



EIGHT

Minnesota | North Dakota | South Dakota | Wisconsin

REPORT TO COUNCIL OF GOVERNORS – October 19, 2007

Membership:

The District has nine professional clubs, and three AD2's with a total membership of over 1400. We are also in the process of adding another new club; La Crosse, WI. They are planning on having all of their information in to be voted on at the National Board of Directors meeting in November. We have had two clubs express interest in starting Ad 2's; Bismark/Mandan and Central MN (St. Cloud). At this time – it's only interest.

Fall Conference:

This is a very busy time for us/me – our Fall Conference is in process right now – during our COG meetings. Our conference is in Minneapolis, held in conjunction with the 4A's and Ad Fed of MN – **MinneADpolis**. The separate groups have all worked together to provide a week of programming for the industry and promoting the advertising community in the market. The goal is to do a mini-ad week that will join together all of the various advertising/marketing organizations in the market. 2007 is the first attempt and they are already working towards next year.

The 8th District will provide for the conference attendees; a breakfast with speaker David Murphy, president-Barrie, D. Rozario Murphy; a one-on-one lunch with John Olson – owner OLSON Agency. Also – an ADDY workshop, a first ever Governor's reception to honor our past D8 Governors, the SHOW and of course our District meeting/roundtable discussions combined with breakfast to conclude the conference on Saturday. Our Executive BOD will meet immediately following the conference.

ADDY'S:

The District ADDY judges are almost picked and the date for our judging will be March 6-9th, 2008 in Appleton WI. We will also include an Executive BOD meeting at that time. The new La Crosse, WI club is very excited to be a part of the ADDY process this year.

National Student Advertising Competition/Spring Conference 2008:

We will be holding our NSAC event in St. Paul at the Crowne Plaza Hotel – April 18-19th, 2008. The Ad 2 MN will be conducting their Student Advertising Summit (SAS) in conjunction with the NSAC – that will take place on Thursday April 17th.

This will allow more students to attend both events without taking more time away from school during their busy spring season. Our Spring Conference meeting will be held during that time as well – more details with speakers to come.

District 8 Education Foundation:

Several years ago District 8 began an Education Foundation with the goal of supporting NSAC. Our goal is \$100,000 – we are currently at \$90,425.42!!

Communication – District Goals:

One of my goals was to ensure that I communicated with each club regularly and to help them grow and remain healthy. I and Gina Nacey (Past Governor) devised a challenge for the clubs: **The Great 8 Challenge**. (I have also attached that for you to review.) In line with my goals and the challenge I have held conference calls with the club Presidents every other month. To date we have had 2 calls, July and September – this gives the Presidents a chance to get to know each other and ask club questions regularly – rather than the typical 3 times a year (Fall, Spring, Natl.). In July we held an Executive Board Retreat in Minneapolis. This is our time to get to know each other and to talk about the upcoming year – pass on information and set our budgets. We also held a conference call in August for the Board.

I'm very pleased that Murray Gaylord has agreed to come to Minneapolis in February to speak to the Ad Fed of MN at a breakfast meeting. Also at that time we will hold a mini-reception for agency leaders to meet Murray and talk about getting involved with the ADDY'S.

And - I wish I could tell you how fabulous the Fall Conference was – but I'll have to do that next time.

Thank you –

LuAnn Yattaw
District 8 Governor



District 8's GREAT 8 Challenge

Growth, Responsibility, Engagement, Attendance and Training

~**Volunteerism** – NSAC (1 point per club) Each club that comes to the Spring Conference/NSAC and provides a volunteer(s) to help that weekend will receive 1 point.

~**National Conference** – (5 points plus 1 for each additional) Each club that sends at least one person to National Conference will receive 5 points – 1 point for each additional person attending from your club.

~**District Events** – Fall (5 points plus 1 for each additional person sent to the board meeting and full event) and Spring Conference (3 plus 1 for each additional person sent to the board meeting and full event) *Conference host city is limited to 7 points.

~**Participation** – Conference Calls (1 point per call for 6 possible) These calls will happen in: July, September, November, January, March & May. A member of your BOD may fill in for you to still receive the point.

~**Membership** – Growth (5 points to the club with the greatest percentage increase – min 10%) From June (Natl Conf) 2007 – Spring Conf 2008.

~**Donations** – to NSAC or Foundation (5 points for each \$500)

~**Administration** – Board Roster to LuAnn by July 15, 2007 (2 points) and Membership Roster to LuAnn & AAF by July 30, 2007 (3 points)

~**AAF Involvement** – Mosaic (1 point), Most Promising Minority Student (1 point), Club Achievement (3 points). Each time your club enters or nominates to these AAF programs you will receive points.

The club that gets the most points between **June 2007** and **May 2008** will receive a \$500.00 check to apply towards the 2008 National Conference and a trophy/plaque to display touting their-

DISTRICT 8 GREATNESS!!