

ADCNJ

Special Edition

NEW DIRECTIONS

THE OFFICIAL PUBLICATION OF THE ART DIRECTORS CLUB OF NEW JERSEY



SEE PAGE 6 FOR MORE DETAILS ON THE 2010 ADCNJ AWARDS SHOW!

THINKING
Creatively

7th Annual 3D Design Conference April 16 - 17 2010

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AWARD GOES TO...**
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Building Community Among Creatives

A Message from Robert Ryan, ADCNJ President

It doesn't have to be a lonely life for creative professionals in New Jersey. Over the years, ADCNJ has made it a priority to bring together creative professionals in New Jersey to learn from one another, encourage one another, and celebrate our creative pursuits. This publication is full of examples of how ADCNJ helps people connect with one another.

You can read about highlights from the "Thinking Creatively" Conference held in April 2010, which provided the opportunity for ADCNJ members to interact with members of the Industrial Design Society of America (IDSA) by holding both the IDSA Northeast Regional Conference and the two-day "Thinking Creatively" Conference at the Kean University campus in Union, New Jersey. That's a double dose of inspiration!

Highlights from the 47th Annual ADCNJ Awards Show and Exhibition held in April 2010 capture some of the excitement of this gala celebration, shining a spotlight on the award-winning work of New Jersey creative professionals and students who received merit-based scholarships through the Art Directors Club of New Jersey Student Scholarship Fund. We also had the opportunity to exercise our sense of humor through the

lively antics of a professional standup comedian, who volunteered his time and talents to serve as emcee for the evening. Thanks, Sarge!

In addition to these two major events organized for ADCNJ members in 2010, a series of informal gatherings called "ADCNJ Nights" has been launched. Based on the enthusiasm of the individuals who came to these four events held so far, more "ADCNJ Nights" are sure to follow. Networking works! For ADCNJ members who have an interest in providing creative services on a volunteer basis to meet a specific need of a nonprofit organization, check out the ADCNJ "Deeds 4 Needs" program, as well as the "Ideas That Matter" funding opportunities through Sappi Fine Paper North America. You'll be glad you did! All of us at ADCNJ greatly appreciate the sponsors who help make ADCNJ events possible through their support. In addition to saying "Thank you!" to each and every sponsor, we encourage all ADCNJ members to show their appreciation by doing business with ADCNJ sponsors whenever possible. Actions do speak louder than words! Looking to the future, ADCNJ is looking for more people to become more involved in the work (and fun!) of the organization. Got an idea for an upcoming ADCNJ event? Do you want

to share a cartoon you create or an article you want to write with ADCNJ colleagues? Are you interested in working with an ADCNJ committee or serving on the ADCNJ Board of Trustees? ADCNJ welcomes your time and talents in helping us build a stronger community of creative professionals in New Jersey.

For those who enjoy some words of wisdom to ponder, consider this quote by Yoko Ono:

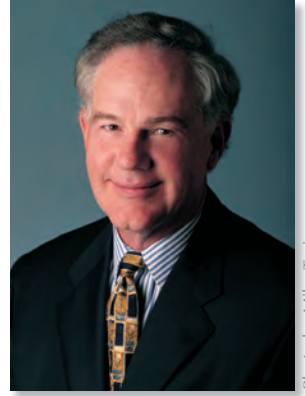
"Spring passes and one remembers one's innocence.

Summer passes and one remembers one's exuberance.

Autumn passes and one remembers one's reverence.

Winter passes and one remembers one's perseverance."

In the spirit of coming together, let's embrace this season of "reverence" and share the love with ADCNJ.



Robert Ryan
ADCNJ President

Photo by Mike Tesi

UPCOMING EVENTS

Wednesday, December 15, 2010

NJ MarCom Holiday Party
Mayfair Farms
West Orange, NJ

April 8-9, 2011

"Thinking Creatively" Design Conference
Kean University
Union, NJ

Friday, May 20, 2011

48th Annual ADCNJ Awards Show and Exhibition
The Birchwood Manor, Whippany, NJ

Mark your calendars now. More details on these events and other events will be posted at www.adcnj.org. Make it a habit to visit our Web site often! Also – be sure to check out the ADCNJ blog at www.adcnj.blogspot.com (also linked to the Home page of www.adcnj.org).

