

July 11, 2006

Ms. Donna Childs  
Chair, GDAA Ethics Committee  
PO Box 255  
Dayton OH 45401

Dear Ms. Childs,

I belong to the GDAA because I believe a good trade group can strengthen and improve the value of our profession.

However, I believe we do this by being open and honest about the operations of the organization. In the years that I have been a member, I have never seen, heard, or been informed of the actions of the board, other than when I have "crossed your lines."

No minutes, no treasurers reports- and, zero public discussion of things as important as the changing of the name of the organization.

If I recall- the big move for a "code of ethics" of July 28, 2004 was the outcome of my questioning of the validity of winning Hermes entries by another club member. It seems that my questioning, although proven to be absolutely valid, was some sort of gross transgression. I call it seeking the truth.

Once again- my actions seem to be at question. And I ask, why is it OK for Yeck Brothers, L2 Marketing Research, Edward Hopper, and Sebaly Shillito + Dyer to pass out their materials to our members- and not The Next Wave?

And why is it OK to cross promote an event to our members with IABC/Dayton, but not one with the Dayton Marketing Association? I held a FREE 1 hour talk on March 11 2006- yet was denied the right to invite other members of my own organization.

The Internet has been the hot topic in advertising for the last 10 years, yet, other than having the CEO of Monster.com as a speaker while shilling his book, I can't recall any speakers on the subject at a DAC event. I offered as early as last November to do an officially sponsored professional development talk to DAC members- but was curtly declined.

As to the contents of my flyer being "self-promotion" or "putting any competition in possibly a bad light" I fully concur with the first, and deny the second. In fact, one of the highest downloads for my site is that flyer- and the comments indicate some people believe the DAC/GDAA has missed the boat on this opportunity. <http://www.thenextwave.biz/tnw/?p=170>

Self-promotion is what our business is all about. If you rule out self-promotion, I would suggest that the previous named speakers all are guilty. I would also suggest you change the club name once again to "Dayton Deaf Dumb and Mute Association" since you don't believe in the power of advertising- or at least any that creates an emotional response.

On putting the competitors in a bad light- that depends on how you view things. If the goal of the organization is to promote free enterprise, to demonstrate and improve my competence and the competence of others- my seminar is more important than being a member of an organization that has its head in the sand about the Internet and search engine optimization. The fact that all of the named agencies were pulled from the webstats on my website- just proves that this organization isn't, and hasn't helped teach or further the competence of its members- when it has had the opportunity presented. Since when is asking people to compare, or ask questions putting the competition "in a bad light."

If saying the emperor has no clothes is wrong- when in fact the emperor is parading around bare ass naked- I'd say we have a problem.

It comes right back to the way our organization is run by a secret cabal- which makes no effort to keep its membership apprised of the plans- the name change being a case in point. At no point was public debate invited at a meeting before being asked for a vote, nor do I recall membership being informed that you had hired a consultant to help you grow the membership. I, after all, do attend a very high percentage of the meetings- unlike the people who submit false entries in the Hermes.

As to your requests, I will not cease future promotion of my business until the GDAA explains how and why some members are allowed to promote, while my business is not. I will however, restrain myself from going to the press with this little bit of stupidity on your part- and will not post the contents of your letter with it's veiled threats- until you have an opportunity to reconsider and respond. Quite frankly, I couldn't ask for a better PR stunt for The Next Wave and our seminar- than being banned from the Greater Dayton Advertising Association for actually doing advertising. Thank you very much.

If you are interested in having a presentation about how Blogs/Content Management Systems can help your members get to the top of Google- let me know- I'd still be willing to do it. And if you question our ability to do it- go to Google and type in "Great ad agencies" and see what's on the top.

<http://www.google.com/search?q=great+ad+agencies&start=0&ie=utf-8&oe=utf-8&client=firefox-a&rls=org.mozilla:en-US:official>

And- in the future- when you send a letter to a member, it's always a good idea to get the name right, it's "Esрати" not "Estes."

Sincerely,

David Esрати