

Winter 2007

# NEW DIRECTIONS

# thinking

# CREATIVELY

*You are invited to the 4th "Thinking Creatively"  
Conference at Kean University on March 30-31, 2007!*

SEE PAGE 7 FOR MORE DETAILS AND REGISTER TODAY!

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visit [www.adcnj.org](http://www.adcnj.org)

## Thinking Creatively 2007

A Message from James Smith, ADCNJ President

Take a little time away from your busy daily routine and work, work, work to join us for two days of fun, excitement, and possibility! It doesn't matter if you prefer headlines or hardlines; this event brings together the best and brightest innovators and thinkers in our industry.

We are the creative yet invisible force that guides, prods, and entices the consumers of the world with our shared talents in advertising, branding, package design, multi-media, and more. So come and experience how our presence is felt!

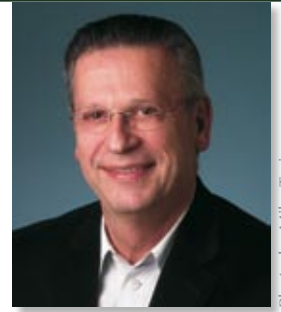
In New Jersey, over 8.5 million people are our instant audience. Working in one of the most populated and wealthiest states in the country, our audience is clearly responding to our efforts. Based on recent salary surveys, we are being rewarded better than our peers in any

other area in the country. We are the industry leaders and well compensated for what we do best. We should take some time to socialize with our colleagues and to enjoy our success.

Please join our creative community and attend the 2007 Thinking Creatively Conference to celebrate our talent and hard work, and to have some fun along the way. You will feel rekindled, renewed, and rewarded. You'll also help us make our creative strength in New Jersey very visible. That will help us keep talent here in New Jersey, and all the buzz will help attract talented people from other states and countries who want to be part of the exciting New Jersey creative marketplace.

This star-laden program is an opportunity to learn, network, and share in the creativity of others. The agenda

is filled with talented, interesting people -- on the program and in the audience. The conference will be held at Kean University on Friday and Saturday, March 30th & 31st, and is open to all professionals and students. So take a few days away from work and plan to experience one of the many opportunities the ADCNJ offers our 186 current ADCNJ members to find inspiration and build new relationships. Let's take advantage of everything this fantastic conference offers and make sure that we are well represented so that we can continue to promote programs that stimulate creativity and fun!



James Smith  
ADCNJ President

Photo by Mike Tesj

## UPCOMING EVENTS

**Friday and Saturday  
March 30-31, 2007**

"Thinking Creatively" Conference  
*[starting Friday morning and  
closing Saturday afternoon]*  
Kean University  
Union, New Jersey

**Friday, May 4, 2007**

44th ADCNJ Awards Show and Exhibition  
Birchwood Manor  
Whippany, New Jersey

### COMING SOON:

ADCNJ Education Council is now planning arrangements for the Student Portfolio Review at Seton Hall University in South Orange, New Jersey.

*Details on other events will be posted at [www.adcnj.org](http://www.adcnj.org). Make it a habit to visit our Web site often!*



## ADCNJ Welcomes The Creative Group as an ADCNJ Sponsor for 2007!

The Creative Group provides a comprehensive range of freelance creative, advertising, marketing, and Internet professionals to a variety of companies. ADCNJ members are invited to find out more about their work by visiting their Web site at [www.creativegroup.com](http://www.creativegroup.com) or contacting them by telephone at 1-888-846-1668.



*Proud to be a Sponsor of ADCNJ in 2007!*

## Member News

### Creative Team Reaches Out To Nonprofits



Deborah Rivera and Robert Nicol

ADCNJ Members Deborah Rivera and Robert Nicol have created their own communications agency called Square Melon Communications. Based in Westfield, NJ, they offer a wide range of services, including the creation of communications tools such as logos, letterhead, brochures, annual reports, direct mail campaigns, Web sites, and event promotion materials (invitations, posters, flyers, ads for newspapers and other publications, booth signage, and banners). They have a special interest in reaching out to nonprofit organizations to help them with any communications project -- from conception to completion.

