

ADCNJ

Winter 2009

NEW DIRECTIONS

THE OFFICIAL PUBLICATION OF THE ART DIRECTORS CLUB OF NEW JERSEY



the 46TH ANNUAL

ART DIRECTORS CLUB OF NEW JERSEY

IN SEARCH OF *Shining Stars*

SEE PAGE 8 FOR MORE DETAILS!

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THINKING
CREATIVELY

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visit www.adcnj.org

Musings on New Jersey Creatives in the "New Economy"

A Message from Robert Ryan, ADCNJ President

As a business owner, I think often about how the current credit/banking situation in this country will affect the business landscape, particularly in New Jersey, as that's where my company (CMYK Printing) and clients reside. Specifically, I think about the advertising industry. After all, that's the business area I inhabit, along with most of my clients.

I'm in rather a unique position, as the owner of a printing company, in that I have the opportunity to interact with the whole spectrum of advertising professionals: agencies, companies, freelancers, boutique owners, and others. So I gain various interesting insights while talking to that vast cross-section of New Jersey advertising people. And the best news, I've found, comes from word-of-mouth (as does the best advertising). From those directly affected. From people who live and breathe advertising in New Jersey.

The overall picture seems to be one of agencies, and advertisers, looking more closely at their budgets, which is normal during any time of economic uncertainty. Agencies seem to be striving to become more cost-effective, advertisers are con-

sidering their marketing and media plans more carefully, and a certain "belt-tightening" appears to be taking place across the board.

All in all, this is quite natural, and seems to happen roughly once per decade. Over the years, I've seen it many times, as have others, and it hasn't taken a banking/credit crunch to initiate it. It's cyclic and is, apparently, simply part and parcel to the industry.

I was recently talking with John Cinquino, President of Cinquino & Co., and he had some interesting comments:

"This year will quite probably be riddled with challenges," he said, "most notably the drastic swing in good and bad months. Whether it's work flow or cash flow, it takes diligent management and cautious spending to survive the rather skittish year. But those who are able to sustain themselves, I believe, will be rewarded with not just stability, but growth in 2009."

John's observations are in line with my own. I am not aware of any mass layoffs

on the agency side, I have detected no sudden and drastic budget cuts in any advertisers of

note, and no agencies have suddenly "gone under" due to the rather sudden new state of the economy. I have no doubt that some may have suffered these extremes, but it could be argued that they may have happened in any case, regardless of the current situation.

The advertising industry is resilient, as it has proven time and again. It's deceptively strong and able to weather multitudes of economic vicissitudes, and survive, even thrive. I see no reason to doubt its tenacity or regenerative capabilities now.

Nor should anyone.



Robert Ryan
ADCNJ President

Photo by Mike Tesi

UPCOMING EVENTS

Thursday, March 12, 2009

Pantone Tour for ADCNJ
Pantone, Inc. World Headquarters
590 Commerce Boulevard
Carlstadt, NJ
(visit adcnj.org or call 201-997-1212 for more details; must register in advance for admission)

Friday and Saturday

April 3-4, 2009

"Thinking Creatively" Design Conference
Kean University
Union, New Jersey
(register today at www.thinkingcreatively.org or www.adcnj.org)

Wednesday, April 15, 2009

ADC Paper Expo
5:30 PM to 8:30 PM
ADC Gallery
106 West 29th Street in New York City
(visit adcglobel.org or call 212-643-1440 for more details)

Friday, May 1, 2009

46th ADCNJ Awards Show and Exhibition
6:30 PM to 9:30 PM
The Stone House at Stirling Ridge
50 Stirling Road
Warren, New Jersey
(RSVP at www.adcnj.org)

Thursday, November 12, 2009

ADCNJ Rock-PAPER-Scissors PAPER Show
The Park Avenue Club
184 Park Avenue
Florham Park, New Jersey
(for sponsorship details, contact Susan Raphael at 201-458-1300 ext 236 or suzu@cmykprinting.com)

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!

Member News

Circle of Life Children's Center Honors Paul Gourhan

Fred the Toy Rabbit is not simply an adorable toy. It's a symbol of inspiration with a story.

