



AMERICAN ADVERTISING FEDERATION
BATON ROUGE

2012 Membership Directory

OBJECTIVES

- Introduce members to and familiarize them with others whose work involves the production, buying or selling of advertising, sales promotion, public relations and marketing-related activities.
- Develop the highest standards of integrity and honor in the advertising profession.
- Cooperate with area civic, public service and charitable entities to enhance the quality of life for all segments of the community.

MISSION

The American Advertising Federation (AAF) is the only national industry organization that represents the interests of all areas of the advertising community. The AAF membership includes more than 130 corporations, encompassing a national grassroots force of 200 advertising clubs and federations and 226 college chapters, all realizing a unified network of almost 50,000 affiliated members dedicated to the good of advertising.

The AAF serves to promote, protect and defend the broad interests of all segments of advertising at the local, state and national levels through the following objectives:

- To represent industry views and concerns on public issues affecting advertising and to prevent overregulation of the industry.
- To promote a better understanding of the role and benefits of advertising to government, among the public and in schools and universities.
- To encourage young people to enter the advertising profession and to advance advertising educational programs to strengthen the skills of the advertising practitioner.
- To contribute the special skills of the advertising community to public service endeavors.
- To recognize the outstanding accomplishments of the industry in the furtherance of advertising as a profession and its service to the community.

AAF DISTRICT 7

The purpose of this organization is to encourage cooperation among the local member organizations within the District for mutual helpfulness, to further the development of advertising within the District and to support the activities recommended by the American Advertising Federation.

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ACKNOWLEDGEMENTS

AAF-Baton Rouge Past Presidents

1943-1944	J. B. Hodge	1977-1978	Tom Sawyer
1944-1945	Charles Warren	1978-1979	Don Cassano
1945-1946	E. A. "Pete" Goldsby	1979-1980	Bill Benedetto
1946-1947	James H. Baker	1980-1981	Allen McCarty
1947-1948	Tommy Gibbens	1981-1982	Bill Michelet
1948-1949	Lee Herzberg, Jr.	1982-1983	Gus Wales
1949-1950	Arthur Pritzen	1983-1984	Sandy Deslatte
1950-1951	Louis Glueck	1984-1985	Al McDuff
1951-1952	Charles Garvey	1985-1986	Lenore (Usher) Roberts
1952-1953	Gorman Ayers	1986-1987	Toni Shinabery
1953-1954	J. B. Myers	1987-1988	J. H. Martin
1954-1955	Ken Land	1988-1989	Kirk J. LoCicero
1955-1956	Jim Turner	1989-1990	Jace Dobrowolski
1956-1957	Bill Gillis	1990-1991	Susan Saurage-Altenloh
1957-1958	John Wooldridge	1991-1992	Bob Davis
1958-1959	Jack Casey	1992-1993	Gerald Bower
1959-1960	Jack Worthy	1993-1994	Charles East, Jr.
1960-1961	Allan Brent	1994-1995	Karen Gaupp-Wozniak*
1961-1962	Jules Mayeux	1995-1996	Pierre Guidroz
1962-1963	Tommy McGuire	1996-1997	Nancy (Glaser) Steiner
1963-1964	Roger Davison	1997-1998	Jeff English
1964-1965	Annie-Claire Mote	1998-1999	Elizabeth M. Perry
1965-1966	P.V. Slocum, Jr.	1999-2000	Nicole (Duet) Latiolais*
1966-1967	Jack Sanders	2000-2001	Danielle Chapman*
1967-1968	Ralph Sims	2001-2002	Lee Scioneaux
1968-1969	Jim Wilcombe	2002-2003	Greg Milneck
1969-1970	Don Robertson	2003-2004	Curtis J. Vann, Jr.
1970-1971	Ed Lamey	2004-2005	Glen Duncan
1971-1972	Don Stewart	2005-2006	Leslie Cole
1972-1973	Dennis DeShon	2006-2007	Hector Gonzalez
1973-1974	Art Root	2007-2008	Carol Shirley
1974-1975	Jerry Turk	2008-2009	Ace Bourgeois
1975-1976	Bob Furlow	2009-2010	Marielle Land-Howard
1976-1977	Diane Allen	2010-2011	Jason Feirman*

• National Club and President of the Year

The AAF awards Club of the Year for Division and District levels.

