

# PORTFOLIO

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## MISSION STATEMENT:

The American Advertising Federation - Cleveland exists to promote the vitality of the communications industry in Northeast Ohio through professional education, recognition of excellence, public service and social activities that are relevant to our members and the community.

## DIRECTORS:

Randy Carpenter, Dick Clough, Roger Frank, Dave Grager, Andy Halko, Chris Jungjohann, Anthony LaGuardia, Stephanie Landes, Todd Saperstein, Jason Schafer, Whitney Scott, Lisa Zone

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## ON THE COVER:

Mary Grodek, of the Cleveland State University Division of Advancement, contacted Wetzler Studios to talk about an exciting photo project she was developing for the Maxine Goodman Levin College of Urban Affairs at CSU. The scope of the project involved creating work to support the recruiting and alumni development efforts of the College with images that portrayed the vast breadth and depth of work available in the field... from city and neighborhood development, to clean water, to community gardens. It was a great assignment, as Rob Wetzler collaborated with Ms. Grodek to really "tell the story" and capture the vibrancy and excitement that the students and graduates feel for their work. Check out the rest of the work at <http://urban.csuohio.edu/>

## FROM THE EXECUTIVE DIRECTOR



AAF-Cleveland is giving back. Beginning this October our Young Professionals group is conducting the **3rd annual Can Castle** to support the

Cleveland FoodBank. Local shops are busy collecting cans and building their castles for a panel of judges to decide who the winner is. Last year we collected almost 4,000 pounds of food and we hope to eclipse that mark this year.

Be on the lookout for our first-ever **Annual Report To Members**. It's a wrap-up of all that the club accomplished in our 2011-12 program season. We hope after reading the report you'll be as proud of your club as we are. Special thanks to Little Jacket for the design and Watt Printers for helping us with printing.

A busy fall season is ahead so check out, further on in this issue, all of the events we have planned including our **2nd annual Night of the Living Dead**.

## AD PEOPLE

### HFA Adds Executive Creative Director



Highly experienced creative leader and digital marketer **Tracy McCutcheon** has joined Hitchcock Fleming & Associates (hfa),

an Akron-based marketing communications agency, as the executive creative director. With nearly 90 associates, hfa is one of the largest marketing communications agencies in Northeast Ohio. Previously, McCutcheon was a group creative director at Rosetta, a global interactive marketing agency. She has more than 15 years of creative leadership and digital marketing experience specializing in digital brand-building, including brand strategy, interactive marketing, concept development and visual identity. McCutcheon is practiced in the art of creating digital brand experiences that connect

people to brands for a wide range of consumer products, retail brand and B2B corporations. She has produced work for top national brands including those in the fashion retail, consumer products, healthcare, utility and financial industries. McCutcheon holds a bachelor of arts from Purdue University and a master of arts from The Ohio State University. As a part of a collective effort, she has received several Interactive Media Awards for previous work. She lives in Hudson.

### Dix & Eaton Promotes Three Executives

Dix & Eaton announced the promotion of three executives – Matt Barkett to senior managing director, Lisa Zone to managing director and James A. Brown to chief financial officer.



**Barkett**, who has established a national reputation as a crisis communications strategist, heads the

### AD PEOPLE CONT.

firm's crisis communications practice, where he applies his broad-based experience in media relations, crisis communications, litigation PR and reputation management to help clients confront major crises head on.



**Zone**, heads the firm's marketing communications practice, has spent the last 15 years honing her skills in developing and executing integrated marketing communications programs for a wide range of business-to-business and consumer companies. She offers specialty expertise in branding an image campaigns, social media marketing, product launches, consumer and trade media relations programs, trade show management and special event planning.



**Brown** has oversight responsibility for all financial and several administrative functions, including accounting, billing, financial management, information systems and facilities management, as well as

## AROUND TOWN

### Little Jacket Wins Communication Arts Award

Communication Arts magazine, a professional journal for those involved in creativity in visual communications, has published the results of its 54th annual design competition, the most exclusive major design competition in the world. Of the 4,198 entries submitted to the 54th annual design competition, only 166 were selected by a jury of respected creative professionals, representing the work of 134 designers, design firms and in-house design departments. Little Jacket was named one of the winners for work done for the Metro Health Foundation.