"We know there are a lot of good organizations out there that don't get the attention and recognition they deserve because of smaller budgets, inadequate marketing, and just not having the right people to turn to for help," said Deborah Rivera, Creative Director/Partner of Square Melon Communications. "This is a dream come true to launch our own agency to help make a difference through the talents of our creative team."

"You can say we have a green spot in our hearts for growing grassroots causes," added Robert Nicol, Creative Director/Partner of Square Melon Communications. "With over 30 years of combined experience in delivering high-end creative services to a broad range of clients, we see Square Melon as a way for nonprofit organizations to gain access to communications expertise at affordable rates. Creative solutions to communications challenges can be achieved with limited budgets."

For more information, visit their Web site at [www.squaremelon.com](http://www.squaremelon.com) or call 908/301-0200.

### Media Consultants Awarded Top Honors

ADCNJ Member Harvey Hirsch is delighted to report that Media Consultants has received top honors through the Xerox annual international print competition. Media Consultants is the recipient of the Print Innovation with Xerox Imaging (PIXI) award, placing first in the category of variable data print/1:1 communications.

Harvey Hirsch, President and Creative Director of Media Consultants based in Lyndhurst, NJ, began developing a new technology in 2001 that enabled him to print 3-dimensional mail pieces in a cost-effective and rapid manner. Combined with state-of-the-art variable data printing technology, Harvey discovered a way to create what he calls "emotionally-engaging and attention-grabbing 3D mail pieces on demand." Now the holder of a U.S. Process Patent recognized in 7 other countries for this development, Harvey has expanded his business with Digital Dimensions3 (DD3), the in-house digital print arm of Media Consultants.

"In the United States today, the national response for direct mail is 1/2 of 1%," explained Harvey during a recent interview. "Media Consultants products have recorded responses in the 30% to 80% range and have generated more sales appointments for our clients."

This PIXI award is one of a long list of award-winning achievements for Media Consultants, including recognition by the Philadelphia Direct Marketing Association, the New Jersey Advertising Club, the Jersey Shore Advertising and Public Relations Association, the Business Marketing and Advertising Association of New Jersey, and the Association of Graphic Communications.

Congratulations to Harvey and his creative team at Media Consultants! For more information about their work, visit [www.MediaConsultants.net](http://www.MediaConsultants.net) or [www.DigitalDimensions3.com](http://www.DigitalDimensions3.com), reach him by telephone at 201-933-2015, or meet him face-to-face when he chairs the 44th Annual ADCNJ Awards Show coming up in May 2007.

### "Me and My Shadow"



Photo by Angel Souto

Megan Falb and James Smith

ADCNJ President James Smith recently participated in a "Shadow" initiative of the ADCNJ Education Council to provide students with the opportunity to spend the day in a design studio. More revealing than a TV reality show, this experience helps students better understand the daily adventures of working in the design world. Megan Falb, a third year student who is now taking a class taught by ADCNJ Member Alex Medina at Kean University, spent a day with Smith Design in Glen Ridge, New Jersey, last November. According to Megan, it was a valuable experience.

This shadowing experience also stimulated some moments of reflection about the design industry in today's world. "The work is there for anyone," declared James Smith, when asked about the value of the shadowing experience for students. "The business is there for a selected few. Exposure to the real world of 'the business of graphic design' is extremely important, observing real designers working on time-sensitive work for major brands. A few hours at Smith Design, or any good design firm, could change a person's career direction and a person's life. That's an opportunity that I can't resist. Participation in a program like this is a no-brainer."

For more information about inviting a student to visit your workplace, contact the ADCNJ Education Council through [info@adcnj.org](mailto:info@adcnj.org) or call 201-997-1212.

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## Lessons Learned from the Story of IKEA

Nathan Hunt of Deutsch Inc. Shares His Insights with ADCNJ

In some cultures, a person does not visit another person in need of inspiration with a box of candy or a bouquet of flowers. Instead, a person arrives at the door and brings a different kind of gift -- a story of patience, endurance, and triumph.

