruggles of Red Gap* [1915]

**Wilbur Wright**

1867-1912

and

**Orville Wright**

1871-1948

- 4 Success. Four flights Thursday morning. All against twenty-one-mile wind. Started from level with engine power alone. Average speed through air thirty-one miles. Longest fifty-nine seconds. Inform press. Home Christmas.

*Telegram to the Reverend Milton Wright, from Kitty Hawk, N.C.*  
[December 17, 1903]

**Émile Auguste Chartier [Alain]**

1868-1951

- 5 To think is to say *no*.  
*Le Citoyen contre les Pouvoirs*
- 6 We prove what we want to prove, and the real difficulty is to know what we want to prove.  
*Système des Beaux-Arts* [1920]
- 7 Nothing is more dangerous than an idea, when it's the only one we have.  
*Libres-propos*

**Paul Claudel**

1868-1955

- 8 You explain nothing, O poet, but thanks to you all things become explicable.

*La Ville* [1897], act I

*Stimson — Du Bois*

- 9 The words I use  
Are everyday words and yet are not the same!  
You will find no rhymes in my verse, no magic.

There are your very own phrases.

*La Muse Qui Est la Grace* [1910]

- 10 When man tries to imagine Paradise on earth, the immediate result is a very respectable Hell.

*Conversations dans le Loir-et-Cher* [1929]

**Norman Douglas**

1868-1952

- 11 You can tell the ideals of a nation by its advertisements.

*South Wind* [1917], ch. 7

- 12 No one can expect a majority to be stirred by motives other than ignoble. *Ib.* 10

- 13 No great man is ever born too soon or too late. *Ib.* 13

- 14 Many a man who thinks to found a home discovers that he has merely opened a tavern for his friends. *Ib.* 24

**William Edward Burghardt Du Bois**

1868-1963

- 15 The problem of the twentieth century is the problem of the color line.<sup>1</sup>

*To the Nations of the World; address to Pan-African conference, London* [1900]

- 16 Herein lies the tragedy of the age: not that men are poor—all men know something of poverty; not that men are wicked—who is good? Not that men are ignorant—what is truth? Nay, but that men know so little of men. *The Souls of Black Folk* [1903]

- 17 It is a peculiar sensation, this double-consciousness, this sense of always looking at one's self through the eyes of others. . . . One feels his two-ness—an American, a Negro; two souls, two thoughts, two unreconciled strivings; two warring ideals in one dark body, whose dogged strength alone keeps it from being torn asunder. *Ib.*

- 18 The cost of liberty is less than the price of repression.

*John Brown* [1909]. *The Legacy of John Brown*

- 19 Liberty trains for liberty. Responsibility is the first step in responsibility. *Ib.*

<sup>1</sup>See Frederick Douglass, 556:8 and 556:9.

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OK to staff  
XX

(Smith/Blessey)

5 P.M.

February 15, 1990

RED

PRESIDENTIAL REMARKS: RED CROSS  
WASHINGTON, D.C.  
FRIDAY, FEBRUARY 23, 1990

Chairman Moody, Ladies and gentlemen. It's always a pleasure to address the Red Cross. // One reason is that if my speech is a disaster, relief is close at hand. // Moreover, you prove what Emerson said: "The greatest gift is a portion of thyself." //

Eighty-two years ago, a large man -- William Howard Taft -- began an even larger tradition. And since then, every President has been privileged -- as I am -- to serve as American Red Cross Honorary Chairman and proclaim March American Red Cross Month.

To Franklin Roosevelt, the Red Cross "embrac[ed] in its membership all races and creeds." // To Dwight Eisenhower, it mirrored the "warm heart of a free people." // And it was another great President, Ronald Reagan, who rightly observed that "The Red Cross has [always] met the challenge."

Those traits are crystalized in the three windows beside me -- windows commissioned by the Red Cross in 1917, and which represent the theme of ministry through sacrifice. They show what the Red Cross does. // From collecting blood to combating disaster. And what it has meant through generations of service.