The original Fred was the constant companion of a child who cared so much for the toy rabbit that this child asked the doctor to take care of Fred soon before the child died. That doctor, Dr. James Oleske – who is cofounder of a charity to help children and their families – did indeed keep his promise and carried Fred in his lab coat pocket to bring cheer and comfort to other children who were sick.



Thanks to the design work of ADCNJ Board Member Paul Gourhan, a new version of Fred the Rabbit now in production has a new mission – to both comfort children who are sick and serve as a mascot to raise funds and awareness of the work of a nonprofit organization called Circle of Life Children's Center.

Combining his love for design and children, Paul has been volunteering his time and talents for several years to help the Circle of Life Children's Center. Serving children and families in the Newark community and surrounding areas, this organization provides a program that helps ease the suffering and increase the quality of life for children with life-limiting medical conditions. Visit their Web site at www.circleoflifenj.org to learn more.

The Circle of Life leadership expressed their appreciation to Paul during their "In a Secret Garden" event held at the Newark Museum in October by awarding him the "Fred Award of Excellence" for "consistent creative distinction" in designing marketing materials and making many other contributions to promote the work of this organization.

"Circle of Life is a special organization in both the focus of its mission and its inspiration," said Paul Gourhan, who works as creative director of PMW.net based in Glen Rock, New Jersey, and has expertise in product packaging, branding, and corporate identity. "Having the ability to use my talents and the resources of PMW.net to further this special cause is a rare opportunity, which I treasure."

ADCNJ salutes Paul Gourhan for his dedication! For more information on Paul and his work, visit www.pmw.net or call 201-493-1495. Better yet, strike up a conversation about the latest buzz on Fred when you see Paul at an upcoming ADCNJ event.

New Advertising Campaign for Vivitar® Showcased in Las Vegas

Vivitar, marketers of digital cameras and accessories, was in the spotlight at the International CES held in January 2009 in Las Vegas, thanks to a new advertising campaign created by Smith Design (smithdesign.com) based in Glen Ridge, New Jersey, and Carmel, California.

ADCNJ Member Martha Seidner of Smith Design reports that these ads received widespread exposure during the weeklong 2009 International CES event, which is described as "the world's largest consumer technology tradeshow" and is organized by the Consumer Electronics Association (CES). This tradeshow features 2700 exhibitors, including companies that manufacture, develop, and supply consumer technology hardware, content, technology delivery systems, and related products and services. For more details, visit www.cesweb.org.

The creative team at Smith Design has done it again – "delivering compelling visual solutions that work for the brand and the consumer."



All ADCNJ Members are encouraged to share news with their friends and colleagues through the ADCNJ newsletter. 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 a new job? Please submit your news items to Vivian Fransen via e-mail (vfransen@rcn.com) or by phone/fax at 908-232-9538.

Member News – Continued

Neenah Paper Is Part of the January 2009 Inauguration of President Obama

Did any ADCNJ Members have the opportunity to attend any of the festivities relating to the inauguration of President Barack Obama on January 20, 2009, in Washington, DC? If so, did you receive an official inaugural invitation? Anyone who did will surely consider it a keepsake with great historical significance, not only a product sample from Neenah Paper.



ADCNJ Board Member Holly Kirby of Neenah Paper reports that more than one million inaugural invitations have been engraved and printed on Neenah's CLASSIC CREST® Paper, which is one of Neenah Paper's finest eco-friendly papers. Neenah Paper is no stranger to presidential history making, having provided the paper for the last three presidents' inaugurations. With a long history of providing paper for government documents (including bonds, deeds, certificates, and letters), Neenah Paper (www.neenahpaper.com) is proud to be part of the 2009 Presidential Inauguration.

And here's the inside scoop for all ADCNJ members to impress others with their knowledge of the details – the paper used for the presidential inaugural invitations was CLASSIC CRESTPaper in Recycled 100 Natural White, which is FSC certified (that is, certified by the Forest Stewardship Council, www.fscus.org) and made carbon neutral with 100% postconsumer fiber.

Hail to the Chief, with eco-friendly invites!