That's what happened to a gathering of ADCNJ members and friends when Nathan Hunt, Vice President and Creative Director at Deutsch Inc., ventured out of his Manhattan office and made a daring journey through torrential rains on a foggy November night to an unfamiliar destination -- Eagle Rock Avenue in West Orange, New Jersey. Alas, the Viking spirit of adventure is alive and well for speaker and attendees alike who came out for this ADCNJ event held at Mayfair Farms on November 16, 2006.

Nathan provided a refreshingly candid look at the behind-the-scenes drama that takes place in serving a high-profile client.

The relationship between Deutsch Inc. and IKEA, one of the world's largest furniture retailers based in Sweden, has experienced its share of ups and downs over the years, according to Nathan. The IKEA campaigns produced by Deutsch during the 1990s helped to establish IKEA as a household name in the United States with such concepts as "It's a big world, someone's got to furnish it." However, along with new leadership that came on board at IKEA to navigate marketing strategies, decisions were



Photo by Frank Peluso

made to sever ties with Deutsch to partner with other agencies. Nathan describes this phase as the Dark Ages of the relationship.

IKEA ended up with a changeover of 3 agencies in 5 years before nostalgic feelings for Deutsch surfaced, which prompted a return to Deutsch (that's the patience part of the story).

Expectations soared for Deutsch to provide the magic touch that would catapult IKEA to double digit growth, beyond the healthy 3% growth rates of recent years. Creative professionals at

Deutsch were competitive with one another and eager to propose their best ideas -- client reactions to some of these initial ideas were polite but not always enthusiastic.

After a period of trial and error (that's the endurance part of the story), a breakthrough occurred. As a result, IKEA customers are now invited to insert reality into their household visions of perfection. You can see for yourself a sampling of the triumphs of these labors by viewing the latest IKEA television commercials and flipping through the IKEA print ads in your favorite magazines. Visit [www.ikea.com](http://www.ikea.com) to plan your own personal shopping spree and [www.deutschinc.com](http://www.deutschinc.com) for more details on the marketing genius that supports IKEA and its strong brand.

This story of patience, endurance, and triumph has all the classic elements of a compelling story -- a spirit of adventure, obstacles and struggles, defining moments, interesting characters, an absorbing plot, and, most of all, a vision of success, as determined by the client. That's what creative professionals do best. In many ways, we're all modern-day Vikings on a fearless quest for design excellence and satisfied clients.

Special thanks to ADCNJ Board Member Mark Ganton for organizing this ADCNJ event from start to finish, as well as all those who attended this inspiring ADCNJ event.

## 44th Annual ADCNJ Awards Show

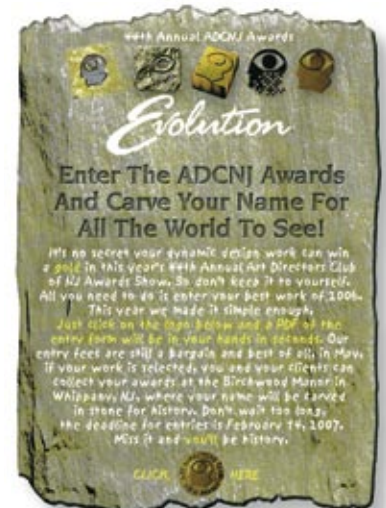
Every since the dawn of time, humans have strived to communicate more efficiently. From early cave drawings scratched out with charcoal to cuniform clay tablets to today's digitally enhanced composed full color personalized printing and e-mail.

Creative people, like you, have had to be in the forefront of this evolution and have had to master each of these technologies in order to convey the original messages to their intended audiences.

For the past 44 years, the ADCNJ (Art Directors Club of New Jersey) has promoted the creative products that we, as artists,

designers, photographers, illustrators, and now web developers, have created.

The ADCNJ is the predominant organization in New Jersey for creative people to have their work adjudicated by some of America's discriminating judges. Therefore, we only want you to submit the best of your work from 2006. Then, if your creative work has been judged a finalist/medal winner in one of our 182 categories, you and your client will be invited to the Birchwood Manor on Friday, May 4th, 2007, where your creative work will be displayed and where your colleagues will acknowledge your talent. For more details, visit [www.adcnj.org](http://www.adcnj.org) today.



