



## **Upcoming Events Calendar**

### **Nov. 13, 2008 - Ads That Should Not Have Run**

**11:30 am to 1:30 pm**

**The Old Spaghetti Factory in Rancho Cucamonga**

Learn from others mistakes in advertising. Learn how not to use name, trademarks and copyrights. Join us while attorney and adjunct professor Jim Astrachan presents a very funny but highly informative presentation.

### **Nov. 18, 2008 - Media Auction**

**6 pm to 9:00 pm**

**Dave & Busters in Ontario**

Come joins us for a great opportunity to buy media and services at dramatically reduced rates. Buy TV, radio, newspaper, outdoor, print and interactive services for your company or clients. A list of items will be available in a few weeks. Appetizers and refreshments will be served.

### **Dec. 2008 - Holiday Party**

Part mixer, part giving back to those that need some help over the holiday season. Join us along with the members of the American Marketing Association Inland Empire Chapter.

### **January 8, 2009 – Hispanic Marketing**

**11:30 am to 1:30 pm**

**The Old Spaghetti Factory in Rancho Cucamonga**

Learn how to increase your revenue in 2009 with Hispanic marketing. Join us as Richard Sandoval, president of Hispanic Lifestyle shares his 12 years of marketing experience to Hispanics via newspapers, magazines, television, newsletters, Internet and even podcasting.

### **February 12, 2009 - Cinema Advertising**

**11:30 am to 1:30 pm**

**The Old Spaghetti Factory in Rancho Cucamonga**

Today, cinema advertising offers marketers the opportunity to reach the consumer at multiple touch points such as cinema spots, cinema slides, digital preshow, integrated marketing and lobby promotions. Learn how national, regional and local businesses can take advantage highly targeted campaigns from Rory Oldham, director of sales from Screenvision the worldwide leader of cinema advertising.

Visit the AAF-Inland Empire website at [www.AAF-InlandEmpire.com](http://www.AAF-InlandEmpire.com) to register today!