

SPEAKERS
DIRECTORY FOR
AAF MEMBER CLUBS



Introduction

Compiled by the American Advertising Federation, the *2003-2004 Speakers Directory* is designed to aid clubs with programming resources. Speakers are listed by topics of expertise. Contact information, speech titles and fees are listed after each speaker. Many of the speakers listed have previous experience speaking to AAF member clubs. If you would like more information or a reference on any of the listed speakers, please call the AAF club services department at 1-800-999-2231.

Please take a moment to look over the speaker etiquette section on the following page. Speakers are a valuable resource to organizations such as ours, and it is important that they are treated accordingly.

Finally, please do not overlook the speaker evaluation form found on the last page. You may clip and use this form to provide us with comments on the speakers you schedule this year. Your input is extremely valuable in assisting us to recommend only the best speakers for AAF member clubs. Also, if you would like to recommend a speaker that is not listed in this directory, please call 1-800-999-2231 and tell us about him/her. We will invite all recommended speakers to be included in next year's directory.

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Guest speakers are the single most important ingredient in your club's recipe for successful programming. Speakers deserve special consideration and treatment. Common courtesy, gratitude and respect should be your guides in dealing with guest speakers. Every speaker should feel good about your club when he or she leaves your meeting. It is not only good public relations, but it will help in your efforts to secure other quality speakers in the future. Remember that in many cases, the speaker is addressing your members at no charge. They are giving you one of their most valuable commodities — their time. They are a guest in your community and should be treated accordingly.

The following are guidelines to ensure the speaker has a positive experience:

Offer to:

- Arrange hotel accommodations. Be clear who will pick up the costs.
- Meet the speaker upon arrival in your city.
- Take the speaker from the hotel to the meeting.
- Entertain the speaker if there is any spare time before or after the speaking engagement.

At the Program:

- Make appropriate introductions to officers and members.
- Do not leave the speaker alone.
- Make certain you help your speaker set up and test any necessary audiovisual equipment.
- Make sure your speaker has a prominent place to sit and that you escort the speaker to that seat at the appropriate time.
- If possible, when you thank the speaker, present some small memento of your organization, preferably something that signifies the background of your city or something else that is distinctively yours.

Important:

- Inform the speaker immediately if there is any change in the scheduled meeting time and location.
- A cordial reminder letter or phone call before the meeting date is advisable.
- If possible, and appropriate, arrange a press conference or arrange for a press interview. (Be sure, of course, that your speaker is agreeable to this.)

Joe C. Adams

President
Adams et al, Inc.
P.O. Box 3075
Hilton Head Island, SC 29928
Phone: (843) 785-7100
E-mail: folkart@hargray.com
Contact: Laura Carpenter
Adams et al, Inc.
P.O. Box 3075
Hilton Head, SC 29928
Phone: (843) 785-7100

How to Run an Ad Agency When You Don't Know How

How to Survive & Thrive in These Uncertain Economic Times

The 10 Biggest Mistakes Advertisers Make
Expenses
Will tailor speeches for specific audiences.

Mary Baglivo

President
Arnold Worldwide/NY
110 5th Avenue
11th Floor
New York, NY 10011
Phone: (212) 463-1418
Fax: (212) 463-1080
E-mail: mbaglivo@arnny.com
Contact: Kathleen Bennett
Arnold Worldwide/NY
110 5th Avenue
11th Floor
New York, NY 10011
Phone: (212) 463-1392
E-mail: kbennett@arnny.com

Will tailor speeches for specific audiences.

John Barbera

President, Worldwide Media
24/7 Real Media, Inc.
1250 Broadway
New York, NY 10001
Phone: (212) 231-7153
Fax: (212) 760-1774
E-mail: john.barbera@247realmedia.com
URL: www.247realmedia.com

Traditional and Online Media: The Powerhouse Combination

Expenses
Will tailor speeches for specific audiences.

Howard H. Bell

President Emeritus & President, The AAF Foundation
American Advertising Federation
1101 Vermont Avenue
Suite 500
Washington, DC 20005
Phone: (301) 387-9474
Fax: (301) 387-7877
E-mail: hbell@gcnetmail.net
URL: www.aaf.org

The Public's Love/Hate Relationship With Advertising (and What to Do About It!)

Threats to Advertising Freedom

The Story of Advertising Self-Regulation
Expenses

Bruce Bendinger

Copy Chief, Author of The Copy Workshop Workbook
The Copy Workshop
2144 North Hudson
Chicago, IL 60614
Phone: (773) 871-1179
Fax: (773) 281-4643
E-mail: thecopyworkshop@aol.com
URL: www.adbuzz.com
Contact: Eugenia Velazquez
The Copy Workshop
2144 North Hudson
Chicago, IL 60614
Phone: (773) 871-1179
E-mail: copywork@aol.com

Guest Speaker: Howard Gossage - The Socrates of San Francisco (1918 - 1969)

Expenses and Fee (negotiable if college students are involved)

Will tailor speeches for specific audiences.

Larry Berg

Vice President, ROP & Media Sales
Valassis
19975 Victor Parkway
Livonia, MI 48152
Phone: (734) 591-7365
Fax: (734) 591-7365
E-mail: bergl@valassis.com
URL: www.valassis.com

Newspapers as an Advertising Medium

Expenses (negotiable)
Will tailor speeches for specific audiences.

Bob Berkowitz

Author, Talk Show Host and Award-Winning Journalist: CNN, ABC, NBC
Contact: Elaine Steffek
Steffek-Stevens Talent
Coordinators
P.O. Box 6414
East Lansing, MI 48826
Phone: (517) 381-9904
E-mail: elaine@cubsmvp

The Naked Television: The Sometimes Dysfunctional Relationship Between Sex and TV
Is There Sex After Advertising?

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Reginald Brack

Former Chairman & CEO
Time Inc.
680 Madison Avenue
Suite 901
New York, NY 10022
Phone: (203) 869-8380
Fax: (203) 869-3189
E-mail: reg@regbrack.com

Will tailor speeches for specific audiences.

Walter Bregman

4629 Vista De La Tierra
Del Mar, CA 92014
Phone: (858) 792-6185
Fax: (858) 792-9285
E-mail: wbregman@aol.com
URL: www.spraythebear.com

Spray the Bear - Reminiscences From the Golden Age of Advertising (readings from book)

How the Agency Business has Changed for the Worst in the Last 30 Years

Great Ads for Terrible Products

Expenses (negotiable)
Will tailor speeches for specific audiences.

Louis Carr

EVP, Broadcast Media Sales
Black Entertainment Television (BET)
2 Prudential Plaza
180 North Stetson Court, Suite 4350
Chicago, IL 60601
Phone: (312) 819-8615
Fax: (312) 819-8681
E-mail: louis.carr@bet.net
URL: www.bet.com
Contact: Demetria Manning
Black Entertainment Television (BET)
2 Prudential Plaza
180 North Stetson Court
Suite 4350
Chicago, IL 60601
Phone: (312) 819-8617
E-mail: demetria.manning@bet.net

Achieving Higher Levels of Effectiveness Expendable?

Paul T. Carringer

President
Caringdirect Corporation
454 Woodglen Court
Columbus, OH 43214
Phone: (614) 846-5528
Fax: (614) 846-5528
E-mail: paul@paulcarringer.com
URL: www.paulcarringer.com

Cause Related Marketing: How to Deliver the Goods and the Good

Expenses
Will tailor speeches for specific audiences.

Marc Cashman

President/Creative Director
Cashman Commercials
26136 North Twain Place
Stevenson Ranch, CA 91381-1116
Phone: (661) 222-9300/1-800-789-RADIO
Fax: (661) 222-9355
E-mail: cashcomm@earthlink.net
URL: www.cashmancommercials.com

Marc Cashman is one of L.A.'s premier radio specialists. Creates and produces ad copy and music for radio and television for clients including Kroger, Charles Schwab, Pella Windows and Pabst Blue Ribbon. Winner of over 150 local, regional and national advertising awards.

Wide-Screen Radio – a fast-paced, hilarious, Stan-Freberg-style send-up of the radio advertising business

Expenses and \$500 Fee
Show soundtrack available upon request.

JoBe Cerny

President
Cerny/American Creative
11 West Illinois Street
Chicago, IL 60610
Phone: (312) 222-1886
E-mail: cernyamer@aol.com

Voice of the Cheer Detergent Man. Specialist in Comedy Radio Commercials. Picked by Advertising Age, TV Guide and Entertainment Weekly as one of the Best 50 Commercials of All Time.

The Nothing Speech – humorous inspirational presentation about the relationship of creativity to inner resourcefulness

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Diane Cimine

President
Cimine Enterprises
50 Murray Street
Suite1108
New York, NY 10007
Phone: (917) 847-9014
E-mail: dcimine@aol.com

No Perfect Formula: The Art of Integrated, One-on-One Advertising

Expenses
Will tailor speeches for specific audiences.

Keith T. Clinkscapes

Chairman & CEO
Vanguard Media, Inc.
315 Park Avenue South
11th Floor
New York, NY 10010
Phone: (646) 654-4210
Fax: (646) 654-4212
E-mail: keith.clinkscales@vanguard.com
URL: www.vanguard.com
Contact: Ebony K. Shears
DIME MEDIA INC.
895 Broadway
5th Floor
New York, NY 10003
Phone: (212) 253-1125
E-mail: ebony@dime-media.com

Ready or Not – Why Hip Hop is Pop Culture's Most Marketable Asset

Crossroads: The Future of Entertainment and Advertising

Expenses and \$7500 Fee
Will tailor speeches for specific audiences.

John Colasanti

President, Managing Partner
Carmichael Lynch
800 Hennepin
Minneapolis, MN 55403
Phone: (612) 334-6200
E-mail: jcolasanti@clynch.com

Using Insights to Build Great Brands

Expenses

Jim Conlan

Principal
Radio Works
2077 S. Gessner
Suite 135
Houston, TX 77063
Phone: (713) 789-3751
Fax: (713) 789-3662
E-mail: jim@usradioworks.com
URL: www.usradioworks.com

Taking the 'paign' out of Campaigns – Campaign Thinking

The Wit and Wisdom of Walla Walla – The Administaff Radio Campaign

Expenses and \$500 Fee (negotiable)
Will tailor speeches for specific audiences.

Phillips Cuttino

President/Creative Director
Cuttino Communications, Inc.
496 Lakeshore Drive
Berkley Lake, GA 30096-3034
Phone: (770) 441-9373
Fax: (770) 441-7636
Contact: Diane Pezzutti Cuttino
Cuttino Communications, Inc.
496 Lakeshore Drive
Berkley Lake, GA 30096-3034
Phone: (770) 441-9373
E-mail: pezst@mindspring.com

Got a Minute? It's Funny How Radio Really Works.

Tuning in on Retail

Expenses
Will tailor speeches for specific audiences.

Joanne Davis

President
Joanne Davis Consulting, Inc.
325 East 57th Street
#7D
New York, NY 10022
Phone: (212) 935-0320
Fax: (212) 223-2932
E-mail: joannemdavis1@aol.com

Win More Business Faster

Expenses
Will tailor speeches for specific audiences.

Richard Delaney

President
20/20 Marketing
13227 Barkley Street
Overland Park, KS 66209
Phone: (913) 814-8742
Fax: (913) 814-8742
E-mail: rich@2020marketing.com
URL: www.2020marketing.com

Achieving a Higher Return on the Advertising Investment – A 3 Step Process

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Carl Dickens

SVP, Sales
CMR/TNS Media Intelligence
685 Third Avenue
4th Floor
New York, NY 10017
Phone: (212) 991-6123
Fax: (212) 949-1963
E-mail: cdickens@cmr.com
URL: www.cmr.com
Contact: Wilma McDaniel
CMR/TNS Media Intelligence
685 Third Avenue
4th Floor
New York, NY 10017
Phone: (212) 991-6001
E-mail: wmcDaniel@cmr.com

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Kirk Donovan

President
Kirk Donovan Enterprises, Inc.
P.O. Box 2759
Stockbridge, GA 30281
Phone: (404) 228-2130
Fax: (770) 210-9412
E-mail: kdtheadman@aol.com

AdSense – Advertising as a Behavioral Science

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Bob Farnsworth

President
Hummingbird Productions
P.O. Box 120753
Nashville, TN 37212
Phone: 1-800-2511900
Fax: (615) 385-3446
E-mail: bobf@hummingbirdproductions.com
URL: www.hummingbirdproductions.com
Contact: David Williams

Hummingbird Productions
P.O. Box 120753
Nashville, TN 37212
Phone: 1-800-251-1900
E-mail: davidw@hummingbirdproductions.com

Music: How Come? How to!

Back to Branding

Untangling the Web: Thinktanking the Internet for the Creative Industry

Expenses
Will tailor speeches for specific audiences.

Steven Fredericks

President & CEO
CMR/TNS Media Intelligence
685 Third Avenue
4th Floor
New York, NY 10017
Phone: (212) 991-6000
Fax: (212) 991-6010
E-mail: sfredericks@cmr.com
URL: www.cmr.com

Contact: Wilma McDaniel
CMR/TNS Media Intelligence
685 Third Avenue
4th Floor
New York, NY 10017
Phone: (212) 991-6001
E-mail: wmcDaniel@cmr.com

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Stephen Freitas

Chief Marketing Officer
Outdoor Advertising Association of America
1850 M Street, NW
Suite 1040
Washington, DC 20036
Phone: (202) 833-5566
Fax: (202) 833-1522
E-mail: sfreitas@oaaa.org
URL: www.oaaa.org

The Benefit of Outdoor Advertising Expenses

Jerry Galvin

Head Guy
Galvin and Friends
1217 Elm Street
Cincinnati, OH 45210
Phone: (513) 651-5444
Fax: (513) 352-0207
E-mail: galvinandfriends@cinci.rr.com

How Plummet Mall, Gene Jenkins and a Very Stupid Radio Show Can Help You Laugh Your Way to Creative Freedom

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Heide L. Gardner

SVP, Strategic Multicultural Programs and Executive Director-AAF Mosaic Center on Multiculturalism
The AAF Foundation
1101 Vermont Avenue
Suite 500
Washington, DC 20005
Phone: 1-800-999-2231
Fax: (202) 898-0159
E-mail: hgardner@aaf.org
URL: www.aaf.org

M-Commerce: Targeting Multicultural Consumers

The Buzz on Diversity and Multicultural Marketing Issues

Diversity: A Business Imperative

Will tailor speeches for specific audiences.

Paul J. Gibler

The Web Chef (Principal)
Connecting Dots Higher Resolution Marketing
629 South Shore Drive
Madison, WI 53715
Phone: (608) 255-4092
Fax: (608) 255-4092
E-mail: pgibler@connectingdots.com
URL: www.connectingdots.com

“Shake” – Attracting Customers Online

“Create” – Online Advertising

“Dribble” – Affiliate Marketing

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Mort Goldstrom

VP, Display Advertising
Newspaper Association of America
1921 Gallows Rd.
Vienna, VA 22182-3900
Phone: (703) 902-1667
Fax: (703) 902-1667
E-mail: goldm@naa.org
URL: www.naa.org or
www.athenaawards.com
Contact: Paula Pagano
Newspaper Association of America
1821 Gallows Road
Vienna, VA 22182
Phone: (703) 902-1656
E-mail: pagap@naa.org

ATHENA Awards Program (Award to Honor Excellence in Newspaper Advertising)

Expenses
Will tailor speeches for specific audiences.

Paul S. Gumbinner

President
The Gumbinner Company
509 Madison Avenue
Suite 708
New York, NY 10022
Phone: (212) 688-0129
Fax: (212) 688-0504
E-mail: paul@gumbinnercompany.com

What’s Really Happening in the Business: Trends and Gossip

Expenses
Will tailor speeches for specific audiences.

Heberto Gutierrez

Chairman, CEO
Inventiva, Inc.
2700 N.E. Loop 410
Suite 110
San Antonio, TX 78217
Phone: (210) 646-9570
Fax: (210) 646-9545
E-mail: heberto@inventiva.com
URL: www.inventiva.com

Hispanics: First Time Consumers Beyond Espanol

Expenses
Will tailor speeches for specific audiences.

Craig Harper

Executive Vice President
Simmons Market Research Bureau
622 West Poplar
Suite 5, PMB 173
Collierville, TN 38017
Phone: (901) 853-3090
Fax: (901) 861-4163
E-mail: cnharper@smrb.com
URL: www.smrb.com

Understanding = Relationships = Branding Behavior Graphics – The Next Generation of Demographics

Will tailor speeches for specific audiences.

Timothy R. Hawthorne

Chairman/Executive Creative Director
 hawthorne direct inc
 300 N. 16th Street
 P.O. Box 1366
 Fairfield, IA 52556
 Phone: (641) 472-3800
 Fax: (641) 472-8881
 Contact: Karla Crawford Kerr
 hawthorne direct inc
 300 N. 16th Street
 P.O. Box 1366
 Fairfield, IA 52556
 Phone: (641) 472-3800

Power of the Half Hour

Infomercials: The Wave of the Future

Image vs. Information: Creative Long Form Advertising

Expenses

Jeffrey Hedquist

President
 Hedquist Productions, Inc.
 P.O. Box 1475
 Fairfield, IA 52556
 Phone: (641) 472-6708
 Fax: (641) 472-7400
 Contact: Jay Mattsson
 Hedquist Productions, Inc.
 P.O. Box 1475
 Fairfield, IA 52556
 Phone: (641) 472-6708
 E-mail: jay@hedquist.com

Whole Brain Radio Advertising

Audio & Imagination

Radio Writer's Block Busters

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Dr. E. Dennis Hinde

Associate Professor
 South Dakota State University
 Department of Journalism
 Box 2235
 Brookings, SD 57007
 Phone: (605) 688-5034
 Fax: (605) 688-5134
 E-mail: Dennis_Hinde@sdstate.edu

The Small Business Bill of Rights

Using Word of Mouth to Make Your Advertising Better and Cheaper

Expenses
 Will tailor speeches for specific audiences.

Joel Hochberger

President
 Effective Presentations, Inc.
 1113 Hidden Lake Drive
 Buffalo Grove, IL 60089
 Phone: (847) 478-0808
 Fax: (847) 478-9750
 E-mail: joelspeaks@aol.com
 URL: www.effectivepresentationskills.com
Effective Presentations – Persuading Others to Accept Your Ideas
 Expenses and \$1000 Fee (Ad Clubs receive \$1500 off the normal fee of \$2500)
 Will tailor speeches for specific audiences.

David B. Horowitz

Owner
 The Creative Department
 2750 Pontiac Trail
 Ann Arbor, MI 48105
 Phone: (734) 930-6600
 E-mail: imdavidh@wccnet.org
Marketing & Advertising: 30 Minutes That Could Change Your Business
Working With Small Businesses
 Expenses and \$850 Fee (negotiable)
 Will tailor speeches for specific audiences.

Rob Jackson

Creative Director
 Adams Outdoor Advertising
 407 E. Ransom
 Kalamazoo, MI 49001
 Phone: (616) 342-9831
 Fax: (616) 342-5774
 E-mail: rob@adamsoutdoor.com
 URL: www.adamsoutdoor.com
Outdoor Advertising Today
Simplicity in Advertising
 Expenses

Dave Keith

Senior Consultant
 Cargill Associates
 4701 Altamesa Boulevard
 Ft. Worth, TX 76163
 Phone: (713) 436-0622
 E-mail: dkeithcargill@aol.com
 URL: www.cargillassociates.com
Public Service Through Advertising
Public Service Advertising/Using It Effectively
 Expenses
 Will tailor speeches for specific audiences.

Joe Kelly

Partner/Chief Marketing Officer
 Triad Consulting Corporation
 7344 Soaring Eagle Way
 Scottsdale, AZ 85262
 Phone: (480) 575-7531
 Fax: (480) 575-7532
 E-mail: jkelly@triadconsultingcorp.com
 URL: www.triadconsultingcorp.com
Looking Back on Four Decades of Advertising – The Good and the Bad
 Expenses
 Will tailor speeches for specific audiences.

Dr. Marilyn Kern-Foxworth

Vice President
 The Ad*itive
 1713 Woodwell Road
 Silver Spring, MD 20906-2051
 Phone: (301) 460-6004
 E-mail: drkernfoxworth@aol.com
 URL: www.drkernfoxworth.com
Aunt Jemima and Betty Crocker: Two Icons Rise to the Top
Multicultural Advertising: Everything You Need to Know
Advertising to Women: Profiting in a Changing Society
 Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Rena Kilgannon

Principal
 Kilgannon McReynolds
 1708 Peachtree Street, NW
 Suite 303
 Atlanta, GA 30309
 Phone: (404) 876-2800
 Fax: (404) 876-2830
 E-mail: rena@kilgannon.com
 URL: www.kilgannon.com
 Contact: Casey Smith
 Kilgannon McReynolds
 1708 Peachtree Street, NW
 Suite 303
 Atlanta, GA 30309
 Phone: (404) 876-2800
 E-mail: csmith@kilgannon.com
Internal Communications and Branding
Creating Brand Ambassadors Inside the Company
 Expenses
 Will tailor speeches for specific audiences.

Michael Knapstein

CEO
Waldbillig & Besteman, Inc.
7633 Ganser Way
Madison, WI 53719-2002
Phone: (608) 829-0900
Fax: (608) 829-0901
E-mail: mfk@waldbest.com
URL: www.waldbest.com

Ten Steps to Marketing in the New Millennium

*The Art and Science of Integrated Marketing
Integrated Marketing: Today's Solution for
Tomorrow's Clutter*

Expenses
Will tailor speeches for specific audiences.

Doug Knopper

Vice President & General Manager, Online Advertising Solutions

DoubleClick, Inc.
450 West 33rd Street
16th Floor
New York, NY 10001
Phone: (212) 287-5240
E-mail: dknopper@doubleclick.net
URL: www.doubleclick.net

Contact: Giada Bresaola
DoubleClick Inc.
450 West 33rd Street
16th Floor
New York, NY 10001
Phone: (212) 381-5319
E-mail: gbresaola@doubleclick.net

Industry Trends and Data

Online Advertising and Your Marketing Mix

Bob Kuperman

President & CEO

DDB New York
437 Madison Avenue
5th Floor
New York, NY 10022
Phone: (212) 415-2565
Fax: (212) 415-3445

Contact: Rosemary Marano
Phone: (212) 415-2565
E-mail: rosamary.marano@ny.ddb.com

The Bunny Tale

The Art of War (How to Win New Business)

Expenses
Will tailor speeches for specific audiences.

Tommy J. Laughon

President/CEO
Catch Your Limit Consulting
2016 Delta Boulevard
Suite 201
Tallahassee, FL 32303
Phone: (850) 894-3474
Fax: (850) 668-6697
E-mail: tom@catchyourlimit.com
URL: www.catchyourlimit.com
Contact: Melissa Hays
Catch Your Limit Consulting
2016 Delta Boulevard
Suite 201
Tallahassee, FL 32308
Phone: (850) 894-3474
E-mail: melissa@catchyourlimit.com

Brand Power

Recruiting or Retaining Talented Employees

Presenting to Win

Expenses and Fee
Will tailor speeches for specific audiences.

