



# SLA Division of Advertising & Marketing Bulletin

Spring/Summer 2009



**D.C. sightseeing**  
Page 2

**Conference projections**  
Page 2

**Conference eating for free**  
Page 3

**DAM roundtable**  
Page 3

**Co-chairs urge involvement**  
Page 4

**Adventures with Twitter, Delicious**  
Page 5

**Member news**  
Page 5

## Food trends topic of luncheon

By **Dru Frykberg**  
DAM Bulletin Editor



**Joan Leake**

Joan Leake, CMI's director of information services, will discuss food trends and suggest sources to track the industry during the DAM conference session, "Food's Future."

A sit-down luncheon will be part of the event at 11:30 a.m.-1 p.m. Tuesday, June 16.

"We'll explore the new frugalism and what it means in terms of shopping and meal preparation," Leake said by email. "We'll discuss 'Eating the Healthier Alternative' and the hot health buttons. We will look at key developments in food retailing—the big one is the rise of

the discount store channel. Finally, we will take a quick look at



restaurants where the big developments are value meals and new dayparts."

Leake has presented on the food industry before, including "Applebee's to Zabar's" at SLA's 2002 conference in Los Angeles. She's also made in-house

presentations on fast food, snack trends and yes, food trends.

The Center for Marketing Intelligence clients are Interpublic advertising and marketing agencies that serve leading global and U.S. food and restaurant companies.

The food industry is Leake's specialty at CMI.

"I've been doing food for probably 15 years or so," Leake said. "It's a love affair, but I didn't pick it; someone left and I volunteered."

For about the last year, Leake has been researching food trends and eating habits in the recession.

She recently reported on the McDonald's–Starbucks coffee wars, kids meals in fast food, new products and trends in candy.

# Conference by numbers

By Dru Frykberg  
DAM Bulletin Editor

SLA doesn't report the number of annual conference registrants ahead of time, but Public Relations Director Cara Battaglini Schatz said registrations are on track with previous years and officials are cautiously optimistic the centennial celebration won't be hurt by the global financial crisis.

Final attendance figures for SLA 2008 totaled 5,011 individuals from six continents.

Of that number, 845 participants were first-time SLA conference participants.

SLA's INFO-EXPO featured 283 companies and organizations and 464 total booths.

Here are some numbers Battaglini Schatz provided to highlight the D.C. conference:

- 450 booths in the INFO-EXPO with 263 of the leading companies in the industry
- 420 session and workshops
- 12 chances to win \$100
- 9 tours of local libraries
- 5 author book signings
- 4 opportunities for complimentary food and refreshments in the INFO-EXPO
- 1 chance to win a 2009 Smart Car!



An evening view of Washington D.C., host of the June 14-17 SLA Annual Conference. Photo courtesy of SLA.

## D.C. local gives sightseeing tips

By Karine Sélébran Blaufuss  
DAM Member

*Here's a quick list of things to visit from Karine Sélébran Blaufuss, a DAM member and group manager for marketing & membership at American Geophysical Union in D.C.*

- **Tidal Basin** (not as fun now that the cherry trees have lost their blossoms but still a nice walk around the monuments).
- **The White House, the Ellipse and the Washington Monument** (at least glimpse at the White House since tours must be scheduled 6 months in advance).
- **Smithsonian National Air and Space Museum** (both locations, the one on the Mall and the Steven F. Udvar-Hazy Center by Dulles Airport, which has a space shuttle). More at <http://www.nasm.si.edu>.

- **Smithsonian National Museum of Natural History.** More at <http://www.mnh.si.edu>.
- **Smithsonian National Zoo** (see the pandas). More at <http://nationalzoo.si.edu>.



The National Zoo features two adult giant pandas, Mei Xiang and Tian Tian, and their male cub, Tai Shan, who was born July 9, 2005.

# Get your three square meals without breaking the bank

**By Alisa Coddington**  
*DAM Co-Chair*

## Breakfast

Attend the DAM Business Meeting and Breakfast 7-8:30 a.m. Monday, June 15. Start your day with a hearty meal sponsored by WARC.

