

# AAF BAY WATCH



## SEPTEMBER EVENT

### Calagaz Photo & Digital Imaging Plant tour and lunch

Thursday, September 17  
12 noon

90 Springdale Blvd.  
[www.calagaz.com](http://www.calagaz.com)

AAF members: FREE  
Guests: \$15 (includes lunch)

Please RSVP to Dr. Patricia  
Mark at [pmark@usouthal.edu](mailto:pmark@usouthal.edu)  
by Friday, September 11th

**THE CALAGAZ FAMILY** has been preserving memories in the Mobile area since 1955. Founded by Frank and Bea Calagaz, **Calagaz Photo and Digital Imaging** is now led by second- and third-generation family members. The secret of their success? The ability to change with the imaging industry. Join us on **Thursday, September 17**, for a tour and lunch at their 16,000-square-foot photo superstore and commercial print shop.

**Photo Division:** Calagaz is proud to announce the addition of its "Digital Lounge," with 9 digital print stations set up in a comfortable atmosphere for you to view and order all the new and exciting products available from digital images.

**Printing Division:** Calagaz has fully expanded and committed itself to the commercial printing industry. It currently operates two high-speed digital black and white printers, one high-speed digital color printer, and a Heidelberg PM-52 4 color press. It's a natural addition for Calagaz, doing what they do best – putting images on paper.



### AS THE SUMMER

comes to a close, I'm excited for the year ahead for AAF Mobile Bay. This year will offer an opportunity to be involved in a host of activities,

from our first one-day student conference in September, the ADDY Awards in February and the 2010 AAF District 7 Spring Conference hosted right here in downtown Mobile in April. Mark your calendars for our regular monthly luncheons on the third Thursday of each month,

featuring an impressive lineup of speakers covering topics from social media, the ever-changing legal landscape and marketing to a diverse customer base.

Your membership with AAF Mobile Bay provides a unique opportunity to network with the area's top advertising professionals. As we once again ask for your support with membership renewal, we encourage all of you to let us know any way we can enrich your AAF experience.

*Sarah Jones, President, AAF Mobile Bay*

2009-10  
Facility  
Sponsor

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AAF MOBILE BAY PROFESSIONAL

# BOOT CAMP

We need your help to train advertising's future recruits! Come share your expertise with our students by giving a workshop, reviewing student work or being a sponsor.

**Saturday, September 26 • 9 am - 3 pm**  
**Humanities Bldg. • North Drive • U.S.A. Campus**

**Contact Daryl Evans: tdevans202@gmail.com**



## WALA/WBPG Announce Strickler New Director of Sales



WALA/FOX10 and WBPG/The Gulf Coast CW recently announced the promotion of **Michael Strickler** to the Director of Sales position. Strickler

has been with WALA and WBPG for over thirteen years. He had served as National Sales Manager since January of 2007.

"Michael brings a unique set of skills to the Director of Sales position," said WALA and WBPG Vice President and General Manager Matt Pumo. "He is an experienced sales manager, a creative leader and an excellent communicator.

Michael will be great for the sales department and the station."

As Director of Sales, Strickler will be responsible for revenue departments of WALA and WBPG as well as station websites fox10tv.com and thegulfcoastcw.com. He will also be in charge of identifying new streams of revenue in a rapidly changing industry.

"This sales team is an extremely talented group," said Strickler. "It's an honor to be named director and I'm looking forward to working with this team to serve all of our local and national advertisers."

## What's the **BIG DEAL** with **membership?**

In addition to a year's worth of great professional development and networking, AAF members are eligible for discounts and savings on subscriptions to Adweek, AdAge, Brandweek, FedEx Shipping, Hertz car rentals, Premiere Global Services video conferencing services and many more. Don't forget to renew your membership!

AAF Mobile Bay is pleased to welcome **Hela Sheth, Director of Marketing and PR at Gulf Coast Explorem.** Hela is new to Mobile and has worked at Six Flags Over Georgia and the Detroit Pistons. Make sure you attend our upcoming events to get a chance to meet her!