## Student Teams Compete in 2006 ADCNJ Design Derby

Special Olympics New Jersey Receives Creative Approaches from New Jersey Design Students

Design professionals are often called upon to deliver maximum creativity on short notice -- and on a tight deadline. That's why the ADCNJ Education Council organizes a statewide competition each year that is open to all design students enrolled at New Jersey colleges and universities.

Hosted by Monmouth University on October 21st, the 2006 Design Derby welcomed a total of 81 students who formed 14 teams for an intensive competition of creative minds. Student teams participated from The College of New Jersey, County College of Morris, Kean University, Monmouth University, New Jersey City University, Ramapo College, Rutgers University-Newark, and Seton Hall University.

The challenge for these student teams this year was to design one series of 4 seasonal tee-shirts to be worn by athletes and volunteers participating in the 2007 New Jersey Special Olympics, another series of seasonal tee-shirts to be worn by family members and fans who support these athletes, and souvenir pins that promote each of the 4 seasons of the 2007 New Jersey Special Olympics. Following a 3-hour work session, each team presented their designs for peer review and judging by the leadership of Special Olympics New Jersey. Judging resulted in a ranking of the top design for each of these three categories.

A team from Ramapo College was selected as creating the top tee-shirt design for athletes. A team from New Jersey City University was selected as creating the top tee-shirt design for those who support the athletes. A team from Rutgers University-Newark was selected as creating the top design for the souvenir pins.

"These students did a great job on this assignment," stated Nikki Pedersen, who orchestrates this annual event on behalf of the ADCNJ Education Council along with Co-Chair Paul Pullara. "It's amazing how many different creative approaches were generated by these talented students to help this nonprofit organization move forward in 2007."

"Not only do these students have the opportunity to showcase their design talents to their peers from other New Jersey colleges and universities through this Design Derby, but they are making an important contribution to help a nonprofit organization in our state," said James Smith, President of ADCNJ.

"We extend our appreciation to all of these students for their time and effort in coming up with such creative ideas for us to consider," said Richard S Gelfond, Director of Operations at Special Olympics New Jersey based in Lawrenceville, New Jersey (visit [www.sonj.org](http://www.sonj.org) for more information). "I am very impressed with the way these student teams worked together to communicate the spirit of our work using design principles that can help us address our needs."

Special thanks to Nikki Pedersen, Paul Pullara, James Smith, and Joe Zugcic, along with photography assistance by Danny Virasawmi of Kean University, for volunteering their time to make the 2006 ADCNJ Design Derby a splendid success!



Photo by Joe Zugcic

Posing for a victory photo with Richard Gelfond (shown fourth from left) of Special Olympics New Jersey are Ramapo College team members (from left to right) Danielle Seratelli, Jessica Feldman, Laura Fordham, Grace Helbig, and Laura Kurrigan.



Photo by Joe Zugcic

The winning team from New Jersey City University included (from left to right) Olson Jean-Louis, Emile Komosinski, Cassandra Sharpe, and Andres Mejia.



Photo by Joe Zugcic

The winning team from Rutgers University-Newark included (from left to right) Ku Chi Tsui, Jon-Michael Ennis, Karin Cakirdas, Jessica Dimitui, Nicole Pawdar, Christine Farah, and Andrew Correa.

## ADCNJ Creates Its Own Alphabet

### ADCNJ Members Can Be Part of the Fun

Does anyone have any fond memories of flashcards? Flashcards are used to help students learn their multiplication tables, quiz themselves in preparing for spelling bees, and drill themselves for question-and-answer sessions.

Just for fun, ADCNJ is inviting you to doodle around with the alphabet. Choose whatever letter of the alphabet that strikes your fancy and let your imagination soar with ideas on what you want your letter of choice to represent.

To help get us started, ADCNJ Member Dilek Katgi came up with a "Designer's Alphabet" banner to help us get in the mood for flashcards and offers her designs for the letter "A" and the letter "Z." That leaves 24 letters that remain for your imagination.

