



OUR MISSION: IDEAS THAT WORK.

ALLISON ROBBINS OF JOSEPH DAVID ADVERTISING BRINGS HOME THE AAF-ECI SILVER MEDAL AWARD



Muncie, IN – The East Central Indiana Chapter of the American Advertising Federation (AAF-ECI) honored one of its own for outstanding contributions to the ECI chapter and the advertising profession in general.

Allison Robbins of Joseph David Advertising received the Silver Medal Award, recognizing her commitment to advertising and furthering the industry's standards, creative excellence, and responsibility in areas of social concern. For many local clubs, awarding the AAF Silver Medal is the highlight of their year.

"Allison was nominated and chosen for the Silver Medal because she far exceeded the criteria outlined for the award," shared Anne S. Condran, retired Executive Director of AAF-ECI. "She's an exemplary community volunteer and leader who is known throughout Central Indiana for advertising."

Established in 1959, the Silver Medal Award program enhances the image of advertising by recognizing a well-known person for their advertising and community involvement. Annually, AAF member clubs bestow this honor upon well-deserving members of the local advertising community.

Silver Medal recipients are selected by a panel of judges from each club. Judges use performance in the following categories as criteria when making their selections: Contribution to His/Her Company; Creative Ability; Contributions to the General Advancement of Advertising; and Contributions to the Community.

For Allison, commendations abound. She's worked for Rutter Media and Ideavenue Film & Video Production Co., and more recently with Joseph David Advertising. In her present position as account manager with JDA, she's been instrumental in helping JDA establish itself as an award-winning advertising agency in Central Indiana market and beyond.

Within the advertising industry, she's served as president of the AAF-ECI; as AAF-ECI Program Committee Co-Chair and Public Service Chair; and she spearheads the AdAwareness "Build for Habitat" which enabled AAF-ECI to win the 2009 AAF Public Service Award. Presently in her tenth year on the AAF District 6 Board of



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Directors, Allison is a well-known speaker at the District and National levels. She has served as ADDY Chair, National Student Advertising Competition Chair, Governor, and is presently serving as Chairman of the AAF District Six Board. Currently she is the Secretary/Treasurer of the Council of Governors. She also holds a seat on the AAF National Board of Directors.

Her extensive community involvement includes Women in Business Unlimited where she was past president; volunteering at the Area 6 Indiana Special Olympics Polar Bear Plunge and the Cancer Awareness Walk; and serving with Habitat for Humanity Women's Build, Junior Achievement, United Way, and the Board of Directors of Big Brothers, Big Sisters as its current president.

"It's a privilege to work alongside Allison," remarked Beckie Manley, Executive Vice President and Creative Director of JDA. "She is excellent at what she does and she is a lot of fun! All of our clients love Allison, and once you meet her, it's easy to see why."

In addition to the Silver Medal Award, the JDA team received four silver and a gold ADDY awards and a "Best in Show" award for broadcasting for the YOC Advocacy Campaign.