((Let me tell a story which illustrates that meaning. It's

about a violent winter snowstorm -- and a remote mountain cabin all but covered by snow drifts.

((A Red Cross rescue team was carried by helicopter to within a mile of the cabin -- then struggled to the cabin and shoveled a path through the snow. Finally arriving at the door, the lead rescuer knocked. It was opened by a crusty mountaineer.

("We're from the Red Cross," the rescuer explained. To which the mountaineer scratched his head. // "Well, it's been a right tough winter," he said at last. "I don't see how we can give anything this year.") //

A few moments later, the mountaineer got the message: That rescue team was there to help. Just as by asking others to give of, not to, themselves, the Red Cross ~~has become~~ <sup>is among</sup> what I call ~~among~~ "a thousand points of light" -- that vast galaxy of voluntary associations working together to solve problems.

"Point of light," yes. And star of hope across the globe. For 109 years that star has shone anytime there has been a need -- anywhere you are needed. Rejecting the "Me"-Generation. Acclaiming the "We"-Generation. And today it dazzles still. In 2,800 chapters -- in over \_\_\_ towns and cities -- providing light at the end of the tunnel.

Look, first, at America. When Civil War seared the Union -- or the Dustbowl ravaged lives -- the Red Cross star lit the night for millions of people. As it did in 1989 from Hurricane Hugo to Northern California. Through CPR, AIDS education, and programs for the elderly -- the Red Cross star casts a glow of love ~~and~~ <sup>and caring.</sup>

Showing how the definition of a successful life must include serving others.

That definition, naturally, is not limited to America. // So in the late 1800s the Red Cross sent food and medical supplies to a famined Russia. And since then has served ~~in Wars~~ from San Juan Hill to Hamburger Hill. // In 1987, 1,200 Red Cross volunteers assisted when Bangladesh was flooded. // Last year, you sent the first international disaster relief to the Soviet Union since 1923. // And today, look at Germany. Where you're providing emergency food, clothing, and medical aid to new refugees.

These efforts prove anew that a world without the Red Cross would be a terrible cross to bear. And show how the Red Cross star of hope can shine forever: By helping the volunteers of today become the leaders of tomorrow. //

For evidence, look at these men and women -- each a "Star Player" honored by the Red Cross -- or, as you say, each "playing your part." Dorothy Campbell-Bell of Nashville. Teaching law in the classroom -- and the disabled to swim. Or Rochester, New York's, Joe Delgado. Father of the Organization of Latin American Students. // In Philadelphia, Bill Gallagher is a Cross leader and full-time medical student. And in Sea Isle City, New Jersey, Karen Maiorana manages Operation Fireside. // Then, there's Hartford's Ben Robinson. One of Ebony Magazine's Ten Young Leaders of America. And Debra Johnson of Ashtabula. The 1988 Volunteer of the Year. //

That's some battalion. And today they're leading a cavalry charge of hope and healing. They're among the more than 21,000 volunteers who grace settings from day-care centers to inner-city schools. And who last year raised nearly \$145 million for the Red Cross disaster relief fund. ~~Proving that life is measured not by what's in our bank account --- but by holding ourselves to account for the well-being of our community. ://~~

I began with a story about such service to others. I'd like to close with another. It's about a man -- Woodrow Wilson -- who so admired the Red Cross that he once told Admiral Gary Trayson to gather up sheep and put them grazing on the White House lawn.

"He appointed me shepherd of the flock," Trayson recalled. "When shearing time came I reported to him that we had a little over a hundred pounds of wool." // With that, Wilson ordered him to send two pounds of wool to every State -- telling the Governors to have it auctioned for the benefit of the Red Cross.

The auction raised \$50,000 -- and in time, Admiral Grayson became Chairman of the Red Cross. For like Woodrow Wilson, he believed in "We," not "Me." And that only "Do unto others" could define a successful life both for the individual and Nation.