## Lunch

If you signed up for the full conference, you will receive a \$15 lunch voucher to use 11 a.m.-1 p.m. Monday, June 15 at the food carts in the INFO-EXPO Hall.

For \$25 attend the Food's Future Luncheon for a sit-down meal and presentation by Joan Leake 11:30 a.m.-1 p.m. Tuesday, June 16. The director of information services at CMI will discuss trends in food shopping, eating out and cooking.

## Dinner

Well, maybe not a full meal, but you can find plenty of appetizers at the networking receptions. This is a good time to share your DAM experiences with other conference goers. Make sure to attend the SLA Centennial Reception 7:30-9 p.m. Sunday after the Opening General Session and Awards Presentation.

## Snacks

Attend a "Taste of D.C." at the International Networking Reception 3-5 p.m. Sunday. Grab an ice cream bar while visiting the Washington Monument at the INFO-EXPO Hall during the 3-5 p.m. Tuesday networking session. And meet historic characters while enjoying refreshments 10 a.m.-noon Wednesday. All events are in the INFO-EXPO Hall.

Also, check out happy hour at the Old Dominion Brewhouse in the D.C. Convention Center at <http://www.olddominionbrewhouse.com>.



The INFO-EXPO Hall will be in the Walter E. Washington Convention Center.

## Share tips at DAM Roundtable June 15

**By Julie-Ann Zilavy**  
*DAM Roundtable Moderator*



**Julie-Ann Zilavy**

We do indeed live in challenging and interesting times, particularly in the advertising industry.

New technology, media fragmentation, social media measurement, doing more with fewer resources, etc... Whew!

How does one keep up with the most current information? Belonging to SLA affords you many opportunities to find information and seek advice to face the challenges in our business.

Listservs provide a vehicle for professional quick reference. However, networking with fellow professionals at SLA events is invaluable for the advice and honest insights you can glean.

One event that has become a conference tradition is the DAM Roundtable.

It's here we share our experiences with online services, blogs, YouTube, Facebook, market research services and more.

It's amazing what insights one can gain by listening to colleagues. Many attendees have mentioned the roundtable was their primary reason for attending the conference.

Do join us this year. The DAM Roundtable will be 3:30-5:30 p.m. Monday, June 15. Share your tips, strategies, experiences and insights. If you have topics you would like covered, please email me at [Julie@aaaa.org](mailto:Julie@aaaa.org) or call 212-850-0809.

I look forward to seeing you in Washington, D.C.!

# DAM co-chairs encourage member involvement

By Lynn Strand-Meyer  
DAM Co-Chair



Hello DAM members! Happy spring and summer to you all!

We hope everyone is looking forward to the Annual Conference June 14-17 in Washington, D.C. If you are not able to join us there, check out the blogs, tweets and posts that will be chronicling SLA's 100<sup>th</sup> birthday!

## Speaking of blogs

I'd like every DAM member to send me a paragraph (or more if you are inspired) blog posting. It can be anything related to our profession—a cool tool, resource or web site you use frequently or have just stumbled across.

I will post them to the DAM Blog frequently. My goal is to use a resource that is available to us but also drive traffic to our site and blog at [www.sla.org/dam](http://www.sla.org/dam).

It's also going to provide our members with VERY valuable information. Send your posts to me at [lstrandmeyer@yahoo.com](mailto:lstrandmeyer@yahoo.com). I have high expectations—so make me proud!

## New Orleans 2010

We've focused a lot of attention on the upcoming D.C. conference, but I also want you to know planning is underway for New Orleans 2010.

I am pleased to be serving again as your chair and conference planner. After the BIG things organized for D.C., my plan is to scale back on conference activities in 2010, but make a bigger effort to build membership and vendor partners.

Please let me know if you are interested in assisting the division. We need members to get involved, and now is a great time!

## And speaking of volunteering

All DAM members who will be attending the conference in D.C., please let me or Alisa know! We will need session reporters and photographers, and I'd like to meet some folks in person. After the DAM Roundtable on Monday, let's go grab a cocktail and get to know one another!