Caroline Little

Chief Operating Officer
Washingtonpost.Newsweek Interactive
1515 North Courthouse Road
Arlington, VA 22201
Phone: (703) 469-2500
Fax: (703) 469-2995
E-mail: caroline.little@wpni.com
URL: www.washingtonpost.com
Contact: George Nolan
Washingtonpost.Newsweek
Interactive
1515 North Courthouse Road
Arlington, VA 22201
Phone: (703) 469-2798
E-mail: george.nolan@wpni.com

Online Advertising: A Publisher's Perspective

WPNI's Advertising Case Studies

Expenses (negotiable)
Will tailor speeches for specific audiences.

Tim Love

Vice Chairman International
Saatchi & Saatchi
375 Hudson Street
New York, NY 10014
Phone: (212) 463-2449
Fax: (212) 463-2464
Contact: Christine Mueller
Saatchi & Saatchi
375 Hudson Street
New York, NY 10014
Phone: (212) 463-2841
E-mail: cmueller@saatchiny.com

"Think Like the Sun" - The Secret to Building Global Brands

What Companies Can Do About Rising Anti-Americanism

Will tailor speeches for specific audiences.

Ian Marlow

EVP & Brand Team Leader Lincoln Mercury Y&R Companies
7535 Irvine Center Drive
Irvine, CA 92618
Phone: (949) 754-2000
Fax: (949) 754-2009
E-mail: ian_marlowe@irv.yr.com

Branding - A Story of Life

Expenses
Will tailor speeches for specific audiences.

Bill McKendry

Founder/Chief Creative Officer
Hanon McKendry, Inc.
25 Iona, SW
4th Floor
Grand Rapids, MI 49503
Phone: (616) 766-1111 ext.44
Fax: (616) 776-0022
E-mail: mckendry@hanon-mckendry.com
URL: www.hanon-mckendry.com

Having Your Voice Heard: A Guide for Non-Profit and Issue-Based Organizations to Help Create More Relevant and Compelling Advertising Programs.

Expenses
Will tailor speeches for specific audiences.

Robert McNeil, Jr.

President/CEO
IMAGES USA
914 Howell Mill Road, NW
Atlanta, GA 30318
Phone: (404) 892-2923
Fax: (404) 892-8651
E-mail: b.mcneil@imagesusa.net
URL: www.imagesusa.net
Contact: Anna Haile
IMAGES USA
914 Howell Mill Road
Atlanta, GA 30318
Phone: (404) 892-2931
E-mail: a.haile@imagesusa.net

The Importance of Advertising to Multicultural/Ethnic Audiences

Utilizing the Latest Trends to Capture Hard-to-Reach Audiences

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Lynne Meena

The Power of Newsprint
302 Fifth Avenue
11th Floor
New York, NY 10001
Phone: (212) 947-5950
Fax: (212) 279-7014
E-mail: lynnemeena@aol.com

Creative Concepts in Newspaper Advertising

*How to Make a Good Ad Better:
Workshop for Advertisers, Ad Agencies
and Newspapers*

*Newspaper Creativity Day Sponsored by
Your Local Newspaper*

Expenses and Fee (Fee paid by paper)
Will tailor speeches for specific audiences.

John Mollison

Great White Productions/Pizza Ranch, Inc.
3704 South Jesse James Court
Sioux Falls, SD 57103
Phone: (605) 371-2346
Fax: (605) 371-1382
E-mail: wily1@mac.com

Employees Are Your Best Advertising

Expenses
Will tailor speeches for specific audiences.

David J. Moore

Chairman & CEO
24/7 Real Media
1250 Broadway
New York, NY 10001
Phone: (212) 231-7101
Fax: (212) 760-1081
E-mail: dmoore@247realmedia.com
URL: www.247realmedia.com

*The New World of Advertising
Accountability*

Expenses
Will tailor speeches for specific audiences.

David J. Murphy

President & CEO
The Y&R Companies
7535 Irvine Center Drive
Irvine, CA 92618
Phone: (949) 754-2000
Fax: (949) 754-2001
E-mail: david_j_murphy@irv.yr.com

The Future of Advertising

Expenses
Will tailor speeches for specific audiences.

Abu Noaman

Elliance
2740 Smallman Street
Suite 100
Pittsburgh, PA 15222
Phone: (412) 391-2750
Fax: (412) 391-7170
E-mail: abu@elliance.com
Contact: Carrie Lakse
Elliance
2740 Smallman Street
Suite 100
Pittsburgh, PA 15222
Phone: (412) 391-2750
E-mail: carrie@elliance.com

*Building Brand Loyalty for B2B
Relationships*

Expenses

Cleveland O'Neal

President/CEO
Connection III Entertainment Corporation
8489 West 3rd Street
Los Angeles, CA 90048
Phone: (323) 653-3400
Fax: (323) 653-1403
E-mail: cleveland@connection3.com
URL: www.connection3.com

Multicultural Program Sponsorship

Expenses
Will tailor speeches for specific audiences.

William Pate

Vice President of Advertising/Public Relations
BellSouth
1155 Peachtree Street
Suite 1915
Atlanta, GA 30307
Phone: (404) 249-2400
Fax: (404) 249-3084
E-mail: william.pate@bellsouth.com
Contact: Charlotte Mitchell

BellSouth
1155 Peachtree Street
Suite 1915
Atlanta, GA 30307
Phone: (404) 249-2401
Will tailor speeches for specific audiences.

Tommy J. Payne

*Executive Vice President, External
Relations*
R.J. Reynolds Tobacco Company
401 North Main Street
P.O. Box 2959
Winston-Salem, NC 27102
Phone: (336) 741-7232
Fax: (336) 741-7975
E-mail: paynet1@rjrt.com
URL: www.rjrt.com
Contact: Carole Crosslin
R.J. Reynolds Tobacco Company
401 North Main Street
P.O. Box 2959
Winston-Salem, NC 27102
Phone: (336) 741-0605
E-mail: crosslc@rjrt.com

*From Tobacco to Fast Food: Super-Sizing
the Case Against Advertising*

Stephen L. Plunkett

Director, Sales and Marketing
ROI Advertising & Communications
5001 Brentwood Stair Road
Ft. Worth, TX 76112
Phone: (214) 636-9083
Fax: (877) 371-4160
E-mail: steve@roiac.com
URL: www.roiac.com
Contact: Evan Gwin

ROI Advertising and
Communications
5001 Brentwood Stair Road
Ft. Worth, TX 76112
Phone: (817) 492-9961
E-mail: evan@roiac.com

*How to Integrate Your Advertising to the
Web*

Expenses
Will tailor speeches for specific audiences.

Dr. James Pokrywczynski

Unit Coordinator & Associate Professor
Department of Advertising and Public
Relations
Marquette University
Johnston Hall, 429
P.O. Box 1881
Milwaukee, WI 53201-1881
Phone: (414) 288-3451
Fax: (414) 288-3099
E-mail: james.pokro@marquette.edu

*Irritating Radio Commercials: Are They
Worth Distinguishing*

Expenses

Dan Price

President
Oink Ink Radio
38 Greene Street
2nd Floor
New York, NY 10013
Phone: (212) 334-5800
E-mail: dan@oinkradio.com
URL: www.oinkradio.com

Radio Advertising: What Works and What Doesn't

Expenses and Fee (negotiable)

Mark S. Robinson

Managing Partner
S/R Communications Alliance
1285 Avenue of the Americas
5th Floor
New York, NY 10019-6095
Phone: (212) 245-5554
Fax: (212) 459-6893
E-mail: mark.robinson@sralliance.com
URL: www.sralliance.com

The Evolution of the Multicultural Advertising Business

Selling to the New America

Keeping It Real – Marketing to the Young, Hip, Urban Consumer

Expenses
Will tailor speeches for specific audiences.

Ian B. Rowden

EVP, Chief Marketing Officer
Callaway Golf Co.
2180 Rutherford Road
Carlsbad, CA 92008
Phone: (760) 804-4250
Fax: (760) 804-4139

The Brief, on The Agency Brief, in Brief

Expenses and \$10,000 Fee
Will tailor speeches for specific audiences.

Susan Sachatello

Chief Marketing Officer
DoubleClick, Inc.
450 West 33rd Street
16th Floor
New York, NY 10001
Phone: (212) 287-5240
E-mail: ssachatello@doubleclick.com
URL: www.doubleclick.net
Contact: Giada Bresola

DoubleClick Inc.
450 West 33rd Street
16th Floor
New York, NY 10001
Phone: (212) 381-5319
E-mail: gbresola@doubleclick.net

Industry Trends and Data

Online Advertising and Your Marketing Mix

Susan Saurage-Altenloh

President
Saurage Research
5090 Richmond Avenue
#144
Houston, TX 77056
Phone: 1-800-828-2943
Fax: (281) 494-0009
E-mail: ssaurage@SaurageResearch.com
URL: www.SaurageResearch.com

Marketing to the New Cultural Mix

Look Who's Shopping Now: Generations X and Y

Generational Marketing: What's Age Got to Do With It?

Expenses
Will tailor speeches for specific audiences.

Christopher M. Schroeder

CEO & Publisher
Washingtonpost.Newsweek Interactive
1515 North Courthouse Road
Arlington, VA 22201
Phone: (703) 469-2727
Fax: (703) 469-2995
E-mail: chris.schroeder@wpni.com
URL: www.washingtonpost.com
Contact: George Nolan
Washingtonpost.Newsweek Interactive
1515 North Courthouse Road
Arlington, VA 22201
Phone: (703) 469-2798
E-mail: george.nolan@wpni.com

The Future of Online Advertising

The Power of Proof: WPNI Advertising Case Studies

Expenses (negotiable)
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Tony Scott

Principal
Urbanville
P.O. Box 191748
Dallas, TX 75219
Phone: (972) 606-6313
Fax: (972) 641-8411
E-mail: tscott@urbanville.com
URL: www.urbanville.com

New Opportunities in Advertising: The Urban Market

Marketing to African Americans

Salsa & Soul: How to Play in the Diverse Marketplace

Expenses
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Howard Seidel

Principal & Creative Director
Seidel Advertising
562 Grant Avenue
San Francisco, CA 94108
Phone: (415) 955-9110
Fax: (415) 955-9111
E-mail: hseidel@seideladvertising.com
URL: www.seideladvertising.com
Contact: Craig Pelz
Seidel Advertising
562 Grant Avenue
San Francisco, CA 94108
Phone: (415) 955-9110
E-mail: cpelz@seideladvertising.com

Humor in Advertising

Urgent Branding: What the Hell is It?

Expenses
Will tailor speeches for specific audiences.

Bill Sharp

President (retired)
Sharp Advertising, Inc.
2940 Arrowood Drive
East Point, GA 30344
Phone: (404) 344-0514
Fax: (404) 344-7157
E-mail: sharpadvertising@mindspring.com

Nine Ways to Know Your Advertising Sucks

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Elizabeth Smith

Vice President, Creative Director
Kilgannon McReynolds
1708 Peachtree Street, NW
Suite 303
Atlanta, GA 30309
Phone: (404) 876-2800
Fax: (404) 876-2830
E-mail: esmith@kilgannon.com
URL: www.kilgannon.com
Contact: Casey Smith
Kilgannon McReynolds
1708 Peachtree Street, NW
Suite 303
Atlanta, GA 30309
Phone: (404) 876-2800
E-mail: csmith@kilgannon.com

Good Brief – Bad Brief

"Integrated" Doesn't Mean a Matching Set

Expenses
Will tailor speeches for specific audiences.

Randy Snow

Vice President/Creative Director
R&R Partners
900 South Pavilion Center Drive
Las Vegas, NV 89144
Phone: (702) 228-0222
Fax: (702) 228-7171
E-mail: rsnow@rrpartners.com
URL: www.rrpartners.com
Contact: Betsey Ward

R&R Partners
900 South Pavilion Center Drive
Las Vegas, NV 89144
Phone: (702) 318-4229
E-mail: bward@rrpartners.com

Las Vegas: Creating Advertising for the Most Exciting City on the Planet

Expenses
Will tailor speeches for specific audiences.

Wally Snyder

President & CEO
American Advertising Federation
1101 Vermont Avenue
Suite 500
Washington, DC 20005
Phone: 1-800-999-2231
Fax: (202) 898-0159
E-mail: wsnyder@aaf.org
URL: www.aaf.org

What Will We See in Ad Spending and Growth in 2003 - 2004?

Will tailor speeches for specific audiences.

Jeff Tarren

President
MCA Direct
299 Third Street
Suite 102
Oakland, CA 94607
Phone: (510) 208-5704
Fax: (510) 834-1870
E-mail: jtarren@mca-direct.com
URL: www.mca-direct.com

Communications That ROCK - Response Oriented Communications Know-how. How to Make All Your Marketing Communications More Response Oriented

Expenses

Mark Turner

EVP, Director of Strategic Planning
The Y & R Companies
7535 Irvine Center Drive
Irvine, CA 92618
Phone: (949) 754-2160
Fax: (949) 754-2001
E-mail: mark_turner@irv.yr.com
URL: www.yrcompanies.com

Provenance: Friend or Foe?

Expenses
Will tailor speeches for specific audiences.

Chuck Underwood

President
Chuck Underwood Productions
1343 Fleming Street
Cincinnati, OH 45206
Phone: (513) 221-1973
Fax: (513) 221-4973
E-mail: cunderwood@fuse.net
Generational Advertising, Marketing and Communications

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Norman Vallone

President
MessageWorks, Inc.
6077 Far Hills Avenue
190
Dayton, OH 45459
Phone: (937) 272-2051
E-mail: njv@messageworksinc.com
URL: www.messageworksinc.com

Ten Tips for Club Leaders

Expenses
Will tailor speeches for specific audiences.

Brent Walker

President
Soundscapes
3422 Old Cantrell Road
Little Rock, AR 72202
Phone: (501) 661-1765
Fax: (501) 661-0323
E-mail: brent@soundscapes.com
URL: www.soundscapes.com
Contact: Karen Crowley
Soundscapes
3422 Old Cantrell Road
Little Rock, AR 72202
Phone: (501) 661-1765
E-mail: karen@soundscapes.com

Breaking the Sound Barrier - Using Sound to Stimulate Imagination

Expenses (2 people)

Eric Webber

Vice President/Marketing Director
GSD&M
828 West 6th Street
Austin, TX 78703
Phone: (512) 242-4928
Fax: (512) 242-7928
E-mail: eric_webber@gsdm.com
URL: www.gsdm.com
Contact: Anne Bruno
GSD&M
828 West 6th Street
Austin, TX 78703
Phone: (512) 242-5910
E-mail: anne_bruno@gsdm.com

Purpose-Based Branding

Corporate Culture

Expenses (negotiable)
Will tailor speeches for specific audiences.

Bill West

Principal
Radio Works
2077 South Gessner
Suite 135
Houston, TX 77063
Phone: (713) 789-3751
Fax: (713) 789-3662
E-mail: bill@usradioworks.com
URL: www.usradioworks.com

How to Turn a Tiny Budget Into a Big Brand Death, Divorce, Plumbers and Why They're Funny

Bathroom Humor; Selling Toilets Out the Wazoo

Expense and \$500 Fee
Will tailor speeches for specific audiences.

Robert Wilson

CEO
Jumpstart Your Meeting!
P.O. Box 190146
Atlanta, GA 31119
Phone: (404) 255-4924
E-mail: graffitiguy@pobox.com
URL: www.jumpstartyourmeeting.com

Boosting Ad Sales in Good Times and Bad Creating Advertising That Sells

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Ken Yarbrough

Director of Account Management
WestWayne
1170 Peachtree Street
Suite 1500
Atlanta, GA 30309
Phone: (404) 347-8826
E-mail: kyarborough@westwayne.com
URL: www.westwayne.com

Showtime! Presentation Tips for Advertising Presenters

Expenses and Fees (negotiable)
Will tailor speeches for specific audiences.

Karl Yehle

Community Relations Director/Adjunct Professor/Former President & CEO of Smith and Yehle Advertising
Avila University
11901 Wornall Road
Kansas City, MO 64145-1698
Phone: (816) 501-3696
Fax: (913) 491-1543
E-mail: kyehle@kc.rr.com
URL: www.avila.edu

The Creative Process - What Makes Great Advertising?

Expenses
Will tailor speeches for specific audiences.

Gary Yost

Vice President of Marketing

Valassis

19975 Victor Parkway

Livonia, MI 48152

Phone: (734) 432-2810

Fax: (734) 591-7358

E-mail: yostg@valassis.com

URL: www.valassis.com

The Advertising Value of Non-Traditional Media

Expenses (negotiable)

Will tailor speeches for specific audiences.

Agency/Client Relationships

Joe C. Adams

President

Adams et al. Inc.

P.O. Box 3075

Hilton Head Island, SC 29928

Phone: (843) 785-7100

E-mail: folkart@hargray.com

Contact: Laura Carpenter

Adams et al. Inc.

P.O. Box 3075

Hilton Head, SC 29928

Phone: (843) 785-7100

E-mail: folkart@hargray.com

How to Select a Client

Everything You Need to Know and Then Some

Expenses

Will tailor speeches for specific audiences.

Mary Baglivo

President

Arnold Worldwide/NY

110 5th Avenue

11th Floor

New York, NY 10011

Phone: (212) 463-1418

Fax: (212) 463-1080

E-mail: mbaglivo@arnny.com

Contact: Kathleen Bennett

Arnold Worldwide/NY

110 5th Avenue

11th Floor

New York, NY 10011

Phone: (212) 463-1392

E-mail: kbennett@arnny.com

Will tailor speeches for specific audiences.

Bruce Bendinger

Copy Chief, Author of The Copy

Workshop Workbook

The Copy Workshop

2144 North Hudson

Chicago, IL 60614

Phone: (773) 871-1179

Fax: (773) 281-4643

E-mail: thecopyworkshop@aol.com

URL: www.adbuzz.com

Contact: Eugenia Velazquez

The Copy Workshop

2144 North Hudson

Chicago, IL 60614

Phone: (773) 871-1179

E-mail: copywork@aol.com

The Saturday Seminar: Clients in Crisis (presented by Robb Bell)

The Triple Whammy and How to Fight It

Winning Strategies for the 21st Century (presented by Jim Avery)

Expenses and Fee (negotiable if college students are involved)

Will tailor speeches for specific audiences.

Frank William Biglow Ph.D.

Associate Professor and Director

Department of Journalism and Mass Communications

University of Wisconsin - Oshkosh

800 Algoma Boulevard

Oshkosh, WI 54901-8696

Phone: (920) 232-6545

Fax: (425) 984-7119

E-mail: biglow@uwosh.edu

URL: www.uwosh.edu

Using Mediation to Turn Business Disputes Into Productive Relationships With Colleagues, Clients and Vendors

Expenses and \$1000 Fee (negotiable)

Will tailor speeches for specific audiences.

Walter Bregman

4629 Vista De La Tierra

Del Mar, CA 92014

Phone: (858) 792-6185

Fax: (858) 792-9285

E-mail: wbregman@aol.com

URL: www.spraythebear.com

It Takes Two to Tango - Humorous Anecdotes From the Wacky World of Client and Agency

The Joy of Dealing With an Eponymous Company

It Was a Wonderful Life - Anecdotes from 30 Years of Dealing With P&G, Colgate, Revlon, Gallo and Playtex

Expenses (negotiable)

Will tailor speeches for specific audiences.

Marc Cashman

President/Creative Director

Cashman Commercials

26136 North Twain Place

Stevenson Ranch, CA 91381-1116

Phone: (661) 222-9300/1-800-789-RADIO

Fax: (661) 222-9355

E-mail: cashcomm@earthlink.net

URL: www.cashmancommercials.com

Marc Cashman is one of L.A.'s premier radio specialists. Creates and produces ad copy and music for radio and television for clients including Kroger, Charles Schwab, Pella Windows and Pabst Blue Ribbon. Winner of over 150 local, regional and national advertising awards.

Wide-Screen Radio - a fast-paced, hilarious, Stan-Freberg-style send-up of the radio advertising business

Expenses and \$500 Fee

Show soundtrack available upon request.

Jim Conlan

Principal
Radio Works
2077 S. Gessner
Suite 135
Houston, TX 77063
Phone: (713) 789-3751
Fax: (713) 789-3662
E-mail: jim@usradioworks.com
URL: www.usradioworks.com

The Administaff Story: Behind the Scenes at Walla Walla Corporation

Expenses and \$500 Fee (negotiable)
Will develop specific speech topics.

Joanne Davis

President
Joanne Davis Consulting, Inc.
325 East 57th Street
#7D
New York, NY 10022
Phone: (212) 935-0320
Fax: (212) 223-2932
E-mail: joannemdavis1@aol.com

Accountability and Compensation

Great Client/Agency Teams

Get Better Advertising, Build Stronger Brands

Expenses
Will tailor speeches for specific audiences.

Richard Delaney

President
20/20 Marketing
13227 Barkley Street
Overland Park, KS 66209
Phone: (913) 814-8742
Fax: (913) 814-8742
E-mail: rich@2020marketing.com
URL: www.2020marketing.com

Reaching a High-Benefit Partnership

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Carl Dickens

SVP, Sales
CMR/TNS Media Intelligence
685 Third Avenue
4th Floor
New York, NY 10017
Phone: (212) 991-6123
Fax: (212) 949-1963
E-mail: cdickens@cmr.com
URL: www.cmr.com
Contact: Wilma McDaniel
CMR/TNS Media Intelligence
685 Third Avenue
4th Floor
New York, NY 10017
Phone: (212) 991-6001
E-mail: wmcDaniel@cmr.com

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Bob Farnsworth

President
Hummingbird Productions
P.O. Box 120753
Nashville, TN 37212
Phone: 1-800-251-1900
Fax: (615) 385-3446
E-mail: bobf@hummingbirdproductions.com
URL: www.hummingbirdproductions.com
Contact: David Williams
Hummingbird Productions
P.O. Box 120753
Nashville, TN 37212
Phone: 1-800-251-1900
E-mail: davidw@hummingbirdproductions.com

Music: How Come? How to!

Back to Branding

Untangling the Web: Thinktanking the Internet for the Creative Industry

Expenses
Will tailor speeches for specific audiences.

