

October
2010

Advents

The official newsletter for AAF-Great Falls.

October 6

Intellectual Property: What is it?



Bill MacBride

Intellectual Property (IP) is the competitive edge of your business, providing valuable assets and name recognition. Federal statutes provide for three types of IP: Patents, Copyrights and Trademarks. All of these are especially important in the advertising and marketing world. IP can add considerable value to your business. As such, it is imperative to recognize that considerable value exists and to take steps to protect these important assets.

Attorney Bill MacBride is a partner with Gough, Shanahan, Johnson & Waterman in Helena. His practice is concentrated on business organization, natural resources, real property, intellectual property, and business immigration. Bill has authored and co-authored articles for various seminars and publications. He has taught environmental, natural resources and business law, for the Community College of Aurora, the University of Denver Graduate Studies Program, the University of Montana-Helena (formerly the Helena College of Technology) and Montana Tech.

October 20

Elements of Successful Fundraising



**Additional
MARKETING
BOOTCAMP**
see page 7

Peggy M. Owens

Fundraising can be the most challenging area for many organizations. How many dollars will it take your organization to not only achieve but expand its mission? Do you have the capacity to raise these funds? Like many other non-profit organizations, Ad Club is currently faced with these questions.

At this luncheon presentation, learn about fundraising sources and why the foundation for fundraising is communication. Develop and practice an "elevator speech" about the Ad Club, and learn how you can serve as an Ad Club Ambassadors in the community.

Peggy is a certified fundraising executive with 30 years of experience. She has held a variety of positions in administration, fund development and the human services field and is a partner with Sage Solutions Nonprofit Consulting, LLC. Peggy is founding Chairman of the Montana Nonprofit Association Board of Directors and serves as Executive Director Representative to the Big Brothers Big Sisters of America National Professional Association Leadership Council. Peggy developed and taught a curriculum for new Big Brothers Big Sisters executives.



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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)
ReMAX of Great Falls



Max Smith (2009-2012)
Great Falls Tribune



Mark Tronson (2010-2013)
Allegra Print & Imaging



Michelle Wood-Marko
(2008-2011)



Staff

Sara Becker (sara@gfaf.com)
Executive Director

Renee Kapp (renee@gfaf.com)
Administrative Assistant

Mel Lind (mel@gfaf.com)
Bookkeeper

Ad Club/AAF – Great Falls

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Good day to all our membership,

I guess we are truly into fall. I can hardly believe that summer is over... wait, did it even start? Well, I guess we did have a couple of days that were summer. I hope everyone was able to enjoy the summer in one way or another.



We are kicking off another Ad Club fall season and I want to say "thank you" to all of you who were able to make the first official meeting (September 1) and take part in the questions and answers session that we had. It was great to see such a turn out and the passion from our Club members! Questions are always welcome along with thoughts and ideas.

Speaking of thoughts and ideas, we had a great return from you on the survey that Sara sent out. It was awesome! We had a Future Planning meeting last week and it went extremely well. The enthusiasm and ideas for our Club were fantastic! We will be sharing those with all of you very soon.

We will have three representatives going to the District XI board meeting and planning session in Boise this month. District XI is paying all of our expenses; there will be no expenses incurred by our Club.

The speaker for our September 15th meeting was great; we have more scheduled to keep up the mission of Ad Club and deliver to our membership what you expect. Which brings me to another thought: if any of you know of speakers you feel would be good for our Club, please forward their information to Programs Chairman Rett Hollar or any of us on the board. We are diligently watching our budget, so we need speakers that are local, in state, or close to Montana.

Thank you all for staying with us and participating in moving our Club forward. In this time of change, we need strong involvement from our membership; we know we can count on you. I look forward to seeing at our next meeting.

Sincerely,

Tia Bastas Dear



Chuck Fulcher and his lucky lottery tickets.



50/50 and Luck of the Draw:

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

September 1st:

50/50 - \$63.00

– won by Julie McCamley and donated back to Ad Club!

Luck of the Draw:

- Home grown garden basket donated by Michelle Wood – won by Kathy Lear
- Lottery scratch tickets donated by Tonya Jorgensen – won by Chuck Fulcher
- Mary Kay pedicure donated by Norma Ashby – won by Tracie Moats

September 15th:

50/50 - \$58.50

– won by Tim Peterson

Luck of the Draw Winners:

- \$25 Gift Card to Holiday Village Mall donated by Kaylene Kershner – won by Terry Oyhamburu
- Lottery scratch tickets donated by Tonya Jorgensen – won by Tim Peterson
- Montana Griz Package donated by Kristine Schow – won by Peggy Dean



Peggy Dean and Susan Agostinelli.



Tracie Moats shows off her big win.



Kathy Lear and her veggies!



Carmen Moore



Executive Director Report by Sara Becker

Greetings, Ad Clubbers...

October is a month full of tricks and treats. For us at Ad Club, it is mostly treats! We have two great speakers lined up this month, one of whom will also present a Marketing Bootcamp on fundraising, a very timely topic for us.