All ADCNJ Members are encouraged to share news with their friends and colleagues through the ADCNJ newsletter and/or ADCNJ blog. Have you achieved a professional or personal goal? Have you landed a new job or important assignment? Do you need to hire staff, or are you looking for work? Please submit your news items to Ana Paula Rodrigues via e-mail (ADCNJblog@hotmail.com) and/or Vivian Fransen via e-mail (vfransen@rcn.com) or by phone/fax at 908-232-9538.

World-Class Creatives Come Together in New Jersey

Highlights of Thinking Creatively 2010

by Rose Gonnella

When do you get a chance to meet and learn the personal insights from a Cannes Lion, Emmy, Oscar, Clio, (and more!) award-winning creative? At the "Thinking Creatively" Design Conference! Jon Kamen and James Spindler—the @radical.media creative leaders behind hugely successful branding campaigns for Hilfiger, as well as the concept designers and producers of the Sundance Channel's *Iconoclasts* and the conceptual originators AMC series, *Mad Men*—were up close and personal at Thinking Creatively on Saturday, April 5. After giving a powerful and yet personal presentation, sharing insights, and speaking with the audience, Jon and James jumped off stage to meet everyone who wanted a word, a handshake, and more information about their award-winning, ground-

breaking, over-the-top work. The last time Jon Kamen gave a presentation like the one at Thinking Creatively, he was presenting at TED (www.ted.com), and the tickets cost \$4000 a pop. The Thinking Creatively Design Conference brings not only one world-class creative to the stage but twenty! Mat Zucker (Creative Director at OlgilvyOne) presented on social media and branding strategy; Tim Nolan drew laughs and inspired all with his work at HUSH; Imagineer Joseph Konopka took us behind the scenes at Disney; Laurie Pressman of Pantone zeroed in on color trends; Ken Gruskin shared insights on working on integrated design teams; Robin Landa explored the topic of *Freud, Sex, & Graphic Design*; Fadi Riscala discussed the crucial role of details in design execution; Phil Russo of

Converse provided insights on design for different audiences; and so much more.

Two days of presentations, discussion, exhibits, networking, and goodies left attendees filled to the maximum at Thinking Creatively. And, for a give-back, good feeling, the packed portfolio review and the student/pro design charrette were added features.

What else do you want in a design conference? It couldn't be more convenient or accessible or enriching than Thinking Creatively. Join us next year in April for the eighth year of the "Thinking Creatively" Design Conference. It will certainly be filled again—with world-changing ideas.



7th Annual TC Design Conference · April 16 ~ 17 · 2010

Making A Difference

ADCNJ Can Be Your Matchmaker With a Worthy Cause

For ADCNJ members with an interest in helping others, the ADCNJ "Deeds 4 Needs" initiative can help make it happen!

ADCNJ receives requests from various nonprofit organizations that need assistance with a specific design project and pairs creative individuals willing to donate their time and talents on a pro-bono basis with nonprofit organizations. Such projects may include designing a logo, brochure, invitation, ad, Web site feature, or other professionally produced communications materials to help nonprofits spread the word about their work.

ADCNJ acts as the liaison between the volunteer designer and the nonprofit client, defining project parameters, coordinating communications, and providing recognition as appropriate to both the volunteer and nonprofit organization about the results. All this allows the volunteer creative professional to focus on the creative elements of the project, not the administration details.

ADCNJ is now looking for creative professionals to become part of its "Deeds 4 Needs" pool of talent. To

express your interest in being contacted about volunteer opportunities, contact ADCNJ Board Member Mike Tesi via e-mail at mtesi@optonline.net or by telephone at 973-822-1000.

Of special note, ADCNJ encourages all creative professionals and nonprofit organizations to find out about grant funding opportunities through "Ideas That Matter," an initiative of Sappi Fine Paper North America. Grant awards ranging from \$5,000 to \$50,000 per project are made to support the implementation and out-of-pocket costs (such as photography, illustration, paper, printing, mailing, and related expenses) of communications

projects that involve designers on a volunteer basis to support the needs of nonprofit organizations. For more details, visit www.sappi.com/ideasthatmatterNA today.



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The ADCNJ Membership
Application is available at
<http://www.adcnj.org/pdf/ADCNJ-Membership.pdf>
Join today!