You share -- you live -- that belief. And have made the Red Cross a star of hope unto the world. This table was used by the Red Cross Chairman when William Howard Taft was President. So it's my honor to now use it as I sign the proclamation making March American Red Cross Month. Thank you for inviting me. God bless the Red Cross. And God bless the United States of America.

AMERICAN ADVERTISING FEDERATION

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*NATIONAL  
ADVERTISING  
CONFERENCE*

*June 7-11, 1991*



*The High Notes*

< IN NASHVILLE >

T E N N E S S E E

**OPRYLAND HOTEL**



AMERICAN ADVERTISING  
FEDERATION

The AAF 1991 National Advertising Conference has an array of advertising's forward thinkers to challenge you to Hit The High Notes in your personal and professional life. Don't miss your chance to attend advertising's most provocative and dynamic annual gathering!

June 7-11, 1991

# Conference

Hit

## The High Notes

◀ IN NASHVILLE ▶  
T E N N E S S E E



**Peter Kann**  
Chief Executive Officer & President  
Dow Jones & Company, Inc.  
Publisher, *The Wall Street Journal*



**William LaMothe**  
Chairman & Chief Executive  
Officer  
Kellogg Company

We'll help you Hit The High Notes in your career with our popular professional development and ad club management workshops, including: **Build Volunteer Participation and Commitment; Art of Managing People; Tactics For Membership Growth; Marketing Your Club's Intangible Services; Creative Problem Solving;** and more! Get energized at AAF's workshops and you'll leave tuned to Hit The High Notes.

The AAF 1991 National Advertising Conference will host several major national advertising events you won't want to miss. Share the excitement as the finest advertising and marketing students in the country compete for top honors in the **1991 National Student Advertising Competition**. 15 finalist student teams will present their campaigns to position NSAC-sponsor American Airlines as the premier U.S. carrier for the international business traveler. Celebrate the best of American advertising at the **1991 National ADDY Awards** Presentation and Exposition. At the **AAF Member Awards Celebration**, AAF will honor outstanding member accomplishments with the presentation of the National Club Achievement Awards, Ad Club of the Year Awards, Distinguished Advertising Educator of the Year Award... and other surprises.

The National Student Advertising Competition is reason enough for students and professors to come to Nashville. But the AAF 1991 National Advertising Conference has much more to offer. Hit The High Notes in our workshops designed exclusively for you. Agency pros will challenge you in a creative workshop to devise a strategy for a fictional ad campaign; and professional recruiters from Bozell, J. Walter Thompson and Young & Rubicam will conduct a **Career Search Workshop** on how to land a job in advertising. Also, after the NSAC, trade stories with fellow competitors, network, make contacts, and pick the brains of hundreds of ad professionals at the **Toast To The AAF Students**. Plus, meet plenty of young ad professionals and NSAC veterans at the **College Chapter Reunion**.

Need a lift? Recession's got you down? Feeling blue? Then come to Nashville and get a smile on your face. Join us in Music City USA and we'll Hit The High Notes together at the AAF 1991 National Advertising Conference.

America's premier advertising conference takes place June 7-11 at the magnificent Opryland Hotel in the heart of Nashville, Tennessee. To Hit The High Notes, register today by completing the attached forms and receive the early registration discount. **For more information call Karen Cohn at 1-800-999-AAF1.**

## Multiple Registration Rebate

The AAF now offers a substantial rebate if three or more members register from an AAF ad club. For example, the first two members pay \$505; the third registrant is rebated \$25, the fourth: \$50, the fifth: \$75, and the sixth registrant is rebated the full registration fee.

**When initially registering, send the entire amount of \$505 for each registrant. Your ad club will be rebated the above amounts within 30 days after the conference.**

## American Airlines Discount

American Airlines is the official airline of the AAF 1991 National Advertising Conference. American is offering up to 40% off its round-trip, unrestricted day coach fare for conference attendees. In addition, American is offering 5% off the lowest applicable round-trip fare subject to availability. All fare rules and restrictions apply. The 5% discount also applies to round-trip first class travel. (Note: there is a \$30 service fee on the special discount if tickets are returned for a refund). To obtain the special AAF 1991 National Advertising Conference fare, call American's Meeting Services Desk toll-free at 1-800-433-1790 and refer to **Starfile S-04614D**.