### Little Jacket Named A Winner in Latest Regional Design Annual Awards

Open Doors Academy, a project developed by Little Jacket, was chosen as one of 345 award-winning designs in the 2013 Regional Design Annual. This highly selective and well-regarded competition, sponsored by Print magazine, is the most comprehensive survey of graphic design in the United States and recognizes outstanding

creative work produced by individuals and groups. The work in the 2013 Regional Design Annual is divided into six geographical regions: South, Southwest, Midwest, East, Far West and New York City. The six regional judges evaluated more than 4,000 entries and selected winning projects that demonstrated an ideal mix of design, communication concepts, strategy and execution.

## AAF-CLE AND NIGHT OF THE LIVING DEAD

Bring out your dead!!! Our Night of the Living Dead event will take place on **Tuesday October 22nd** at the Ariel International Center beginning at **5:30pm**. You can enter your dead work (up to 6 pieces) by purchasing booth space for just \$100. Prizes will be given for best dead work, best booth set up and best costume. Tickets are just \$25 in advance and \$30 at the door. Keg is sponsored by Rocketfuel.

Order your single tickets [here](#)  
Save on "Zombie Packs" [here](#)  
Purchase your booth space [here](#)

### CORPORATE MEMBERS (click names for links)

- COSE
- Chancellor University
- Doner
- flourish
- Glazen Creative Studios
- hfa
- Hughie's Audio Visual
- Insivia
- Jumpstart Video
- JWT Action
- Kent State University
- Little Jacket
- Marcus Thomas LLC
- Melamed Riley Advertising
- Parker Hannifin
- Recess Creative
- Repros Color
- Time Warner Cable Media
- The Adcom Group
- Think Media Studios
- Strongsville.com
- Virginia Marti College of Art & Design
- Wyse Advertising

## NEW MEMBERS

### AAF-Cleveland would like to welcome the following new members for September.

Drew Schwanitz - Student  
Justin Campbell - ADOBE  
Joseph Gustin - VMCAD  
Quinn Marti - VMCAD  
Dennis Marti - VMCAD  
Aaron Cavano - VMCAD  
Mike Radivoj - Great Lakes Integrated  
Karen Hudock - Wyse  
Ellen Russell - Little jacket

"WE'RE NOT SURE  
 YOU BROUGHT  
 THE  
**WOW FACTOR**  
 ON THIS ONE."

## OH, THE HORROR OF CLIENT FEEDBACK.

We're resurrecting Northeast Ohio's best creative once killed at the hands of clients. Including TV, radio, print, jingles, and more. So join us for this séance of inspired work. (But beware, those advertising types don't sleep much.)

TUESDAY, OCTOBER 22ND | 5:30 – 7:30 P.M.  
 ARIEL INTERNATIONAL CENTER  
 1163 E. 40TH STREET | CLEVELAND, OH

\$25/TICKET (IN ADVANCE)  
 \$30/TICKET (AT THE DOOR)  
 5 TICKETS FOR \$100

Beer and appetizers included  
 Free on-site parking  
 Costume contest with prizes

REGISTER AT [AAFCLEVELAND.COM](http://AAFCLEVELAND.COM) BY OCTOBER 15TH.



THE WORK LIVES ON™

## NOCA

### Is it just me?

We all have our personal horror stories about customer service and dealing with customer service reps – even those who can speak English. But there's more.

Is it just me, or do other people find the condescending attitude of customer service people a real stomach turner?

Consider these comments from "Jessica," a customer service representative from a very well known, very highly respected institution: "I apologize... I know you are frustrated... I understand what you are going through."

You know what, Jessica? No matter how well intentioned your apologies and understanding may be, I don't care. I just want my problem fixed. And, I don't need you to tell me I'm frustrated. I already know that. If I wasn't frustrated, I wouldn't be contacting you in the first place.