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Exploring ADCNJ

ADCNJ Nights Offer Camaraderie

by Chris Navetta

"What can the ADCNJ do for me?" That's a question that creative professionals who work and/or live in New Jersey ask themselves. And the ADCNJ is making it easy for you by bringing together individuals with a passion for the world of design and a sense of adventure for an evening of exploration— in what we're calling ADCNJ Nights. ADCNJ leaders will introduce you to ADCNJ events, ADCNJ committees, current areas of interest, and most importantly, listen to any ideas you have for building a stronger organization.



Each ADCNJ Night is kicked off with one of a series of ADCNJ Shorts— a 30-minute presentation, demonstration, or discussion hosted by professionals in our field. Shorts will feature a wide range of topics, and give everyone the chance to learn something new, explore relevant topics, or perhaps just be wowed by some of the excellent work that is being produced in the world of design.

For our first Shorts presentation in January, we had All-State Legal showcase the fine art of engraving— regarded by many to be finest way to set ink to paper— detailing the extraordinary benefits it offers to designers. In February, we were dazzled by the work of Joe Zeff Design when Joe Zeff shared with us his brilliant computer-generated illustration for print, along with animation for publishing companies, advertising agencies, and

major corporations. In March, we had the chance to explore the latest solutions for visual communications using infomercials, commercials, talk shows, training tools, live meetings, Webcasting, and more, courtesy of Joe Vargas and his crew at Media Mix Studios. (We even had the chance to participate in the production of a special ADCNJ Nights newscast!) And in May, we teamed up with The BOSS Group for CreativeConnects, a free social event for creative, marketing, communications, advertising, and Web professionals.

Our goal is to further the sense of community and camaraderie that the ADCNJ offers us— its members. But without each other, we can't do that. So what can the ADCNJ do for you? Let's find out together.

ADCNJ Nights will resume soon with another great program and opportunity for our members. But we need everyone's help to keep it going. Have an idea for a presentation? Would you like to host an ADCNJ Nights event and get to know the membership better? Want to give us a hand and join the ADCNJ Nights committee? Please let us know!

Some Benefits of ADCNJ Nights:

1. It's a member benefit. Programs such as the ADCNJ Nights series are what being an ADCNJ member is all about. We're continuing to build and strengthen our community of like-minded professionals.
2. It's fun and informative. We've already had some wonderful presentations at our ADCNJ Nights gatherings. We feature a wide range of topics, and give everyone the chance to learn something new, explore relevant subjects, or perhaps just be wowed by some of the excellent work that is being produced in the world of design.
3. It's part networking. In our business, it's sometimes all about who you know. And attending ADCNJ Nights is an opportunity to meet and get to know other professionals in our field, and begin to forge those all-important relationships.
4. It's part brainstorming. What can the ADCNJ do for you? Well, we get together

WHAT CAN THE ADCNJ DO FOR ME?

Let's find out together.

to answer just that kind of question at ADCNJ Nights. Do you want to see a specific program or event from the ADCNJ? Join one of our brainstorming sessions and help make it a reality.

5. It's a bit of self-promotion. Want to get your work seen by others? Members



will use tabletop space to display their stuff— bring your laptop/display boards/collateral materials/business cards. Reverse the process and bring a design dilemma or challenge— we'll find you a spot of help!

For more information about upcoming ADCNJ Nights, make it a habit to visit www.adcnj.org often for more details.

Lobsters, Laughter, and Lots of Awards

The 47th Annual ADCNJ Awards Show

by Harvey Hirsch

The 47th Annual ADCNJ Awards Show proved to be one of our finest events ever. A total of 103 awards were handed out to clever creators of some of the best design work in New Jersey. This year, attendees were treated to the hilarious musings of Sarge, "the funniest guy you never heard of," as he elevated our show to new comedic heights.

Thanks to Media Mix (www.mmix.net) for videotaping the show and providing a link where you can enjoy video segments of this truly funny man as he shares his unique viewpoints on New Jersey, the winners, and creativity on the whole. Sarge made the evening truly memorable.

This year's show was held at the Birchwood Manor in Whippany, New Jersey on April 23, 2010, and as usual, the show was a knockout. Echo Torre Lazur received the Best in Show award. Ten students were awarded scholarships through the ADCNJ Student Scholarship Fund.

Thanks to the Visual Communications Team at Wyndham Exchange and Rentals for their creative work in making the ADCNJ's 50th anniversary an outstanding event!