You may also call **Here Today There Tomorrow**, the official conference travel agent at 1-800-368-5965 or 202-296-6373. Identify yourself as an AAF 1991 National Advertising Conference attendee, and they will reserve your favorite seat at the lowest possible fare on American or the carrier of your choice.

## REGISTRATION

(Please print or type)

NAME \_\_\_\_\_

TITLE \_\_\_\_\_

COMPANY \_\_\_\_\_

COMPANY ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

NAME ON BADGE \_\_\_\_\_ PHONE \_\_\_\_\_

(as you would like it to appear)

SPOUSE'S NAME \_\_\_\_\_

(if paid registrant)

Is this your first AAF National Conference?  Yes  No  
I represent the following AAF affiliation:  Company  Club/Federation  
 College Chapter  Affiliated Association  Non-Member

(Name of AAF company, club, association or college)

FEES	Postmarked	
	on or before May 17	after May 17
Company, Senior Club or Association	\$505	\$555
Ad 2, Educator	\$375	\$415
Spouse	\$350	\$385
Student	\$225	\$250
Non-Member	\$640	\$705

## HOTEL REGISTRATION

(Please print or type)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ ARRIVAL DATE: \_\_\_\_\_ APPROX TIME: \_\_\_\_\_ AM PM

# OF ROOMS \_\_\_\_\_ # OF ADULTS (OVER 12 YRS) \_\_\_\_\_ DEPARTURE DATE: \_\_\_\_\_

NAME OF PERSON(S) SHARING ROOM(S) \_\_\_\_\_

ARRIVAL DATE(S) \_\_\_\_\_ APPROX. TIME: \_\_\_\_\_ AM PM

### Accommodations & Rates (Please check)

SINGLE (1 Person/1 Bed) \$111  TRIPLE (3 People/2 Beds) \$141

DOUBLE (2 People/1 Bed) \$126  QUAD (4 People/2 Beds) \$156

DOUBLE/DOUBLE (2 People/2 Beds) \$126  PARLOR OR SUITE Call Opryland Hotel for rates

All rates subject to 7¼% state tax and 4% occupancy tax. To avoid duplication of reservations, please submit only one card when sharing accommodations with one or more individuals.

## Special AAF Rental Car Discounts

AAF recommends conference attendees take advantage of the special discount daily rates on rental cars being offered by **Avis\*** and **Alamo**. **Avis** is guaranteeing attendees daily rates ranging from \$36-\$39. To reserve a car from **Avis**, call 1-800-331-1600 and use their **Worldwide Discount Number W020920**. Daily rates include 150 free miles per day. **Alamo** guarantees daily rates from \$30-\$40. To rent from **Alamo** call 1-800-732-3232 and request plan "BY" 210154. Daily rates include unlimited free mileage. Both companies offer the special rates from one week before to one week after the conference.

\*AAF corporate member

## Hotel Shuttle Bus

The Opryland Hotel operates a shuttle bus from the Nashville Airport. Proceed to the Opryland USA Information Desk located under the large green canopy on Ground Transportation Level 1. Shuttle departs the airport every hour on the half-hour, beginning at 6:30 a.m. The fare is \$11 round-trip; \$7 one-way. Cab fare is \$17-\$20 one-way.

## Grand Ole Opry

Join your fellow AAFers on Friday, June 7 for an evening of live down-home entertainment at the world famous **Grand Ole Opry**, a Nashville tradition since 1925. Summer evening shows normally sell out weeks in advance, so the Opry recommends ordering your tickets immediately. Tickets can be purchased by calling 615-889-3060. Prices are \$14.55 for main floor and lower balcony, \$12.39 for upper balcony. American Express, MasterCard, VISA and Discover are accepted. Showtime is 9:30 p.m.