2008 Awards Published in GDUSA Include Several New Jersey Creatives

All ADCNJ members who take a careful look at the November/December 2008 issue of GDUSA will be glad to see that the award-winning work of several New Jersey creative professionals is featured in this 300-page issue. If you don't have this issue, visit www.gdusa.com today.



ADCNJ members and their employers who received recognition through the 2008 American Graphic Design Awards initiative presented by GDUSA include Brian J. Ganton & Associates, Group RCI

Visual Communications, Rizco Design, Smith Design, and Stephen Longo Design Associates.

Congratulations to all for this national recognition of excellence in the design world!

ADCNJ Members Received 2008 Jasper Awards

On October 3, 2008, the work of several ADCNJ members received recognition at a gala celebration organized by the Jersey Shore Public Relations & Advertising Association and held at the PNC Bank Arts Center in Holmdel, New Jersey.



Rizco Design (www.rizcodesign.com), Studio 325 (www.studio325.com), and Smith Design (www.smithdesign.com) were among the award-winning participants. For more details, visit www.jspra.com.

Congratulations to these ADCNJ members on their achievements!

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.

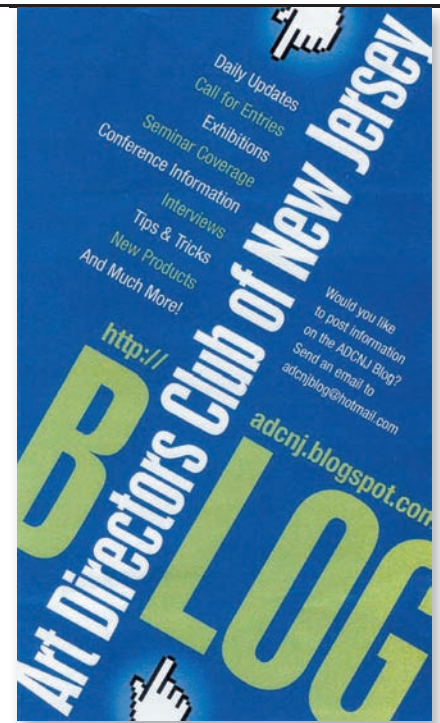
ADCNJ now has a blog!

Catch the latest buzz at <http://adcnj.blogspot.com/>

ADCNJ members and other creative professionals now have a communications tool that can be updated on a daily basis. Visit <http://adcnj.blogspot.com/> (also available as a link at www.adcnj.org) often to find out the latest buzz on news items of interest in the creative community. Furthermore, speak your own mind through this interactive channel of communication and participate in online polls that track issues that matter to you and your work.

ADCNJ Board Member Ana Paula Rodrigues has taken the initiative to jumpstart this blog for the ADCNJ community. You are encouraged to send any relevant news items – have you achieved a professional or personal goal? have you landed a new job or important assignment? do you have a news release to share? – via e-mail to ADCNJblog@hotmail.com.

ADCNJ is now part of the blogosphere – what a concept!



Quotable Quotes

Create a Buzz With These Quotes

Need a quote to jumpstart a discussion at your next staff meeting with other creatives or stimulate a conversation at the water cooler? If so, consider these. [Better yet, share with ADCNJ members some words of wisdom of your own for an upcoming ADCNJ newsletter by sending your quotes to the editor via e-mail at vfransen@rcn.com or by phone or fax at 908-232-9538.]

"Blessed are the flexible, for they shall bend and not break." – quote by Chester Gushee, October 2003

"The two most beautiful words in the English language are 'check enclosed.'" – quote by Dorothy Parker, freelance creative

"Life is a gamble, a chance, a mere guess. Cast a line and reel in a splendid rainbow trout or a slippery eel." – quote by Mourning Dove

A missionary-teacher in Africa received a beautiful seashell from a student. The boy had gone on foot to a distant section of the African coast to get the shell. The teacher said to the student, "You've traveled so far to bring me such a wonderful present. "Oh, teacher," said the boy, "long walk part of gift." – quote by Ruth Stafford Peale from "Gift of Joy" taken from *Guideposts*, December 2002