AAF-Baton Rouge has a prestigious history having achieved these honors:

**National AAF: Division III
Club of the Year**

- 1994-95 Karen Gaupp-Wozniak, Pres.
- 1999-00 Nicole Duet Latiolais, Pres.
- 2000-01 Danielle Chapman, Pres.
- 2010-11 Jason Feirman, Pres.

**District 7 AAF: Division III
Club of the Year**

- 1993-94 Charles East, Jr., Pres.
- 1994-95 Karen Gaupp-Wozniak, Pres.
- 1995-96 Pierre Guidroz, Pres.
- 1996-97 Nancy (Glaser) Steiner, Pres.
- 1997-98 Jeff English, Pres.
- 1998-99 Elizabeth Perry, Pres.
- 1999-00 Nicole Duet Latiolais, Pres.
- 2000-01 Danielle Chapman, Pres.
- 2001-02 Lee Scioneaux, Pres.
- 2004-05 Glen Duncan, Pres.
- 2007-08 Carol Shirley, Pres.
- 2008-09 Ace Bourgeois, Pres.
- 2009-10 Marielle Land-Howard, Pres.
- 2010-11 Jason Feirman, Pres.

District 7 Governors from our Club

- 1949-50 Lee Herzberg, Jr.
- 1966-67 Annie-Claire Mote
- 1990-91 Allen McCarty
- 1992-93 Gus Wales
- 2001-02 Charlie East
- 2009-10 Curtis Vann
- 2011-12 Elizabeth Perry

District 7 Governors' Award

- 2002 Jeff English
- 2003 Kendra Kimmons
- 2010 Sandra Lane

District 7 Up Your Ad Fed Award

- 2003 1st Place

District 7 Otis Dodge Memorial Award

- 1970 Annie-Claire Mote
- 1996 Gerald Bower
- 1997 Gus Wales
- 2005 Elizabeth Perry

District 7 Donald G. Hileman Award

- 1988 Dr. Elsie Hebert, LSU
- 1990 Gerald Bower, LSU
- 2005 Dr. Anne Cunningham Osborne, LSU
- 2010 Lance Porter, LSU

District 7 Bolton-MacVicar Award

- 2007-08 Gerald Bower
- 2008-09 Amber Goodwin

District 7 Jan Gardner Scholarship

- 2005-06 Katie East, LSU
- 2008-09 Mallory Broussard, LSU
- 2009-10 Jeffrey Noel, LSU

THE E.A. "PETE" GOLDSBY SILVER MEDAL AWARD*

The highest personal award presented by the American Advertising Federation—Baton Rouge is the E. A. Pete Goldsby Award, presented each year to the person who has made the greatest overall contribution to the advertising profession.

The Goldsby Silver Award is named for the late E.A. "Pete" Goldsby. Mr. Goldsby was the advertising manager of the *State-Times/Morning Advocate* and gave most generously of his time and talents to the advertising profession as well as many civic, fraternal and charitable activities. After his death in 1954, the Board of Directors of the Advertising Club of Baton Rouge established the Goldsby Award, to be presented to worthy recipients for outstanding contributions in the interest of advertising.