Enclosed is my check for \$ \_\_\_\_\_  
Please charge my:  VISA  MasterCard  American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

### Multiple Registration Rebate

Receive a rebate if three or more individual AAF club members register for the conference. For example, the first two members pay \$505, the third registrant is rebated \$25, the fourth: \$50, the fifth: \$75, and the sixth registrant is rebated the full registration fee. **When initially registering, send the entire amount of \$505 for each registrant. Your ad club will be rebated the above amounts within 30 days after the conference.**

### Registration Policy

To ensure a 100% refund, cancellation requests must be made in writing to AAF Headquarters on or before May 30, 1991. Cancellations received May 31-June 6 will be charged \$100. **NO SHOWS** will receive **NO REFUND**. **ALL REGISTRATIONS MUST BE PRE-PAID** (In U.S. funds only). Make checks payable to the American Advertising Federation.

**SEND COMPLETED REGISTRATION FORM WITH PAYMENT TO:**  
**Christie Dalgarno, American Advertising Federation, 1400 K Street NW, Suite 1000, Washington, DC 20005 (202) 898-0089.**

## OPRYLAND HOTEL

**\*Important:** Check-out time is 11 a.m. Plan to arrive after 3 p.m., so that your room will be ready upon arrival. Any guest checking out after 11 a.m. will incur a late charge.

\*All reservations must be received by May 10, 1991. Reservations received after the cut-off date will be confirmed on a space availability basis. Reservations will be accepted on a first come-first served basis. In the event rate or room type requested is not available, nearest available rate or room type will be assigned.

### Room Guarantee

All reservations received must be accompanied by a first night room charge deposit or an American Express, MasterCard, VISA, Carte Blanche, Diners Club or Discover credit card number and expiration date. For full refund of room deposit, or to avoid charge on your credit card, please cancel reservation at least 72 hours prior to scheduled arrival.

Check or money order enclosed, payable to the Opryland Hotel, equal to one night's room rate.

Credit card information enclosed

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

AmEx  MasterCard  VISA  Carte Blanche  
 Diners Club  Discover

Signature \_\_\_\_\_

### CUT-OFF DATE: MAY 10, 1991

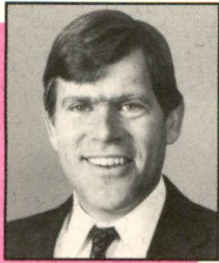
Group rate and availability are not guaranteed after the cut-off date.

### RETURN DIRECTLY TO:

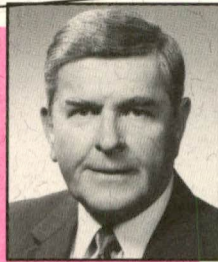
**The Opryland Hotel  
Reservations Manager  
2800 Opryland Drive  
Nashville, TN 37214  
(615) 889-1000**



**John Elliott, Jr.**  
Chairman Emeritus  
The Ogilvy Group



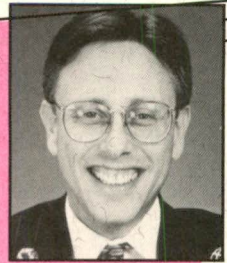
**Donald Elliman**  
Executive Vice President, Group  
Publisher  
Time Warner, Inc.



**Howard Bell**  
President  
American Advertising Federation



**Jan Soderstrom**  
Vice President-Advertising &  
Marketing Communications  
VISA U.S.A.



**Marc Cashman**  
President  
Cashman Commercials

5:00 p.m.-6:30 p.m.  
6:30 p.m.-8:00 p.m.

College Chapter Reunion Reception   
National ADDY Awards Presentation  
and Exposition

“Marketing Your Club’s Intangible  
Services”   
Arlene Farber Serkin  
President  
Washington Consulting Group, Inc.

## Monday, June 10, 1991

7:00 a.m.-6:00 p.m.  
7:00 a.m.-8:30 a.m.  
9:00 a.m.-11:30 a.m.

