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*** IMPORTANT! PLEASE READ ***

President-Elect

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To All Members,

Every AAA conference is special, and every one of them is fun. But this year is going to be something very special. The American Academy of Advertising is 50 years old, and we are going to celebrate. We're going to end this first half-century with a bang.

We always have a fun time planned for Saturday night at the conferences, and this year will be no different in that respect. One thing that will be different, though, is Friday night. That is the night of the Anniversary party.

Vice President

Shelly Rodgers
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Although formal attire is strictly optional, I am writing to encourage you to pack your tuxedo or gown. Yes, formal. If you don't have such vestment, or if you just really don't like wearing it or carrying it on an airplane, then bring something fun to wear. Since the Academy began in 1958, I suggested poodle skirts to Kim Sheehan and Pat Rose. You should've seen the looks I got! But the idea is "fun." Oh, and don't bother bringing your dress shoes. Instead, grab your favorite tennis shoes. This, my friends, will be a Sneaker Ball. Given the nature of this group, it seemed like an appropriate fit. So pack your most comfortable or most colorful Converse or Nike.

Secretary

Steve Edwards
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Put a little thought into this. There might even be an award or two for the best outfit. We definitely will have music fit for dancing, along with a few other surprises. If things work out as I hope, there will be some surprises throughout the conference.

Treasurer

Herbert J. Rotfeld
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We fully expect this conference to break all previous records. So whether or not you have a paper on the program, I hope you will decide this one is worth the trip. As business conferences go, it's still the best bargain around. And the most fun.

Past-President

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AAA Web Page

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