For a complete list of ADCNJ Award winners and images of this celebration, visit www.adcnj.org today.



ADCNJ Awards were presented to winners by Olga Demeshchik (on left), Co-Host and Comedian Sarge, and Jennifer Miranda (on right).

My Friend, Lew

by Harvey Hirsch



Robert Ryan, ADCNJ President, presents Harvey Hirsch with The Lew Kraut Memorial Community Service Award for outstanding service to ADCNJ.

As this year's recipient of The Lew Kraut Memorial Community Service Award, I was truly honored to be selected from all of the people who have worked so hard for the Club and our industry over the years.

When I designed this award three years ago, it was with fond memories of my friend, Lew Kraut. Lew was so giving with his time because he belonged to almost every association in our industry. He could always be seen at gatherings of the New Jersey Ad Club, New Jersey Communications and Marketing Association (CAMA), ADCNJ, and a whole slew of other industry wide events, shaking hands and extolling the virtues of each organization. He was the consummate Membership Committee wherever he went.

Past honorees have been Robert Ryan and Frank Peluso, also well recognized fixtures in the ADCNJ. Robert has supported ADCNJ with his time and talents as ADCNJ President, as well as helping ADCNJ with its printing needs over the years, while Frank's photos have graced the ADCNJ Web site and newsletter for years.

With an amazing ADCNJ Board of Trustees composed of some of our industry's movers and shakers, I'm sure next year's recipient will also be worthy. Speaking of next year, work has already started on next year's ADCNJ Annual Awards Show.

In order to keep our entries growing, we need to recruit talented volunteers for their knowledge, skills, and talents in the following fields: online data acquisition programming, a social media coordinator, and a search engine optimization (SEO)/search engine marketing (SEM) specialist. Please contact Harvey@mediaconsultants.net for more information.

Top 10 Benefits of ADCNJ Membership

Attracting talented creatives to join the Art Directors Club of New Jersey (ADCNJ) is the key to building a stronger organization.

Here are some of the reasons why people choose to join our Club:

1. Finding Inspiration That Stimulates Creative Ideas in my Work

As a design industry professional, your creative resources are tapped continuously. You are called upon daily to generate new ideas, reinvigorate old concepts, and somehow come up with fresh approaches that dazzle your target audiences with visual communications to make key messages clear and memorable. ADCNJ provides a forum for creative directors to meet and exchange ideas on an informal basis and to develop ongoing relationships with others – including illustrators, photographers, and art educators – who share many of the same experiences and challenges.

2. Enhancing Professional Education

ADCNJ events are organized to provide featured speakers who have achieved remarkable success in the design industry to share their wisdom and lessons learned. As a result, you can be “in the know” and supplement your knowledge through continuous exposure to the world of design.

3. Building Relationships With Other Creatives

ADCNJ provides no-hassle, friendly opportunities to get to know other creative professionals in the design industry. Networking is part of every ADCNJ experience, which can lead to sharing tips

on new technologies, new clients, and new work experiences.

4. Achieving Recognition

Through its Annual Awards Show and Exhibition, ADCNJ celebrates the achievements of creative professionals who work or live in New Jersey. This competition is open to entries from people throughout the state. ADCNJ members receive substantial discounts on registration and entry fees. This showcase of talent is a great way to publicize your work to peers and existing (and future) clients.

5. Staying Informed

ADCNJ helps its members stay current on issues and information vital to design professionals. The ADCNJ Web site (www.adcnj.org), blog (<http://adcnj.blogspot.com/>) or use link from www.adcnj.org), and newsletter, called *New Directions*, are provided as handy resources for the latest information.

6. Reduced Fees for ADCNJ Events

ADCNJ members save money on all ADCNJ activities, which are structured to offer reduced rates to ADCNJ members compared with people who have yet to join ADCNJ. ADCNJ remains committed to offering easy access to affordable educational and networking events.

7. Reaching Out to Students

The ADCNJ Education Council organizes college seminars, career days, and portfolio reviews to foster the advancement of the next generation of design professionals. The Art Directors Club of New Jersey Scholarship Fund awards scholarship dollars based on merit to New Jersey

students pursuing their studies in visual communications.

Contributions to this ADCNJ Student Scholarship program are welcomed throughout the year and are tax-deductible to the fullest extent allowed by law.