Steven Fredericks

President & CEO
CMR/TNS Media Intelligence
685 Third Avenue
4th Floor
New York, NY 10017
Phone: (212) 991-6000
Fax: (212) 991-6010
E-mail: sfredericks@cmr.com
URL: www.cmr.com
Contact: Wilma McDaniel
CMR/TNS Media Intelligence
685 Third Avenue
4th Floor
New York, NY 10017
Phone: (212) 991-6001
E-mail: wmcDaniel@cmr.com

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Jerry Galvin

Head Guy
Galvin and Friends
1217 Elm Street
Cincinnati, OH 45210
Phone: (513) 651-5444
Fax: (513) 352-0207
E-mail: galvinandfriends@cinci.rr.com

How Plummet Mall, Gene Jenkins and a Very Stupid Radio Show Can Help You Laugh Your Way to Creative Freedom

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Joel Hochberger

President
Effective Presentations, Inc.
1113 Hidden Lake Drive
Buffalo Grove, IL 60089
Phone: (847) 478-0808
Fax: (847) 478-9750
E-mail: joelspeaks@aol.com
URL: www.effectivepresentationskills.com
Effective Presentations – Persuading Others to Accept Your Ideas
Expenses and \$1000 Fee (Ad Clubs receive \$1500 off the normal fee of \$2500)
Will tailor speeches for specific audiences.

Bill Katz

President & CEO
BBDO New York
1285 Avenue of the Americas
New York, NY 10019
Phone: (212) 459-6707
Fax: (212) 459-6823
E-mail: bill.katz@bbdo.com
URL: www.bbdo.com
Contact: Roy Elvove
BBDO New York
1285 Avenue of the Americas
New York, NY 10019
Phone: (212) 459-5797
E-mail: roy.elvove@bbdo.com

The New Client

Will tailor speeches for specific audiences.

Steve Keller

VP of Creative Development
iv, inc.
1701 Church Street
Nashville, TN 37203
Phone: (615) 320-1444
Fax: (615) 320-0750
E-mail: skeller@ivgroup.cc
URL: www.ivgroup.cc
Contact: Melissa Rohrer
iv, inc.
1701 Church Street
Nashville, TN 37203
Phone: (615) 320-1444
E-mail: mrohrer@ivgroup.cc

Music Business 101

Expenses
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Joe Kelly

Partner/Chief Marketing Officer
Triad Consulting Corporation
7344 Soaring Eagle Way
Scottsdale, AZ 85262
Phone: (480) 575-7531
Fax: (480) 575-7532
E-mail: jkelly@triadconsultingcorp.com
URL: www.triadconsultingcorp.com

The Search for the Perfect Agency

Expenses
Will tailor speeches for specific audiences.

Robin Kravitz

SVP & General Counsel, Advertising and Marketing
 Bates Advertising USA, Inc.
 498 Seventh Avenue
 New York, NY 10018
 Phone: (212) 297-7745
 Fax: (212) 297-8888
 E-mail: rkravitz@batesww.com

Bob Kuperman
President & CEO

DDB New York
 437 Madison Avenue
 5th Floor
 New York, NY 10022
 Phone: (212) 415-2565
 Fax: (212) 415-3445
 Contact: Rosemary Marano
 Phone: (212) 415-2565
 E-mail: rosamary.marano@ny.ddb.com

What Clients Really Want

Expenses
 Will tailor speeches for specific audiences.

Maribeth Kuzmeski

President
 Red Zone Marketing
 1509 North Milwaukee Avenue
 Libertyville, IL 60048
 Phone: (847) 367-4066
 Fax: (847) 367-5226
 E-mail: mk@redzonemarketing.com
 URL: www.redzonemarketing.com

Creating a Client Experience!

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Tommy J. Laughon

President/CEO
 Catch Your Limit Consulting
 2016 Delta Boulevard
 Suite 201
 Tallahassee, FL 32303
 Phone: (850) 894-3474
 Fax: (850) 668-6697
 E-mail: tom@catchyourlimit.com
 URL: www.catchyourlimit.com
 Contact: Melissa Hays
 Catch Your Limit Consulting
 2016 Delta Boulevard
 Suite 201
 Tallahassee, FL 32308
 Phone: (850) 894-3474
 E-mail: melissa@catchyourlimit.com

One Great Customer

Profiling to Catch Your Limit

Organic Growth – Defining and Growing Great Clients

Expenses and Fee
 Will tailor speeches for specific audiences.

Ian Marlow

EVP & Brand Team Leader Lincoln Mercury
 Y&R Companies
 7535 Irvine Center Drive
 Irvine, CA 92618
 Phone: (949) 754-2000
 Fax: (949) 754-2009
 E-mail: ian_marlowe@irv.yr.com
No Excuse for Losing Business
 Expenses
 Will tailor speeches for specific audiences.

Lisa May-Turner

SVP, Client Relationship Management
 CMR/TNS Media Intelligence
 685 Third Avenue
 4th Floor
 New York, NY 10017
 Phone: (212) 991-6107
 Fax: (212) 991-6195
 E-mail: lmay-turner@cmr.com
 URL: www.cmr.com
 Contact: Wilma McDaniel
 CMR/TNS Media Intelligence
 685 Third Avenue
 4th Floor
 New York, NY 10017
 Phone: (212) 991-6001
 E-mail: wmcdaniel@cmr.com

Expenses and Fee (negotiable)
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Bill McKendry

Founder/Chief Creative Officer
 Hanon McKendry, Inc.
 25 Iona, SW
 4th Floor
 Grand Rapids, MI 49503
 Phone: (616) 766-1111 ext.44
 Fax: (616) 776-0022
 E-mail: mckendry@hanon-mckendry.com
 URL: www.hanon-mckendry.com

Keep Your Edge (Without Going Over It): A No Nonsense Guide for Agencies Working With Non-Profit and Issue Based Clients

Expenses
 Will tailor speeches for specific audiences.

Jim Miotke

President
 Painless Computer Consultants
 7837 Broken Arrow Trail
 Winter Park, FL 32792-9009
 Phone: (407) 678-3377
 Fax: (407) 678-3377
 E-mail: jimmiotke@earthlink.net
 URL: www.jimmiotke.com

I Can't Hear You When I'm Talking

Expenses
 Will tailor speeches for specific audiences.

Abu Noaman

Elliance
 2740 Smallman Street
 Suite 100
 Pittsburgh, PA 15222
 Phone: (412) 391-2750
 Fax: (412) 391-7170
 E-mail: abu@elliance.com
 Contact: Carrie Lakse
 Elliance
 2740 Smallman Street
 Suite 100
 Pittsburgh, PA 15222
 Phone: (412) 391-2750
 E-mail: carrie@elliance.com

How Technology Builds Recurring Revenue

Expenses

Ray Radford

Senior Vice President, Channel Marketing/Sales Promotion
 Doe Anderson, Inc.
 620 West Main Street
 Louisville, KY 40202
 Phone: (502) 589-1700
 Fax: (502) 587-8349
 E-mail: rradford@doeanderson.com
 URL: www.doeanderson.com
 Contact: Cheri Collis-White
 Doe Anderson
 620 West Main Street
 Louisville, KY 40202
 Phone: (502) 815-3273
 E-mail: cwhite@doeanderson.com

A 31-Year Conversation Among Friends

Expenses
 Will tailor speeches for specific audiences.

Mark E. Ratner

SVP of Client Services and Marketing
 hawthorne direct inc
 300 N. 16th Street
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 Fairfield, IA 52556
 Phone: (641) 472-3800
 Fax: (641) 472-8881
 Contact: Karla Crawford Kerr
 hawthorne direct inc
 300 N. 16th Street
 P.O. Box 1366
 Fairfield, IA 52556
 Phone: (641) 472-3800

Expenses

Susan D. Rector

Partner
Schottenstein, Zox & Dunn
41 South High Street
Suite 2600
Columbus, OH 43215
Phone: (614) 462-2219
Fax: (614) 462-5135
E-mail: srector@szd.com
URL: www.szd.com

The Importance of a Paper Trail: Creating Standard Terms and Conditions

Expenses
Will tailor speeches for specific audiences.

Ian B. Rowden

EVP, Chief Marketing Officer
Callaway Golf Co.
2180 Rutherford Road
Carlsbad, CA 92008
Phone: (760) 804-4250
Fax: (760) 804-4139

The Mating Game

Expenses and \$10,000 Fee
Will tailor speeches for specific audiences.

George Shababb

SVP, Strategic Planning & Development
CMR/TNS Media Intelligence
685 Third Avenue
4th Floor
New York, NY 10017
Phone: (212) 991-6065
Fax: (212) 949-6040
E-mail: gshababb@cmr.com
URL: www.cmr.com
Contact: Wilma McDaniel

CMR/TNS Media Intelligence
685 Third Avenue
4th Floor
New York, NY 10017
Phone: (212) 991-6001
E-mail: wmcDaniel@cmr.com

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Phil Stella

President
Effective Training & Communications, Inc.
6459 Derby Drive
Mayfield Village, OH 44143
Phone: (440) 449-0356
Fax: (440) 449-0545
E-mail: etcpjs@aol.com

The Platinum Rule of Client Relationships

Expenses and \$1500 Fee (negotiable)
Will tailor speeches for specific audiences.

Chuck Underwood

President
Chuck Underwood Productions
1343 Fleming Street
Cincinnati, OH 45206
Phone: (513) 221-1973
Fax: (513) 221-4973
E-mail: cunderwood@fuse.net

Generational Advertising, Marketing and Communications

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Tim Williams

Chief Marketing Officer
R&R Partners
837 East South Temple
Salt Lake City, UT 84102
Phone: (801) 531-6877
Fax: (801) 531-6880
E-mail: twilliams@rrpartners.com
URL: www.rrpartners.com
Contact: Emily Hicks
R&R Partners
837 East South Temple
Salt Lake City, UT 84102
Phone: (801) 531-6877
E-mail: ehicks@rrpartners.com

Go Deep: What Clients Want

Expenses
Will tailor speeches for specific audiences.

Robert Wilson

CEO
Jumpstart Your Meeting!
P.O. Box 190146
Atlanta, GA 31119
Phone: (404) 255-4924
E-mail: graffiti@pobox.com
URL: www.jumpstartyourmeeting.com

Client Relationships: Five Keys to Longevity

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Ken Yarbrough

Director of Account Management
WestWayne
1170 Peachtree Street
Suite 1500
Atlanta, GA 30309
Phone: (404) 347-8826
E-mail: kyarborough@westwayne.com
URL: www.westwayne.com

How to Keep Clients

Expenses and Fees (negotiable)
Will tailor speeches for specific audiences.

Karl Yehle

Community Relations Director/Adjunct Professor/Former President & CEO of Smith and Yehle Advertising
Avila University
11901 Wornall Road
Kansas City, MO 64145-1698
Phone: (816) 501-3696
Fax: (913) 491-1543
E-mail: kyehle@kc.rr.com
URL: www.avila.edu

150 Clients Later: How to Keep Clients...Happy!

Expenses
Will tailor speeches for specific audiences.

Gary Yost

Vice President of Marketing
Valassis
19975 Victor Parkway
Livonia, MI 48152
Phone: (734) 432-2810
Fax: (734) 591-7358
E-mail: yostg@valassis.com
URL: www.valassis.com

Utilizing Planning Tools to Develop Integrated Newspaper Plans to Drive Results

Expenses (negotiable)
Will tailor speeches for specific audiences.

Joe C. Adams

President
Adams et al, Inc.
P.O. Box 3075
Hilton Head Island, SC 29928
Phone: (843) 785-7100
E-mail: folkart@hargray.com
Contact: Laura Carpenter
Adams et al, Inc.
P.O. Box 3075
Hilton Head, SC 29928
Phone: (843) 785-7100
E-mail: folkart@hargray.com

The Communications Audit: How to Tell if You're Getting the Right Message to the Right People at the Right Time

Everything You Need to Know and Then Some

Expenses
Will tailor speeches for specific audiences.

Bruce Bendinger

Copy Chief, Author of The Copy Workshop Workbook

The Copy Workshop
2144 North Hudson
Chicago, IL 60614
Phone: (773) 871-1179
Fax: (773) 281-4643
E-mail: thecopyworkshop@aol.com
URL: www.adbuzz.com
Contact: Eugenia Velazquez
The Copy Workshop
2144 North Hudson
Chicago, IL 60614
Phone: (773) 871-1179
E-mail: copywork@aol.com

The Mind of Marshall McLuhan

Expenses and Fee (negotiable if college students are involved)
Will tailor speeches for specific audiences.

Frank William Biglow Ph.D.

Associate Professor and Director
Department of Journalism and Mass Communications
University of Wisconsin - Oshkosh
800 Algoma Boulevard
Oshkosh, WI 54901-8696
Phone: (920) 232-6545
Fax: (425) 984-7119
E-mail: biglow@uwosh.edu
URL: www.uwosh.edu

Integrated Marketing Communications: Old Wine in New Bottles?

Expenses and \$1000 Fee (negotiable)
Will tailor speeches for specific audiences.

Reginald Brack

Former Chairman & CEO
Time Inc.
680 Madison Avenue
Suite 901
New York, NY 10022
Phone: (203) 869-8380
Fax: (203) 869-3189
E-mail: reg@regbrack.com
Will tailor speeches for specific audiences.

Paul T. Carringer

President
Caring Direct Corporation
454 Woodglen Court
Columbus OH, 43214
Phone: (614) 846-5528
Fax: (614) 846-5528
E-mail: paul@paulcarringer.com
URL: www.paulcarringer.com
Business Theater: How to Have Magical Meetings

Expenses
Will tailor speeches for specific audiences.

Marc Cashman

President/Creative Director
Cashman Commercials
26136 North Twain Place
Stevenson Ranch, CA 91381-1116
Phone: (661) 222-9300/1-800-789-RADIO
Fax: (661) 222-9355
E-mail: cashcomm@earthlink.net
URL: www.cashmancommercials.com

Marc Cashman is one of L.A.'s premier radio specialists. Creates and produces ad copy and music for radio and television for clients including Kroger, Charles Schwab, Pella Windows and Pabst Blue Ribbon. Winner of over 150 local, regional and national advertising awards.

Wide-Screen Radio - a fast-paced, hilarious, Stan-Freberg-style send-up of the radio advertising business

Expenses and \$500 Fee
Show soundtrack available upon request.

Cynthia Chin-Lee

Speaker/Author
666 Wildwood Lane
Palo Alto, CA 94303
Phone: (650) 856-8275
E-mail: Cynthia_chin-lee@post.harvard.edu
Networking for Success
Expenses

Diane Cimine

President
Cimine Enterprises
50 Murray Street
Suite 1108
New York, NY 10007
Phone: (917) 847-9014
E-mail: dcimine@aol.com
How You Say It Matters!
Expenses
Will tailor speeches for specific audiences.

Joanne Davis

President
Joanne Davis Consulting, Inc.
325 East 57th Street
#7D
New York, NY 10022
Phone: (212) 935-0320
Fax: (212) 223-2932
E-mail: joannemDavis1@aol.com
How PR, Promotion and Positioning Fuels Growth
Expenses
Will tailor speeches for specific audiences.

Richard Delaney

President
20/20 Marketing
13227 Barkley Street
Overland Park, KS 66209
Phone: (913) 814-8742
Fax: (913) 814-8742
E-mail: rich@2020marketing.com
URL: www.2020marketing.com
Improving Generational Communications - Closing the Gen X and Baby Boomer Gap
Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Kirk Donovan

President
Kirk Donovan Enterprises, Inc.
P.O. Box 2759
Stockbridge, GA 30281
Phone: (404) 228-2130
Fax: (770) 210-9412
E-mail: kdtheadman@aol.com
Non Verbal Communication - How to Send & Read Body Signals and Achieve Confidence and Credibility in Your Stature
Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Dale Erquiaga

Vice President of Brand Services
 R&R Partners
 900 South Pavilion Center Drive
 Las Vegas, NV 89144
 Phone: (702) 228-0222
 Fax: (702) 228-7171
 E-mail: derquiaga@rrpartners.com
 URL: www.rrpartners.com
 Contact: Betsey Ward
 R&R Partners
 900 South Pavilion Center Drive
 Las Vegas, NV 89144
 Phone: (702) 318-4229
 E-mail: bward@rrpartners.com

The Integration Two Step: When Advertising Is Only a Slow Dance

Expenses
 Will tailor speeches for specific audiences.

Bob Farnsworth

President
 Hummingbird Productions
 P.O. Box 120753
 Nashville, TN 37212
 Phone: 1-800-2511900
 Fax: (615) 385-3446
 E-mail: bobf@hummingbirdproductions.com
 URL: www.hummingbirdproductions.com
 Contact: David Williams
 Hummingbird Productions
 P.O. Box 120753
 Nashville, TN 37212
 Phone: 1-800-251-1900
 E-mail: davidw@hummingbirdproductions.com

Music: How Come? How to!

Back to Branding

Untangling the Web: Thinktanking the Internet for the Creative Industry

Expenses
 Will tailor speeches for specific audiences.

Steven Fredericks

President & CEO
 CMR/TNS Media Intelligence
 685 Third Avenue
 4th Floor
 New York, NY 10017
 Phone: (212) 991-6000
 Fax: (212) 991-6010
 E-mail: sfredericks@cmr.com
 URL: www.cmr.com
 Contact: Wilma McDaniel
 CMR/TNS Media Intelligence
 685 Third Avenue
 4th Floor
 New York, NY 10017
 Phone: (212) 991-6001
 E-mail: wmcDaniel@cmr.com

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Jerry Galvin

Head Guy
 Galvin and Friends
 1217 Elm Street
 Cincinnati, OH 45210
 Phone: (513) 651-5444
 Fax: (513) 352-0207
 E-mail: galvinandfriends@cinci.rr.com

How Plummet Mall, Gene Jenkins and a Very Stupid Radio Show Can Help You Laugh Your Way to Creative Freedom

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Heide L. Gardner

SVP, Strategic Multicultural Programs and Executive Director-AAF Mosaic Center on Multiculturalism
 The AAF Foundation
 1101 Vermont Avenue
 Suite 500
 Washington, DC 20005
 Phone: 1-800-999-2231
 Fax: (202) 898-0159
 E-mail: hgardner@aaf.org
 URL: www.aaf.org

M-Commerce: Targeting Multicultural Consumers

The Buzz on Diversity and Multicultural Marketing Issues

Diversity: A Business Imperative

Will tailor speeches for specific audiences.

Paul J. Gibler

The Web Chef (Principal)
 Connecting Dots Higher Resolution Marketing
 629 South Shore Drive
 Madison, WI 53715
 Phone: (608) 255-4092
 Fax: (608) 255-4092
 E-mail: pgibler@connectingdots.com
 URL: www.connectingdots.com

"In the Kitchen" - Successful Intranets

"Mix" - Web Presentations

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Craig Harper

Executive Vice President
 Simmons Market Research Bureau
 622 West Poplar
 Suite 5, PMB 173
 Collierville, TN 38017
 Phone: (901) 853-3090
 Fax: (901) 861-4163
 E-mail: cnharper@smrb.com
 URL: www.smrb.com

Understanding = Relationships = Branding Behavior Graphics - The Next Generation of Demographics

Will tailor speeches for specific audiences.

Timothy R. Hawthorne

Chairman/Executive Creative Director
 hawthorne direct inc
 300 N. 16th Street
 P.O. Box 1366
 Fairfield, IA 52556
 Phone: (641) 472-3800
 Fax: (641) 472-8881
 Contact: Karla Crawford Kerr
 hawthorne direct inc
 300 N. 16th Street
 P.O. Box 1366
 Fairfield, IA 52556
 Phone: (641) 472-3800

Power of the Half Hour

Infomercials: The Wave of the Future

Image vs. Information: Creative Long Form Advertising

Expenses

Jeffrey Hedquist

President
 Hedquist Productions, Inc.
 P.O. Box 1475
 Fairfield, IA 52556
 Phone: (641) 472-6708
 Fax: (641) 472-7400
 Contact: Jay Mattsson
 Hedquist Productions, Inc.
 P.O. Box 1475
 Fairfield, IA 52556
 Phone: (641) 472-6708
 E-mail: jay@hedquist.com

Radio Writer's Block Busters

Audio & Imagination

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Joel Hochberger

President
 Effective Presentations, Inc.
 1113 Hidden Lake Drive
 Buffalo Grove, IL 60089
 Phone: (847) 478-0808
 Fax: (847) 478-9750
 E-mail: joelspeaks@aol.com
 URL: www.effectivepresentationskills.com
Effective Presentations - Persuading Others to Accept Your Ideas

Expenses and \$1000 Fee (Ad Clubs receive \$1500 off the normal fee of \$2500)
 Will tailor speeches for specific audiences.

Steve Keller

VP of Creative Development
iv, inc.
1701 Church Street
Nashville, TN 37203
Phone: (615) 320-1444
Fax: (615) 320-0750
E-mail: skeller@ivgroup.cc
URL: www.ivgroup.cc
Contact: Melissa Rohrer
iv, inc.
1701 Church Street
Nashville, TN 37203
Phone: (615) 320-1444
E-mail: mrohrer@ivgroup.cc

Don't Shoot Me I'm Only the Piano Player

Expenses
Will tailor speeches for specific audiences.

Dr. Marilyn Kern-Foxworth

Vice President
The Ad*itive
1713 Woodwell Road
Silver Spring, MD 20906-2051
Phone: (301) 460-6004
E-mail: drkernfoxworth@aol.com
URL: www.drkernfoxworth.com

Power Communications to Diverse Audiences

*Leveraging Resources to Communicate
With Segmented Markets*

*Shopping for Identity: What Are You
Communicating to ALANA (African,
Latino, Asian and Native American)
Communities*

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Rena Kilgannon

Principal
Kilgannon McReynolds
1708 Peachtree Street, NW
Suite 303
Atlanta, GA 30309
Phone: (404) 876-2800
Fax: (404) 876-2830
E-mail: rena@kilgannon.com
URL: www.kilgannon.com
Contact: Casey Smith
Kilgannon McReynolds
1708 Peachtree Street, NW
Suite 303
Atlanta, GA 30309
Phone: (404) 876-2800
E-mail: csmith@kilgannon.com

Internal Communications and Branding

*Creating Brand Ambassadors Inside the
Company*

Expenses
Will tailor speeches for specific audiences.

Michael Knapstein

CEO
Waldbillig & Besteman, Inc.
7633 Ganser Way
Madison, WI 53719-2002
Phone: (608) 829-0900
Fax: (608) 829-0901
E-mail: mfk@waldbest.com
URL: www.waldbest.com

*A Diplomatic Approach to International
Advertising*

Expenses
Will tailor speeches for specific audiences.

Maribeth Kuzmeski

President
Red Zone Marketing
1509 North Milwaukee Avenue
Libertyville, IL 60048
Phone: (847) 367-4066
Fax: (847) 367-5226
E-mail: mk@redzonemarketing.com
URL: www.redzonemarketing.com

Creating a Client Experience!
Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Tommy J. Laughon

President/CEO
Catch Your Limit Consulting
2016 Delta Boulevard
Suite 201
Tallahassee, FL 32303
Phone: (850) 894-3474
Fax: (850) 668-6697
E-mail: tom@catchyourlimit.com
URL: www.catchyourlimit.com
Contact: Melissa Hays
Catch Your Limit Consulting
2016 Delta Boulevard
Suite 201
Tallahassee, FL 32308
Phone: (850) 894-3474
E-mail: melissa@catchyourlimit.com

Fish Camp

Profiling to Catch Your Limit
Band Together - Building Competitive Teams

Expenses and Fee
Will tailor speeches for specific audiences.

