



**Contact: Autumn Graber, President, 701-237-6863
Autumn.graber@mediaproductions.com**

FOR IMMEDIATE RELEASE

Hank Blank to Speak at AAF-ND Luncheon

Fargo, ND (November 5, 2010) - The American Advertising Federation of North Dakota (AAF-ND) monthly educational meeting will feature Hank Blank – owner of Blank and Associates, in Southern California on November 16. Blank will present “Networking Your Way to Reinvention.”

With technology and the internet constantly changing how advertisers communicate with consumers, advertisers must evolve with the times to avoid becoming a dinosaur. Blank will discuss the ways to use the power of networking to constantly reinvent yourself and make yourself more marketable.

Blank has more than 25 years of advertising and marketing experience with some of the top brands in North America such as McDonald’s, S.C. Johnson, Warner Lambert, Century 21, Kellogg’s, and Campbell’s Soup.

The event runs from 11:30 a.m. to 1 p.m. on November 16 and will be held at the Fargo Holiday Inn, 3803 13th Ave. S. Admission is free for AAF-ND members, \$45 for nonmembers and \$15 for non-member students. RSVP by e-mail to reservations@aaf-nd.org. Please RSVP before Friday, November 12.

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.

#####