



W I S D O M M A R K E T I N G G R O U P

TO: Jeanie Ruedy Lifetime Achievement Award Jury

FR: JOHN AGUILLARD,
WISDOM MARKETING GROUP

REF: Jeanie Ruedy Lifetime Achievement Award

DATE: January 15, 2020

Esteemed Jury,

Please accept this letter as an enthusiastic bravado regarding Marc Eisenbergs' nomination for the Jeanie Ruedy Lifetime Achievement award. There is no one in the District (other than Kevin Dobbs), who so fulfill this nomination's criteria. Marc has given over 30+ years of service not only to the local chapter's he was part of, but to the District, as well as to the national Board.

I have had the pleasure to work with Marc on many levels with the District, and his love for the Federation as well as his willingness to give of his time to each member is remarkable. In all these year's he has been of service to every Chapter, always willing to give of himself, his time, and at times, financially to help and Chapter in need. He truly is the embodiment of a gentleman.

The fact that the District stands as a model to the other district's is a testament to the hard work he has provided on the national AAA Board. Marc represents us all at the national meetings and has been instrumental in keeping the growth of the AAA brand strong.

I ask you to honor Marc with this award. Jeanie, I know, would have loved to see him receive it in her name.

Respectfully,

John A Aguillard
President, Wisdom Marketing Group

Proud Member American Advertising Federation | AAF | aaf.org
Past Chairman | AAF - Council of Governors | aafcog.org
Past Governor | AAF – Tenth District | aaf10.org
Past President | AAF – San Antonio | aaf-sanantonio.org

Wisdom Marketing Group

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January 15, 2020

Re: Jeanie Ruedy Lifetime Achievement Award Nomination Letter

Nominee: Marc Eisenberg

To whom it may concern,

The purpose of the *Jeanie Ruedy Lifetime Achievement Award* is to recognize a member of the AAF-Tenth District who has made outstanding and selfless contributions to the growth and improvement of the district throughout their career. This criteria makes it easy for me to want to nominate Marc Eisenberg.

I've had the pleasure to know Marc over the many years I've been involved in the Tenth District, which is only a fraction of time Marc has been a critical part of the District. As I've come to find out, simply being Governor is enough to show one's tireless dedication to the Tenth. But Marc was that, and so much more.

He's taken the role of ADDY Chair, and in my opinion, has set the benchmark of how everyone should approach the seriousness of Chairing a committee – and hold themselves accountable when volunteering at the District level. He's gone above and beyond what doing a great job entails.

His passion for the awards competition was made evident to me early on. I honestly could not believe how much time and energy it took to do his job – and he's done it, without looking for any sort of acknowledgement, year after year after year after year.

He spent countless hours creating a winners' book, regardless of the medium. Just listing the winners was never good enough for Marc. He was adamant about also showing the winning work. So much so, that he made himself learn website tools to build them on not only one platform, but two. Why someone would put themselves through so much, so that others could enjoy seeing their work displayed in an honorable and deserving fashion, can only be explained by one thing: PURE SELFLESS DEDICATION TO OTHERS.

I have zero doubt that Jeanie would be proud and honored for Marc to be the first recipient of this honor, after her. And Marc is THE ideal recipient to show the District what kind of selfless dedication it takes to even be thought of for this type of honor.

Marc Eisenberg exemplifies all that this award is intended to recognize in a recipient.

Thank you for your consideration,

A handwritten signature in black ink, appearing to read 'A. Antoline', with a stylized flourish at the end.

Angelo J. Antoline

President, Something Shiny, Inc. | Vice Chair, AAF Central Region Board

Treasurer, Foundation for Advertising Education Tenth District | Past Governor, AAF Tenth District

Blake Goldston

I cannot think of someone more deserving of the Jeanie Ruedy Lifetime Achievement Award than Marc Eisenberg. He has served four AAF chapters, the AAF-Tenth District, the AAF-Central Region, and AAF as a whole for many years.