Michael Lissauer

*Senior Vice President, Marketing and
Business Strategy*
Business Wire
40 East 52 Street
New York, NY 10022
Phone: (212) 752-9600
Fax: (212) 752-9457
E-mail: michael.lissauer@businesswire.com
URL: www.businesswire.com

Integrated Marketing Communications
Will tailor speeches for specific audiences.

Ian Marlow

*EVP & Brand Team Leader Lincoln Mercury
Y&R Companies*
7535 Irvine Center Drive
Irvine, CA 92618
Phone: (949) 754-2000
Fax: (949) 754-2009
E-mail: ian_marlowe@irv.yr.com

It Really Is Simple

Expenses
Will tailor speeches for specific audiences.

Robert McNeil, Jr.

President/CEO
IMAGES USA
914 Howell Mill Road, NW
Atlanta, GA 30318
Phone: (404) 892-2923
Fax: (404) 892-8651
E-mail: b.mcneil@imagesusa.net
URL: www.imagesusa.net
Contact: Anna Haile

IMAGES USA
914 Howell Mill Road
Atlanta, GA 30318
Phone: (404) 892-2931
E-mail: a.haile@imagesusa.net

*Modifying Marketing Strategies to Capture
Multicultural Audiences*

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Jim Miotke

President
Painless Computer Consultants
7837 Broken Arrow Trail
Winter Park, FL 32792-9009
Phone: (407) 678-3377
Fax: (407) 678-3377
E-mail: jimmiotke@earthlink.net
URL: www.jimmiotke.com

The Simple Minded Speech

Expenses
Will tailor speeches for specific audiences.

John Mollison

Great White Productions/Pizza Ranch, Inc.
3704 South Jesse James Court
Sioux Falls, SD 57103
Phone: (605) 371-2346
Fax: (605) 371-1382
E-mail: wily1@mac.com

Building Brands in Small Town USA

Expenses
Will tailor speeches for specific audiences.

Lee Nadler

Founder
Sherpa Marketing
720 Greenwich Street
6 S
New York, NY 10014
Phone: (646) 567-8305
E-mail: lee@sherpamarketing.net
URL: www.sherpamarketing.net

Marketing Convergence: The Evolution of Integrated Marketing

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Abu Noaman

Elliance
2740 Smallman Street
Suite 100
Pittsburgh, PA 15222
Phone: (412) 391-2750
Fax: (412) 391-7170
E-mail: abu@elliance.com
Contact: Carrie Lakse

Elliance
2740 Smallman Street
Suite 100
Pittsburgh, PA 15222
Phone: (412) 391-2750
E-mail: carrie@elliance.com

E-Communication Strategies

Web-Based Dialog Tools & Relationship Development

Expenses

Stephen L. Plunkett

Director, Sales and Marketing
ROI Advertising & Communications
5001 Brentwood Stair Road
Ft. Worth, TX 76112
Phone: (214) 636-9083
Fax: (877) 371-4160
E-mail: steve@roiac.com
URL: www.roiac.com
Contact: Evan Gwin

ROI Advertising and Communications
5001 Brentwood Stair Road
Ft. Worth, TX 76112
Phone: (817) 492-9961
E-mail: evan@roiac.com

The Hard Truths About E-mail

Expenses
Will tailor speeches for specific audiences.

Billy Riggs

Speaker
Awesome Speakers
3243 Swandale Street
San Antonio, TX 78230
Phone: (800) 299-5591
Fax: (210) 341-4637
E-mail: billy@billyriggs.com
URL: www.billyriggs.com
Contact: Jim Chism
Awesome Speakers
3243 Swandale Street
San Antonio, TX 78230
Phone: (800) 299-5591
E-mail: jim@awesomespeakers.com

Grand Illusions

Expenses and \$4500 Fee (negotiable)
Will tailor speeches for specific audiences.

David Seckinger

Senior Partner
BrandSpeak Communications
420 North Fifth Street
Suite 450
Minneapolis, MN 55401
Phone: (612) 332-9585
Fax: (612) 332-9637
E-mail: david@brandspeak.net
URL: www.brandspeak.net

Building a Strong Brand One Experience at a Time

Expenses and \$750 Fee
Will tailor speeches for specific audiences.

Phil Stella

President
Effective Training & Communications, Inc.
6459 Derby Drive
Mayfield Village, OH 44143
Phone: (440) 449-0356
Fax: (440) 449-0545
E-mail: etcpjs@aol.com

Communicating With Style

Handling Client Communication Challenges

Power Listening Strategies

Expenses and \$1500 Fee (negotiable)
Will tailor speeches for specific audiences.

Jeff Tarren

President
MCA Direct
299 Third Street
Suite 102
Oakland, CA 94607
Phone: (510) 208-5704
Fax: (510) 834-1870
E-mail: jtarren@mca-direct.com
URL: www.mca-direct.com

Communications That ROCK – Response Oriented Communications Know-how. How to Make All Your Marketing Communications More Response Oriented

Expenses

Chuck Underwood

President
Chuck Underwood Productions
1343 Fleming Street
Cincinnati, OH 45206
Phone: (513) 221-1973
Fax: (513) 221-4973
E-mail: cunderwood@fuse.net

Generational Advertising, Marketing and Communications

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Tim Williams

Chief Marketing Officer
R&R Partners
837 East South Temple
Salt Lake City, UT 84102
Phone: (801) 531-6877
Fax: (801) 531-6880
E-mail: twilliams@rrpartners.com
URL: www.rrpartners.com
Contact: Emily Hicks

R&R Partners
837 East South Temple
Salt Lake City, UT 84102
Phone: (801) 531-6877
E-mail: ehicks@rrpartners.com

Everybody Sees Everything: The Critical Importance of Communicating Across All Audiences

Expenses
Will tailor speeches for specific audiences.

Robert Wilson

CEO
Jumpstart Your Meeting!
P.O. Box 190146
Atlanta, GA 31119
Phone: (404) 255-4924
E-mail: graffitiguy@pobox.com
URL: www.jumpstartyourmeeting.com

Client First Impressions: Establishing Yourself as "The" Ad Expert

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Ken Yarbrough

Director of Account Management
WestWayne, Inc.
1170 Peachtree Street
Suite 1500
Atlanta, GA 30309
Phone: (404) 347-8826
E-mail: kyarbrough@westwayne.com

Showtime! Presentation Tips for Advertising Presenters

Expenses and Fees (negotiable)
Will tailor speeches for specific audiences.

Joe C. Adams

President
Adams et al, Inc.
P.O. Box 3075
Hilton Head Island, SC 29928
Phone: (843) 785-7100
E-mail: folkart@hargray.com
Contact: Laura Carpenter
Adams et al, Inc.
P.O. Box 3075
Hilton Head, SC 29928
Phone: (843) 785-7100
E-mail: folkart@hargray.com

Ten Commandments for a Successful Ad Campaign

Everything You Need to Know and Then Some

Expenses
Will tailor speeches for specific audiences.

Bruce Bendinger

Copy Chief, Author of The Copy Workshop Workbook

The Copy Workshop
2144 North Hudson
Chicago, IL 60614
Phone: (773) 871-1179
Fax: (773) 281-4643
E-mail: thecopyworkshop@aol.com
URL: www.adbuzz.com
Contact: Eugenia Velazquez
The Copy Workshop
2144 North Hudson
Chicago, IL 60614
Phone: (773) 871-1179
E-mail: copywork@aol.com

The Next Generation of Creativity (presented by Curtis Clarkson and/or Bruce Bendinger)

Howard Gossage & Practical Magic

The Copy Workshop Creative Seminar (1-3 hour workshop)

Expenses and Fee (negotiable if college students are involved)
Will tailor speeches for specific audiences.

Walter Bregman

4629 Vista De La Tierra
Del Mar, CA 92014
Phone: (858) 792-6185
Fax: (858) 792-9285
E-mail: wbregman@aol.com
URL: www.spraythebear.com

Where Have All the Crazy's Gone? How the Agency Business and Creativity Have Changed Over the Years

Expenses (negotiable)
Will tailor speeches for specific audiences.

Kenn Buckner

Sales Representative
Trailblazer Studio
1610 Midtown Place
Raleigh, NC 27609
Phone: (919) 873-9333
Fax: (919) 875-0730
E-mail: kenn.buckner@trailblazerstudios.com
URL: www.trailblazerstudios.com

The Electric Idea: Generating Something New

Expenses and \$250 Fee (negotiable)
Will tailor speeches for specific audiences.

Marc Cashman

President/Creative Director
Cashman Commercials
26136 North Twain Place
Stevenson Ranch, CA 91381-1116
Phone: (661) 222-9300/1-800-789-RADIO
Fax: (661) 222-9355
E-mail: cashcomm@earthlink.net
URL: www.cashmancommercials.com

Marc Cashman is one of L.A.'s premier radio specialists. Creates and produces ad copy and music for radio and television for clients including Kroger, Charles Schwab, Pella Windows and Pabst Blue Ribbon. Winner of over 150 local, regional and national advertising awards.

Wide-Screen Radio - a fast-paced, hilarious, Stan-Freberg-style send-up of the radio advertising business

Expenses and \$500 Fee
Show soundtrack available upon request.

JoBe Cerny

President
Cerny/American Creative
11 West Illinois Street
Chicago, IL 60610
Phone: (312) 222-1886
E-mail: cernyam@aol.com

Voice of the Cheer Detergent Man. Specialist in Comedy Radio Commercials. Picked by Advertising Age, TV Guide and Entertainment Weekly as one of the Best 50 Commercials of All Time.

The Nothing Speech - humorous inspirational presentation about the relationship of creativity to inner resourcefulness

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Diane Cimine

President
Cimine Enterprises
50 Murray Street
Suite 1108
New York, NY 10007
Phone: (917) 847-9014
E-mail: dcimine@aol.com

Designing Great Outdoor Advertising

Expenses
Will tailor speeches for specific audiences.

Jim Conlan

Principal
Radio Works
2077 S. Gessner
Suite 135
Houston, TX 77063
Phone: (713) 789-3751
Fax: (713) 789-3662
E-mail: jim@usradioworks.com
URL: www.usradioworks.com

Radio Advertising 101.5: How to Create Better Radio Advertising

Expenses and \$500 Fee (negotiable)
Will tailor speeches for specific audiences.

Phillips Cuttino

President/Creative Director
Cuttino Communications, Inc.
496 Lakeshore Drive
Berkley Lake, GA 30096-3034
Phone: (770) 441-9373
Fax: (770) 441-7636
Contact: Diane Pezzutti Cuttino
Cuttino Communications, Inc.
496 Lakeshore Drive
Berkley Lake, GA 30096-3034
Phone: (770) 441-9373
E-mail: pezst@mindspring.com

Got a Minute? It's Funny How Radio Really Works

Radio... Theater of the Mind

Expenses
Will tailor speeches for specific audiences.

Dale Erquiaga

Vice President of Brand Services
R&R Partners
900 South Pavilion Center Drive
Las Vegas, NV 89144
Phone: (702) 228-0222
Fax: (702) 228-7171
E-mail: derquiaga@rrpartners.com
URL: www.rrpartners.com

Contact: Betsey Ward
R&R Partners
900 South Pavilion Center Drive
Las Vegas, NV 89144
Phone: (702) 318-4229
E-mail: bward@rrpartners.com

In the Words of One Copywriter, "That's Pretty Creative for a PR Person"

Expenses
Will tailor speeches for specific audiences.

Bob Farnsworth

President
Hummingbird Productions
P.O. Box 120753
Nashville, TN 37212
Phone: 1-800-251-1900
Fax: (615) 385-3446
E-mail: bobf@hummingbirdproductions.com
URL: www.hummingbirdproductions.com
Contact: David Williams
Hummingbird Productions
P.O. Box 120753
Nashville, TN 37212
Phone: 1-800-251-1900
E-mail: davidw@hummingbirdproductions.com

Music: How Come? How to!

Back to Branding

Untangling the Web: Thinktanking the Internet for the Creative Industry

Expenses
Will tailor speeches for specific audiences.

Stephen Freitas

Chief Marketing Officer
Outdoor Advertising Association of America
1850 M Street, NW
Suite 1040
Washington, DC 20036
Phone: (202) 833-5566
Fax: (202) 833-1522
E-mail: sfreitas@oaaa.org
URL: www.oaaa.org

Creating Award Winning Outdoor Advertising

Expenses

Jerry Galvin

Head Guy
Galvin and Friends
1217 Elm Street
Cincinnati, OH 45210
Phone: (513) 651-5444
Fax: (513) 352-0207
E-mail: galvinandfriends@cinci.rr.com

How Plummet Mall, Gene Jenkins and a Very Stupid Radio Show Can Help You Laugh Your Way to Creative Freedom

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Mort Goldstrom

VP, Display Advertising
Newspaper Association of America
1921 Gallows Rd.
Vienna, VA 22182-3900
Phone: (703) 902-1667
Fax: (703) 902-1667
E-mail: goldm@naa.org
URL: www.naa.org or www.athenaawards.com

Contact: Paula Pagano
Newspaper Association of America
1821 Gallows Road
Vienna, VA 22182
Phone: (703) 902-1656
E-mail: pagap@naa.org

ATHENA Awards Program (Award to Honor Excellence in Newspaper Advertising)

Expenses
Will tailor speeches for specific audiences.

Jeffrey Hedquist

President
Hedquist Productions, Inc.
P.O. Box 1475
Fairfield, IA 52556
Phone: (641) 472-6708
Fax: (641) 472-7400
Contact: Jay Mattsson
Hedquist Productions, Inc.
P.O. Box 1475
Fairfield, IA 52556
Phone: (641) 472-6708
E-mail: Jay@hedquist.com

Radio Writer's Block Busters

Audio & Imagination

Radio Secrets

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Joel Hochberger

President
Effective Presentations, Inc.
1113 Hidden Lake Drive
Buffalo Grove, IL 60089
Phone: (847) 478-0808
Fax: (847) 478-9750
E-mail: joelspeaks@aol.com
URL: www.effectivepresentationskills.com

Effective Presentations - Persuading Others to Accept Your Ideas

Expenses and \$1000 Fee (Ad Clubs receive \$1500 off the normal fee of \$2500)
Will tailor speeches for specific audiences.

Rob Jackson

Creative Director
Adams Outdoor Advertising
407 E. Ransom
Kalamazoo, MI 49001
Phone: (616) 342-9831
Fax: (616) 342-5774
E-mail: rob@adamsoutdoor.com
URL: www.adamsoutdoor.com

Outdoor Advertising Today

Simplicity in Advertising

Expenses

Steve Keller

VP of Creative Development
iv, inc.

1701 Church Street
Nashville, TN 37203
Phone: (615) 320-1444
Fax: (615) 320-0750
E-mail: skeller@ivgroup.cc
URL: www.ivgroup.cc

Contact: Melissa Rohrer
iv, inc.

1701 Church Street
Nashville, TN 37203
Phone: (615) 320-1444
E-mail: mrohrer@ivgroup.cc

Connecting the Dot: Effective Principals for Better Brainstorming

Nero Fiddled, Rome Burned: Exploring the Relationship Between Chaos and Creativity

Expenses
Will tailor speeches for specific audiences.

Joe Kelly

Partner/Chief Marketing Officer
Triad Consulting Corporation
7344 Soaring Eagle Way
Scottsdale, AZ 85262
Phone: (480) 575-7531
Fax: (480) 575-7532
E-mail: jkelly@triadconsultingcorp.com
URL: www.triadconsultingcorp.com

The Spirited Ad Organization

Expenses
Will tailor speeches for specific audiences.

Bob Kuperman

President & CEO
DDB New York
437 Madison Avenue
5th Floor
New York, NY 10022
Phone: (212) 415-2565
Fax: (212) 415-3445
Contact: Rosemary Marano
Phone: (212) 415-2565
E-mail: rosamary.marano@ny.ddb.com

What Does a Creative Director Do?

Care and Feeding of Creative People

Expenses
Will tailor speeches for specific audiences.

Tommy J. Laughon

President/CEO
 Catch Your Limit Consulting
 2016 Delta Boulevard
 Suite 201
 Tallahassee, FL 32303
 Phone: (850) 894-3474
 Fax: (850) 668-6697
 E-mail: tom@catchyourlimit.com
 URL: www.catchyourlimit.com
 Contact: Melissa Hays
 Catch Your Limit Consulting
 2016 Delta Boulevard
 Suite 201
 Tallahassee, FL 32308
 Phone: (850) 894-3474
 E-mail: melissa@catchyourlimit.com

Makin' Thinkin'

Seven Ways to Become One Great Thinker
Creative Strategies
 Expenses and Fee
 Will tailor speeches for specific audiences.

Bill Lusk

Photographer
 Bill Lusk Hypereality Images
 1030 E. Lindsay Street
 Greensboro, NC 27405
 Phone: (336) 271-3001
 Fax: (336) 271-3009
 E-mail: bill@billlusk.com
 URL: www.billlusk.com

Creativity With Any Client in Any Market
 Expenses
 Will tailor speeches for specific audiences.

Bill McKendry

Founder/Chief Creative Officer
 Hanon McKendry, Inc.
 25 Iona, SW
 4th Floor
 Grand Rapids, MI 49503
 Phone: (616) 766-1111 ext.44
 Fax: (616) 776-0022
 E-mail: mckendry@hanon-mckendry.com
 URL: www.hanon-mckendry.com

Keep Your Edge (Without Going Over It): A No Nonsense Guide for Agencies Working With Non-Profit and Issue Based Clients
 Expenses
 Will tailor speeches for specific audiences.

Lynne Meena

The Power of Newsprint
 302 Fifth Avenue
 11th Floor
 New York, NY 10001
 Phone: (212) 947-5950
 Fax: (212) 279-7014
 E-mail: lynnemeena@aol.com
Creative Concepts in Newspaper Advertising
How to Make a Good Ad Better: Workshop for Advertisers, Ad Agencies and Newspapers
Newspaper Creativity Day Sponsored by Your Local Newspaper
 Expenses and Fee (Fee paid by paper)
 Will tailor speeches for specific audiences.

Jim Miotke

President
 Painless Computer Consultants
 7837 Broken Arrow Trail
 Winter Park, FL 32792-9009
 Phone: (407) 678-3377
 Fax: (407) 678-3377
 E-mail: jimmiotke@earthlink.net
 URL: www.jimmiotke.com
We Don't Do It That Way
 Expenses
 Will tailor speeches for specific audiences.

Dan Price

President
 Oink Ink Radio
 38 Greene Street
 2nd Floor
 New York, NY 10013
 Phone: (212) 334-5800
 E-mail: dan@oinkradio.com
 URL: www.oinkradio.com
Radio Advertising: What Works and What Doesn't
 Expenses and Fee (negotiable)

Judith Rich

President
 Rich Relations - A Creativity Consultancy
 2500 North Lakeview Avenue
 Suite 2603
 Chicago, IL 60614
 Phone: (773) 528-6355
 Fax: (773) 528-9540
 E-mail: jrichrelations@aol.com
 Judith Rich is known as the "creative guru" of the public relations industry. Prior to opening her own creativity consultancy, she was executive vice president and chief creative officer worldwide for Ketchum and EVP/national creative director for Edelman Worldwide.
Challenging and Changing Your World Through Creativity
Where Has All the Creativity Gone...And How Do We Get It Back?
 Expenses
 Will tailor speeches for specific audiences.

Billy Riggs

Speaker
 Awesome Speakers
 3243 Swandale Street
 San Antonio, TX 78230
 Phone: (800) 299-5591
 Fax: (210) 341-4637
 E-mail: billy@billyriggs.com
 URL: www.billyriggs.com
 Contact: Jim Chism
 Awesome Speakers
 3243 Swandale Street
 San Antonio, TX 78230
 Phone: (800) 299-5591
 E-mail: jim@awesomespeakers.com

Metamorphosis

Expenses and \$4500 Fee (negotiable)
 Will tailor speeches for specific audiences.

Ian B. Rowden

EVP, Chief Marketing Officer
 Callaway Golf Co.
 2180 Rutherford Road
 Carlsbad, CA 92008
 Phone: (760) 804-4250
 Fax: (760) 804-4139

The Four of Hearts

Expenses and \$10,000 Fee
 Will tailor speeches for specific audiences.

Bill Sharp

President (retired)
 Sharp Advertising, Inc.
 2940 Arrowood Drive
 East Point, GA 30344
 Phone: (404) 344-0514
 Fax: (404) 344-7157
 E-mail: sharpadvertising@mindspring.com
Nine Ways to Know Your Advertising Sucks
 Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Randy Snow

Vice President/Creative Director
 R&R Partners
 900 South Pavilion Center Drive
 Las Vegas, NV 89144
 Phone: (702) 228-0222
 Fax: (702) 228-7171
 E-mail: rsnow@rrpartners.com
 URL: www.rrpartners.com
 Contact: Betsey Ward
 R&R Partners
 900 South Pavilion Center Drive
 Las Vegas, NV 89144
 Phone: (702) 318-4229
 E-mail: bward@rrpartners.com

Las Vegas: Creating Advertising for the Most Exciting City on the Planet

Expenses
 Will tailor speeches for specific audiences.

Wally Snyder

President & CEO
 American Advertising Federation
 1101 Vermont Avenue
 Suite 500
 Washington, DC 20005
 Phone: 1-800-999-2231
 Fax: (202) 898-0159
 E-mail: wsnyder@aaf.org
 URL: www.aaf.org

AAF's Great Brands Campaign: From Research to Print & Television and Beyond

Will tailor speeches for specific audiences.

Chuck Underwood

President
 Chuck Underwood Productions
 1343 Fleming Street
 Cincinnati, OH 45206
 Phone: (513) 221-1973
 Fax: (513) 221-4973
 E-mail: cunderwood@fuse.net

Generational Advertising, Marketing and Communications

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Brent Walker

President
 Soundscapes
 3422 Old Cantrell Road
 Little Rock, AR 72202
 Phone: (501) 661-1765
 Fax: (501) 661-0323
 E-mail: brent@soundscapes.com
 URL: www.soundscapes.com
 Contact: Karen Crowley
 Soundscapes
 3422 Old Cantrell Road
 Little Rock, AR 72202
 Phone: (501) 661-1765
 E-mail: karen@soundscapes.com

Breaking the Sound Barrier – Using Sound to Stimulate Imagination

Expenses (2 people)

Bill West

Principal
 Radio Works
 2077 South Gessner
 Suite 135
 Houston, TX 77063
 Phone: (713) 789-3751
 Fax: (713) 789-3662
 E-mail: bill@usradioworks.com
 URL: www.usradioworks.com

Death, Divorce, Plumbers and Why They're Funny

Bathroom Humor; Selling Toilets Out the Wazoo

The Importance of Being Liked. I Mean REALLY Liked.

Expense and \$500 Fee
 Will tailor speeches for specific audiences.