"The three horrors of modern life (are) talk without meaning, desire without love, and work without satisfaction." – quote by Mignon McLaughlin

"High achievement always takes place in the framework of high expectation." – quote by consultant Jack Kinder (1928)

"One must think like a hero to behave like a merely decent human being." – quote by May Sarton

"Life turned out to be dreadfully unfair, so we invented sports." – quote by Barbara Holland

"I am rich – not in money, but because I have found in my work something which I can devote myself to heart and soul, and which inspires me and gives meaning to life." – quote by Vincent Van Gogh March 1883

"Life is like a camel; you can make it do anything except back up." – quote by Marcelene Cox

"When it's over, I want to say: all my life I was a bride married to amazement. I was the bridegroom, taking the world into my arms." – quote by poet Mary Oliver

"Thinking Creatively" Conference Is Coming Soon!

Register today for creative nourishment

The "Thinking Creatively" Design Conference is a two-day, world-class (and out-of-the-box) event created to provide access to excellence. We bring together the brightest designers and all sorts of experimental and innovative thinkers for the purpose of providing an exceptional (with speakers of top achievement in their fields) and accessible (you can afford this one and it's local) experience for YOU!

Mark your calendars now for Friday, April 3, 2009, and Saturday, April 4, 2009, to be part of this conference focusing on creativity that will be held at Kean University in Union, New Jersey.

Building on the solid reputation of the previous five "Thinking Creatively" conferences, this year's "Thinking Creatively" conference provides a multi-level opportunity for intellectual nourishment, skills enhancement, and networking.

The roster of presentations and breakout sessions includes national and internationally recognized professionals in the field of design: advertising, branding, interior, industrial, marketing, corporate communications, pharmaceutical, publishing, packaging, typography, and other areas of experimental creative thinking.

"Thinking Creatively" in 2009 includes inspiring sessions with the following creative professionals:

RON ELOWITZ, Director of Innovation, Johnson & Johnson

MICHAEL LEBOWITZ, Founder and CEO, Big Spaceship

ROBERT WALLACE, Managing Partner, Wallace Church, Inc.

DANIEL HELLMAN and ERIC CHANG, Founders and Designers, Hellman-Chang

KEN GRUSKIN, Principal, Gruskin Group

JUREK WAJDOWICZ, Principal, Emerson, Wajdowicz Studio

ANDREW SERBINSKI, Principal, Machineart Industrial Design

TIM PLUMER, ADOBE

TOM CLARK, Senior Vice President, Trio

DREW NEISSER, CEO and Founder, Renegade

MICHAEL PERRY, Artist, Illustrator, Designer, Teacher, Author, and More

PATRICK CALLELO, Founder and Designer, Automoblox Co.

ED LEIDA, Design Director, W Magazine

CONNIE BIRDSALL,
Creative Director,
Lippincott

CHARLES NIX,
Co-Owner,
Scott & Nix, Inc.

JOE STEWART,
Creative Director, HUGE

GREGG LUKASIEWICZ,
President and Creative Director,
Lukasiewicz Design

FADI RISCALA, Principal, Riscala Agnese Design, and

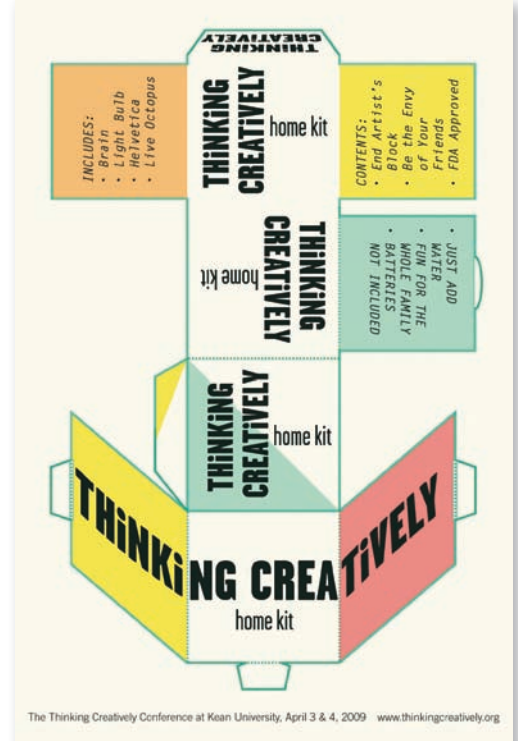
BENITA RAPHAN, Film Director and Designer.