He was president of AAF-Amarillo and helped for many years with the American Advertising Awards for Amarillo, Austin, Corpus Christi, and Houston. He has helped every club in our district as chair of the AAA. I know how he went above and beyond his expected job description in helping clubs improve and grow their awards process when I was governor. He has never stopped doing so. I cannot begin to remember all of the times he stepped up to help me in serving the AAF when I was governor and even in my roles as Central Region Chair and C.O.G. chair. It seems his heart for giving to, and his love for, the AAF is boundless. I could always count on Marc for help and support.

After his term as governor, he went on to chair the Center Region. He has represented our district well in his position on the National American Advertising Awards Committee for over a decade. He has developed many tools designed specifically for helping clubs across the country with their awards process. His help in the evolution of category changes and additions over the years has been exemplary.

Marc was also responsible for our printed district newsletter for many years until we discontinued it for budgetary reasons. His hand prints are all over this district and indeed AAF as a whole. He has definitely achieved what many of us in service to the AAF strive to do: he has left all of us in a better place than where he found us.

I often tease Marc about standing up when he is speaking even though he is already standing. The truth is, many of us are standing on his shoulders and are thankful to be able to do so. I am grateful for people like Marc who serve tirelessly and selflessly with never enough thank yous. Today I ask all of my AAF colleagues to join me in standing up for Marc.

Blake Goldston, Area Director N2 Publishing

Past Chair, AAF-Council of Governors
Past Chair, AAF-Central Region
Past Governor, AAF-Tenth District
Chair, Foundation for Advertising Education
National Advertising Review Board, New York
Certified, Institute for Advertising Ethics

Jay Hagins
101 Litchfield Lane
Houston, Texas 77024

January 11, 2020

Attention: Nominations Committee
AAF Tenth District

I am very pleased to endorse the nomination of Marc Eisenberg as the second recipient of the Jeanie Ruedy Lifetime Achievement Award. I can think of no other Tenth District member who has so unselfishly worked for the betterment of our district throughout his career.

We tend to remember Marc's tireless efforts to train and introduce local association members to the ever-changing American Advertising Awards program. And he has done that year after year. Marc holds our hands from the initial call for entries through judging, to our own local shows, moving our work to the district and national competitions and completely handling the district awards. No one else understands it as he does and no one else has been willing to guide us through each step of the process.

But Marc is also a constant resource in every other area of local club management. He attends almost all of the regional and national conferences and club officer training sessions providing experience and counseling to assist any club officer or director with sound suggestions and advice. His hands-on experience with several local clubs of various sizes enables him to analyze and consult with any club leader on any issue.

In the last several years, Marc's interest and support has been to help and support the AAF Tenth District. When many of our own loyalties defer to our original clubs, Marc is able to keep the district's interests front and center. As a past governor, I have witnessed first hand, the benefits that the Tenth District enjoys from Marc's contributions. We are a better district because of members like Marc Eisenberg. I know what the Tenth District meant to Jeanie and she would be very pleased to know that Marc would be honored in the same way.

Sincerely,

Jay Hagins

To: The AAF D10 Decision Makers
Re: Jeanie Ruedy Lifetime Achievement Award

Nomination Letter for Marc Eisenberg

How to describe Marc Eisenberg.

Well, he is or has been: District 10 Governor, Sterling Service Award Recipient, District Member of the Year, Past Central Region National Chair, Longtime District ADDY Chair.

That's quite a list.

Marc has won *every* District award offered, except one – the Jeanie Ruedy Lifetime Achievement Award. So, I hereby join with others who would nominate Marc to receive it. Not because he doesn't have it...but because he deserves it.

Here's why. Jeanie Ruedy and Marc Eisenberg actually share some traits.

For instance, one of Jeanie characteristics was that she was always present. She rarely, if ever, missed a local, District or National AAF event. Same for Marc.

Jeanie never shirked or shied away from a responsibility or task. She stepped up to lead or chair almost every District Committee. Same for Marc.

Jeanie represented the District as Central Region National Chair. Same for Marc.