Registration  
General Breakfast   
General Session   
“A Parting Shot”  
AAF ’89-91 Chairman David Bell  
President  
Bozell Inc.  
“Value Added Media”  
Don Elliman  
Executive Vice President, Group  
Publisher  
Time Warner, Inc.  
Peter Kann  
Chief Executive Officer & President  
Dow Jones & Company, Inc.  
Publisher, *The Wall Street Journal*

11:45 a.m.-12:30 p.m.  
12:30 p.m.-2:30 p.m.

William LaMothe  
Chairman & Chief Executive Officer  
Kellogg Company  
NSAC Winning Ad Campaign  
College Chapter Business Meeting  
AAF/Nashville Advertising Federation  
Luncheon

2:30 p.m.-5:00 p.m.  
2:30 p.m.-5:00 p.m.  
2:30 p.m.-5:30 p.m.

“Two Thin Slices of Insanity”  
Gordon MacKenzie  
Creative Paradox  
Hallmark Cards  
AAF Board of Directors Meeting  
“Hands On: A Creative Advertising  
Workshop”   
Concurrent Workshops  
“Creative Problem Solving”   
Gerry Tabio  
President  
Creative Resources  
“Enhance Your Club’s Visibility and  
Image Through Communication”   
Kathy Kerchner  
Owner  
Interspeak

5:30 p.m.-6:30 p.m.  
7:30 p.m.-11:00 p.m.

Ad 2 Business Meeting  
General Jackson Showboat  
Dinner & Show   
(Buses leave hotel at 7:40 p.m.)  
Ship-to-Shore Nightcap Party

11:00 p.m.-1:00 a.m.

## Tuesday, June 11, 1991

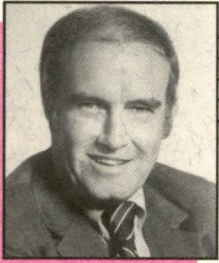
7:00 a.m.-2:00 p.m.  
8:00 a.m.-9:30 a.m.  
8:15 a.m.-8:45 a.m.  
8:45 a.m.-9:15 a.m.  
9:30 a.m.-11:30 a.m.

Registration  
General Breakfast   
Annual Business Meeting  
“Reflections of a Hall of Famer”   
Jock Elliott  
Chairman Emeritus  
Ogilvy & Mather Worldwide  
General Session   
“Yes, It’s Creative. But Will It Sell?”  
Ron Anderson  
Vice Chairman, Chief Creative Officer  
Bozell Inc.  
“Big Idea Marketing”  
Jan Soderstrom  
Vice President-Advertising and  
Marketing Communications  
VISA U.S.A.  
“Absolut Advertising”  
Richard Costello  
President & Chief Operating Officer  
TBWA Advertising, Inc.  
“Wide-Screen Radio”  
Marc Cashman  
President  
Cashman Commercials  
Luncheon   
“A Last Hurrah for Advertising”  
John Bergin  
Vice Chairman  
McCann-Erickson Worldwide

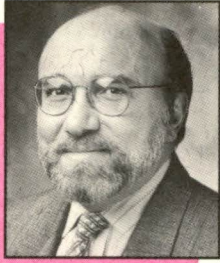
12:30 p.m.-2:30 p.m.

CONFERENCE ADJOURNS

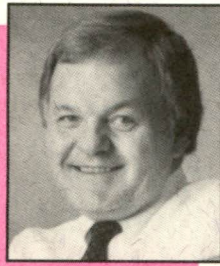
# Speakers



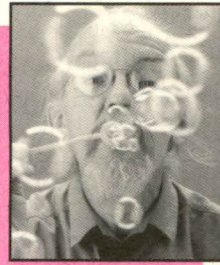
**John Bergin**  
Vice Chairman  
McCann-Erickson Worldwide



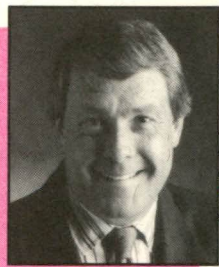
**Richard Costello**  
President & Chief Operating  
Officer  
TBWA Advertising, Inc.



