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**FOR IMMEDIATE RELEASE**

**Social Marketing Specialist To Speak at  
AAF-ND Luncheon**

**Fargo, N.D.** (October 7, 2009) – The American Advertising Federation of North Dakota (AAF-ND) will conduct its first educational meeting of the year on Tuesday, Oct. 20 at 11:30 a.m. The event will feature Ivan Perez Armendariz, Group Executive Producer at the Crispin Porter & Bogusky Advertising Agency. In his presentation, named “Brand Social,” Armendariz will present a framework for repositioning traditional business, brand, and marketing objectives into the social sphere. As social channels continue to grow, many brands are struggling to understand how social marketing fits into an overall marketing strategy.

Armendariz is the digital strategy and production lead for CP+B clients including VW, Old Navy/Gap, Best Buy and American Express. He was president of an award-winning, 50-person interactive agency named *texturemedia*, which was acquired by CP+B in June of 2008. As the president of *texturemedia*, he led the day-to-day operations of the agency and was awarded Entrepreneur Magazine’s Top 100 award. Armendariz graduated from Stanford University with a degree in Computer Systems Engineering.

The event runs from 11:30 a.m. to 1 p.m. on the Oct. 20 and will be held at the Fargo Doublewood Inn, 3333 13<sup>th</sup> Ave. S. Admission is free for AAF-ND members, \$40 for non-members and \$15 for non-member students. RSVP by e-mail to [reservations@aaf-nd.org](mailto:reservations@aaf-nd.org). Please RSVP before Friday, Oct. 16.

AAF-ND is a nonprofit, professional trade association serving the advertising, marketing and communications community including agencies and marketing service firms, advertisers, media, suppliers and students. For over 50 years, the group has strived to enhance advertising, marketing and communications by supporting and recognizing its diverse membership and their contributions to the state’s vitality, economy and culture. For more information on the organization please visit [www.aaf-nd.org](http://www.aaf-nd.org).