THE E.A. "PETE" GOLDSBY SILVER MEDAL AWARD* RECIPIENTS

1955 - Foy Bennett	1984 - Don Berlin
1956 - Roland Caldwell	1985 - Allen McCarty
1957 - Alvin H. Meyer	1986 - Gus Weill
1958 - Frank Kean	1987 - Cyril Vetter
1959 - Vic Ehr	1988 - Martin Flanagan
1960 - J.B. Myers	1989 - Sandy Deslatte
1961 - Charles Garvey	1990 - J.H. Martin
1962 - Lee Herzberg	1991 - Diane Allen
1963 - Tommy McGuire	1992 - Sonny Cranch
1964 - Bob Earle	1993 - Gus Wales
1965 - Pres Kors	1994 - Pat Cheramie
1966 - Allan Brent	1995 - Al McDuff
1967 - Tom Gibbens	1996 - Charles East, Jr.
1968 - Jack Sanders	1997 - Gerald Bower
1969 - Annie-Claire Mote	1998 - Rolfe McCollister, Jr.
1970 - Roger Davison	1999 - Rod Parker
1971 - Douglas L. Manship	2000 - Otey White, Karen Gaupp-Wozniak
1972 - Orene Muse	2001-02 - Jensen Holiday
1973 - Ralph Sims	2003 - David Humphreys
1974 - Charles Manship	2004 - Angela deGravelles
1975 - Lamar Simmons	2005 - Gerry Lane
1976 - Charlie Kantrow	2006 - Greg Milneck
1977 - Kevin Reilly	2007 - Jeff English
1978 - Jerry Turk	2008 - Saundra Lane
1979 - Mervin Rhys	2009 - Francelle Theriot
1980 - Art Root	2010 - Elizabeth Perry
1981 - Bob Furlow	2011 - Don Cassano
1982 - Don Stewart	
1983 - Jules Mayeux, Grace McElveen	

* In 2009, in order to better align the club's award names with District 7 and AAF, the Board of Director's officially voted to change the lifetime achievement award to the E.A. "Pete" Goldsby Silver Medal Award and the volunteer of the year award to the President's Award.

THE PRESIDENT'S SERVICE AWARD*

The Board of Directors presents the President's Service Award annually to the member in good standing who has given the most toward the betterment of AAF-Baton Rouge and its activities during the previous calendar year.

THE PRESIDENT'S SERVICE AWARD RECIPIENTS

1983 - Sandy Deslatte	1997 - Nicole Duet
1984 - Gus Wales	1998 - John Carambat
1985 - J.H. Martin	1999 - Margaret Lisi
1986 - Bob Davis	2000 - Danielle Chapman
1987 - Kathy Milburn	2001-02 - Francelle Theriot
1988 - Kevin Hebert	2003 - Curtis Vann
1989 - Tracia von Dameck	2004 - Carrie Brantley
1990 - Jorli Wales	2005 - Carol Shirley
1991 - Gerald Bower	2006 - Sandra Lane
1992 - Karen Gaupp-Wozniak	2007 - Jason Feirman, Colleen Jackson
1993 - Susan Saurage-Altenloh	2008 - Ace Bourgeois
1994 - Nancy Glaser	2009 - Kelley Criscoe
1995 - Jeff English	2010 - Mandy Porta
1996 - Elizabeth Perry	2011 - Connie McLeod

RALPH SIMS AWARD HONORING LIFETIME ACHIEVEMENT IN ADVERTISING EDUCATION

Ralph Sims was a member of AAF–Baton Rouge from 1965 till 2009. He served as President in 1967-68 and was honored with the Pete Goldsby Award in 1973. Prior to retiring, Sims worked as Senior Vice President of Marketing at Fidelity National Bank. In honor and recognition of Mr. Sim's achievements and contributions to our organization, the AAF-BR presents an annual award of excellence to an advertising professional in the Baton Rouge area who has demonstrated outstanding leadership and mentoring of area college and university students in the fields of advertising, design and related fields. The Board of Directors solicits nominations in March of each year and votes for the winner at the April board meeting. The award is presented at the May "Salute to Students" luncheon.

RALPH SIMS AWARD RECIPIENTS

2008 – Ralph Sims
2009 – Karen Gaupp-Wozniak
2010 – Al McDuff
2011 – Otey White

RISING STAR AWARD

AAF–Baton Rouge Board of Directors presents the Rising Star Award annually to the new member who has been the most actively involved in club activities, given the most toward the betterment of the club and set a shining example for other members during his or her first year of membership.

RISING STAR AWARD RECIPIENTS

2002-2003 Catherine Noel
2003-2004 Luther Gooch
2004-2005 Jennifer Maturin
2005-2006 Michael Kraxenberger
2006-2007 Kelley Criscoe
2007-2008 David Coner
2008-2009 Hunter Territo
2009-2010 Tiffanie Hunter
2010-2011 Erin Trabeau

NOTES



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