The Future Planning Committee has come up with some fantastic fundraising ideas for our Club, thanks to all of you who responded to our on-line survey. In all, we had a 30% response rate, which is actually quite good. If you didn't answer the survey, please know that your input is always welcome. Please contact me with any thoughts, concerns, or questions you may have regarding our Club and its future. It is vital that communication within our Club come from leadership as well as from the general membership. The Board of Directors will approve the Committee's recommendations at their October meeting; we will then present information to members about our plans for the future.

One of our Club fundraisers is already in full swing! The Montana Addy Awards are a vital part of our mission as an Ad Club, and chairwoman Callie Moss has been gathering her team together to start working on the show details. Contact the office today to see how you can get involved in this year's Addy show!

In early October, President Tia Dear and Past President Jack May will travel to Boise, Idaho to meet with other Clubs from throughout our District. The best part is that 100% of the trip expenses will be paid for by District...that truly is a treat! Tia and Jack are looking forward to the opportunity to interact with other Clubs and bring back some great ideas for our own Club.

One sad piece of business is unfortunately no trick. Our Administrative Assistant, Renee, is leaving Ad Club for a new opportunity at Centene. I know I speak for the Club as a whole when I say she will be greatly missed. Renee has been with the Club for over three years and has been a valuable employee with her cheery disposition, her can-do attitude, and her strong work ethic. She has been a wonderful teammate and friend. Her last day with the Club will be October 6th. Be sure to come to the Ad Club meeting that day and wish her a fond farewell.

Cheers,

We encourage you to call before stopping by the Ad Club office, as meetings often take us away from the office for an extended period of time. We are typically open from 9 a.m. to 4 p.m. and closed from 12 to 1 p.m. for lunch. Thanks!





Member Birthdays:

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

| | |
|----------------------|------------|
| Carmen Madsen | October 1 |
| Kim Thiel-Schaaf | October 1 |
| Channing Hartelius | October 2 |
| David Pidcock | October 7 |
| Dave Irvin | October 9 |
| Bill Preston | October 15 |
| Diane Bodnar | October 17 |
| Rick Gregory | October 21 |
| Becky Fisher-Timmons | October 23 |
| Michelle Cohens | October 25 |

CONGRATULATIONS

Board Member Michelle Wood recently married Scott Marko. We extend them best wishes for a happy life together!



New Members:

Please extend a warm welcome to these new Ad Clubbers!

Transfers:

- **Dave Goettel**, representing Northern Directory Publishing, replacing Ted Stuff

New Members:

- **Jan McKeown**, representing Russell Country Federal Credit Union
- **Tim Peterson**, representing L'Heureux Page Werner, PC



KUDOs Awards:

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

- **Laura Redmond** on the opening of her new store, Calico Rodeo.
- **Mark Tronson** and the team at Allegra for winning the Allegra Network's Operational Excellence Award and the International Sales Growth Award.
- **Jennifer Fritz** for her column in the *Great Falls Business Journal*.
- **Denise Boggs-Burke** for receiving the Chamber of Commerce's 2010 Leadership Award.
- **Susan Agostinelli, Grant Bebee, Deanna Koepke, Alecia Malek, and Tara Tronson** who are all members of the 2010-2011 Leadership Great Falls Class.



New member Tim Peterson won big at his first meeting.



Tara Tronson, Jennifer Fritz, and Denise Burke

Account Executive

The Great Falls Tribune is looking for a dynamic sales executive to join our advertising team.

- **Competitive starting weekly base pay, plus monthly commission plan based on goal achievement.**
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 - **Work in a team environment**
 - **Have freedom from a desk and the power to grow your own career!**



Requirements:

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P.O. Box 5468

Great Falls, MT 59403
or email: tribunejobs@greatfallstribune.com

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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.

October 6, 2010

October 20, 2010

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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MARKETING BOOTCAMP

Key Elements of Successful Fundraising

WHEN: October 20, 2010, 1:30 p.m. to 5 p.m.

WHERE: Air Host in the Great Falls Airport

COST: \$20 for Ad Club members
\$25 for non-members



Presented by
Peggy M. Owens
of Sage Solutions
Nonprofit
Consulting, LLC

Put on your thinking caps and sharpen your pencils, it's time for another **MARKETING BOOTCAMP**, presented by the Great Falls Ad Club. This seminar's topic: fundraising.

This session is geared toward non-profit leaders and will provide you with the Key Elements of Successful Fundraising. Learn more about **income sources** for non-profits and how the board can provide support in each area. Find out how to build a **diversified fund development plan** for your organization. Understand why **board leadership is essential** to successful fundraising. In addition, you will hear **strategies** to engage and involve the board in fundraising efforts and learn **techniques** for making a successful ask.