ADCNJ will post your designs at [www.adcnj.org](http://www.adcnj.org) over the coming months. Your imagination is the limit, but do censor your own work for appropriateness to show to children. (In other words, no profanity, pornography, or blatantly offensive language.) Think this thought: "Would I show this design to my child?" rather than this thought, "Would Kevin Smith place this in a sequel to the movie *Clerks II*?"

Send your submissions to [info@adcjn.org](mailto:info@adcjn.org). The early bird gets the worm ... and all that. Translation: To get first dibs on your favorite letter of the alphabet, create a design now.



## Give A Helping Hand

### Your Dollars 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 Paul Pullara (telephone: 973-691-8934) or Nikki Pedersen (telephone: 973-584-8604), who volunteer their time as Co-Chairs for 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!

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##### Christine Krus

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Phoenix Studios LLC

## Member News (continued from page 3)

### Volunteer Service at the Board Level

Ask ADCNJ Board Member Mark Ganton what he does in his spare time ("What spare time?") and you are likely to hear about his volunteer work, now serving a leadership role on two boards. In addition to his volunteer work with ADCNJ, Mark has been appointed to serve on the Seton Hall University Alumni Board of Directors. Mark, best wishes for wisdom as you help direct two organizations dedicated to excellence!



Photo by Mike Tesi

**Mark Ganton**

By the way, Mark serves as Vice President Account Supervisor at Brian J. Ganton & Associates (BJG&A), based in Cedar Grove, New Jersey. To learn more about his paid work, visit [www.ganton.com](http://www.ganton.com). Better yet, treat

yourself to what others have to say about their work by visiting [www.cougarpaper.com](http://www.cougarpaper.com), click on "Case Studies," and then read a 3-page PDF about the 2006 "Belgard: We've Been Expecting You" brochure design created by BJG&A. This brochure was awarded "Best of Show" by the New Jersey Advertising Club, as well as receiving a Creativity Gold Award.

### Judges Wanted

Judging for the selection of 2007 awards through the ADCNJ Student Scholarship Fund will be held on Saturday, April 14, 2007, at the County College of Morris in Randolph, New Jersey, from 10:00 AM to 2:00 PM.

ADCNJ members are encouraged to consider volunteering their time and talents to review student portfolios of scholarship applicants. Restrictions do apply on who can serve as a judge. For more details, contact Paul Pullara (telephone: 973-691-8934) or Nikki Pedersen (telephone: 973-584-8604).

### A Change Of Address

Please make a note that association management services for ADCNJ are now located at 199 Prospect Avenue, PO Box 7250, North Arlington, NJ 07031-7250 (no longer in Kearny, NJ). Reminder: Send your submissions for the 44th ADCNJ Awards Show to this new address.

*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](mailto:vfransen@rcn.com)) or by phone/fax at 908-232-9538.*

### Susan Raphael

Toppan Printing Company  
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### Robert Ryan

Graphic Color

### Mike Tesi

Mike Tesi Photography

### PAC Board Representative

Derwin Sierra

### 44th ADCNJ Awards Show

Harvey Hirsch, Chair  
Media Consultants

Stephen Longo

Stephen Longo Associates

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Nikki Pedersen, Co-Chair

Paul Pullara, Co-Chair

### Membership

Robert Ryan, Chair

### "Thinking Creatively" Conference

Rose Gonnella, Chair

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The Art Directors Club of New Jersey is a statewide, nonprofit 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. For more information, visit [www.adcnj.org](http://www.adcnj.org) or call 201-997-1212

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## Thinking Creatively

Individuals who describe themselves as creative professionals are making it their business to attend the 4th Annual "Thinking Creatively" Conference on Friday and Saturday, March 30-31, 2007, at Kean University in Union, NJ.

Daniel Reeve -- the artist responsible for all the typography, calligraphy, and cartography of such films as *The Lord of the Rings* trilogy, *King Kong*, and *The Lion, the Witch and the Wardrobe* -- will provide the main-stage presentation on Friday evening, March 30th, entitled "Where There's A Quill, There's A Way."

A detailed description of all conference sessions (25 in all!) and speakers (a total of 30!) is posted at [www.adcnj.org](http://www.adcnj.org). Register today!





ADCNJ

199 Prospect Avenue  
North Arlington, NJ 07031-7250



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