Robert Wilson

CEO
 Jumpstart Your Meeting!
 P.O. Box 190146
 Atlanta, GA 31119
 Phone: (404) 255-4924
 E-mail: graffitiguy@pobox.com
 URL: www.jumpstartyourmeeting.com

The Innovator's Toolbox

Creating Advertising That Sells

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Ken Yarbrough

Director of Account Management
 WestWayne, Inc.
 1170 Peachtree Street
 Suite 1500
 Atlanta, GA 30309
 Phone: (404) 347-8826
 E-mail: kyarbrough@westwayne.com

Why Won't My Clients Approve Great Creative Work

Expenses and Fees (negotiable)
 Will tailor speeches for specific audiences.

Karl Yehle

Community Relations Director/Adjunct Professor/Former President & CEO of Smith and Yehle Advertising
 Avila University
 11901 Wornall Road
 Kansas City, MO 64145-1698
 Phone: (816) 501-3696
 Fax: (913) 491-1543
 E-mail: kyehle@kc.rr.com
 URL: www.avila.edu

The Creative Process – What Makes Great Advertising?

Expenses
 Will tailor speeches for specific audiences.

Bruce Bendinger

Copy Chief, Author of The Copy Workshop Workbook

The Copy Workshop
2144 North Hudson
Chicago, IL 60614
Phone: (773) 871-1179
Fax: (773) 281-4643
E-mail: thecopyworkshop@aol.com
URL: www.adbuzz.com

Contact: Eugenia Velazquez
The Copy Workshop
2144 North Hudson
Chicago, IL 60614
Phone: (773) 871-1179
E-mail: copywork@aol.com

The Next Generation of Creativity (presented by Curtis Clarkson and/or Bruce Bendinger)

Expenses and Fee (negotiable if college students are involved)
Will tailor speeches for specific audiences.

Kenn Buckner

Sales Representative

Trailblazer Studio
1610 Midtown Place
Raleigh, NC 27609

Phone: (919) 873-9333
Fax: (919) 875-0730

E-mail: kenn.buckner@trailblazerstudios.com
URL: www.trailblazerstudios.com

Technology, Design and the Direction of Advertising

3D Animation: Exploring a New Dimension

Expenses and \$250 Fee (negotiable)
Will tailor speeches for specific audiences.

Diane Cimine

President

Cimine Enterprises
50 Murray Street
Suite 1108

New York, NY 10007
Phone: (917) 847-9014

E-mail: dcimine@aol.com

The Obie Awards: The Gold Standard for Outdoor Advertising

Expenses
Will tailor speeches for specific audiences.

Mort Goldstrom

VP, Display Advertising

Newspaper Association of America
1921 Gallows Rd.

Vienna, VA 22182-3900
Phone: (703) 902-1667

Fax: (703) 902-1667

E-mail: goldm@naa.org

URL: www.naa.org

or www.athenaawards.com

Contact: Paula Pagano
Newspaper Association of America
1821 Gallows Road
Vienna, VA 22182
Phone: (703) 902-1656
E-mail: pagap@naa.org

ATHENA Awards Program (Award to Honor Excellence in Newspaper Advertising)

Expenses
Will tailor speeches for specific audiences.

Jeffrey Hedquist

President

Hedquist Productions, Inc.

P.O. Box 1475

Fairfield, IA 52556

Phone: (641) 472-6708

Fax: (641) 472-7400

Contact: Jay Mattsson

Hedquist Productions, Inc.

P.O. Box 1475

Fairfield, IA 52556

Phone: (641) 472-6708

E-mail: jay@hedquist.com

Sound Design for Radio

Visual Audio

Headlines, Body Copy, Typeface, Illustrations, Camera Angles, White Space, Coupons, Logos

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Joel Hochberger

President

Effective Presentations, Inc.

1113 Hidden Lake Drive

Buffalo Grove, IL 60089

Phone: (847) 478-0808

Fax: (847) 478-9750

E-mail: joelspeaks@aol.com

URL: www.effectivepresentationskills.com

Effective Presentations – Persuading Others to Accept Your Ideas

Expenses and \$1000 Fee (Ad Clubs receive \$1500 off the normal fee of \$2500)
Will tailor speeches for specific audiences.

Tommy J. Laughon

President/CEO

Catch Your Limit Consulting

2016 Delta Boulevard

Suite 201

Tallahassee, FL 32303

Phone: (850) 894-3474

Fax: (850) 668-6697

E-mail: tom@catchyourlimit.com

URL: www.catchyourlimit.com

Contact: Melissa Hays

Catch Your Limit Consulting

2016 Delta Boulevard

Suite 201

Tallahassee, FL 32308

Phone: (850) 894-3474

E-mail: melissa@catchyourlimit.com

Creative Strategies

Expenses and Fee
Will tailor speeches for specific audiences.

Caroline Little

Chief Operating Officer

Washingtonpost.Newsweek Interactive

1515 North Courthouse Road

Arlington, VA 22201

Phone: (703) 469-2500

Fax: (703) 469-2995

E-mail: caroline.little@wpni.com

URL: www.washingtonpost.com

Contact: George Nolan

Washingtonpost.Newsweek

Interactive

1515 North Courthouse Road

Arlington, VA 22201

Phone: (703) 469-2798

E-mail: george.nolan@wpni.com

Lessons for Successful Web Design

Expenses (negotiable)
Will tailor speeches for specific audiences.

Abu Noaman

Elliance

2740 Smallman Street

Suite 100

Pittsburgh, PA 15222

Phone: (412) 391-2750

Fax: (412) 391-7170

E-mail: abu@elliance.com

Contact: Carrie Lakse

Elliance

2740 Smallman Street

Suite 100

Pittsburgh, PA 15222

Phone: (412) 391-2750

E-mail: carrie@elliance.com

The Process of Web Design

Expenses

Christopher M. Schroeder

CEO & Publisher
 Washingtonpost.Newsweek Interactive
 1515 North Courthouse Road
 Arlington, VA 22201
 Phone: (703) 469-2727
 Fax: (703) 469-2995
 E-mail: chris.schroeder
 URL: www.washingtonpost.com
 Contact: George Nolan
 Washingtonpost.Newsweek
 Interactive
 1515 North Courthouse Road
 Arlington, VA 22201
 Phone: (703) 469-2798
 E-mail: george.nolan@wpni.com

Web Design that Works for Both Users and Advertisers

Expenses (negotiable)
 Will tailor speeches for specific audiences.

Gary Yost

Vice President of Marketing
 Valassis
 19975 Victor Parkway
 Livonia, MI 48152
 Phone: (734) 432-2810
 Fax: (734) 591-7358
 E-mail: yostg@valassis.com
 URL: www.valassis.com
Synergies Across Traditional and Non-Traditional Media
 Expenses (negotiable)
 Will tailor speeches for specific audiences.

Government/Political/Legal Issues

Howard H. Bell

President Emeritus & President, The AAF Foundation
 American Advertising Federation
 1101 Vermont Avenue
 Suite 500
 Washington, DC 20005
 Phone: (301) 387-9474
 Fax: (301) 387-7877
 E-mail: hbell@gcnetmail.net
 URL: www.aaf.org

Advertising and the First Amendment – Current Threats to Our Freedom

Threats to Advertising Freedom

The Story of Advertising Self-Regulation

Expenses

Frank William Biglow Ph.D.

Associate Professor and Director
 Department of Journalism and Mass Communications
 University of Wisconsin - Oshkosh
 800 Algoma Boulevard
 Oshkosh, WI 54901-8696
 Phone: (920) 232-6545
 Fax: (425) 984-7119
 E-mail: biglow@uwosh.edu
 URL: www.uwosh.edu

Political Advertising and Why It Gives the Rest of Us a Bad Name

News Junkies: The People Who Really Do Want to Know

Expenses and \$1000 Fee (negotiable)
 Will tailor speeches for specific audiences.

Reginald Brack

Former Chairman & CEO
 Time Inc.
 680 Madison Avenue
 Suite 901
 New York, NY 10022
 Phone: (203) 869-8380
 Fax: (203) 869-3189
 E-mail: reg@regbrack.com
 Will tailor speeches for specific audiences.

Dale Erquiaga

Vice President of Brand Services
 R&R Partners
 900 South Pavilion Center Drive
 Las Vegas, NV 89144
 Phone: (702) 228-0222
 Fax: (702) 228-7171
 E-mail: derquiaga@rrpartners.com
 URL: www.rrpartners.com
 Contact: Betsey Ward
 R&R Partners
 900 South Pavilion Center Drive
 Las Vegas, NV 89144
 Phone: (702) 318-4229
 E-mail: bward@rrpartners.com

Everything I Know About Branding I Learned in Politics

Expenses
 Will tailor speeches for specific audiences.

Steven Fredericks

President & CEO
 CMR/TNS Media Intelligence
 685 Third Avenue
 4th Floor
 New York, NY 10017
 Phone: (212) 991-6000
 Fax: (212) 991-6010
 E-mail: sfredericks@cmr.com
 URL: www.cmr.com
 Contact: Wilma McDaniel
 CMR/TNS Media Intelligence
 685 Third Avenue
 4th Floor
 New York, NY 10017
 Phone: (212) 991-6001
 E-mail: wmcDaniel@cmr.com

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Heide L. Gardner

SVP, Strategic Multicultural Programs and Executive Director-AAF Mosaic Center on Multiculturalism

The AAF Foundation
1101 Vermont Avenue
Suite 500
Washington, DC 20005
Phone: 1-800-999-2231
Fax: (202) 898-0159
E-mail: hgardner@aaf.org
URL: www.aaf.org

M-Commerce: Targeting Multicultural Consumers

The Buzz on Diversity and Multicultural Marketing Issues

Diversity: A Business Imperative

Will tailor speeches for specific audiences.

Joel Hochberger

President

Effective Presentations, Inc.
1113 Hidden Lake Drive
Buffalo Grove, IL 60089
Phone: (847) 478-0808
Fax: (847) 478-9750
E-mail: joelspeaks@aol.com
URL: www.effectivepresentationskills.com

Effective Presentations – Persuading Others to Accept Your Ideas

Expenses and \$1000 Fee (Ad Clubs receive \$1500 off the normal fee of \$2500)
Will tailor speeches for specific audiences.

Robin Kravitz

SVP and General Counsel, Advertising and Marketing

Bates Advertising USA, Inc.
498 Seventh Avenue
New York, NY 10018
Phone: (212) 297-7745
Fax: (212) 297-8888
E-mail: rkravitz@batesww.com

Pat McEvilly

President

Promotion Watch, A Valassis Company
19975 Victor Parkway
Livonia, MI 48152
Phone: (734) 591-4937
Fax: (734) 432-2731
E-mail: mcevilyp@valassis.com
URL: www.valassis.com

How to Avoid Promotion Pitfalls

How to Create a Diversity Council

Expenses (negotiable)

Will tailor speeches for specific audiences.

Robert McNeil, Jr.

President/CEO

IMAGES USA
914 Howell Mill Road, NW
Atlanta, GA 30318
Phone: (404) 892-2923
Fax: (404) 892-8651
E-mail: b.mcneil@imagesusa.net
URL: www.imagesusa.net
Contact: Anna Haile
IMAGES USA
914 Howell Mill Road
Atlanta, GA 30318
Phone: (404) 892-2931
E-mail: a.haile@imagesusa.net

Minority/Small Business

Expenses and Fee (negotiable)

Will tailor speeches for specific audiences.

Tommy J. Payne

Executive Vice President, External Relations

R.J. Reynolds Tobacco Company
401 North Main Street
P.O. Box 2959
Winston-Salem, NC 27102
Phone: (336) 741-7232
Fax: (336) 741-7975
E-mail: paynet1@rjrt.com
URL: www.rjrt.com
Contact: Carole Crosslin
R.J. Reynolds Tobacco Company
401 North Main Street
P.O. Box 2959
Winston-Salem, NC 27102
Phone: (336) 741-0605
E-mail: crosslc@rjrt.com

From Tobacco to Fast Food: Super-Sizing the Case Against Advertising

Jeff Perlman

EVP, Operations and Government Affairs and General Counsel

American Advertising Federation
1101 Vermont Avenue
Suite 500
Washington, DC 20005
Phone: 1-800-999-2231
Fax: (202) 898-0159
E-mail: jperlman@aaf.org
URL: www.aaf.org

What's Going on in Washington, D.C.

Will tailor speeches for specific audiences.

Clark Rector, Jr.

VP, State Government Affairs

American Advertising Federation
1101 Vermont Avenue
Suite 500
Washington, DC 20005
Phone: 1-800-999-2231
Fax: (202) 898-0159
E-mail: crector@aaf.org
URL: www.aaf.org

How to Avoid an Ad Tax Fight

Fighting Ad Taxes

Advertising and the First Amendment

Will tailor speeches for specific audiences.

Susan D. Rector

Partner

Schottenstein, Zox & Dunn
41 South High Street
Suite 2600
Columbus, OH 43215
Phone: (614) 462-2219
Fax: (614) 462-5135
E-mail: srector@szd.com
URL: www.szd.com

Trademark Considerations in a Branding or Corporate Identity Campaign

Trademark, Copyright and Internet Issues for the Advertising Professional

Legal Issues in an Online World

Expenses

Will tailor speeches for specific audiences.

Wally Snyder

President & CEO

American Advertising Federation
1101 Vermont Avenue
Suite 500
Washington, DC 20005
Phone: 1-800-999-2231
Fax: (202) 898-0159
E-mail: wsnyder@aaf.org
URL: www.aaf.org

Advertising Ethics: Oxymoron or Business and Social Mandate?

Will tailor speeches for specific audiences.

Bev Andel

President
 Evaliant, a CMR/TNS Media Intelligence company
 685 Third Avenue
 4th Floor
 New York, NY 10017
 Phone: (212) 991-6008
 Fax: (212) 949-1963
 E-mail: bandal@cmr.com
 URL: www.cmr.com
 Contact: Wilma McDaniel
 CMR/TNS Media Intelligence
 685 Third Avenue
 4th Floor
 New York, NY 10017
 Phone: (212) 991-6001
 E-mail: wmcDaniel@cmr.com

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Bruce Bendinger

Copy Chief, Author of The Copy Workshop Workbook
 The Copy Workshop
 2144 North Hudson
 Chicago, IL 60614
 Phone: (773) 871-1179
 Fax: (773) 281-4643
 E-mail: thecopyworkshop@aol.com
 URL: www.adbuzz.com
 Contact: Eugenia Velazquez
 The Copy Workshop
 2144 North Hudson
 Chicago, IL 60614
 Phone: (773) 871-1179
 E-mail: copywork@aol.com

The Mind of Marshall McLuhan

Expenses and Fee (negotiable if college students are involved)
 Will tailor speeches for specific audiences.

Cynthia Chin-Lee

Speaker/Author
 666 Wildwood Lane
 Palo Alto, CA 94303
 Phone: (650) 856-8275
 E-mail: Cynthia_chin-lee@post.harvard.edu

Untangling the World Wide Web

Expenses

Bob Farnsworth

President
 Hummingbird Productions
 P.O. Box 120753
 Nashville, TN 37212
 Phone: 1-800-251-1900
 Fax: (615) 385-3446
 E-mail: bobf@hummingbirdproductions.com
 URL: www.hummingbirdproductions.com
 Contact: David Williams
 Hummingbird Productions
 P.O. Box 120753
 Nashville, TN 37212
 Phone: 1-800-251-1900
 E-mail: davidw@hummingbirdproductions.com

Untangling the Web: Thinktanking the Internet for the Creative Industry

Expenses
 Will tailor speeches for specific audiences.

Steven Fredericks

President & CEO
 CMR/TNS Media Intelligence
 685 Third Avenue
 4th Floor
 New York, NY 10017
 Phone: (212) 991-6000
 Fax: (212) 991-6010
 E-mail: sfredericks@cmr.com
 URL: www.cmr.com
 Contact: Wilma McDaniel
 CMR/TNS Media Intelligence
 685 Third Avenue
 4th Floor
 New York, NY 10017
 Phone: (212) 991-6001
 E-mail: wmcDaniel@cmr.com

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Paul J. Gibler

The Web Chef (Principal)
 Connecting Dots Higher Resolution Marketing
 629 South Shore Drive
 Madison, WI 53715
 Phone: (608) 255-4092
 Fax: (608) 255-4092
 E-mail: pgibler@connectingdots.com
 URL: www.connectingdots.com

"Deliver" – E-mail Permission Marketing
"Spider-Food" – Search Engine Marketing
"Bake" – Retaining Customers Online

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Carol Hanley

SVP, Sales
 Arbitron Inc.
 222 South Riverside Plaza
 Suite 1050
 Chicago, IL 60606
 Phone: (312) 542-1885
 Fax: (312) 542-1901
 E-mail: carol.hanley@arbitron.com
 URL: www.arbitron.com

Webcasting 101

Will tailor speeches for specific audiences.

Jeffrey Hedquist

President
 Hedquist Productions, Inc.
 P.O. Box 1475
 Fairfield, IA 52556
 Phone: (641) 472-6708
 Fax: (641) 472-7400
 Contact: Jay Mattsson
 Hedquist Productions, Inc.
 P.O. Box 1475
 Fairfield, IA 52556
 Phone: (641) 472-6708
 E-mail: jay@hedquist.com

Radio: The Original Interactive Media

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Joel Hochberger

President
 Effective Presentations, Inc.
 1113 Hidden Lake Drive
 Buffalo Grove, IL 60089
 Phone: (847) 478-0808
 Fax: (847) 478-9750
 E-mail: joelspeaks@aol.com
 URL: www.effectivepresentationskills.com
Effective Presentations – Persuading Others to Accept Your Ideas

Expenses and \$1000 Fee (Ad Clubs receive \$1500 off the normal fee of \$2500)
 Will tailor speeches for specific audiences.

Jennifer Johnson

Managing Director
 141XM
 498 Seventh Avenue
 New York, NY 10018
 URL: www.batesww.com
 Contact: Paul Levine
 Bates Worldwide
 498 Seventh Avenue
 New York, NY 10018
 Phone: (212) 297-7180
 E-mail: plevine@batesww.com

Dave Keith

Senior Consultant
Cargill Associates
4701 Altamesa Boulevard
Ft. Worth, TX 76163
Phone: (713) 436-0622
E-mail: dkeithcargill@aol.com
URL: www.cargillassociates.com

Why Are Professional Organizations Important

Expenses
Will tailor speeches for specific audiences.

Doug Knopper

*Vice President and General Manager,
Online Advertising Solutions*

DoubleClick, Inc.
450 West 33rd Street
16th Floor
New York, NY 10001
Phone: (212) 287-5240
E-mail: dknopper@doubleclick.net
URL: www.doubleclick.net

Contact: Giada Bresola
DoubleClick Inc.
450 West 33rd Street
16th Floor
New York, NY 10001
Phone: (212) 381-5319
E-mail: gbresola@doubleclick.net

Industry Trends and Data

Online Advertising and Your Marketing Mix

Michael Lissauer

*Senior Vice President, Marketing and
Business Strategy*

Business Wire
40 East 52 Street
New York, NY 10022
Phone: (212) 752-9600
Fax: (212) 752-9457
E-mail: michael.lissauer@businesswire.com
URL: www.businesswire.com

Multimedia and News Communications

Will tailor speeches for specific audiences.

Caroline Little

Chief Operating Officer
Washingtonpost.Newsweek Interactive
1515 North Courthouse Road
Arlington, VA 22201
Phone: (703) 469-2500
Fax: (703) 469-2995
E-mail: caroline.little@wpni.com
URL: www.washingtonpost.com

Contact: George Nolan
Washingtonpost.Newsweek
Interactive
1515 North Courthouse Road
Arlington, VA 22201
Phone: (703) 469-2798
E-mail: george.nolan@wpni.com

Online Advertising: A Publisher's Perspective

Expenses (negotiable)
Will tailor speeches for specific audiences.

David J. Moore

Chairman & CEO
24/7 Real Media
1250 Broadway
New York, NY 10001
Phone: (212) 231-7101
Fax: (212) 760-1081
E-mail: dmoore@247realmedia.com
URL: www.247realmedia.com

*Return of Investment Strategies for
Interactive Advertising*

Expenses
Will tailor speeches for specific audiences.

Lee Nadler

Founder
Sherpa Marketing
720 Greenwich Street
6 S
New York, NY 10014
Phone: (646) 567-8305
E-mail: lee@sherpamarketing.net
URL: www.sherpamarketing.net

*Marketing Convergence: The Evolution of
Integrated Marketing*

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Abu Noaman

Elliance
2740 Smallman Street
Suite 100
Pittsburgh, PA 15222
Phone: (412) 391-2750
Fax: (412) 391-7170
E-mail: abu@elliance.com
Contact: Carrie Lakse
Elliance
2740 Smallman Street
Suite 100
Pittsburgh, PA 15222
Phone: (412) 391-2750
E-mail: carrie@elliance.com

*Maximizing Search Engine Positioning &
ROI*

*Maximizing Your E-mail Marketing ROI
Generations of E-Business*

Expenses

Stephen L. Plunkett

Director, Sales and Marketing
ROI Advertising & Communications
5001 Brentwood Stair Road
Ft. Worth, TX 76112
Phone: (214) 636-9083
Fax: (877) 371-4160
E-mail: steve@roiac.com
URL: www.roiac.com

Contact: Evan Gwin
ROI Advertising and
Communications
5001 Brentwood Stair Road
Ft. Worth, TX 76112
Phone: (817) 492-9961
E-mail: evan@roiac.com

The Search Engine Is Your Friend

WWW - Worldwide What?

Expenses
Will tailor speeches for specific audiences.

Dr. James Pokrywczynski

*Unit Coordinator & Associate Professor,
Department of Advertising and Public
Relations*

Marquette University
Johnston Hall, 429
P.O. Box 1881
Milwaukee, WI 53201-1881
Phone: (414) 288-3451
Fax: (414) 288-3099
E-mail: james.pokro@marquette.edu

*E-Business in the Academic Curriculum:
Integrate or Isolate*

Susan D. Rector

Partner
Schottenstein, Zox & Dunn
41 South High Street
Suite 2600
Columbus, OH 43215
Phone: (614) 462-2219
Fax: (614) 462-5135
E-mail: srector@szd.com
URL: www.szd.com

*The Effect of the Internet on Trademark,
Copyright and Other Laws*

*You've got mail. You've got customers.
You've got legal liability.*

Legal Issues in an Online World

Expenses
Will tailor speeches for specific audiences.