Successful businesses fix customer problems. They don't sympathize with them.

Jim Tabaczynski  
 President, NOCA

Send your comments to: [jptab@jptgrouppr.com](mailto:jptab@jptgrouppr.com)

## EVENT SPONSORSHIPS

AAFCLE has announced a new series of event sponsorships including for the ADDYs. Help support your club through an event sponsorship starting at just \$100. Contact Executive Director, Dan Leibundgut for more information at [dleibundgut@aafcleveland.com](mailto:dleibundgut@aafcleveland.com).

# BOGOHO!



AAFCLE Young Pros membership  
 buy one, get one half off

Join by Nov. 20<sup>th</sup>

#hhpricing #aafclev

## BLOG ROLL

### It May Be Time To Stop Talking About Social Media

by Brandon Evans, CEO & Founder, Crowdtap

I have been involved in social media since the early days when Facebook was exclusively used by college students. I helped build one of the first and largest social agencies, MRY – now part of Publicis Group. I have since founded a social marketing platform for large brand marketers. So, how can I view social media as the worst term in marketing when my career has been built upon it? In short, it's a misleading term that confuses both consumers and marketers. **Here's how.**

## YP'S ANNOUNCE BOGOHO

The AAFCLE Young Pros have launched a Buy One Get One Half-Price

membership campaign urging young marcom professionals to get involved with the club and enhance their careers. Now through November 20, anyone 32 or younger can join with a friend or colleague and receive two memberships for just \$150 – a \$50 savings.

**Go here** for more information and to join.

# BYOPB&J



You worry about the lunch and snacks; leave the training material to us.

October 9  
*Digital Media: Disruption or Distraction?*  
Nicole Burke, Level Seven

November 6  
*Telling Stories through Video*  
Dan Mosher, Mosher Media

January 8  
*Grass-Roots Marketing Case Study*  
Margaret Thresher, Rock and Roll Hall of Fame

February 12  
*Keys to Effective Presentations*  
Bob Petersen, Mitchell Allen Group

March 12  
*Storytelling – The Seven Basic Plots*  
Jim Sollisch, Marcus Thomas

April 9  
*The Little Things: How to Captivate Your Clients*  
Evan Perrow, Hitchcock Fleming & Associates  
Kathy Walters, Brokaw and Sean Szczepinski, Doner

Brown Bag Series  
AAFCLE Amphitheater  
Independence, Ohio  
Noon-1 p.m.

Register at [aafcleveland.com](http://aafcleveland.com)  
or call Dan Leibundgut at 216-901-4000 x11



## AAFCLE PUBLISHES 2013 REPORT TO MEMBERS

AAFCLE has published its 2013 Report To Members highlighting the programs and events of the past year. AAF-CLE VP of Programming Jean Gianfagna, who spearheaded the project said, **“it’s a great way to show our members as well as the MarCom community what a vibrant club we have in Cleveland.”** The board of directors is very proud of what the club has accomplished over the past few years and is excited about the future of the club and the industry in NE Ohio. You can download a copy [here](#).

### ON THE SCENE

Photos from our September Professional Development Luncheon with Sherwin William CEO, Chris Connor.



1 Lute Harmon Sr, Rob Durham & Marc Leaventon

2 Risa Goehrke & Tony Weber

3 Robert Perona, Susan Elder & Tom Moore

4 Nick and Ana Betro

5 Tom Leibhardt, Ellen Moreau & Joe Kujawski from Sherwin Williams

6 Jeff Kaufmann, Terry Makowski, Jeff Winter & Pam Gilikin

7 Lonnie Gromek, John Moore, Dick Clough, Shirley Stineman & David Breen

8 Erin Reif, Kelsey Chapman, Craig Martin & Nicole Tomak

9 Lisa Zone & Chris Sledzik

10 Marc Leaventon, Chris Connor & Jean Gianfagna

11 Chris Connor & Tony Weber