

Announcements

• **Steve Morabito**, formerly with Lamar Outdoor Advertising, is now the general sales manager at WJHG.

• **Tricia Mayo Pearce**, formerly with Girls, Inc., is now the community relations specialist at the Life Management Center. She was also married on Dec. 6 to Bob Pearce, executive director of our local Red Cross.

• **Kristina Williams**, formerly with Gulf Coast Medical Center, has rejoined Emerald Coast Hospice as an account executive.

• **Pamela Kidwell** has been named the director of sales and marketing at Panama City Beach Sleep Inn and Suites.

• **Maria Goodwin**, of The Workforce Center, recently gave birth to twin boys. Congratulations Maria!

• **Vickie Gainer**, director of marketing for The News Herald, welcomed her third grandchild, Harry Will Gainer, IV, on Dec. 17.

Got an announcement?

Send it to:

CrystalBullock@peoplesfirst.com.

Call for Entries for 2009 ADDY Awards



The Gulf Coast Marketing and Media Association has issued its Call for Entries for the 2009 ADDY Awards Competition. Submission day for ADDY entries is Jan. 16 from 9:30 a.m. to noon at the United Way of Northwest Florida office, located at 518 Mulberry Avenue. ADDY applications and entry forms may be found online at www.gcmma.org.

The ADDY Awards Competition recognizes advertising creative excellence in all forms of advertising from all media types. It is conducted each year by the American Advertising Federation and is the advertising industry's largest and most representative competition for creative excellence. The ADDY Awards winners will be honored on Feb. 7 at the Edgewater Beach Resort.

Entry fees are as follows:

Members: \$57, single entry / \$72 campaign entry

Non-Members: \$112, single entry / \$142 campaign entry

Submit your entries online today!

Deadline to enter for the ADDYs is January 16, 2009.

January Meeting: "Branding the Mouse House"



Join Peter Blank on January 15 at the Bay County Public Library as he shares with GCMMA members the successes and challenges that come with marketing the theme parks of the Walt Disney organization.

Pete Blank is a dynamic, energetic and humorous facilitator. His style is to engage, inform and entertain, and his training and classroom styles reflect that. Pete has over 15 years

of instruction, facilitation and public speaking experience.

Pete received his bachelor's of science in telecommunications from the University of Florida, and his MHR in Human Resources from Rollins College in Winter Park, Fla. He worked for two years as a sportscaster in Birmingham, Ala. He then moved to Orlando, Fla., where he worked for The Walt Disney Company in a variety of roles.

He spent his last six years at the Disney University facilitating leadership classes to internal cast members. He has returned to Alabama and is currently employed at the Personnel Board of Jefferson County, where he facilitates leadership and supervisory skills training for Merit System employees.

Between his Disney work and his government job, Pete has a zillion stories to share with applicable learning outcomes. We hope to see you on the 15th!

Next Meeting:

Thursday, Jan. 15

11:30 a.m.

Bay County Public Library
989 W. 11th St.

Lunch: \$12 per person.

RSVP by Jan. 13 to:
pamelakidwell@knology.net.

Member Spotlight: Early Education and Care, Inc.



Jennifer Conoley

Community Relations Director
GCMMA Board Member

Early Education and Care is a non-profit organization providing quality child care and early learning opportunities to children in Northwest Florida since 1972. EEC strives to assist parents and caregivers in making wise decisions about their child's care and education.

EEC supports parents with programs such as Touch, Love, Communicate which promotes their baby's healthy development and Child Care Resource & Referral which identifies local child care programs that meet a parent's needs. EEC also offers support to low-

income families through Head Start, a full-day preschool program, and financial assistance for child care.

Jennifer Conoley, community relations director for EEC, develops promotional materials, coordinates media relations efforts and public relations campaigns for the agency. During the holidays, you can find her coordinating their annual Hope for the Holidays toy drive and seeking bicycle donations for Salvage Santa. Now with April right around the corner, you can find Jennifer busy with the sponsorship activity and promotional campaign for Kidfest, the biggest children's festival in Bay County. **The event is scheduled for April 18.**



Committee Reports

Media Auction

The auction committee is working hard to solidify all the plans for the media auction. The event is likely to take place in April and a location is being determined. Finding appealing auction items is very important, so if you know of anyone willing to donate items (or if your business is willing to donate), please contact Tanya Deal. Remember 50 percent of all proceeds go toward scholarships for our local students, so let's all do our part to make this event a success!

To join the auction committee, or to donate an item, please contact Tanya Deal at tdeal@pefcu.org.

Programs

Several exciting programs are being planned for this year. Topics that will be addressed in 2009 include Creating a Marketing Budget, E-marketing and How to Measure ROI.

To join the programs committee, please contact Tricia Mayo Pearce at tmayo@lifemanagementcenter.org.

Workshops

The workshops committee has had great success with its first two fall seminars: public relations writing and e-marketing. A third workshop focusing on desktop publishing is currently being planned for the spring. Be looking out for more details!

To join the workshops committee, please contact Crystal Bullock at CrystalBullock@peoplesfirst.com.

Socials

Thanks to all of those members who joined us at O'Charley's for our holiday social. We had a great time with lots of great food and even greater company. We are planning our next social, which will be a spring fling, in March. Watch your e-mail for further information.

To join the socials committee, please contact Steve Morabito at steve.morabito@wjhg.com.

Membership

The membership committee welcomes the following new members to our organization:

- Joanna Banks-Morgan and Robert Banks-Morgan with Diva Productions, LLC
- David Balmer (individual membership)
- Scott Stoutamire with Comcast Spotlight
- Larry Presley with Bell Signs
- Sonya Henderson and Paul Maynard with Comcast

To join the membership committee, please contact Angie Caughlin at angiec@allegrapc.com.