For more information on membership, contact:  
**Janine Gascoigne**  
**Red Square Agency**  
**251.476.1283**  
[janine@redsquareagency.com](mailto:janine@redsquareagency.com)

# CELEBRATE

It's time to celebrate all things 7, as your AAF Mobile Bay hosts the biggest conference of the year for the best district AAF has ever known! Amazing speakers, district-level ADDY® awards, the National Student Advertising Competition, and your own Laura Burton installed as Governor of District 7!

**April 22-25, 2010 • Mobile, Alabama**

For sponsorship opportunities and more information, contact:  
**Michael Strickler** • 251.434.1055 • [mstrickler@fox10tv.com](mailto:mstrickler@fox10tv.com)  
**Kimble Walch** • 251.650.0061 • [kimble.walch@zebrapromos.com](mailto:kimble.walch@zebrapromos.com)



**Are you involved with a local non-profit agency?**

**Do you work for a local nonprofit agency?**

**NOW IS THE TIME** to help by proposing your program for the THINK event PRCA award. **The deadline is September 1.**

If your program is selected, you'll receive a portion of the funds raised from PRCA's annual silent auction. Just submit a brief paragraph (approximately 200 words or less) about your agency and describe how you'll use the money. Send your information to Vanessa Murphree at [vmurphree@gmail.com](mailto:vmurphree@gmail.com)

The PRCA Community Service Committee needs volunteers and silent auction items. Contact Vanessa if you would like to help with this dynamic event that also funds PRCA's student scholarship.



### **CALAGAZ PLANT TOUR & LUNCH**

Thursday, September 17 • Noon • 90 Springdale Blvc

### **PROFESSIONAL BOOT CAMP STUDENT CONFERENCE**

Saturday, September 26 • 9 am – 3 pm • Humanities Bldg. • U.S.A. Campus



**Future events**



### **HOW TO MARKET TO PEOPLE NOT LIKE YOU**

Thursday, October 15, 2009 • Noon • The Courtyard Manor on Dauphin

**Mary Longoria**, Management Supervisor from McDonald Marketing in Dallas, TX, named one of the Top 50 Hispanic Agencies by AdAge



### **2009-2010 AAF Mobile Bay Officers and Board of Directors**

Wouldn't you like to volunteer with us? **Of course you would!**  
Contact any board member to find out how you can help!

President  
**Sarah Jones**  
[sarah@redsquareagency.com](mailto:sarah@redsquareagency.com)

Treasurer  
**Vanessa McGee**  
[vanessa@redsquareagency.com](mailto:vanessa@redsquareagency.com)

Fundraising Co-Chair  
**Elena Freed**  
[elena@redsquareagency.com](mailto:elena@redsquareagency.com)

AAF District 7 Governor Elect  
**Laura Burton**  
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Vice President Programs  
**Jeff Winter**  
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**Carrie Laughlin**  
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Communications  
**Trudi Mullins**  
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AAF District 7 Spring Conference Co-Chair  
**Michael Strickler**  
[mstrickler@fox10tv.com](mailto:mstrickler@fox10tv.com)

Vice President Membership  
**Janine Gascoigne**  
[janine@redsquareagency.com](mailto:janine@redsquareagency.com)

Advertising Education/Scholarship  
**Daryl Evans**  
[tdevans202@gmail.com](mailto:tdevans202@gmail.com)

Public Service  
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**Kimble Walch**  
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Secretary  
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[pmark@usouthal.edu](mailto:pmark@usouthal.edu)

Fundraising Co-Chair  
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[snpotts@pmtpublishing.com](mailto:snpotts@pmtpublishing.com)

At Large  
**Jennifer Cooley**  
[jennifer@lewiscommunications.com](mailto:jennifer@lewiscommunications.com)

