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FOR IMMEDIATE RELEASE

AAF-ND to Hold Marketing Seminar for Non-Profits

Fargo, ND (November 8, 2010) - The American Advertising Federation of North Dakota (AAF-ND) will hold a marketing seminar for area non-profit organizations on Wednesday, November 17 from 1:00 p.m. to 4:00 p.m. at the NDSU Alumni Center.

Speakers for this event include Gerry Macintosh, Lee Schwartz and Alyssa Dahl. Gerry Macintosh, Chair of the Management and Marketing Department in the NDSU College of Business will speak on branding for Non-Profits, with a basic discussion of the idea of brands, what makes a strong brand, how to build a strong brand and specific tools for building brand identity. Lee Schwartz and Alyssa Dahl will speak about social media marketing.

One non-profit will be chosen from this event to receive pro-bono assistance with their marketing for one year from AAF-ND. This event is sponsored by Shortprinter.com and AAF-ND.

There is no cost to attend this event. To register, visit the AAF-ND website at www.aafnd.org and register before November 15th. Participation is limited to the first 50 who register. For more information about this event, contact Ann Westra at ann@shortprinter.com.

AAF-ND, one of 210 local American Advertising Federation affiliates, is a nonprofit, professional trade association serving the local advertising, marketing and communications community including agencies and marketing service firms, advertisers, media, suppliers and students. For over 50 years AAF-ND has strived to enhance advertising, marketing and communications by supporting and recognizing its diverse membership and their contributions to the Red River Valley's vitality, economy and culture. The organization is open to anyone in a communication-related field. For more information on the organization please visit www.aaf-nd.org.

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