Interactive

Susan Sachatello

Chief Marketing Officer
DoubleClick, Inc.
450 West 33rd Street
16th Floor
New York, NY 10001
Phone: (212) 287-5240
E-mail: ssachatello@doubleclick.com
URL: www.doubleclick.net
Contact: Giada Bresalo
DoubleClick Inc.
450 West 33rd Street
16th Floor
New York, NY 10001
Phone: (212) 381-5319
E-mail: gbresaola@doubleclick.net

Industry Trends and Data

Online Advertising and Your Marketing Mix

Christopher M. Schroeder

CEO & Publisher
Washingtonpost.Newsweek Interactive
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Phone: (703) 469-2727
Fax: (703) 469-2995
E-mail: chris.schroeder
URL: www.washingtonpost.com
Contact: George Nolan
Washingtonpost.Newsweek
Interactive
1515 North Courthouse Road
Arlington, VA 22201
Phone: (703) 469-2798
E-mail: george.nolan@wpni.com

Business Models for Online Media's Future

Meeting the Web on It's Own Terms (The Power of Multimedia Online)

Web Design the Works for Both Users and Advertisers

Expenses (negotiable)

Will tailor speeches for specific audiences.

Management

Joe C. Adams

President
Adams et al. Inc.
P.O. Box 3075
Hilton Head Island, SC 29928
Phone: (843) 785-7100
E-mail: folkart@hargray.com
Contact: Laura Carpenter
Adams et al. Inc.
P.O. Box 3075
Hilton Head, SC 29928
Phone: (843) 785-7100
E-mail: folkart@hargray.com

How to Survive and Thrive in These Uncertain Economic Times

Expenses

Will tailor speeches for specific audiences.

Mary Baglivo

President
Arnold Worldwide/NY
110 5th Avenue
11th Floor
New York, NY 10011
Phone: (212) 463-1418
Fax: (212) 463-1080
E-mail: mbaglivo@arnny.com
Contact: Kathleen Bennett
Arnold Worldwide/NY
110 5th Avenue
11th Floor
New York, NY 10011
Phone: (212) 463-1392
E-mail: kbennett@arnny.com

Will tailor speeches for specific audiences.

Howard H. Bell

President Emeritus & President, The AAF Foundation
American Advertising Federation
1101 Vermont Avenue
Suite 500
Washington, DC 20005
Phone: (301) 387-9474
Fax: (301) 387-7877
E-mail: hbell@gcnetmail.net
URL: www.aaf.org

The Public's Love/Hate Relationship With Advertising (and What to Do About It!)

Back to the Future: The History and Evolution of the AAF and Advertising

The Story of Advertising Self-Regulation

Expenses

Bruce Bendinger

Copy Chief, Author of The Copy Workshop Workbook
The Copy Workshop
2144 North Hudson
Chicago, IL 60614
Phone: (773) 871-1179
Fax: (773) 281-4643
E-mail: thecopyworkshop@aol.com
URL: www.adbuzz.com
Contact: Eugenia Velazquez
The Copy Workshop
2144 North Hudson
Chicago, IL 60614
Phone: (773) 871-1179
E-mail: copywork@aol.com

The Triple Whammy: What Happened to Advertising and How to Fight It

The Saturday Seminar: Clients in Crisis (presented by Robb Bell)

Winning Strategies for the 21st Century (presented by Jim Avery)

Expenses and Fee (negotiable if college students are involved)

Will tailor speeches for specific audiences.

Frank William Biglow Ph.D.

Associate Professor and Director
Department of Journalism and Mass
Communications

University of Wisconsin - Oshkosh
800 Algoma Boulevard
Oshkosh, WI 54901-8696
Phone: (920) 232-6545
Fax: (425) 984-7119
E-mail: biglow@uwosh.edu
URL: www.uwosh.edu

*Using Mediation to Turn Business Disputes
Into Productive Relationships With
Colleagues, Clients and Vendors*

Expenses and \$1000 Fee (negotiable)
Will tailor speeches for specific audiences.

Reginald Brack

Former Chairman & CEO
Time Inc.

680 Madison Avenue
Suite 901
New York, NY 10022
Phone: (203) 869-8380
Fax: (203) 869-3189
E-mail: reg@regbrack.com

Will tailor speeches for specific audiences.

Cynthia Chin-Lee

Speaker/Author

666 Wildwood Lane
Palo Alto, CA 94303
Phone: (650) 856-8275
E-mail: Cynthia_chin-lee@post.harvard.edu

Networking for Success

Expenses

Joanne Davis

President

Joanne Davis Consulting, Inc.
325 East 57th Street
#7D
New York, NY 10022
Phone: (212) 935-0320
Fax: (212) 223-2932
E-mail: joannemdavis1@aol.com

Virtual Management

Expenses
Will tailor speeches for specific audiences.

Jeff DeJoseph

Chief Strategic Officer

Doremus
200 Varick Street
New York, NY 10014
Phone: (212) 366-3170
Fax: (212) 366-3060
E-mail: jdejoseph@doremus.com
URL: www.doremus.com

Reaching the C-Level

Will tailor speeches for specific audiences.

Richard Delaney

President

20/20 Marketing
13227 Barkley Street
Overland Park, KS 66209
Phone: (913) 814-8742
Fax: (913) 814-8742
E-mail: rich@2020marketing.com
URL: www.2020marketing.com

*Motivate the Team for Increased
Productivity With a Flip of a Penny*

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Dale Erquiaga

Vice President of Brand Services

R&R Partners
900 South Pavilion Center Drive
Las Vegas, NV 89144
Phone: (702) 228-0222
Fax: (702) 228-7171
E-mail: derquiaga@rrpartners.com
URL: www.rrpartners.com

Contact: Betsey Ward

R&R Partners
900 South Pavilion Center Drive
Las Vegas, NV 89144
Phone: (702) 318-4229
E-mail: bward@rrpartners.com

*Organizational Design in a World Focused
on Creative Design*

Expenses
Will tailor speeches for specific audiences.

Steven Fredericks

President & CEO

CMR/TNS Media Intelligence
685 Third Avenue, 4th Floor
New York, NY 10017
Phone: (212) 991-6000
Fax: (212) 991-6010
E-mail: sfredericks@cmr.com
URL: www.cmr.com
Contact: Wilma McDaniel
CMR/TNS Media Intelligence
685 Third Avenue
4th Floor
New York, NY 10017
Phone: (212) 991-6001
E-mail: wmcdaniel@cmr.com

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Paul S. Gumbinner

President

The Gumbinner Company, Suite 708
New York, NY 10022
Phone: (212) 688-0129
Fax: (212) 688-0129
E-mail: paul@gumbinnercompany.com

*Making Sure the Employee You Hire Is the
Employee You Want: Interviewing
Techniques for Managers and Management*

Expenses
Will tailor speeches for specific audiences.

David Hearn

Chairman & CEO

Bates Worldwide
498 Seventh Avenue
New York, NY 10018
URL: www.batesww.com
Contact: Paul Levine
Bates Worldwide
498 Seventh Avenue
New York, NY 10018
Phone: (212) 297-7180
E-mail: plevine@batesww.com

Joel Hochberger

President

Effective Presentations, Inc.
1113 Hidden Lake Drive
Buffalo Grove, IL 60089
Phone: (847) 478-0808
Fax: (847) 478-9750
E-mail: joelspeaks@aol.com
URL: www.effectivepresentationskills.com

*Effective Presentations - Persuading Others
to Accept Your Ideas*

Expenses and \$1000 Fee (Ad Clubs
receive \$1500 off the normal fee of \$2500)
Will tailor speeches for specific audiences.

Dave Keith

Senior Consultant

Cargill Associates
4701 Altamesa Boulevard
Ft. Worth, TX 76163
Phone: (713) 436-0622
E-mail: dkeithcargill@aol.com
URL: www.cargillassociates.com

Ad Foundations/Board Management

Expenses
Will tailor speeches for specific audiences.

Joe Kelly

Partner/Chief Marketing Officer

Triad Consulting Corporation
7344 Soaring Eagle Way
Scottsdale, AZ 85262
Phone: (480) 575-7531
Fax: (480) 575-7532
E-mail: jkelly@triadconsultingcorp.com
URL: www.triadconsultingcorp.com

The Spirited Ad Organization

Expenses
Will tailor speeches for specific audiences.

Bob Kuperman

President & CEO
 DDB New York
 437 Madison Avenue
 5th Floor
 New York, NY 10022
 Phone: (212) 415-2565
 Fax: (212) 415-3445
 Contact: Rosemary Marano
 Phone: (212) 415-2565
 E-mail:
 rosamary.marano@ny.ddb.com

To Win by Being the Best

Expenses
 Will tailor speeches for specific audiences.

Tommy J. Laughon

President/CEO
 Catch Your Limit Consulting
 2016 Delta Boulevard
 Suite 201
 Tallahassee, FL 32303
 Phone: (850) 894-3474
 Fax: (850) 668-6697
 E-mail: tom@catchyourlimit.com
 URL: www.catchyourlimit.com
 Contact: Melissa Hays
 Catch Your Limit Consulting
 2016 Delta Boulevard
 Suite 201
 Tallahassee, FL 32308
 Phone: (850) 894-3474
 E-mail: melissa@catchyourlimit.com

Makin' Thinkin'

Fish Camp

Profiling to Catch Your Limit

Expenses and Fee
 Will tailor speeches for specific audiences.

Robert McNeil, Jr.

President/CEO
 IMAGES USA
 914 Howell Mill Road, NW
 Atlanta, GA 30318
 Phone: (404) 892-2923
 Fax: (404) 892-8651
 E-mail: b.mcneil@imagesusa.net
 URL: www.imagesusa.net
 Contact: Anna Haile
 IMAGES USA
 914 Howell Mill Road
 Atlanta, GA 30318
 Phone: (404) 892-2931
 E-mail: a.haile@imagesusa.net

How to Be a Great Manager

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Jim Miotke

President
 Painless Computer Consultants
 7837 Broken Arrow Trail
 Winter Park, FL 32792-9009
 Phone: (407) 678-3377
 Fax: (407) 678-3377
 E-mail: jimmiotke@earthlink.net
 URL: www.jimmiotke.com
*Polish Your Speaking With Toastmasters
 Enthusiasm - It's Catching*
 Expenses
 Will tailor speeches for specific audiences.

John Mollison

Great White Productions/Pizza Ranch, Inc.
 3704 South Jesse James Court
 Sioux Falls, SD 57103
 Phone: (605) 371-2346
 Fax: (605) 371-1382
 E-mail: wily1@mac.com
Employees Are Your Best Advertising
 Expenses
 Will tailor speeches for specific audiences.

David J. Murphy

President & CEO
 The Y&R Companies
 7535 Irvine Center Drive
 Irvine, CA 92618
 Phone: (949) 754-2000
 Fax: (949) 754-2001
 E-mail: david_j_murphy@irv.yr.com
A New Era of Leadership
 Expenses
 Will tailor speeches for specific audiences.

Abu Noaman

Elliance
 2740 Smallman Street
 Suite 100
 Pittsburgh, PA 15222
 Phone: (412) 391-2750
 Fax: (412) 391-7170
 E-mail: abu@elliance.com
 Contact: Carrie Lakse
 Elliance
 2740 Smallman Street
 Suite 100
 Pittsburgh, PA 15222
 Phone: (412) 391-2750
 E-mail: carrie@elliance.com

Dealer & Distribution Management

*E-Business Strategies & Tactics for
 Growing Companies*

Expenses

Jack M. Rattigan, CRMC

CEO
 Rattigan Resources
 Portsmouth, VA 23703
 Phone: (757) 484-3017
 Fax: (757) 484-0336
 E-mail: jmrcrmc@pilot.infi.net
*What Makes Great Managers GREAT?
 (Characteristics of Leadership)*
 Expenses and Fee (negotiable)
 All speeches are tailored to specific audiences.

Susan D. Rector

Partner
 Schottenstein, Zox & Dunn
 41 South High Street
 Suite 2600
 Columbus, OH 43215
 Phone: (614) 462-2219
 Fax: (614) 462-5135
 E-mail: srector@szd.com
 URL: www.szd.com
*The Importance of the Paper Trail:
 Creating Standard Terms and Conditions*
 Expenses
 Will tailor speeches for specific audiences.

Judith Rich

President
 Rich Relations - A Creativity Consultancy
 2500 North Lakeview Avenue
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 Chicago, IL 60614
 Phone: (773) 528-6355
 Fax: (773) 528-9540
 E-mail: jrchrrelations@aol.com
 Judith Rich is known as the "creative guru" of the public relations industry. Prior to opening her own creativity consultancy, she was executive vice president and chief creative officer worldwide for Ketchum and EVP/national creative director for Edelman Worldwide.

*That's the Dumbest Idea I've Ever Heard! -
 10 Ways to Discover Originality and
 Initiative in Your Firm*

Surviving Creatively in a Yo-Yo Economy

Expenses
 Will tailor speeches for specific audiences.

Billy Riggs

Speaker

Awesome Speakers
3243 Swandale Street
San Antonio, TX 78230
Phone: (800) 299-5591
Fax: (210) 341-4637
E-mail: billy@billyriggs.com
URL: www.billyriggs.com
Contact: Jim Chism

Awesome Speakers
3243 Swandale Street
San Antonio, TX 78230
Phone: (800) 299-5591
E-mail: jim@awesomespeakers.com

How to Achieve the Impossible

Expenses and \$4500 Fee (negotiable)
Will tailor speeches for specific audiences.

Mary Ann Rivers

Executive Vice President

Valassis
19975 Victor Parkway
Livonia, MI 48152
Phone: (734) 591-4456
Fax: (734) 632-6158
E-mail: riversm@valassis.com
URL: www.valassis.com

New Business Development

Organic Start Up

Expenses (negotiable)
Will tailor speeches for specific audiences.

Mark S. Robinson

Managing Partner

S/R Communications Alliance
1285 Avenue of the Americas
5th Floor
New York, NY 10019-6095
Phone: (212) 245-5554
Fax: (212) 459-6893
E-mail: mark.robinson@sralliance.com
URL: www.sralliance.com

Marketing Your Small Business – A Guide for Entrepreneurs

Building a Business With No Money

Expenses
Will tailor speeches for specific audiences.

Christopher M. Schroeder

CEO & Publisher

Washingtonpost.Newsweek Interactive
1515 North Courthouse Road
Arlington, VA 22201
Phone: (703) 469-2727
Fax: (703) 469-2995
E-mail: chris.schroeder
URL: www.washingtonpost.com
Contact: George Nolan
Washingtonpost.Newsweek
Interactive
1515 North Courthouse Road
Arlington, VA 22201
Phone: (703) 469-2798
E-mail: george.nolan@wpni.com

Embracing Change: Lessons Learned

Expenses (negotiable)
Will tailor speeches for specific audiences.

Alan F. Schultz

President & CEO

Valassis
19975 Victor Parkway
Livonia, MI 48152
Phone: (734) 591-7320
E-mail: schultza@valassis.com
URL: www.valassis.com

How to Balance Shareholder Return and Employee Morale

Developing a Marketing Portfolio From Mass to One-to-One

Using History to Predict Tomorrow's Marketing Trends

Expenses (negotiable)
Will tailor speeches for specific audiences.

David Seckinger

Senior Partner

BrandSpeak Communications
420 North Fifth Street
Suite 450
Minneapolis, MN 55401
Phone: (612) 332-9585
Fax: (612) 332-9637
E-mail: david@brandspeak.net
URL: www.brandspeak.net

Building a Strong Brand One Experience at a Time

Brand Advocacy: How to Evolve Employees and Customers into Champions of Your Brand

Expenses and \$750 Fee
Will Tailor Speeches for Specific Market

Phil Stella

President

Effective Training & Communications, Inc.
6459 Derby Drive
Mayfield Village, OH 44143
Phone: (440) 449-0356
Fax: (440) 449-0545
E-mail: etcps@aol.com

Supervising Creative People

Working With Freelancers

Morphing From Creative Practitioner to Manager

Expenses and \$1500 Fee (negotiable)
Will tailor speeches for specific audiences.

Chuck Underwood

President

Chuck Underwood Productions
1343 Fleming Street
Cincinnati, OH 45206
Phone: (513) 221-1973
Fax: (513) 221-4973
E-mail: cunderwood@fuse.net

Bridging the Generation Gaps in the Workplace

Generational Strategies in the Marketplace

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Norman Vallone

President

MessageWorks, Inc.
6077 Far Hills Avenue
190
Dayton, OH 45459
Phone: (937) 272-2051
E-mail: njv@messageworksinc.com
URL: www.messageworksinc.com

Ten Tips for Club Leaders

Expenses
Will tailor speeches for specific audiences.

Karl Yehle

Community Relations Director/Adjunct Professor/Formal President & CEO of Smith and Yehle Advertising

Avila College
11901 Wornall Road
Kansas City, MO 64145-1698
Phone: (816) 501-3696
Fax: (913) 491-1543
E-mail: kyehle@kc.rr.com
URL: www.avila.edu

Why You Need a Marketing Plan...NOW!

150 Clients Later...How to Keep Clients Happy!

Expenses
Will tailor speeches for specific audiences.

Joe C. Adams

President
Adams et al, Inc.
P.O. Box 3075
Hilton Head Island, SC 29928
Phone: (843) 785-7100
E-mail: folkart@hargray.com
URL: folkart@hargray.com
Contact: Laura Carpenter
Adams et al, Inc.
P.O. Box 3075
Hilton Head, SC 29928
Phone: (843) 785-7100

Public Relations: The Most Overlooked Marketing Tool

Expenses
Will tailor speeches for specific audiences.

Al Anderson

Chairman & Founder
Anderson Communications
2245 Godby Road
College Park, GA 30349
Phone: (404) 766-8000
Fax: (404) 767-5264
E-mail: alanderson@andercom.com
URL: www.andercom.com

Integrated Marketing and the African-American Consumer Market

Using Product Sampling to Reach Ethnic Markets

Expenses

Bruce Bendinger

Copy Chief, Author of The Copy Workshop Workbook
The Copy Workshop
2144 North Hudson
Chicago, IL 60614
Phone: (773) 871-1179
Fax: (773) 281-4643
E-mail: thecopyworkshop@aol.com
URL: www.adbuzz.com
Contact: Eugenia Velazquez
The Copy Workshop
2144 North Hudson
Chicago, IL 60614
Phone: (773) 871-1179
E-mail: copywork@aol.com

Winning Strategies for the 21st Century (presented by Jim Avery)

Advertising Strategic Planning (full- or half-day seminar, presented by Jim Avery)

The Copy Workshop Creative Seminar (1-3 hour workshop)

Expenses and Fee (negotiable if college students are involved)
Will tailor speeches for specific audiences.

Frank William Biglow Ph.D.

Associate Professor and Director
Department of Journalism and Mass Communications
University of Wisconsin - Oshkosh
800 Algoma Boulevard
Oshkosh, WI 54901-8696
Phone: (920) 232-6545
Fax: (425) 984-7119
E-mail: biglow@uwosh.edu
URL: www.uwosh.edu

Integrated Marketing Communications: Old Wine in New Bottles?

Expenses and \$1000 Fee (negotiable)
Will tailor speeches for specific audiences.

Paul T. Carringer

President
Caring Direct Corporation
454 Woodglen Court
Columbus OH, 43214
Phone: (614) 846-5528
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Industry Trends and Data

Online Advertising and Your Marketing Mix

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E-mail: graffitiguy@pobox.com
URL: www.jumpstartyourmeeting.com
Recession Marketing: A Survival Guide
No-Cost to Low-Cost Marketing
Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Stephen Wray

President and CEO, The Americas
Healthworld Communications Group
498 Seventh Avenue
New York, NY 10018
Contact: Paul Levine
Bates Worldwide
498 Seventh Avenue
New York, NY 10018
Phone: (212) 297-7180
E-mail: plevine@batesww.com

Healthcare Marketing

Ken Yarbrough

Director of Account Management
WestWayne, Inc.
1170 Peachtree Street
Suite 1500
Atlanta, GA 30309
Phone: (404) 347-8826
E-mail: kyarbrough@westwayne.com

But I Can't Take a Picture of It – The Challenge of Service Marketing

Sure It's a Generic Commodity, but I Know You Can Help Us

Expenses and Fees (negotiable)
Will tailor speeches for specific audiences.

Karl Yehle

Community Relations Director/Adjunct Professor/Formal President & CEO of Smith and Yehle Advertising
Avila College
11901 Wornall Road
Kansas City, MO 64145-1698
Phone: (816) 501-3696
Fax: (913) 491-1543
E-mail: kyehle@kc.rr.com
URL: www.avila.edu

Why You Need a Marketing Plan...NOW!

Expenses
Will tailor speeches for specific audiences.

Gary Yost

Vice President of Marketing
Valassis
19975 Victor Parkway
Livonia, MI 48152
Phone: (734) 432-2810
Fax: (734) 591-7358
E-mail: yostg@valassis.com
URL: www.valassis.com

In-Home Sampling

Incentive Marketing

Mass Customization

Expenses (negotiable)
Will tailor speeches for specific audiences.

Al Anderson

Chairman & Founder
Anderson Communications
2245 Godby Road
College Park, GA 30349
Phone: (404) 766-8000
Fax: (404) 767-5264
E-mail: alanderson@andercom.com
URL: www.andercom.com

Black Media – Why?

Expenses

John Barbera

President, Worldwide Media
24/7 Real Media, Inc.
1250 Broadway
New York, NY 10001
Phone: (212) 731-7153
Fax: (212) 760-1774
E-mail: john.barbera@247realmedia.com
URL: www.247realmedia.com

Effective Media Strategies in a Tough Economy

Expenses
Will tailor speeches for specific audiences.

Bruce Bendinger

Copy Chief, Author of The Copy Workshop Workbook
The Copy Workshop
2144 North Hudson
Chicago, IL 60614
Phone: (773) 871-1179
Fax: (773) 281-4643
E-mail: thecopyworkshop@aol.com
URL: www.adbuzz.com
Contact: Eugenia Velazquez

The Copy Workshop
2144 North Hudson
Chicago, IL 60614
Phone: (773) 871-1179
E-mail: copywork@aol.com

Marshall McLuhan – Media Guru

Expenses and Fee (negotiable if college students are involved)
Will tailor speeches for specific audiences.

Larry Berg

Vice President, ROP and Media Sales
Valassis
19975 Victor Parkway
Livonia, MI 48152
Phone: (734) 591-7365
Fax: (734) 591-7365
E-mail: bergl@valassis.com
URL: www.valassis.com

Newspapers as an Advertising Medium

Expenses (negotiable)
Will tailor speeches for specific audiences.

Frank William Biglow Ph.D.

Associate Professor and Director
Department of Journalism and Mass Communications
University of Wisconsin - Oshkosh
800 Algoma Boulevard
Oshkosh, WI 54901-8696
Phone: (920) 232-6545
Fax: (425) 984-7119
E-mail: biglow@uwosh.edu
URL: www.uwosh.edu

Which Half of Your Media Budget is Wasted?

News Junkies: The People Who Really Do Want to Know

Expenses and \$1000 Fee (negotiable)
Will tailor speeches for specific audiences.

Reginald Brack

Former Chairman & CEO
Time Inc.
680 Madison Avenue
Suite 901
New York, NY 10022
Phone: (203) 869-8380
Fax: (203) 869-3189
E-mail: reg@regbrack.com

Will tailor speeches for specific audiences.