In addition, "Thinking Creatively" provides plenty of opportunities for professional networking each day. A detailed description of all conference sessions and speakers is available at www.thinkingcreatively.org or www.adcnj.org or call 201-997-1212.

"Thinking Creatively is a vibrant and professionally far-reaching conference," said Rose Gonnella, ADCNJ Board Member and Professor at Kean University who has taken a leadership role in orchestrating this conference. "We believe it's important to provide affordable access to a major event for design professionals and students in New Jersey (and the New York City/Philadelphia areas) that is on par with other world-class conferences of its type. We want to deliver an interactive, thoughtfully rich, and professionally focused conference to inspire us all."

"The Thinking Creatively conference is an excellent opportunity for professional enrichment," added Robert Ryan, ADCNJ President and President of CMYK Printing. "Now in its sixth year, this event has grown in attendance to become a successful and popular resource, bringing together the best and brightest innovators and thinkers in our industry. The ADCNJ is delighted to work with The Design Center at Kean University to make this conference a reality."

Don't miss out on this opportunity to enjoy, learn, refresh, and be hopeful. Register at www.adcnj.org or www.thinkingcreatively.org today!



Design Students Donate Their Time and Talents to Help Morris Plains Museum

ADCNJ Presents Real-Life Challenge to Students



Photo by Susan Pedersen

Design Students from Ramapo Colleges of New Jersey Win the 2008 ADCNJ Design Derby! (from left to right) Bonnie Blake, Associate Professor of Design and Interactive Media, with design students Glen Rosenthal, Courtney Lang, Mollie Stern, Jessica Feldman, Melissa Feldman, Samantha DeAngelis, Jacob Stephens, and James Howell pose with their winning designs.

Each year the Art Directors Club of New Jersey (ADCNJ) organizes a statewide competition that is open to all design students enrolled at New Jersey colleges and universities.

Hosted by Seton Hall University on Saturday, November 1, the 2008 Design Derby welcomed a total of 14 teams for an intensive competition of creative minds. Student teams participated from The College of New Jersey, County College of Morris, Kean University, Montclair State University, New Jersey City University, Ramapo College, and Seton Hall University.

The challenge for these student teams this year was to design logo, poster, and brochure concepts for the Morris Plains Museum, a nonprofit organization that preserves the history of Morris Plains with a collection of artifacts, records, and documents, as well as showcasing various exhibits. Located at 51 Jim Fear Drive in Morris Plains, New Jersey, this Museum is open on Saturdays from 10 AM to 2 PM. For more information, call 973-683-1089.

Following a three-hour work session, each team presented their designs for peer review and judging by the leadership of the Morris Plains Museum. The team from Ramapo College of New Jersey was selected as creating the top designs for the Morris Plains Museum.

"The students gain real-world experience while propelling a nonprofit organization forward," said Christine Krus, Assistant Professor of Graphic Design at Seton Hall University, who serves as Chair of the ADCNJ Education Council.

"It's unbelievable how hard these students worked in this Design Derby," stated ADCNJ Education Council Member Nikki Pedersen, who created the ADCNJ Design Derby and has served a leadership role for all 14 ADCNJ Design Derby competitions to date.

"For many of these design students, this Design Derby is the beginning of the competition they will face in their careers," said James Smith, who serves a leadership role on the ADCNJ Board of Trustees. "Team work is the key. The ADCNJ Design Derby introduces design students to the Art Directors Club of New Jersey, which provides opportunities for creative professionals to network and learn what others are doing."

"This is a big accomplishment for our team," said Jessica Feldman, who is a member of the winning team from Ramapo College.

"We were confident in our concept," added Samantha DeAngelis, also a design student on the winning team from Ramapo College. "We had a long discussion about our ideas first. We did not argue about it. Then we were able to put it together."