**Ron Anderson**  
Vice Chairman & Chief Creative  
Officer  
Bozell Inc.



**Gordon MacKenzie**  
Creative Paradox  
Hallmark Cards, Inc.



**David Bell**  
President  
Bozell Inc.  
Chairman  
American Advertising Federation

## Key to Symbols

- = { Club President/Officer  
Club Executive Director  
Club Committee Chair
- = Ad Executives
- = Students and Educators

## Friday, June 7, 1991

- 1:30 p.m.-2:30 p.m. District Officers Orientation Session
- 2:00 p.m.-7:00 p.m. Registration
- 2:30 p.m.-5:30 p.m. Council of Governors Meeting
- 6:30 p.m.-7:30 p.m. Jack Daniel's AAF Tennessee Welcome Reception
- 9:30 p.m. AAF at the Grand Ole Opry

## Saturday, June 8, 1991

- 7:00 a.m.-7:30 p.m. Registration
- 8:00 a.m.-7:00 p.m. National Student Advertising Competition
- 8:00 a.m.-11:45 a.m. Ad 2 Business Meeting
- 8:00 a.m.-11:45 a.m. Executive Directors/Secretaries Club Management Seminar   
Chuck Rumbarger, CAE  
Founder and Owner  
Association Management Group
- 9:00 a.m.-11:45 a.m. ADDY Workshop & Forum
- 9:00 a.m.-11:45 a.m. State Legislative Workshop: Mobilize the Power of Your Ad Club
- 12:00 p.m.-1:30 p.m. Regional Business Meetings
- 12:30 p.m.-2:00 p.m. Past Governors Advisory Council Lunch
- 12:45 p.m.-6:30 p.m. Ad 2 Public Service Competition
- 1:00 p.m.-5:00 p.m. Division I (500+/Major Market Clubs) Meeting
- 1:00 p.m.-2:45 p.m. Executive Directors/Secretaries Idea Exchange
- 3:00 p.m.-5:00 p.m. Speaker Preview: Audition four AAF-recommended speakers
- 3:00 p.m.-5:00 p.m. "Build Volunteer Participation and Commitment in Your Ad Club"   
Chuck Rumbarger, CAE  
Founder and Owner  
Association Management Group
- 5:15 p.m.-7:00 p.m. District Meetings

- 7:30 p.m.-9:30 p.m. American Airlines' Toast to the AAF Students

## Sunday, June 9, 1991

- 7:00 a.m.-6:00 p.m. Registration
- 7:00 a.m.-8:30 a.m. General Breakfast
- 7:30 a.m.-8:30 a.m. Academic Breakfast
- 9:00 a.m.-Noon General Session   
Opening Ceremonies  
"AAF Back to the Future: 23 Years of History in the Making"  
Howard Bell, AAF President  
"People Smart: Powerful Techniques for Turning Every Encounter into a Mutual Win"  
Dr. Tony Alessandra  
President  
Alessandra & Associates
- 10:30 a.m.-11:30 a.m. Spouses Welcome To Nashville
- 12:30 p.m.-2:30 p.m. AAF Member Awards Celebration
- 2:30 p.m.-4:00 p.m. "Using a Consumer Database in Ad Research and Media Planning"   
Bill Schneider  
National Demographics & Lifestyles
- 2:45 p.m.-3:45 p.m. NSAC District Coordinators Meeting
- 2:45 p.m.-5:15 p.m. Concurrent Workshops  
"Art of Managing People"   
Dr. Tony Alessandra  
President  
Alessandra & Associates  
"Tactics to Achieve Membership Growth"   
Chuck Rumbarger, CAE  
Founder and Owner  
Association Management Group  
"Career Search Workshop"   
Robin Portnoy  
Vice President, Professional  
Recruitment  
Bozell Inc.  
Roni Elson  
Vice President, Director of Personnel  
J. Walter Thompson  
Virginia Hanchar  
Human Resource Representative  
Young & Rubicam  
John Costo  
Ad 2, PA



AMERICAN ADVERTISING  
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*National Advertising Conference*  
*June 7-11, 1991*

