

Ad Club Newsletter

January 2010



RSVP Reminder

Send your meeting reservation to DAC Secretary Jenell Hironymous at DecaturAdClub@gmail.com by noon Monday, January 11th!

Upcoming Events

Mark your calendars for these important Ad Club events you won't want to miss!

January meeting	Jan. 12
February meeting	Feb. 9
DAC Trivia Night	Feb. 20
March meeting	March 9
April meeting	April 13
May meeting	None
DECAGON AWARDS	May 14
June meeting	June 8
July meeting	BREAK
October meeting	TBA
November meeting	TBA
Holiday party	TBA

Ad Club's on the Web!

DecaturAdClub.org is your source for DAC news, event information, photo galleries, industry resources, and more! Also, be sure and check us out on our Facebook page!

2010 DAC Trivia Night

Trivia Night
Sat, Feb 20
Decatur Club
7p
Cash Prizes for the top teams

We would love it if each Ad Club Member would be able to fill half a table!

Table of 8 are \$80
Groups of 4 are \$45
Individual tickets are \$12

Come on out, support the Ad Club, have a ton of fun.

Proceeds of event will go to The Decatur Big Brothers Big Sisters for a future "Big/Little Art Day."

Speaking of...

We've got a great slate of speakers planned for upcoming Ad Club meetings. Don't miss the next regular Decatur Ad Club meeting, set for Tuesday, January 12th!

January's speaker is Mike McElroy, Mayor of the City of Decatur.

The January meeting will also serve as an opportunity for us to recruit members to serve on Decatur Ad Club committees. Sign up sheets will be available.

Also, stay tuned for a big announcement regarding this year's Decagon theme at Tuesday's meeting!

Networking begins at 11:30 a.m., followed by the full meeting from 12 to 1 p.m. at the Decatur Club.

Cost for members is \$10. **First time guests are free and members who bring a guest get their lunches for half price!** Please RSVP to DAC Secretary Jenell Hironymous at DecaturAdClub@gmail.com by Monday, January 11th, at noon.

Watch for more information coming soon! If you have any suggestions for speakers that you would like to see at future Ad Club meetings, please send those to DecaturAdClub@gmail.com and our Speaker Chair, Mark Avery will work on booking them! Remember, this is your organization and we want to ensure that we are meeting your needs!

Announcements

Alida Duff Sullivan, CMS's Web Developer, began her New Year in a new position at Richland Community College. Her presence will be missed by her former colleagues, who wish her the very best in her new endeavor.

CMS is happy to welcome AJ Troxell to its staff. He is the company's new Web Developer, offering considerable skill, talent and unique perspective to the team.

DCC Marketing celebrates 10 years in 2010. Serving clients from Central Illinois to Ireland and Nashville to Canada, DCC becomes vested in the companies we service providing strategic planning, marketing, public relations, graphic design and web programming to help companies grow in a constantly changing market. Stay tuned for exciting announcements coming from DCC in our anniversary year.

Fred Puglia has a live radio show, Sunday from 7:00 am to 11:00 am CST on "Big Band Sundays" He will tell his story about the music business when he was a kid growing up in the Bronx and working for the big band agency Willard Alexander. You can listen live: <http://www.wmay.com/listen/>

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Classifieds, etc.

Are you...

- looking for work?
- trying to fill a position?
- hosting an open house event or product release party?
- attending a conference or event that you think other members would be interested in?
- dying to brag about your new promotion, engagement, wedding, baby, car or yacht purchase*, etc., etc.?

The Decatur Ad Club is happy to post many items free of charge for our members. We would love to hear from you all and share your stories and employment needs with the rest of the organization. If you have something you would like to share with the rest of the group, please forward this information to Julie Trueblood at DecaturAdClub@gmail.com no later than one week before the monthly meeting to guarantee inclusion in that month's DAC newsletter.

*Note: Items are published at the editor's discretion and may be edited slightly for relevance and consistency.

State of the Ad Club – January 2010

Greetings Fellow Ad Club Members! It's 2010. Hooray! 2009 is over! It's been a difficult year, or a year of change, for many of us in The Ad Club. But the calendar has turned and it's a new year! As I always say, we head towards what we think and believe! And I believe that change is good and 2010 is going to be OUR best year ever!

I've been President for a year now and I'm finally feeling like I know what I'm doing. I'm also feeling that good things are on the way. We are planning our Annual Decagon Awards and Banquet (Friday, May 14th at The Beach House)! We are moving forward with our first ever Trivia Night (Sat, February 20th at The Decatur Club). We have a Board that is very involved and we've got members who want to get even more involved! That is fantastic!

"What can the Ad Club do for you?" That has been my mission since I took over. Why would someone want to be a part of our group? Network with people in their industry! Acquire additional business! Become more involved in the community! These are all SOME of the reasons why we're in this club! But we all have our own reasons and hopefully yours are being met! If not, call or email me (see below).

Here's the other reason why there's hope! While other Not-for-Profit organizations are financially strapped, our Ad Club is in good shape! In fact, the Central Illinois Ad Club (Springfield and Champaign) folded because they couldn't get enough people to participate. We don't have that problem! How solvent are we right now? So much so, that we are going to donate our profits from our Trivia Night fundraiser to another Non-Profit organization, Big Brothers Big Sisters.

In the past year, we just about broke even financially and, considering in 2009, our biggest fundraiser of the year didn't make us any money, that's saying something.

Looking ahead, there are great things on our horizon! You asked us to become more active on the internet! We're doing that now with a regularly updated Facebook page and Website. You asked us to be more involved in the community. We're doing that by volunteering our time at various places. You asked us to be more Philanthropic! We're doing that by donating proceeds to other organizations.

We're trying to listen to you and I believe we're moving in the right direction. If you have any questions, need information or just want to tell me what you think, please call me at 597-1357 or send me an email at bart@super-savingsbook.com. I'd love to know what you think!

Thanks for your patience and support during my past year as President. 2010 is going to be a great year!

Bart Greenberger

Membership Dues Reminder...

Marie Klemm has distributed invoices for 2009-2010 membership dues. If you have not paid this already, please do so as soon as possible. Contact Marie at DecaturAdClub@gmail.com if you have any questions or concerns or if you have not received an invoice.