

Advents

November 2010

The official newsletter for AAF-Great Falls.

November 3 *Bullet Proof Marketing*



Eric George

sponsored by



Consumers choose the business that presents the greatest value to them. Most Montana businesses must utilize a “service first” marketing strategy since large chains are nearly unbeatable with respect to price. Building the greatest perception of value for a customer is the greatest challenge for local businesses.

A high level of customer service creates a positive perception of overall value in a business so customers make fewer decisions based on price alone. Eric George of Stockman Asset Management (a sister company to Stockman Bank) consults and lectures internationally regarding building systems of incomparable customer service in healthcare, financial, and retail businesses. Eric will illustrate the concepts behind building a high perception of value within a single customer service cycle. This perception of value can have such impact that the customer becomes “bullet-proof” to all the price-based marketing bullets fired at them. The end result is that customers value what is typically more important to them (service) making price less of an issue in purchasing decisions.

November 17 *Ad Club Business Meeting*



Attend our November 17th meeting and hear the latest and greatest plans for the Club. Learn about committees you can get involved in, including four new fundraising committees (be sure to sign up for one if you haven't already)! Fundraising activities include production for art exhibit shows, a cooking competition, a professional luncheon and speaker presentation at the 2011 What Women Want Expo, and a Cinco de Mayo fiesta.

In addition, you will receive information from the Personnel Committee regarding the search for a new Executive Director.

Have questions you would like answered? Please contact President Tia Dear or any board member before the meeting. Find their contact info on our website!





Message from the President by Tia Dear

Executive Committee

Tia Bastas Dear, President



Rett Hollar, 1st V. P.
The Office Center



Marianne Sepich, 2nd V. P.
Belt Valley Bank



Jack May, Past President
Sign Pro

Board of Directors

Becky Fisher Timmons (2010-2013)
Pacific Cataract & Laser Institute



Carey Gray (2008-2011)
CAT Graphics



Kathy Lear (2008-2011)
Paris Gibson Square Museum of Art



Julie McCamley (2009-2012)
Teachers Federal Credit Union



Carmen Moore (2009-2012)
Wendt Integrated Communications



Kristine Schow (2010-2013)
RE/MAX of Great Falls



Max Smith (2009-2012)
Great Falls Tribune



Mark Tronson (2010-2013)
Allegra Print & Imaging



Michelle Wood-Marko (2008-2011)
Big Sky Compliance Consulting



Staff

Sara Becker (sara@gfaf.com)
Executive Director

Mel Lind (mel@gfaf.com)
Bookkeeper

Ad Club/AAF – Great Falls

609 10th Avenue South, Ste. B
Great Falls, MT 59405
P: 761-6453 F: 453-1128
Web: www.gfaf.com
Email: gfaf@gfaf.com



Good afternoon fellow Ad Clubbers!

What an amazing October! I guess we got our “summer” a little late, but better late than never as I say!

We are moving right along with our meetings. We’ve had some great speakers and great subjects that were very timely for where we are as a Club. Remember to always check our website for information on our speakers.

This will be Sara’s last *Advents*. We had to say good-bye to Renee and now to Miss Sara. This is a sad note, but I do wish her the very best in her new venture. If you’ve been thinking about dropping her a line or stopping in to say “good-bye,” this is your last opportunity.

On that note, we have assembled a search committee to determine a new hire position (determining full time/part time, job description, membership involvement, etc. So with that being said, any of you who would be willing to step up to the plate and help out in the office, please contact myself (590.1209) or Sara (only through Friday November 5th) as we are getting things put into place. We really need a lot of participation and involvement from all of you. I am asking each of you to get involved. We have some committees that need help: our Addy’s Show coming up could use some volunteers, and in our office when Sara is gone. Thank you in advance to all of you who are willing to participate and get involved with our Club!

