



January 21, 2012

TO: Attendees to Annual Conference

FROM: Betty Djerf, Conference Manager
Pat Rose, Executive Director
email: conference@aaasite.org

SUBJECT: AAA 2012 Annual Conference

Here is information to help you plan your attendance at the 2012 Annual Conference of the American Academy of Advertising.

Time and Location

The 2012 Annual conference will be held March 15-18 in Myrtle Beach SC. Myrtle Beach is part of the Grand Strand, an area of over 62 miles of beautiful beaches from Calabash NC to Pawley's Island SC, renowned for "pleasing all of the people, all of the time." *The Myrtle Beach Marriott Resort & Spa* is a 4 diamond hotel, in the Sand Dunes, just 20 minutes from the airport, with 400 luxury rooms and spectacular views overlooking the Atlantic. Available for those adventurous enough to leave the comfort of the hotel, you will find shopping on the Market Common, Boardwalk and promenade, Broadway on the Beach or at Barefoot Landing; many dining options are available, including low country cooking or calabash seafood; or visit a National Historical Landmark, Brookgreen Gardens, to discover their collection of significant sculptures, accredited zoo, century old live oaks, and their breathtaking gardens.

The Conference Schedule

As you will see in the Preliminary Conference Schedule, the 2012 program is filled with outstanding professional events. Arrive on Wednesday evening (March 14, 2012) to be ready for two Preconference sessions (1) *The Advertising Curriculum for 2012 and Beyond* and (2) *Advertising Ethics: Teaching, Research, and Current Challenges*. The *Curriculum for 2012* is a full day session with lunch, sponsored by **the University of North Carolina, Chapel Hill**. *The Advertising Ethics* is a full day session with a sponsored lunch. Attend the Thursday evening opening reception, hosted by the **Myrtle Beach Marriott Resort & Spa** for all attendees. The 2012 Conference officially begins at 8:30 am Friday morning (March 16) continuing through 11:30 am on Sunday, March 18. All registrants are invited to attend the pre-dinner reception on Friday sponsored by University of Florida and the river cruise on Saturday with a reception sponsored by SMU.

Our Conference Hotel

The Myrtle Beach Marriott Hotel & Spa is located at 8400 Costa Verde Drive, Myrtle Beach, SC 39572, This 15-story hotel is located at the Sand Dunes, only a few miles from the airport, features a state-of-the art business center, parking, guest laundry, restaurant and bar, a gift shop, a book store, ATM, newsstand. For the active among us there is, of course, the beach, tennis, three indoor and outdoor pools and a fully equipped state-of-the-art fitness center and luxury spa (where the AAA attendees will receive a 20% discount).

Cutoff date is **February 22, 2012**, at noon. Our guestroom rate is **\$111** (single or double occupancy), plus taxes. Make your reservations by calling the toll free number: **800-228-9290**. You must identify yourself as members and reference American Academy of Advertising. Better yet, make your guestroom reservation now by clicking onto the hotel's link: ([Myrtle Beach Marriott Resort & Spa at Grande Dunes>>>](#)) enter our group code **ADVADVA**. Your reservation must be guaranteed by a first night room deposit with a major credit card. Remember that our room block is limited and if all rooms are taken, our conference rates will not apply. Don't wait until the February 22nd deadline! After that date the unused portion of our room block will be returned to the hotel's inventory.

Social Event

Each year we provide attendees with a social event which is relevant to the local area. This year we are excited to have you join us for an exciting St. Patrick's evening of fellowship, feasting, singing and talk on board the Barefoot Princess as we cruise the Intracoastal Waterway. Dress to be comfortable. (High heels are not recommended.) We will board the boat right at the Marriott dock at 4:00 PM, at the beach entrance of the hotel. Conference registration fees cover all costs of this event.

Conference Registration Fees

We have continued to keep conference fees affordable for you. Registration includes admission to all professional sessions, the opening reception, 2 lunches (including our Awards Lunch on Friday), morning and afternoon breaks, a gala dinner Friday in the hotel preceded by our opening reception, a fun boat ride along the Intracoastal on the Barefoot Princess with reception (hosted by SMU) and buffet dinner. You are welcome and encouraged to invite family and guests to the lunch and dinner events, the special Saturday dinner cruise. However, it is essential that you order your guest tickets when you make your own registration. It is unlikely that we can offer these tickets at the conference. Click [here](#) to register now. Or you can download the registration form and pay by check. Registration is open for current AAA members. The AAA welcomes you to join. If you choose to join or renew your membership, the website is available. (www.aaasite.org).

Transfers between the airports and the hotel

There is no shuttle service between the Myrtle Beach International Airport and the hotel. Cab fare is approximately \$40 one way, including tip and may be shared with one or two other persons. The trip should take about 20 minutes. We are currently working on share rides to allay your cost. If you want to participate in this share-a-ride program, it would be helpful to us if you would send us your arrival/departure schedule include it on your registration forms so we can be sure that share rides will be available for you. Car rentals are available at the airport.

Golf

Besides the 62 miles of beaches, yes, this is golfer's paradise. One of our members, Jim Pokrywczynski, has set up an **AAA Golf Outing** for Thursday, March 15, with a noon tee off. Arcadian Shores Golf Course (<http://www.arcadianshores.com/> if you want to see the details of the course) is a Rees Jones design, and offers a layout compatible with all levels of golfer. Greens fees with cart are a reasonable \$65 for 18 holes. A noon start should get us finished with enough time to return to the Marriott for the opening reception. The course is about 4 miles from the hotel. So book your flight to arrive early Thursday or even Wednesday. There are plenty of inexpensive accommodations along the Grand Strand as well as openings at the Marriott. Let me know if you are interested and whether you have a car to provide transportation for others if needed. If you do not have a car, we will make arrangements to transport to and from the course. Let's try to get a couple of 4-somes out for an enjoyable round of golf with AAA members. Once I have a headcount, I'll provide details on how we will register for tee times. *Dr. Jim Pokrywczynski, Diederich College of Communication, Marquette U, 414-228-3451*
james.pokro@marquette.edu.

Notes:

- 1) The final printed version of the conference program will not be mailed to AAA members prior to the conference; rather, it will be posted on the AAA web site (www.aaasite.org). The printed version will be included in registration packets at the conference.
- 2) Preregister for the conference NOW to establish your priority for attending the special Saturday Barefoot Princess Riverboat cruise and order your guest tickets now to assure their availability. (Deadline: March 1)
- 3) Make your reservations at the Myrtle Beach Marriott Resort & Spa now to assure availability of your preferred room type and discounted rate.
(Deadline February 22, 2012)

We look forward to seeing you in Myrtle Beach and to enjoying another great AAA Conference.