Kenn Buckner

Sales Representative
Trailblazer Studio
1610 Midtown Place
Raleigh, NC 27609
Phone: (919) 873-9333
Fax: (919) 875-0730
E-mail: kenn.buckner@trailblazerstudios.com
URL: www.trailblazerstudios.com

Multimedia Animation: Bringing Business to Life

Expenses and \$250 Fee (negotiable)
Will tailor speeches for specific audiences.

Marc Cashman

President/Creative Director
Cashman Commercials
26136 North Twain Place
Stevenson Ranch, CA 91381-1116
Phone: (661) 222-9300/1-800-789-RADIO
Fax: (661) 222-9355
E-mail: cashcomm@earthlink.net
URL: www.cashmancommercials.com

Marc Cashman is one of L.A.'s premier radio specialists. Creates and produces ad copy and music for radio and television for clients including Kroger, Charles Schwab, Pella Windows and Pabst Blue Ribbon. Winner of over 150 local, regional and national advertising awards.

Wide-Screen Radio – a fast-paced, hilarious, Stan-Freberg-style send-up of the radio advertising business

Expenses and \$500 Fee
Show soundtrack available upon request.

Keith T. Clinkscales

Chairman & CEO
Vanguard Media, Inc.
315 Park Avenue South
11th Floor
New York, NY 10010
Phone: (646) 654-4210
Fax: (646) 654-4212
E-mail: keith.clinkscales@vanguard.com
URL: www.vanguard.com
Contact: Ebony K. Shears

DIME MEDIA INC.

895 Broadway
5th Floor
New York, NY 10003
Phone: (212) 253-1125
E-mail: ebony@dime-media.com

The Successful Magazine Launch

You Can't Have Just One: Understanding Black Media

Understanding the Power of Media Imagery & Conquering the Myths

Expenses and \$7500 Fee
Will tailor speeches for specific audiences.

Jerome Dominus

VP, Network Sales and Marketing
Cable Television Advertising Bureau
830 Third Avenue
New York, NY 10022
Phone: (212) 508-1212
Fax: (212) 832-3268
E-mail: jerryd@cabletvadbureau.com

Cable TV – Current Status and Continuing Evolution

Will tailor speeches for specific audiences.

Bob Farnsworth

President
Hummingbird Productions
P.O. Box 120753
Nashville, TN 37212
Phone: 1-800-2511900
Fax: (615) 385-3446
E-mail: bobf@hummingbirdproductions.com
URL: www.hummingbirdproductions.com
Contact: David Williams

Hummingbird Productions
P.O. Box 120753
Nashville, TN 37212
Phone: 1-800-251-1900
E-mail: davidw@hummingbirdproductions.com

Music: How Come? How to!

Back to Branding

Untangling the Web: Thinktanking the Internet for the Creative Industry

Expenses
Will tailor speeches for specific audiences.

Steven Fredericks

President & CEO
 CMR/TNS Media Intelligence
 685 Third Avenue
 4th Floor
 New York, NY 10017
 Phone: (212) 991-6000
 Fax: (212) 991-6010
 E-mail: sfredericks@cmr.com
 URL: www.cmr.com

Contact: Wilma McDaniel
 CMR/TNS Media Intelligence
 685 Third Avenue
 4th Floor
 New York, NY 10017
 Phone: (212) 991-6001
 E-mail: wmcDaniel@cmr.com

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Stephen Freitas

Chief Marketing Officer
 Outdoor Advertising Association of America
 1850 M Street, NW
 Suite 1040
 Washington, DC 20036
 Phone: (202) 833-5566
 Fax: (202) 833-1522
 E-mail: sfreitas@oaaa.org
 URL: www.oaaa.org

Planning and Buying Outdoor Media

Expenses

Mort Goldstrom

VP, Display Advertising
 Newspaper Association of America
 1921 Gallows Rd.
 Vienna, VA 22182-3900
 Phone: (703) 902-1667
 Fax: (703) 902-1667
 E-mail: goldm@naa.org
 URL: www.naa.org or
 www.athenaawards.com

Contact: Paula Pagano
 Newspaper Association of America
 1821 Gallows Road
 Vienna, VA 22182
 Phone: (703) 902-1656
 E-mail: pagap@naa.org

ATHENA Awards Program (Award to Honor Excellence in Newspaper Advertising)

Expenses
 Will tailor speeches for specific audiences.

Carol Hanley

SVP, Sales
 Arbitron Inc.
 222 South Riverside Plaza
 Suite 1050
 Chicago, IL 60606
 Phone: (312) 542-1885
 Fax: (312) 542-1901
 E-mail: carol.hanley@arbitron.com
 URL: www.arbitron.com

Portable People Meters: Audience Measurement for the 21st Century
Tuning in to America's Audience: Measuring Media Through Decades of Change

Will tailor speeches for specific audiences.

Craig Harper

Executive Vice President
 Simmons Market Research Bureau
 622 West Poplar
 Suite 5, PMB 173
 Collierville, TN 38017
 Phone: (901) 853-3090
 Fax: (901) 861-4163
 E-mail: cnharper@smrb.com
 URL: www.smrb.com

Behavior Graphics - The Next Generation of Demographics

Will tailor speeches for specific audiences.

Timothy R. Hawthorne

Chairman/Executive Creative Director
 hawthorne direct inc
 300 N. 16th Street
 P.O. Box 1366
 Fairfield, IA 52556
 Phone: (641) 472-3800
 Fax: (641) 472-8881
 Contact: Karla Crawford Kerr
 hawthorne direct inc
 300 N. 16th Street
 P.O. Box 1366
 Fairfield, IA 52556
 Phone: (641) 472-3800

Power of the Half Hour
Planning, Buying and Analysis of Infomercial Media Time

Including Infomercials in Your Marketing Mix
 Expenses

Jeffrey Hedquist

President
 Hedquist Productions, Inc.
 P.O. Box 1475
 Fairfield, IA 52556
 Phone: (641) 472-6708
 Fax: (641) 472-7400
 Contact: Jay Mattsson
 Hedquist Productions, Inc.
 P.O. Box 1475
 Fairfield, IA 52556
 Phone: (641) 472-6708
 E-mail: jay@hedquist.com

Radio Writer's Block Busters

Audio & Imagination

Radio Secrets

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Joel Hochberger

President
 Effective Presentations, Inc.
 1113 Hidden Lake Drive
 Buffalo Grove, IL 60089
 Phone: (847) 478-0808
 Fax: (847) 478-9750
 E-mail: joelspeaks@aol.com
 URL: www.effectivepresentationskills.com

Effective Presentations - Persuading Others to Accept Your Ideas

Expenses and \$1000 Fee (Ad Clubs receive \$1500 off the normal fee of \$2500)
 Will tailor speeches for specific audiences.

Rob Jackson

Creative Director
 Adams Outdoor Advertising
 407 E. Ransom
 Kalamazoo, MI 49001
 Phone: (616) 342-9831
 Fax: (616) 342-5774
 E-mail: rob@adamsoutdoor.com
 URL: www.adamsoutdoor.com

Outdoor Advertising Today

Simplicity in Advertising

Expenses

Dr. Marilyn Kern-Foxworth

Vice President
 The Ad*itive
 1713 Woodwell Road
 Silver Spring, MD 20906-2051
 Phone: (301) 460-6004
 E-mail: drkernfoxworth@aol.com
 URL: www.drkernfoxworth.com

Aunt Jemima, Betty Crocker and Barbie: Transforming Media Images of Women

Maximizing Media Relations to Get Your Message to Diverse publics

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Lynne Meena

The Power of Newsprint
302 Fifth Avenue
11th Floor
New York, NY 10001
Phone: (212) 947-5950
Fax: (212) 279-7014
E-mail: lynnemeena@aol.com

Creative Concepts in Newspaper Advertising

How to Make a Good Ad Better: Workshop for Advertisers, Ad Agencies and Newspapers

Newspaper Creativity Day Sponsored by Your Local Newspaper

Expenses and Fee (Fee paid by paper)
Will tailor speeches for specific audiences.

Jim Miotke

President
Painless Computer Consultants
7837 Broken Arrow Trail
Winter Park, FL 32792-9009
Phone: (407) 678-3377
Fax: (407) 678-3377
E-mail: jimmiotke@earthlink.net
URL: www.jimmiotke.com

TV Ratings Book Analysis

Radio: The Early Days

Television, From the Beginning

Expenses
Will tailor speeches for specific audiences.

David J. Moore

Chairman & CEO
24/7 Real Media
1250 Broadway
New York, NY 10001
Phone: (212) 231-7101
Fax: (212) 760-1081
E-mail: dmoore@247realmedia.com
URL: www.247realmedia.com

Return on Investment: A New Standard for Media Companies

Expenses
Will tailor speeches for specific audiences.

Cleveland O'Neal

President/CEO
Connection III Entertainment Corporation
8489 West 3rd Street
Los Angeles, CA 90048
Phone: (323) 653-3400
Fax: (323) 653-1403
E-mail: cleveland@connection3.com
URL: www.connection3.com

Multicultural, Multimedia Content: Online & Offline

Expenses
Will tailor speeches for specific audiences.

Mark E. Ratner

SVP of Client Services and Marketing
hawthorne direct inc
300 N. 16th Street
P.O. Box 1366
Fairfield, IA 52556
Phone: (641) 472-3800
Fax: (641) 472-8881
Contact: Karla Crawford Kerr
hawthorne direct inc
300 N. 16th Street
P.O. Box 1366
Fairfield, IA 52556
Phone: (641) 472-3800

Expenses

Jack M. Rattigan, CRMC
CEO

Rattigan Resources
3409 Wilshire Road
Portsmouth, VA 23703
Phone: (757) 484-3017
Fax: (757) 484-0336
E-mail: jmrcrmc@pilot.infi.net

The Changing World of Media

Double Wins for Media Buyers and Media Sellers

What's Happening in Radio?

Expenses and Fee (negotiable)
All speeches are tailored to specific audiences.

Mary Ann Rivers

Executive Vice President
Valassis
19975 Victor Parkway
Livonia, MI 48152
Phone: (734) 591-4456
Fax: (734) 632-6158
E-mail: riversm@valassis.com
URL: www.valassis.com

Alternative Media Strategies

Expenses (negotiable)
Will tailor speeches for specific audiences.

Christopher M. Schroeder

CEO & Publisher
Washingtonpost.Newsweek Interactive
1515 North Courthouse Rd.
Arlington, VA 22201
Phone: (703) 469-2721
E-mail: chris.schroeder@wpni.com
Contact: George Nolan
Washingtonpost.Newsweek Interactive
1515 North Courthouse Rd.
Arlington, VA 22201
Phone: (703) 469-2798
E-mail: george.nolan@wpni.com

Co-authorship: Building Successful Relationships Between New and Traditional Media

Expenses (negotiable)
Will tailor speeches for specific audiences.

Wally Snyder

President & CEO
American Advertising Federation
1101 Vermont Avenue
Suite 500
Washington, DC 20005
Phone: 1-800-999-2231
Fax: (202) 898-0159
E-mail: wsnyder@aaf.org
URL: www.aaf.org

Convergence: The Promise of Cross Media Platforms

Will tailor speeches for specific audiences.

Chuck Underwood

President
Chuck Underwood Productions
1343 Fleming Street
Cincinnati, OH 45206
Phone: (513) 221-1973
Fax: (513) 221-4973
E-mail: cunderwood@fuse.net

Generational Advertising, Marketing and Communications

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Gary Yost

Vice President of Marketing
Valassis
19975 Victor Parkway
Livonia, MI 48152
Phone: (734) 432-2810
Fax: (734) 591-7358
E-mail: yostg@valassis.com
URL: www.valassis.com

Building Brands With Non-Traditional Media

Understanding Newspapers – A Reach Medium

Expenses (negotiable)
Will tailor speeches for specific audiences.

Al Anderson

Chairman & Founder
Anderson Communications
2245 Godby Road
College Park, GA 30349
Phone: (404) 766-8000
Fax: (404) 767-5264
E-mail: alanderson@andercom.com
URL: www.andercom.com

Mosaic Principals & Practices
Church-Based and Sports Marketing
African-American Opportunities
Expenses

Reginald Brack

Former Chairman & CEO
Time Inc.
680 Madison Avenue
Suite 901
New York, NY 10022
Phone: (203) 869-8380
Fax: (203) 869-3189
E-mail: reg@regbrack.com
Will tailor speeches for specific audiences.

Louis Carr

EVP, Broadcast Media Sales
Black Entertainment Television (BET)
2 Prudential Plaza
180 North Stetson Court, Suite 4350
Chicago, IL 60601
Phone: (312) 819-8615
Fax: (312) 819-8681
E-mail: louis.carr@bet.net
URL: www.bet.com
Contact: Demetria Manning
Black Entertainment Television (BET)
2 Prudential Plaza
180 North Stetson Court
Suite 4350
Chicago, IL 60601
Phone: (312) 819-8617
E-mail: demetria.manning@bet.net

Expendable?
Diversity...Developing Your Skills
Developing Minority Enterprises

Keith T. Clinkscapes

Chairman & CEO
Vanguard Media, Inc.
315 Park Avenue South
11th Floor
New York, NY 10010
Phone: (646) 654-4210
Fax: (646) 654-4212
E-mail: keith.clinkscales@vanguard.com
URL: www.vanguard.com
Contact: Ebony K. Shears
DIME MEDIA INC.
895 Broadway
5th Floor
New York, NY 10003
Phone: (212) 253-1125
E-mail: ebony@dime-media.com

Race in America: From Civil Rights to Economic Rights
Power Diversity: Market-Focused Diversity Strategy
Creating Broad Growth With Niche Markets - Going Beyond Race
Expenses and \$7500 Fee
Will tailor speeches for specific audiences.

Heberto Gutierrez

Chairman, CEO
Inventiva, Inc.
2700 N.E. Loop 410
Suite 110
San Antonio, TX 78217
Phone: (210) 646-9570
Fax: (210) 646-9545
E-mail: heberto@inventiva.com
URL: www.inventiva.com
Retro Acculturation of the Hispanic Market Beyond Español
Expenses
Will tailor speeches for specific audiences.

Craig Harper

Executive Vice President
Simmons Market Research Bureau
622 West Poplar
Suite 5, PMB 173
Collierville, TN 38017
Phone: (901) 853-3090
Fax: (901) 861-4163
E-mail: cnharper@smrb.com
URL: www.smrb.com
Understanding the Hispanic Market
Will tailor speeches for specific audiences.

Joel Hochberger

President
Effective Presentations, Inc.
1113 Hidden Lake Drive
Buffalo Grove, IL 60089
Phone: (847) 478-0808
Fax: (847) 478-9750
E-mail: joelspeaks@aol.com
URL: www.effectivepresentationskills.com
Effective Presentations - Persuading Others to Accept Your Ideas
Expenses and \$1000 Fee (Ad Clubs receive \$1500 off the normal fee of \$2500)
Will tailor speeches for specific audiences.

Barry P. Hoffman

Executive Vice President/General Counsel
Valassis Communications Inc.
19975 Victor Parkway
Livonia, MI 48152
Phone: (734) 591-3000
Fax: (734) 591-4460
E-mail: hoffmanb@valassis.com
URL: www.valassis.com
Leadership of/Chairperson of Diversity Council

Diversity Initiatives
Expenses (negotiable)
Will tailor speeches for specific audiences.

Dr. Marilyn Kern-Foxworth

Vice President
The Ad*itive
1713 Woodwell Road
Silver Spring, MD 20906-2051
Phone: (301) 460-6004
E-mail: drkernfoxworth@aol.com
URL: www.drkernfoxworth.com
Multicultural Advertising: Are You Ignoring a Trillion-Dollar Market?
Mining Ethnic Research to Maximize Your Multicultural Consumer Base
Capitalizing on Increasingly Diverse Markets: A Bottom Line Imperative
Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Kelly McDonald

President
McDonald Marketing
2700 Thomas Avenue
Dallas, TX 75204
Phone: (214) 880-1717
Fax: (214) 303-1635
E-mail: kmcdonald@mcdonaldmarketing.com
URL: www.mcdonaldmarketing.com
Relating, not Translating: How to Target U.S. Latinos Effectively
The Four Latino Mindsets
Fusion Marketing: What It is and How to Use It in Marketing to U.S. Latinos
Expenses and \$3000 Fee (negotiable)
Will tailor speeches for specific audiences.

Robert McNeil, Jr.

President/CEO
IMAGES USA
914 Howell Mill Road, NW
Atlanta, GA 30318
Phone: (404) 892-2923
Fax: (404) 892-8651
E-mail: b.mcneil@imagesusa.net
URL: www.imagesusa.net
Contact: Anna Haile
IMAGES USA
914 Howell Mill Road
Atlanta, GA 30318
Phone: (404) 892-2931
E-mail: a.haile@imagesusa.net

Marketing to the Emerging Majority
The Changing Face of America
Creating a Diverse Marketing Strategy
Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Abu Noaman

Elliance
2740 Smallman Street
Suite 100
Pittsburgh, PA 15222
Phone: (412) 391-2750
Fax: (412) 391-7170
E-mail: abu@elliance.com
Contact: Carrie Lakse
Elliance
2740 Smallman Street
Suite 100
Pittsburgh, PA 15222
Phone: (412) 391-2750
E-mail: carrie@elliance.com

Multicultural Marketing

Expenses

Cleveland O'Neal

President/CEO
Connection III Entertainment Corporation
8489 West 3rd Street
Los Angeles, CA 90048
Phone: (323) 653-3400
Fax: (323) 653-1403
E-mail: cleveland@connection3.com
URL: www.connection3.com

Breaking Ground/Making History With Strategic Multicultural Programming

Expenses
Will tailor speeches for specific audiences.

Mark S. Robinson

Managing Partner
S/R Communications Alliance
1285 Avenue of the Americas
5th Floor
New York, NY 10019-6095
Phone: (212) 245-5554
Fax: (212) 459-6893
E-mail: mark.robinson@sralliance.com
URL: www.sralliance.com

The Evolution of the Multicultural Advertising Business

Selling to the New America
Keeping It Real - Marketing to the Young, Hip, Urban Consumer

Expenses
Will tailor speeches for specific audiences.

Susan Saurage-Altenloh

President
Saurage Research
5090 Richmond Avenue
#144
Houston, TX 77056
Phone: 1-800-828-2943
Fax: (281) 494-0009
E-mail: ssaurage@SaurageResearch.com
URL: www.SaurageResearch.com

Marketing to the New Cultural Mix

Expenses
Will tailor speeches for specific audiences.

Tony Scott

Principal
Urbanville
P.O. Box 191748
Dallas, TX 75219
Phone: (972) 606-6313
Fax: (972) 641-8411
E-mail: tscott@urbanville.com
URL: www.urbanville.com

New Opportunities in Advertising: The Urban Market

Marketing to African Americans
Salsa & Soul: How to Play in the Diverse Marketplace

Expenses
Will tailor speeches for specific audiences.

Bill Sharp

President (retired)
Sharp Advertising, Inc.
2940 Arrowood Drive
East Point, GA 30344
Phone: (404) 344-0514
Fax: (404) 344-7157
E-mail: sharpadvertising@mindspring.com

What is the African-American Segment and Why Should You Pay Attention to It?

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Joe C. Adams

President
Adams et al, Inc.
P.O. Box 3075
Hilton Head Island, SC 29928
Phone: (843) 785-7100
E-mail: folkart@hargray.com
Contact: Laura Carpenter
Adams et al, Inc.
P.O. Box 3075
Hilton Head, SC 29928
Phone: (843) 785-7100
E-mail: folkart@hargray.com

*How to Get More Done in Less Time
Everything You Need to Know and Then
Some*

Expenses
Will tailor speeches for specific audiences.

Mary Baglivo

President
Arnold Worldwide/NY
110 5th Avenue
11th Floor
New York, NY 10011
Phone: (212) 463-1418
Fax: (212) 463-1080
E-mail: mbaglivo@arnny.com
Contact: Kathleen Bennett
Arnold Worldwide/NY
110 5th Avenue
11th Floor
New York, NY 10011
Phone: (212) 463-1392
E-mail: kbennett@arnny.com

Will tailor speeches for specific audiences.

Bob Berkowitz

*Author, Talk Show Host and Award-
Winning Journalist: CNN, ABC, NBC*
Contact: Elaine Steffek
Steffek-Stevens Talent
Coordinators
P.O. Box 6414
East Lansing, MI 48826
Phone: (517) 381-9904
E-mail: elaine@cubsmvp

*Hypnosis Can Change Your Life
What Men Won't Tell You but Women
Need to Know*

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Frank William Biglow Ph.D.

Associate Professor and Director
Department of Journalism and Mass
Communications
University of Wisconsin - Oshkosh
800 Algoma Boulevard
Oshkosh, WI 54901-8696
Phone: (920) 232-6545
Fax: (425) 984-7119
E-mail: biglow@uwosh.edu
URL: www.uwosh.edu

*Using Mediation Skills to Build Productive
Professional Relationships*

Expenses and \$1000 Fee (negotiable)
Will tailor speeches for specific audiences.

Paul T. Carringer

President
Caring Direct Corporation
454 Woodglen Court
Columbus OH, 43214
Phone: (614) 846-5528
Fax: (614) 846-5528
E-mail: paul@paulcarringer.com
URL: www.paulcarringer.com

*Going the Distance: Marathon Secrets for
Today's Ad Career*

Expenses
Will tailor speeches for specific audiences.

Cynthia Chin-Lee

Speaker/Author
666 Wildwood Lane
Palo Alto, CA 94303
Phone: (650) 856-8275
E-mail: Cynthia_chin-lee@post.harvard.edu

*Networking for Success
Untangling the World Wide Web*

Expenses

Joanne Davis

President
Joanne Davis Consulting, Inc.
325 East 57th Street
#7D
New York, NY 10022
Phone: (212) 935-0320
Fax: (212) 223-2932
E-mail: joannemdavis1@aol.com

*Get Your Foot Out of Your Mouth and in
the Door*

Expenses
Will tailor speeches for specific audiences.

Richard Delaney

President
20/20 Marketing
13227 Barkley Street
Overland Park, KS 66209
Phone: (913) 814-8742
Fax: (913) 814-8742
E-mail: rich@2020marketing.com
URL: www.2020marketing.com

*Motivate the Team for Increased
Productivity With a Flip of a Penny*

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Steven Fredericks

President & CEO
CMR/TNS Media Intelligence
685 Third Avenue
4th Floor
New York, NY 10017
Phone: (212) 991-6000
Fax: (212) 991-6010
E-mail: sfredericks@cmr.com
URL: www.cmr.com

Contact: Wilma McDaniel
CMR/TNS Media Intelligence
685 Third Avenue
4th Floor
New York, NY 10017
Phone: (212) 991-6001
E-mail: wmcDaniel@cmr.com

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Jay Gould

President
The Gould Group
333 Washington Avenue North
Suite 323
Minneapolis, MN 55401
Phone: (612) 349-2777
Fax: (952) 928-9451
E-mail: jgould@offcenters.com

*The 10-Step Process for Building a
Successful Career*

*Job Security: Do You Have It and Do You
Need It?*

Standing Out in a Buyer's Market

Expenses
Will tailor speeches for specific audiences.