Jeanie ran for District Governor a couple of times in the 1990's, lost both times, but even in defeat, she never folded her tent to leave, continuing her AAF involvement. Why? Because she loved this organization! While I'm not aware that Marc ever lost an election, he loves the AAF. So, yeah, same for Marc.

Jeanie was eventually elected Governor, and she had received *every* District award, except the one named for her. Same for Marc.

Jeanie could have her, shall I say, curmudgeonly moments, but *always, always, always* with the District best interest at heart. Same for Marc.

Fact is – Marc is the actual embodiment of this award. He absolutely deserves it and is the perfect person to receive it first.

Jeanie would be very pleased.



Randy Kemp



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Kevin Dobbs
Executive Director
16080 N. Gardendale Road
Gardendale, TX 79758

October 25, 2019

Dear Kevin,

The purpose of the *Jeanie Ruedy Lifetime Achievement Award* is to “recognize a member of the AAF-Tenth District who has made outstanding and selfless contributions to the growth and improvement of the District throughout their career.”

One individual who has made significant contributions to AAF on the local, District and National levels is Marc Eisenberg. For over two decades Marc has continued to be engaged in Tenth District and has been a driving force in the success of the District. His dedication to AAF and especially the Tenth District is legendary.

Marc Eisenberg is the definition of what the *Jeanie Ruedy Lifetime Achievement Award* is all about and is deserving of this honor.

Sincerely,

Randy Robertson
Past Governor
AAF Tenth District

January 15, 202)

Kevin Dobbs
Executive Director
AAF Tenth District
16080 N Gardendale Rd
Gardendale, TX 79758

Dear Kevin,

It is with great pride and satisfaction that I write to express my strong endorsement of Marc Eisenberg for the Jeanie Ruedy Lifetime Achievement Award.

I've had the privilege of becoming friends with Marc through AAF Tenth District since 1987 and have marveled at his iron-willed devotion to the people of the district and his perfectionist attention to detail in his professional dealings. Everywhere Marc has lived he has remained actively engaged with AAF Tenth District and stepped up to take on critical leadership roles in every club - Amarillo, Austin, Corpus Christi and Houston. Marc's steadfast commitment to building the AAF Tenth District and working quietly behind the scenes with club members, as well as district and national leadership ensures that any project he's involved with will be well managed, achieve its intended goals and elevate the status and value of AAF Tenth District.

It's those personal qualities, his sincere attention to his friends and professional associates, his willingness to communicate one-on-one and his absolute reliability that Marc embodies. Marc's contributions and servant leader qualities to numerous clubs, the AAF Tenth District and AAF National that have been recognized and rewarded. Marc served four years on the Executive Committee of AAF Tenth District, served as Governor of the District, Member of the Year, the Sterling Service Award and the Silver Medal. If there was an individual who personified the spirit, sacrifice and determination of Jeanie Ruedy, it would be Marc Eisenberg. He has masterfully communicated the value and importance of annual ADDY Award competitions and makes himself available to anyone with a question on the sometimes-complicated process. His reasoned and wise counsel is an invaluable asset to all AAF members, their local clubs and the District for more than 30 years that makes Marc such a deserving recipient of this award.

I am honored to offer my support and encouragement to the District to give this award to Marc for his many years of incomparable service.

Sincerely,

Brad Snyder
Snyder+Associates
Past Governor, AAF Tenth District

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Susan Saurage-Altenloh

Marc Eisenberg is the quintessential AAF leader. He serves behind the scenes as well as in elected roles, always with the Tenth in mind.

He's shaped our ADDY program to be one of the best in the nation. He is committed to educating future ad professionals. Having lived in multiple markets, Marc has taken on leadership roles...selflessly, earnestly, quietly (although sometimes not!), and enthusiastically. Truly, Tenth District would not be where it is today had Marc not involved himself every year for the past two or more decades.

Marc is an ideal candidate for the Jeanie Ruedy Lifetime achievement Award based on his persistence, perseverance, and commitment to the best needs of this District.

Susan Saurage-Altenloh, PhD, MBA
Saurage Research, Inc.