By Alisa Coddington  
DAM Co-Chair



If you follow the DAM discussion list, you know DAM and its members are struggling like everything and everyone during

these economic times or as I call them, this-just-really-sucks times.

While we have an excellent lineup of speakers and sessions in D.C., it is critical we come together as a division to maintain the same high level of programming going forward.

If you have been on the fence about getting involved, now is the time to take the leap and share

your valuable knowledge. You do not need to be a long-time member to participate!

## Ways to get involved

1. Join the DAM board (you must be an SLA member to serve on the board).

2. Volunteer to help in D.C.:

- Blog about division activities
- Take photos
- Put up signs
- Introduce speakers
- Do room checks and estimate attendance

3. Get to know other members by attending these DAM events:

- Board Meeting, 1-2:30 p.m., Sunday, June 14
- Business Meeting and Breakfast, 7-8:30 a.m., Monday, June 15
- Roundtable, 3:30-5:30 p.m., Monday, June 15

4. Join the DAM discussion list at <http://units.sla.org/division/dam/list.html>.

5. Write DAM Bulletin articles

## Enough bad news—let's celebrate!

SLA's Centennial Conference and Celebration is right around corner and we are excited about our DAM events.

Visit the DAM Web site at <http://www.sla.org/dam> for a preview of conference events.

We would like to thank our sponsors for their generous contributions: AdData, Dialog, LexisNexis, ProQuest and WARC. Let them know how much we appreciate their support by thanking them at the conference.

## Exploring Twitter Johnny-come-lately style

By **Jennifer Hahs**  
DAM Member



**Jennifer Hahs**

If I was as hip as some of us, I would have started using Web 2.0 tools like Delicious and Twitter last year.

While I did register accounts with both tools last year, unfortunately, that's about all I did. It just seemed I did not have the time to really put these technologies to work.

This year, I have done much better. Since January, I have been using these tools almost every day to research consumer trends.

For Delicious, my strategy was to find a few avid trend-forward users and to eavesdrop, if you will, on who they were tracking.

Ditto for Twitter but with Twitter I specifically requested to follow high-profile people like the staff of trendwatching.com, editors at Creative Review magazine, and CMO Barry Judge of Best Buy.

I was careful to only follow users that were actually posting useful information (rather than telling the world what they had for breakfast).

My experience has been mixed. I definitely found people worth monitoring. But I have the same problem I had last year; I simply do not have enough time to digest all the information I'm tracking.

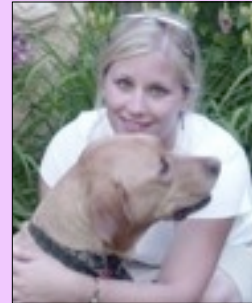
That said, I have become a bit addicted to Delicious. The subject-tagging feature is an easy way to group articles for trend reports.

There appears to be a Twitter backlash brewing. Did you see George Stephanopoulos interviewed Arizona Sen. John McCain via Twitter?

I'm not sure the pressing issues facing our country can be adequately addressed in 140-character sound bites.

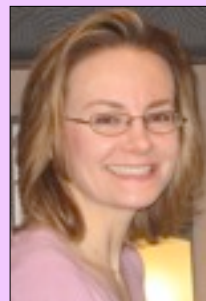
As a blogger on ABCNews.com put it, "Twitter Dee ... Twitter Dum. The more one twitters, the dumber one becomes."

## Member news



**Rebecca Butts**

**Rebecca Butts**, past DAM chair, reports she's been working as an Ernst & Young senior business researcher in Detroit for nearly a year.



**Dru Frykberg**

## DAM Bulletin

The DAM Bulletin is the newsletter of SLA's Division of Advertising and Marketing.

The publication is published online twice a year at [www.sla.org/dam](http://www.sla.org/dam).

Please send your comments and contributions to Editor Dru Frykberg at [dru.frykberg@state.mn.us](mailto:dru.frykberg@state.mn.us).