Paul S. Gumbinner

President
The Gumbinner Company
509 Madison Avenue
Suite 708
New York, NY 10022
Phone: (212) 688-0129
Fax: (212) 688-0504
E-mail: paul@gumbinnercompany.com

*What's Really Happening in the Business:
Trends and Gossip*

*How to Interview to Get the Job You Want:
What They Never Taught You in School*

*Managing Your Career for Maximum
Success and Satisfaction*

Expenses
Will tailor speeches for specific audiences.

Jeffrey Hedquist

President
Hedquist Productions, Inc.
P.O. Box 1475
Fairfield, IA 52556
Phone: (641) 472-6708
Fax: (641) 472-7400
Contact: Jay Mattsson

Hedquist Productions, Inc.
P.O. Box 1475
Fairfield, IA 52556
Phone: (641) 472-6708
E-mail: jay@hedquist.com

Radio Writer's Block Busters

Radio Creativity: The Key to Repeat Sales

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Joel Hochberger

President
Effective Presentations, Inc.
1113 Hidden Lake Drive
Buffalo Grove, IL 60089
Phone: (847) 478-0808
Fax: (847) 478-9750
E-mail: joelspeaks@aol.com
URL: www.effectivepresentationskills.com

*Effective Presentations - Persuading Others
to Accept Your Ideas*

Expenses and \$1000 Fee (Ad Clubs
receive \$1500 off the normal fee of \$2500)
Will tailor speeches for specific audiences.

Marcia Hyde

*Vice President, Human Resources and
Communications Center*

Valassis
19975 Victor Parkway
Livonia, MI 48152
Phone: (734) 591-7343
Fax: (734) 591-4994
E-mail: hydem@valassis.com
URL: www.valassis.com

*How to Become One of the 100 Best
Companies to Work for*

Grassroots Campaigns

Expenses (negotiable)
Will tailor speeches for specific audiences.

Steve Keller

VP of Creative Development
iv, inc.

1701 Church Street
Nashville, TN 37203
Phone: (615) 320-1444
Fax: (615) 320-0750
E-mail: skeller@ivgroup.cc
URL: www.ivgroup.cc
Contact: Melissa Rohrer

iv, inc.
1701 Church Street
Nashville, TN 37203
Phone: (615) 320-1444
E-mail: mrohrer@ivgroup.cc

*The Power of One: Techniques for
Effective Mentoring in the Workplace*
*Beyond Teamwork: Community Building
in the Workplace*

Expenses
Will tailor speeches for specific audiences.

Dr. Marilyn Kern-Foxworth

Vice President
The Ad*itive
1713 Woodwell Road
Silver Spring, MD 20906-2051
Phone: (301) 460-6004
E-mail: drkernfoxworth@aol.com
URL: www.drkernfoxworth.com

*Releasing the Power From Within:
Developing a Personal Strategic Plan for
Professional/Personal Success*

*Being a World-Class Survivor in a
Changing Society*

*You Are a Winner: Let Me Tell You How I
Know That*

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Tommy J. Laughon

President/CEO
Catch Your Limit Consulting
2016 Delta Boulevard
Suite 201
Tallahassee, FL 32303
Phone: (850) 894-3474
Fax: (850) 668-6697
E-mail: tom@catchyourlimit.com
URL: www.catchyourlimit.com

Contact: Melissa Hays
Catch Your Limit Consulting
2016 Delta Boulevard
Suite 201
Tallahassee, FL 32308
Phone: (850) 894-3474
E-mail: melissa@catchyourlimit.com

S.W.O.T. Yourself

Seven Ways to Become One Great Thinker

Building a Company of Leaders

Expenses and Fee
Will tailor speeches for specific audiences.

Jim Miotke

President
Painless Computer Consultants
7837 Broken Arrow Trail
Winter Park, FL 32792-9009
Phone: (407) 678-3377
Fax: (407) 678-3377
E-mail: jimmiotke@earthlink.net
URL: www.jimmiotke.com

Yes, You Need a Computer

Technology With a Smile

Get Smart...or Else

Expenses
Will tailor speeches for specific audiences.

John Mollison

Great White Productions/Pizza Ranch, Inc.
3704 South Jesse James Court
Sioux Falls, SD 57103
Phone: (605) 371-2346
Fax: (605) 371-1382
E-mail: wily1@mac.com

*Lessons in Leadership From WWII Fighter
Pilots*

The Zen of Air Combat

Expenses
Will tailor speeches for specific audiences.

Cleveland O'Neal

President/CEO
 Connection III Entertainment Corporation
 8489 West 3rd Street
 Los Angeles, CA 90048
 Phone: (323) 653-3400
 Fax: (323) 653-1403
 E-mail: cleveland@connection3.com
 URL: www.connection3.com

The Five "P's" to Success

Expenses
 Will tailor speeches for specific audiences.

Dr. James Pokrywczynski

*Unit Coordinator & Associate Professor,
 Department of Advertising and Public
 Relations*

Marquette University
 Johnston Hall, 429
 P.O. Box 1881
 Milwaukee, WI 53201-1881
 Phone: (414) 288-3451
 Fax: (414) 288-3099
 E-mail: james.pokro@marquette.edu

*Desperately Seeking Satisfaction in an
 Advertising Job: National and Local
 Perspectives*

Expenses

Jack M. Rattigan, CRMC

CEO
 Rattigan Resources
 3409 Wilshire Road
 Portsmouth, VA 23703
 Phone: (757) 484-3017
 Fax: (757) 484-0336
 E-mail: jmrcrmc@pilot.infi.net

*Do I Really Want Success? (Do I Know
 That I Am My Own Boss?)*

Managing Stress Through Time Management

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Judith Rich

President
 Rich Relations – A Creativity Consultancy
 2500 North Lakeview Avenue
 Suite 2603
 Chicago, IL 60614
 Phone: (773) 528-6355
 Fax: (773) 528-9540
 E-mail: jrichrelations@aol.com

Judith Rich is known as the "creative guru" of the public relations industry. Prior to opening her own creativity consultancy, she was executive vice president and chief creative officer worldwide for Ketchum and EVP/national creative director for Edelman Worldwide.

*Where Has All the Creativity Gone...And
 How Do We Get It Back?*

*Challenging and Changing Your World
 Through Creativity*

Expenses
 Will tailor speeches for specific audiences.

Billy Riggs

Speaker
 Awesome Speakers
 3243 Swandale Street
 San Antonio, TX 78230
 Phone: (800) 299-5591
 Fax: (210) 341-4637
 E-mail: billy@billyriggs.com
 URL: www.billyriggs.com
 Contact: Jim Chism
 Awesome Speakers
 3243 Swandale Street
 San Antonio, TX 78230
 Phone: 1-800-299-5591
 E-mail: jim@awesomespeakers.com

The Magic of Attitude

Expenses and \$4500 Fee (negotiable)
 Will tailor speeches for specific audiences.

Mary Ann Rivers

Executive Vice President
 Valassis
 19975 Victor Parkway
 Livonia, MI 48152
 Phone: (734) 591-4456
 Fax: (734) 632-6158
 E-mail: riversm@valassis.com
 URL: www.valassis.com

Work/Life Balance

Expenses (negotiable)
 Will tailor speeches for specific audiences.

Phil Stella

President
 Effective Training & Communications, Inc.
 6459 Derby Drive
 Mayfield Village, OH 44143
 Phone: (440) 449-0356
 Fax: (440) 449-0545
 E-mail: etcps@aol.com

Power Self-Marketing for Career Growth

Make Meetings Work for You

Power Networking for Career Growth

Expenses and \$1500 Fee (negotiable)
 Will tailor speeches for specific audiences.

Robert Wilson

CEO
 Jumpstart Your Meeting!
 P.O. Box 190146
 Atlanta, GA 31119
 Phone: (404) 255-4924
 E-mail: graffitiguy@pobox.com
 URL: www.jumpstartyourmeeting.com

Wisdom in the Weirdest Places

Expenses and Fee (negotiable)
 Will tailor speeches for specific audiences.

Ken Yarbrough

Director of Account Management
 WestWayne, Inc.
 1170 Peachtree Street
 Suite 1500
 Atlanta, GA 30309
 Phone: (404) 347-8826
 E-mail: kyarbrough@westwayne.com

Client Side or Agency – Which is Best for Me?

Expenses and Fees (negotiable)
 Will tailor speeches for specific audiences.

Walter Bregman

4629 Vista De La Tierra
Del Mar, CA 92014
Phone: (858) 792-6185
Fax: (858) 792-9285
E-mail: wbgregman@aol.com
URL: www.spraythebear.com

The Ad Business and Show Business – The Wild World of Star Talent: Raquel Welch, Peter Ustinov, Wally Cox, Alice Faye, Redd Foxx and Many Others

Goofs and Gaffs in Commercial Productions – It's an Art, Not a Science

Expenses (negotiable)
Will tailor speeches for specific audiences.

Kenn Buckner

Sales Representative
Trailblazer Studio
1610 Midtown Place
Raleigh, NC 27609
Phone: (919) 873-9333
Fax: (919) 875-0730
E-mail: kenn.buckner@trailblazerstudios.com
URL: www.trailblazerstudios.com

Directing! And the Future of Production
Freelance Production and the Professional Edge

Talent of Tools? The Recipe for Success
Expenses and \$250 Fee (negotiable)
Will tailor speeches for specific audiences.

Paul T. Carringer

President
Caring Direct Corporation
454 Woodglen Court
Columbus OH, 43214
Phone: (614) 846-5528
Fax: (614) 846-5528
E-mail: paul@paulcarringer.com
URL: www.paulcarringer.com

Video Production: Backstage Tips & Techniques

Expenses
Will tailor speeches for specific audiences.

Marc Cashman

President/Creative Director
Cashman Commercials
26136 North Twain Place
Stevenson Ranch, CA 91381-1116
Phone: (661) 222-9300/1-800-789-RADIO
Fax: (661) 222-9355
E-mail: cashcomm@earthlink.net
URL: www.cashmancommercials.com

Marc Cashman is one of L.A.'s premier radio specialists. Creates and produces ad copy and music for radio and television for clients including Kroger, Charles Schwab, Pella Windows and Pabst Blue Ribbon. Winner of over 150 local, regional and national advertising awards.

Wide-Screen Radio – a fast-paced, hilarious, Stan-Freberg-style send-up of the radio advertising business

Expenses and \$500 Fee
Show soundtrack available upon request.

JoBe Cerny

President
Cerny/American Creative
11 West Illinois Street
Chicago, IL 60610
Phone: (312) 222-1886
E-mail: cernyamer@aol.com

Voice of the Cheer Detergent Man. Specialist in Comedy Radio Commercials. Picked by Advertising Age, TV Guide and Entertainment Weekly as one of the Best 50 Commercials of All Time.

Comedy Radio Commercials: 5,500 Consecutive Productions. \$0.00 Over Budget. O Deaths or Dismemberments.

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Phillips Cuttino

President/Creative Director
Cuttino Communications, Inc.
496 Lakeshore Drive
Berkley Lake, GA 30096-3034
Phone: (770) 441-9373
Fax: (770) 441-7636
Contact: Diane Pezzutti Cuttino
Cuttino Communications, Inc.
496 Lakeshore Drive
Berkley Lake, GA 30096-3034
Phone: (770) 441-9373

Cuttino's Seven Steps to Producing Great Radio

Expenses
Will tailor speeches for specific audiences.

Bob Farnsworth

President
Hummingbird Productions
P.O. Box 120753
Nashville, TN 37212
Phone: 1-800-2511900
Fax: (615) 385-3446
E-mail: bobf@hummingbirdproductions.com
URL: www.hummingbirdproductions.com
Contact: David Williams
Hummingbird Productions
P.O. Box 120753
Nashville, TN 37212
Phone: 1-800-251-1900
E-mail: davidw@hummingbirdproductions.com

Music: How Come? How to!

Back to Branding

Untangling the Web: Thinktanking the Internet for the Creative Industry

Expenses
Will tailor speeches for specific audiences.

Timothy R. Hawthorne

Chairman/Executive Creative Director
hawthorne direct inc
300 N. 16th Street
P.O. Box 1366
Fairfield, IA 52556
Phone: (641) 472-3800
Fax: (641) 472-8881
Contact: Karla Crawford Kerr
hawthorne direct inc
300 N. 16th Street
P.O. Box 1366
Fairfield, IA 52556
Phone: (641) 472-3800

Production Budgets, Schedules and Technologies of Long Form Communication

Planning, Buying and Analysis of Infomercial Media Time

Including Infomercials in Your Marketing Mix
Expenses

Jeffrey Hedquist

President
Hedquist Productions, Inc.
P.O. Box 1475
Fairfield, IA 52556
Phone: (641) 472-6708
Fax: (641) 472-7400
Contact: Jay Mattsson
Hedquist Productions, Inc.
P.O. Box 1475
Fairfield, IA 52556
Phone: (641) 472-6708
E-mail: jay@hedquist.com

Radio Writer's Block Busters

Audio & Imagination

The Ultimate Radio Production Tool

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Production

Joel Hochberger

President
Effective Presentations, Inc.
1113 Hidden Lake Drive
Buffalo Grove, IL 60089
Phone: (847) 478-0808
Fax: (847) 478-9750
E-mail: joelspeaks@aol.com
URL: www.effectivepresentationskills.com

Effective Presentations – Persuading Others to Accept Your Ideas

Expenses and \$1000 Fee (Ad Clubs receive \$1500 off the normal fee of \$2500)
Will tailor speeches for specific audiences.

Joe Kelly

Partner/Chief Marketing Officer
Triad Consulting Corporation
7344 Soaring Eagle Way
Scottsdale, AZ 85262
Phone: (480) 575-7531
Fax: (480) 575-7532
E-mail: jkelly@triadconsultingcorp.com
URL: www.triadconsultingcorp.com

How to Waste a Million Dollars in TV Production

Expenses
Will develop specific speech topics.

Bill Lusk

Photographer
Bill Lusk Hypereality Images
1030 E Lindsay Street
Greensboro, NC 27405
Phone: (336) 271-3001
Fax: (336) 271-3009
E-mail: bill@billusk.com
URL: www.billusk.com

How Did You Do That?

Expenses
Will tailor speeches for specific audiences.

Cleveland O'Neal

President/CEO
Connection III Entertainment Corporation
8489 West 3rd Street
Los Angeles, CA 90048
Phone: (323) 653-3400
Fax: (323) 653-1403
E-mail: cleveland@connection3.com
URL: www.connection3.com

Guerilla Production ala Quality

Expenses
Will tailor speeches for specific audiences.

Dan Price

President
Oink Ink Radio
38 Greene Street
2nd Floor
New York, NY 10013
Phone: (212) 334-5800
E-mail: dan@oinkradio.com
URL: www.oinkradio.com

Radio Advertising: What Works and What Doesn't

Expenses and Fee (negotiable)

Brent Walker

President
Soundscapes
3422 Old Cantrell Road
Little Rock, AR 72202
Phone: (501) 661-1765
Fax: (501) 661-0323
E-mail: brent@soundscapes.com
URL: www.soundscapes.com
Contact: Karen Crowley
Soundscapes
3422 Old Cantrell Road
Little Rock, AR 72202
Phone: (501) 661-1765
E-mail: karen@soundscapes.com

Breaking the Sound Barrier – Using Sound to Stimulate Imagination

Expenses (2 people)

Public Relations

Joe C. Adams

President
Adams et al. Inc.
P.O. Box 3075
Hilton Head Island, SC 29928
Phone: (843) 785-7100
E-mail: folkart@hargray.com
Contact: Laura Carpenter
Adams et al. Inc.
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Hilton Head, SC 29928
Phone: (843) 785-7100
E-mail: folkart@hargray.com

Public Relations: The Most Overlooked Marketing Tool

Expenses
Will tailor speeches for specific audiences.

Howard H. Bell

President Emeritus & President, The AAF Foundation
American Advertising Federation
1101 Vermont Avenue, Suite 500
Washington, DC 20005
Phone: (301) 387-9474
Fax: (301) 387-7877
E-mail: hbell@gcnetmail.net
URL: www.aaf.org

The Public's Love/Hate Relationship With Advertising (and What to Do About It!)

The Story of Advertising Self-Regulation

Expenses

Paul T. Carringer

President
Caring Direct Corporation
454 Woodglen Court
Columbus OH, 43214
Phone: (614) 846-5528
Fax: (614) 846-5528
E-mail: paul@paulcarringer.com
URL: www.paulcarringer.com

Cause Related Marketing: How to Deliver the Goods and the Good

Stepping Into the Spotlight: How to Successfully Build Your Public Image

Expenses
Will tailor speeches for specific audiences.

Richard Delaney

President
20/20 Marketing
13227 Barkley Street
Overland Park, KS 66209
Phone: (913) 814-8742
Fax: (913) 814-8742
E-mail: rich@2020marketing.com
URL: www.2020marketing.com

Increased Media Coverage by Looking Deeper Within

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Dale Erquiaga

Vice President of Brand Services
R&R Partners
900 South Pavilion Center Drive
Las Vegas, NV 89144
Phone: (702) 228-0222
Fax: (702) 228-7171
E-mail: derquiaga@rrpartners.com
URL: www.rrpartners.com

Contact: Betsey Ward
R&R Partners
900 South Pavilion Center Drive
Las Vegas, NV 89144
Phone: (702) 318-4229
E-mail: bward@rrpartners.com

Crisis Communications: A Leukemia Cluster in a Small Town

Expenses
Will tailor speeches for specific audiences.

Heide L. Gardner

SVP, Strategic Multicultural Programs and Executive Director-AAF Mosaic Center on Multiculturalism
The AAF Foundation
1101 Vermont Avenue
Suite 500
Washington, DC 20005
Phone: 1-800-999-2231
Fax: (202) 898-0159
E-mail: hgardner@aaf.org
URL: www.aaf.org

M-Commerce: Targeting Multicultural Consumers

The Buzz on Diversity and Multicultural Marketing Issues

Diversity: A Business Imperative

Will tailor speeches for specific audiences.

Dr. E. Dennis Hinde

Associate Professor
South Dakota State University
Department of Journalism
Box 2235
Brookings, SD 57007
Phone: (605) 688-5034
Fax: (605) 688-5134
E-mail: Dennis_Hinde@sdsstate.edu

Retail PR: You Have to Work at It!

Government PR: When There's an IRS, a Postal Service – and Nothing but Spin

Expenses
Will tailor speeches for specific audiences.

Joel Hochberger

President
Effective Presentations, Inc.
1113 Hidden Lake Drive
Buffalo Grove, IL 60089
Phone: (847) 478-0808
Fax: (847) 478-9750
E-mail: joelspeaks@aol.com
URL: www.effectivepresentationskills.com

Effective Presentations – Persuading Others to Accept Your Ideas

Expenses and \$1000 Fee (Ad Clubs receive \$1500 off the normal fee of \$2500)
Will tailor speeches for specific audiences.

Dr. Marilyn Kern-Foxworth

Vice President
The Ad*itive
1713 Woodwell Road
Silver Spring, MD 20906-2051
Phone: (301) 460-6004
E-mail: drkernfoxworth@aol.com
URL: www.drkernfoxworth.com

Designing Effective Promotions for Women in a Changing Society

Public Relations and Diversity: Progress, Problems and Projections

Opening the Acrylic Vault, Shattering the Glass Ceiling and Moving Out of the Velvet Ghetto: "Upgrading" Your Services for Women and Diverse Audiences

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Michael Lissauer

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Business Wire
40 East 52 Street
New York, NY 10022
Phone: (212) 752-9600
Fax: (212) 752-9457
E-mail: michael.lissauer@businesswire.com
URL: www.businesswire.com

Integrated Marketing Communications

Will tailor speeches for specific audiences.

Robert McNeil, Jr.

President/CEO
IMAGES USA
914 Howell Mill Road, NW
Atlanta, GA 30318
Phone: (404) 892-2923
Fax: (404) 892-8651
E-mail: b.mcneil@imagesusa.net
URL: www.imagesusa.net

Contact: Anna Haile
IMAGES USA
914 Howell Mill Road
Atlanta, GA 30318
Phone: (404) 892-2931
E-mail: a.haile@imagesusa.net

Building Relationships in the African American Community

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Abu Noaman

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Pittsburgh, PA 15222
Phone: (412) 391-2750
Fax: (412) 391-7170
E-mail: abu@elliance.com
Contact: Carrie Lakse
Elliance
2740 Smallman Street
Suite 100
Pittsburgh, PA 15222
Phone: (412) 391-2750
E-mail: carrie@elliance.com

E-Communication Strategies

Expenses

William Pate

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BellSouth
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Fax: (404) 249-3084
E-mail: william.pate@bellsouth.com
Contact: Charlotte Mitchell
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Atlanta, GA 30307
Phone: (404) 249-2401

Will tailor speeches for specific audiences.

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Rattigan Resources
Portsmouth, VA 23703
Phone: (757) 484-3017
Fax: (757) 484-0336
E-mail: jmrcrmc@pilot.infi.net

PR=Personal Relations

Expenses and Fee (negotiable)
All speeches are tailored to specific audiences.

Judith Rich

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Fax: (773) 528-9540
E-mail: jrichrelations@aol.com

Judith Rich is known as the “creative guru” of the public relations industry. Prior to opening her own creativity consultancy, she was executive vice president and chief creative officer worldwide for Ketchum and EVP/national creative director for Edelman Worldwide.

Surviving Creatively in a Yo-Yo Economy
Challenging and Changing Your World
Through Creativity

Where Has All the Creativity Gone...And
How Do We Get It Back?

Expenses
Will tailor speeches for specific audiences.

Chuck Underwood

President
Chuck Underwood Productions
1343 Fleming Street
Cincinnati, OH 45206
Phone: (513) 221-1973
Fax: (513) 221-4973
E-mail: cunderwood@fuse.net
Generational Advertising, Marketing and
Communications

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

Eric Webber

Vice President/Marketing Director
GSD&M
828 West 6th Street
Austin, TX 78703
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Fax: (512) 242-7928
E-mail: eric_webber@gsdm.com
URL: www.gsdm.com
Contact: Anne Bruno
GSD&M
828 West 6th Street
Austin, TX 78703
Phone: (512) 242-5910
E-mail: anne_bruno@gsdm.com

Agency PR

Expenses (negotiable)
Will tailor speeches for specific audiences.

Robert Wilson

CEO
Jumpstart Your Meeting!
P.O. Box 190146
Atlanta, GA 31119
Phone: (404) 255-4924
E-mail: graffitiguy@pobox.com
URL: www.jumpstartyourmeeting.com

The Power of Public Relations

Expenses and Fee (negotiable)
Will tailor speeches for specific audiences.

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