

July 7, 2006


DAYTON
ADVERTISING CLUB
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Mr. David Esrati
The Next Wave
100 Bonner St.
Dayton, OH 45410

Dear Mr. Estes:

The Greater Dayton Advertising Association established Standards for Membership and a Code of Ethics and Conduct.

Your recent actions at a GDAA professional development event are believed to be in violation of both of the above.

Passing out and making available a flyer/handout which was self-promotion and/or put any competition in possibly a bad light goes against what the association stands for.

Specifically, membership standards D, E and I are used in this case. As well, the Code of Ethics and Conduct was violated by your actions. In reviewing this challenge, the Ethics Committee is recommending you cease any future unauthorized and GDAA violating practices at any GDAA event.

The Ethics Committee would like your assurance, in writing, this practice, or any practice violating the membership standards or Code of Ethics and Conduct will not happen again.

Please submit your concurrence in writing to the GDAA executive directory within 14 days of the date of this letter. Thank you for your cooperation and commitment to ethics in marketing and advertising.

Sincerely,



Donna Childs, CAE
Chair, GDAA Ethics Committee

Enclosures: Membership Standards
Code of Ethics and Conduct

