

Meeting Events Schedule & Location

Wednesday, Feb. 6th

7pm - 9pm - Welcome Reception - The Royal Overlook

Thursday, Feb. 7th

9am - 5pm - Business Meeting - Conference Room TBD

7pm - 10pm - Cocktails and Dinner at Compass Point

Transportation will be provided. Please meet at 6:15pm in the lobby of Coral Towers.

Bus will depart promptly at 6.30pm

Friday, Feb. 8th

9am - 3pm - Business Meeting - Conference Room TBD

Afternoon and Evening are open

Note: If you wish to take advantage of a number of dinner reservations we have secured, please sign up before Friday at 10am during the business meeting.

Saturday, Feb. 9th

8am - 1pm - Business Meeting - Conference Room TBD

Afternoon is open

7pm - 10pm - Farewell Cocktails and Dinner - Location TBD

Business Meeting Agenda & Schedule

Time	Topic	Speaker/Leader
Thursday, February 7th		
8.30am - 9am	Member Continental Breakfast <i>During breakfast, we will run the 2007 Cannes Award DVD</i>	Hercules Room
9am - 9.30am	Welcome to "Creativity in Paradise" <i>Meeting introduction. Welcome to our first-time participants. Review of the business and social agenda. Update on any last-minute changes.</i>	Peter Gerritsen Joe Takach Kristy McCracken
9.30am - 10.30am	Member Reports <i>We will go around the room, with each agency giving a brief update about their agency. A 10-minute maximum time limit. Please focus on your "Question for the Group." The objective is to get immediate feedback and discussion to assist you.</i>	Each report led by an agency representative.
10.30am - 10.45am	Coffee Break	
10.45 - 12.30pm	Member Reports - Continues	
12.30pm - 1.30pm	Lunch	Hercules Room
1.30pm - 2.30pm	Understanding the New Generations <i>Gen-Xers, Millennials, oh my! How do we deal with the younger generations as they enter our agencies? What is different? What strategies can we employ to capture the hearts of what is considered the most "creative" generation?</i>	Intro: Peter Gerritsen Round-Table Discussion
2.30pm - 4pm	Member Reports - Continues <i>(We will take a coffee break at some point during the reports)</i>	
4pm - 4.15pm	TAAN Web Site Update <i>Mark will give us a view of the site, and next steps to completion.</i>	Mark Vitullo
4.15pm - 5pm	Member Broadcast/Video Work <i>If you have new work you would like to share, please bring your DVD to play.</i>	
5pm	Adjourn for the day	

Business Meeting Agenda & Schedule

Time	Topic	Speaker/Leader
Friday, February 8th		
8.30am - 9am	Member Continental Breakfast <i>During breakfast, we will run the 2007 Cannes Award DVD</i>	Hercules Room
9am - 12pm	The DIY Lobotomy creative thinking workshop <i>There's an unprecedented need for fresh ideas in business. Having worked with over a 250,000 people world wide, Tom discovered that what people know gets in the way of their ability to have open minds. So he's developed a professional development workshop that helps people blast past their preconceptions. It's called the Do-it-yourself Lobotomy. It's a powerful stand alone program and the engine of virtually all the work we do.</i>	Tom Monahan <i>Before & After</i>
10.30am - 10.50am	Coffee Break	
12pm - 1pm	Lunch	Hercules Room
1pm - 2pm	TAAN Research & Resources Report <i>There has been continued discussion about How/When/Why we should be utilizing research in our agencies. We fielded a survey with the membership to gather a base-line understanding of what members know and what needs exist. The results of the survey will be reviewed. this will be followed by an overview of techniques, tools, resources, and how to build a Research Group in your agency.</i>	Mike Gallagher Rich Wahl
2pm - 3pm	A Network of Sharing <i>Many members have tapped into fellow members for information and assistance over the years. Partnering with each other offers significant opportunities to grow client business. We will spend the hour discussing past and current experiences. And how we can capitalize on the resources that you all share in developing new opportunities.</i>	Mark Gale Mark Vitullo
3pm	Adjourn for the day	

Business Meeting Agenda & Schedule

Time	Topic	Speaker/Leader
<hr/> <p style="text-align: center;">Saturday, February 9th</p> <hr/>		
8am - 9am	Breakfast Presentation Mind Farming™ “Cultivating Creative Thinking in your Organization” <i>In today’s flatter, down-sized corporate structures, getting the most out of every mind at every level of your organization is vital to your success. Mind Farming™ helps managers identify and develop creative thinking and problem solving skills in the people they manage.</i> <i>Tom will present a brief overview of this interesting topic, while we have our morning coffee and light breakfast.</i>	Tom Monahan <i>Before & After</i>
9am - 9.15am	Quick Break	
9.15am - 11.45am	New Business - “Getting it Done” <i>One of the biggest hurdles in a successful new business program is the fortitude to keep driving it forward. Develop your best system, and put it into action. Consistently.</i> <i>Chris will spend his time with us giving his perspective on how the best agencies construct and use their new business programs. He will also address the questions that members sent to him.</i>	Chris Shumaker EVP Publicis USA
12pm - 1pm	TAAN Business <ul style="list-style-type: none">• We will spend the hour addressing the current status of the network, membership, meeting content, and future activities.• The final wrap up for the meeting.	Peter Gerritsen
3pm	Meeting is Adjourned	

Meeting Attendees

Atlanta, GA

Freebairn & Co.
John Freebairn
Kathy Freebairn
Amanda Freebairn
Emily Freebairn

Berea, OH

Sonnhalter
Matt Sonnhalter
Julia Sonnhalter

Buffalo, NY

Travers Collins
Bob Travers
Catherine Travers

Chicago, IL

Mobium Creative Group
Gordon Hochhalter
Bob Goranson

Eugene, OR

Cappelli Miles [Spring]
Bruce Cappelli
Patricia Callaway
Rod Miles
Corby Miles

Heartland, WI

Charleston | Orwig
Mark Gale
Diane Weber
Lyle Orwig
Karma Orwig
Beth Andersen
John Andersen

Hong Kong

CCAA
Bill Ling

Knoxville, TN

Davis Newman Payne
Buddy McLean
Shari Day
Farley Day

Orlando, FL

PUSH
Rich Wahl

Peninsula, OH

Digital Day
Mark Vitullo
Barbara Smith

Peoria, IL

Hult Fritz Matuszak
Jim Flynn

Pittsburgh, PA

Krome Communications
Bob Neville

Providence, RI

Catalyst
Brian Odell
Margaret Odell

Rochester, NY

Adam Communications
Ken Frank
Diane Frank
Becky Frank
Sam Frank

Sarasota, FL

CAP Creative
Sam Stern
Roxanne Joffe

Wilmington, DE

Aloysius Butler & Clark
Michael Gallagher
Anne Gallagher

Virginia Beach, VA

The Meridian Group
Joe Takach
Paige Takach
Kerry Takach
Kristy McCracken

Guest Speaker

Tom Monahan
Before & After

Guest Speaker

Chris Shumaker
Publicis USA

TAAN President

Peter Gerritsen
Boston, USA