We have certainly been through an unusual time in our Club’s history (to say the least), but we are continuing to move forward. We are setting the groundwork for our new fundraisers, with our first one being our Addy’s Show in February. The Future Planning Committee’s fundraising recommendations have been presented and we have received a great response from members to sign up for committees. I look forward to the rest of the Club signing up at our November meetings. More about these fundraisers will be discussed at our November 17th Club business meeting.

Sincerely,
Tia Bastas Dear
President





50/50 and Luck of the Draw:

Ad Club meetings just aren't Ad Club meetings without prizes!

October 6th:

50/50 - \$44.50
– won by Joe Aberle

Luck of the Draw:

- Bottle of Huckleberry wine donated by Wendt – won by Annie Alcorn
- Tickets to “A Night of Jazz and Spirits” donated by Kathy Lear – won by Chelle Feist
- “What Women Want” gift basket donated by the Tribune – won by Tim Peterson

October 20th:

50/50 - \$33
– won by Annie Alcorn

Luck of the Draw Winners:

- Bottle of wine donated by Mark Tronson – won by Tom Sidor
- UGF all-sport season passes donated by Kristi Golik – won by Jean Vaskey
- Box of wine donated by Carey Gray – won by Kristina Davis (guest)



Annie Alcorn of Stockman Bank and Pam Bennett of Wendt.



Tim Peterson of L'Heureux Page Werner



Chelle Feist of Easter Seals-Goodwill



Member Birthdays:

November is a special month for these members. Wish them a Happy Birthday!

Linda Poore	November 3
Lisa Goff	November 8
Keith Teske	November 16
Tianna Ford	November 19
Laura Redmond	November 19
Jon Saunders	November 20
Ron Korb	November 21
Kristine Schow	November 28



New Members:

Please extend a warm welcome to these new Ad Clubbers!

New Members:

- **Kristy Cowell**, representing First Interstate Bank



Executive Director Report by Sara Becker

Greetings, Ad Clubbers...

November is a month to give thanks; as I write my final letter as your Executive Director, I have much to be thankful for.

I am thankful for the six years I was a member of this fine Club as well as for the two and a half years I have served as Executive Director. I am thankful for the members I have met, many of whom I am honored to call friends. Mostly, I am grateful to have been a part of our wonderful Great Falls community.

My last day with the Club will be November 5th. Then, I will be packing up my things and heading to Billings for a new adventure with First Interstate Bank, where I will assume the role of Advertising and Public Relations Manager in their corporate office. I am excited for this new opportunity, yet feeling bittersweet to leave the place I have called home for so long.

Without a doubt, this is a time of transition for our Club, but remember that change is not always bad. I see the coming months as a time for our Club to shine. Our members need to band together and approach the challenges ahead with enthusiasm and energy. I am confident that together, the Club can rise above adversity and flourish.

A search committee has been formed to find a new Club administrator. Until the right person is found, it is important that members help pick up the slack. If you are asked to help, please do so. If you have some extra time to help staff the office, please let Tia know. There are many exciting possibilities for the future of this Club but they will not come to fruition without involvement from every member of this Club. Now is the time to act.

Thank you for the opportunity to be a part of such a remarkable organization; Ad Club has truly been a blessing in my life. Please accept my heartfelt thanks for the support you have given me during my time as Executive Director. It was challenging to say the least but it was also a wonderful experience. I will miss being a part of Ad Club; please keep in touch. You can reach me at becker_sara@hotmail.com or on my cell phone at 406-799-0073.

Cheers and Best Wishes,

Sara



**Join us Wednesday,
November 3rd
for a "Going Away Mixer"
at Rikki's, located at
1220 9th Street South**

**No-Host festivities are from
5 p.m. to 7 p.m.**

Come bid Sara farewell!