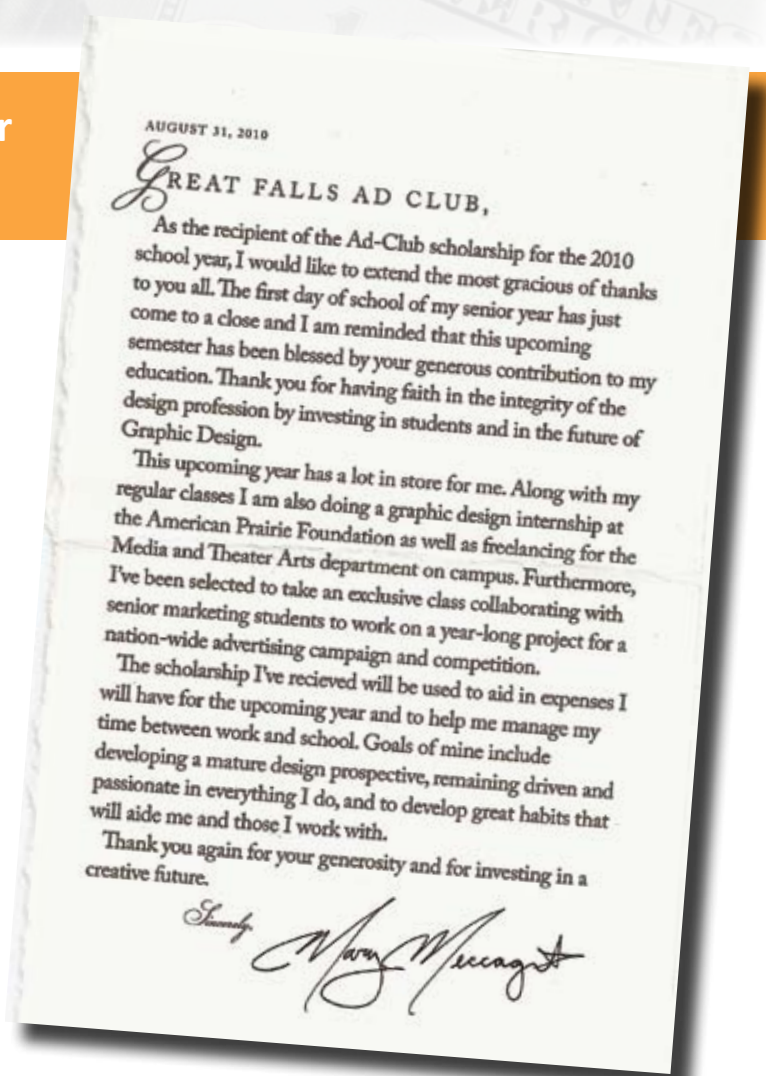
If your organization participates in fundraising efforts, or if you serve on the Board of a non-profit, you need to attend **MARKETING BOOTCAMP: Key Elements of Successful Fundraising**.



College Scholarship Winner
Says Thanks

“
Advertising is the
greatest art form
of the 20th century.
”

~ Marshall McLuhan





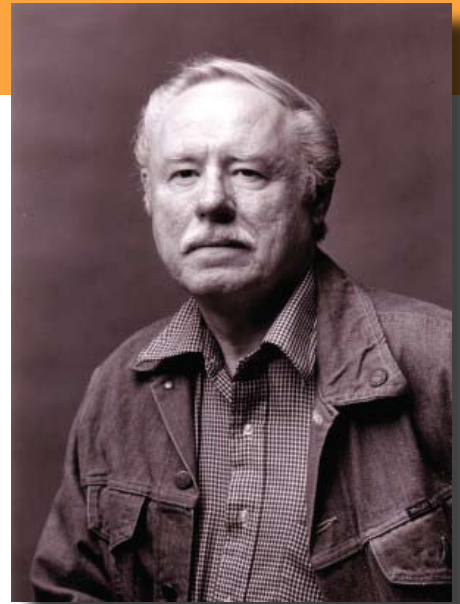
Artist Newman Myrah Passes Away

Noted Western artist and long-time Auction participant Newman Myrah died September 14th in Cheney, Washington. He was 89. A Helena resident since 1996, Myrah recently moved to a Cheney nursing home after coming down with pneumonia.

His longtime friend of more than 35 years, artist Bob Morgan, called Myrah "a consummate artist." Myrah spent most of his life in the art world, both as a designer and art director in the field of advertising. His subjects included western themes, Alaskan fishing depictions and scenes from Mexican street markets. He attended the Art Institute of Pittsburgh, Pennsylvania. Myrah was a charter member of the Western Rendezvous of Art, held annually in Helena.

Ad Club member Audrey Stratford remembers Myrah very fondly. "One of my fondest memories of Newman was in 2000 when I was Auction Chair," she said. Myrah and other notable artists led a seminar titled, "So You Want To Be an Artist? Paint With The Pros." The artists, together with attendees of the seminar, created a 4' x 6' painting, to be donated to the Children's Ward at Benefis Hospital. "Newman roughed in the background with all animals and then everyone worked together to paint it," Audrey explained. "It was the most charming painting and all the kids loved it."

Myrah gifted his art books to Carroll College and his collection of Montana history books to the East Helena branch of the Lewis and Clark Library. Myrah will be buried at Willamette National Cemetery. No service is planned. "I will never forget Newman's generosity," Audrey said. "What a charming fellow; you couldn't help but love him."



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