8. Opportunities to Volunteer

Leadership opportunities are available to ADCNJ members to serve on various Committees and on the Board of Trustees. ADCNJ offers a program called “Deeds 4 Needs” that matches volunteers with nonprofit organizations for specific design needs. ADCNJ members who participate in this program receive creative pieces to add to their portfolios, as well as the satisfaction of sharing their talents with others.

9. Advancing a Personal Commitment to Excellence

The ADCNJ is a statewide organization of art directors, graphic designers, illustrators, photographers, art educators, and other creative professionals dedicated to excellence in the communications arts. Its mission is to promote outstanding work in visual communications. By virtue of their alliance with ADCNJ, ADCNJ members declare their commitment to excellence in a public way.

10. Having Fun

ADCNJ is a group of friendly, robust creatives who know the value of positive interactions with others. We all know that being creative can be great fun. Being creative together can be an adventure that results in a ton of fun.

Membership Information and Application

You are invited to apply for ADCNJ membership today. If you already are part of ADCNJ, we invite you to share this information with others in your circle of friends and colleagues.

Types of ADCNJ Membership:

Professional Memberships – Open to art directors, graphic designers, design consultants, photographers, illustrators, copy writers, and art educators who live or conduct business in NJ.
Annual dues for Professional Members:
5+ years in industry.....\$150.00
2-4 years in industry.....\$100.00
0-2 years in industry.....\$ 50.00

Special rate for art educators (who work at the professor level):...\$125.00

ADCNJ Student Membership:.....\$25.00

Associate Memberships – Open to printing and paper vendors, as well as other service providers, who serve people in the design industry and live or conduct business in New Jersey. Annual dues for Associate Members:.....\$200.00

Corporate Memberships (for cost savings on annual dues for a minimum of 3 members from same company):
3 members\$345.00 4 members\$440.00
5 members\$525.00 6 members\$600.00
7 members\$665.00 8 members\$720.00
(an additional \$50 per person applies for each member over 8 people from the same company)

Anyone interested in ADCNJ membership is invited to submit an application form and the one-time-only initiation fee of \$25. Please answer all questions on the ADCNJ membership application on the next page:

Membership Information and Application

PERSONAL INFORMATION

Name _____
 Home Address _____
 City _____ State _____ Zip Code _____
 Telephone _____
 E-mail _____

WORKPLACE INFORMATION

Employer's Company Name _____
 Company Mailing Address _____
 City _____ State _____ Zip Code _____
 Telephone _____
 Workplace E-mail _____
 Current Job Title _____
 How many years have you been working in the design industry? _____

EDUCATION

Undergraduate School(s) _____
 Location of School(s) (City and State) _____
 Years Attended _____ Degree (Major/Minor) _____
 Graduate School _____
 Location of School (City and State) _____
 Years Attended _____ Degree (Major/Minor) _____

IF YOU ARE AN ART DIRECTOR/CREATIVE DIRECTOR (defined as an individual who has attended or graduated from an accredited art program and whose primary responsibility affects the outcome of a creative product through his or her design influence, as well as a person who acts in a management capacity to supervise art staff personnel, interfaces with clients, and directs vendors with regard to the outcome of visual products), PLEASE PROVIDE THE FOLLOWING:

1. If possible, please list contact information for 2 current members of ADCNJ who know you or your work.

2. List any scholarships or awards you have received.

3. Are you a member of any other design-related clubs or associations? If so, please list.

4. How would you describe your current employer (please circle):
 Agency Design Studio Corporate Communications
 Other: _____
5. What percentage of your time do you spend on creation, direction, and purchasing of art and design? _____
 What percentage of your time do you spend on customer and/or client contact and administration? _____
6. How many people do you currently supervise? _____
7. Please list 3 of your principal accounts.

8. Please list 3 other companies you have worked for, including their location and the length of time you worked for them.



Please mail or fax this completed application, along with a check payable to ADCNJ or credit card information (VISA, MasterCard, OR American Express), to:

ADCNJ
199 Prospect Ave.
North Arlington, NJ 07031-7250
tel: 201-997-1212
fax: 201-998-7839

Any questions regarding this application can be directed to the address above or Web site: www.adcnj.org

IF USING CREDIT CARD PAYMENT, PLEASE PROVIDE THE FOLLOWING:

Please circle: VISA MASTERCARD AMERICAN EXPRESS
 Account # _____ Exp. Date _____
 Signature _____