KUDOs Awards:

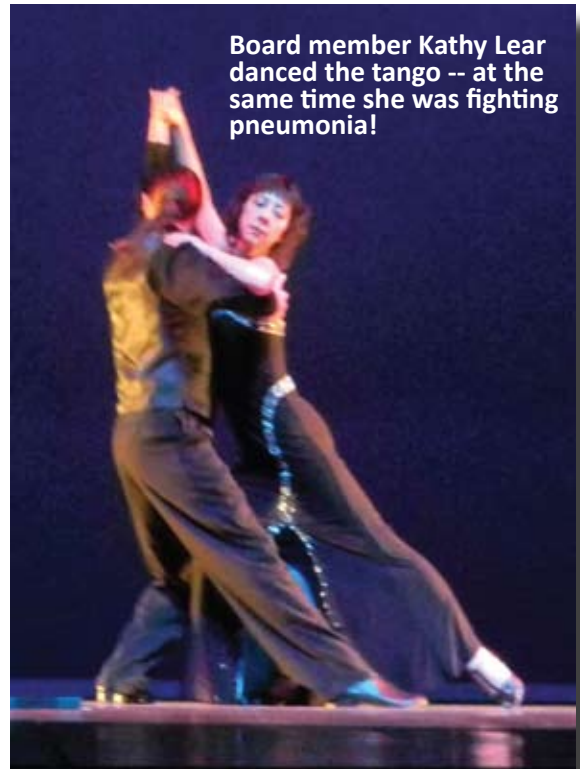
We truly are a Club of movers and shakers!
Kudos to the following members:

- Kudos to Deb Sivumaki for serving as a judge for the first annual Dancing With The Stars – Great Falls. She was definitely the “Paula Abdul” of the group!

Several Ad Clubbers participated in DWTS; more Kudos will be given soon!



Members Heather Palermo and Channing Hartelius (along with Julie Duffy of Stockman Bank) went retro with an Austin Powers dance routine. The effort proved successful and the team won the Grand Prize of \$200 for a charity of their choice: United Way of Cascade County.



Board member Kathy Lear danced the tango -- at the same time she was fighting pneumonia!

Sue Ferrin strutted her stuff in a Broadway-inspired dance number.



Jean Vaskey



Tom Sidor



2010-2011 Ad Club Meetings

All meetings start at noon at the Air Host in the Great Falls Airport. Parking will be validated, so please bring your ticket with you.

- November 3, 2010
- November 17, 2010
- December 1, 2010
- January 5, 2011
- January 19, 2011
- February 2, 2011
- February 16, 2011
- March 2, 2011
- March 16, 2011
- April 6, 2011
- April 20, 2011
- May 4, 2011
- May 18, 2011
- June 15, 2011
- July 20, 2011

Guest lunches are \$15; members are free.



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Do you DIG the Education Committee?



Despite a reduced budget this year, the Education Committee is determined to support marketing and creative arts in the Great Falls community.

To help generate some funds, the Committee has launched a Diamond Dig, sponsored by Riddle's Jewelry. At each Ad Club luncheon, members can purchase a chance to "dig" for a real diamond. Find the diamond and be entered in a grand prize drawing for a diamond necklace. Chances are \$2 each or three for \$5.

So be a gem and dig into your pocketbooks to help support the Education Committee!



The ADDY® Awards is the advertising industry's **largest and most representative** competition, attracting over 50,000 entries **every year** in local ADDY® competitions. The mission of the ADDY® competition is to **recognize and reward** creative excellence in the **art of advertising**.

Entries Due: January 4, 2011

Late Entry: January 10, 2011

Addy Awards Show: February 5, 2011

Conducted annually by the American Advertising Federation (AAF), the local ADDY® Awards is the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie for recognition as the very best in their markets. At the second tier, local winners compete against other winners in one of 14 District competitions. District winners are then forwarded to the third tier, the national ADDY® Awards competition.

Entering the ADDY® competition supports our entire industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness.

**Want to help with the Addy Awards?
Contact Addy Chair Callie Moss at 406-467-2535 for more information.**

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