

Saturday's sessions began with a presentation by Rob VanGorden of the Richards Group in Dallas. His program reflected the theme for the conference, "Ride for the Brand." VanGorden explained that a brand is not a logo or a company, but a promise. The better a company fulfills its promises, the better brand it builds.

He cited examples from his client list, including Chick-fil-A, Home Depot and others as companies that have built strong brands, and urged those present to consider adopting and strengthening their own brands.

Saturday morning was rounded out with two presentations, "Can Your Business Survive a Disaster?" and "Best Kept Secrets of Motivational Management." Two more seminars, "There's a

Reason They Pay Baseball Players Millions" and "Extreme Makeover—Sponsorship Edition" were held on Saturday afternoon.

The conference concluded with the annual AIM Awards dinner, designed to recognize the industry's best marketing, advertising, public relations and publishing efforts. During the event, Glenda Chipps, executive director of WETA, was recognized for 20 years of service to the organization. Mandelbaum presented Chipps with a check on behalf of the entire organization.

Next May, the organization will gather again in Scottsdale, Ariz. Jan Ford of Beef Magazine and Judy Wagner of Montana Silversmiths will once again chair the conference committee for the coming year.



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(Top, left) Pat Eskew, Terry Duffy and Roger Saba prove real men do eat salad during the opening festivities Thursday night. (Top, right) Country star Zane Lewis provided music for the opening night party, including a special number for Patty Schmitz. (Left) Jan Ford oversees one of the morning sessions during the All Industry Conference.