"This recognition is very exciting for these students," said Bonnie Blake, Associate Professor of Design and Interactive Media at Ramapo College of New Jersey's School of Contemporary Arts. "These students have worked hard all year long."

"We appreciate all of the ideas that were generated by these students today," said Daniel Myers, who along with Michelle Schulz and Veronica Kelly from the leadership of the Morris Plains Museum served as judges of the competition. "We want the community to know about the Morris Plains Museum and all it has to offer. These students worked hard to come up with a wide range of ideas that can draw people into our museum."

Special thanks to the entire ADCNJ Education Council, as well as photographer Susan Pedersen, for organizing this event for New Jersey design students!

46th Annual Awards Show Celebrates "Shining Stars" in New Jersey

New Elegant Venue on May 1, 2009

A Star-Studded Event
AT AN ELEGANT *New* LOCATION:
The Stone House at Stirling Ridge

50 STIRLING ROAD
WARREN, NEW JERSEY 07060
STIRLINGRIDGEEVENTS.COM

the ART DIRECTORS CLUB OF NEW JERSEY
Cordially Invites You to Our
46th ANNUAL AWARDS EXHIBITION

date: *Friday* MAY 1, 2009
COCKTAILS AND DINNER: 6:30 PM - 8:00 PM
AWARDS PRESENTATIONS: 8:00 PM - 9:30 PM

tickets \$100 PER PERSON
RSVP: PLEASE RESPOND BY APRIL 17, 2009
201.997.1212 OR INFO@ADCNJ.ORG

*Black Tie Optional * Black Attire Required*

ADCNJ
ART DIRECTORS CLUB OF NEW JERSEY

All ADCNJ members and other creative professionals who appreciate the best design work in New Jersey are invited to come together on Friday, May 1, 2009, for the ADCNJ 46th Annual Awards Exhibition at The Stone House at Stirling Ridge, 50 Stirling Road, Warren, New Jersey. (Visit www.stirlingridgeevents.com for a sneak preview of the spectacular setting for this year's gala event, as well as directions to this venue that is conveniently located for access to all.)

Starting at 6:30 PM with cocktails and dinner, the festivities will include a formal presentation of awards at 8:00 PM. Cost: \$100 per person. For reservations, visit www.adcnj.org or call 201/997-1212.

Open to the public and showcasing the talents of creative professionals throughout New Jersey, this year's theme, "In Search of Shining Stars," celebrates the achievements of people who work or live in New Jersey. A special part of this event is the introduction of New Jersey art students who are awarded scholarships through the Art Directors Club of New Jersey Scholarship Fund, which is administered through the Princeton Area Community Foundation.

This year's ADCNJ Awards Show Committee follows a long tradition of keeping the creative details of the evening a secret until May 2009. That's part of the fun!

Be sure to be part of the celebration. RSVP today to reserve a seat for yourself – or better yet, a table for you and your colleagues!

**A New Elegant Venue
for the ADCNJ
Awards Show will
be The Stone House
at Stirling Ridge in
Warren, NJ**

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Riola Design

Debra Rizzi

Rizzo Design

Ana Paula Rodrigues

Nielsen Business Media

Make a Difference Today!

Your Dollars Can Help Talented Art Students Achieve Their Dreams

Now is the perfect time to make a donation to the Art Directors Club of New Jersey Student Scholarship Fund.

This fund provides financial assistance to New Jersey students majoring in communications and visual arts. By making a donation, you can help the next generation of young artists reach their goals.

Scholarships are awarded annually, based on creativity, execution, and presentation exhibited in their portfolios.

Contributions are made directly to the ADCNJ Student Scholarship Fund, which is administered by the Princeton Area Community Foundation (PACF) (a public charity with 501(c)(3) status as determined by the Internal Revenue Service). That means that 100% of each donation is distributed directly to students. Contributions to this fund are tax deductible to the fullest extent allowed by law. Your accountant will be glad to hear your charitable dollars are being given through PACF.

A contribution from you or your employer can help a talented student fulfill a dream or launch a career.

For more details, feel free to contact ADCNJ Members Christine Krus (telephone: 973-761-9654) or Nikki Pedersen (telephone: 973-584-8604), who volunteer their time working with the ADCNJ Education Council. Or simply make your donation with a check payable to the "ADCNJ Student Scholarship Fund/PACF" and mail it to the Princeton Area Community Foundation, 15 Princess Road, Lawrenceville, NJ 08648. Thank you in advance for your generous support!

ADCNJ Works With MarCom Throughout the Year



Photo by Suzy Raphael

ADCNJ is pleased to be part of MarCom, which is a consortium of marketing and communications organizations that plans networking events held in New Jersey.

The NJ MarCom Joint Holiday Networking Event held at the The Mayfair Farms in West Orange, New Jersey, on December 16, 2008,

was a smashing success. Spreading holiday cheer was the top priority of the evening.

ADCNJ Board Member Susan Raphael is serving as the MarCom Liaison for ADCNJ, communicating details about MarCom plans and activities to the ADCNJ community on an ongoing basis. MarCom rocks!

Mike Tesi

Mike Tesi Photography

PAC Board Representative

James Smith
Smith Design

Committee for Causes - Deeds for Needs

Mike Tesi, Chair

Education Council

Christine Krus, Chair

Membership and MARCOM Liaison

Susan Raphael, Chair
(e-mail: suzy@CMYKprinting.com)

ADCNJ Paper Show

Susan Raphael, Chair
(telephone: 201-458-1300 ext 236)

"Thinking Creatively" Conference

Rose Gonnella, Chair

Web site

Kenneth Riola, Chair

ADCNJ Blog

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ADCNJblog@hotmail.com)

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Web site: cmykprinting.com

ADCNJ Rock-PAPER-Scissors PAPER Show Draws a Crowd!

Participants Applaud This ADCNJ Event

Hundreds of people came out to attend the only Paper Show in New Jersey, held at the elegant Park Avenue Club in Florham Park, New Jersey, on Thursday, November 13, 2008.

Dozens of sponsors, including leaders in the paper industry, showcased their products and services, making themselves available to meet the needs of creative professionals who are eager to learn about the best ways to spec their creative work.

"The quality of attendees was excellent as was the venue," said Tina Dansky, Vice President, Sales Promotion, of Millmar Paper Sales (www.millmar.com). "I was pleasantly surprised at the amount of contacts I made throughout the evening, and I can hardly wait for the 2009 event. Please sign me up!"



Thank you, one and all!

Special thanks to ADCNJ Board Members Susan Raphael of CMYK Printing and Holly Kirby of Neenah Paper for taking a leadership role in organizing this successful event.

That's right. ADCNJ is organizing its 2009 ADCNJ Rock-PAPER-Scissors PAPER Show for Thursday, November 12, 2009, which will be held at The Park Avenue Club in Florham Park, New Jersey. For sponsorship details, contact Susan Raphael at 201-458-1300 ext 236 or suzy@cmykprinting.com.

In addition to receiving the gift of knowledge (as well as tons of paper samples and other relevant information on "going green"), funds were raised to help support the ADCNJ Student Scholarship Fund via raffles of donated items that were awarded throughout the evening.

Everyone at ADCNJ is grateful for the participation of many exhibitors in the 2008 ADCNJ Paper Show, which included:

- | | |
|----------------------------|----------------------------|
| AA Graphics Inc. | Finch Paper & Co. |
| Aldine, Inc. | International Paper |
| Appleton Coated | Marquardt and Company Inc. |
| Art Directors Club of NJ | Millmar Paper Sales |
| Atlantic Coast Fibers, LLC | Neenah Paper |
| Braden Sutphin | New Page Corporation |
| CDS Xerox | NJ MarCom Council |
| Crane & Co. | Pantone, Inc. |
| Cutty Mounting & Finishing | Sappi Fine Paper |
| DIGImortal Photo | Selecto Flash |
| Domtar Paper Company LLC | Structural Graphics |
| Essex Computers | Unique Impressions |
| Facade Promotions | xpedx |



Photos by Mike Testi

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, photographer, 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 _____