**FOR IMMEDIATE RELEASE**

**Maggiore Views Bright Future for Region’s Advertisers and Agencies**

CANTON, Ohio (Nov. 27, 2012) – America’s pre-eminent advertising trade association will play a more prominent role in Cleveland and Northeast Ohio, and the region’s advertisers will benefit, if Dick Maggiore has anything to say about it.

Maggiore was recently elected chairman of the 4A’s (American Association of Advertising Agencies) Cleveland Council Board of Governors. He is president and CEO of Innis Maggiore, Canton, the nation’s leading advertising agency in the practice of positioning. 4A’s Cleveland Council works to raise awareness of Northeast Ohio’s depth and breadth of advertising, public relations and digital/web-based communication services.

Since taking the chairmanship, Maggiore has set his sights on increasing the organization’s stature to the benefit of the many great companies working in Northeast Ohio to serve the global marketplace. He aims to further strengthen the 4A’s service in the Cleveland Region by expanding membership and presenting seminars and other educational opportunities.

“Cleveland-area ad agencies really do matter,” Maggiore said. “The work we do is impactful. Our region is known as one of the best places in the world to make things, and the ad agencies here have a history of success with many manufacturing industries. Collectively, we have helped our clients build and supply America’s infrastructure — from roads, bridges, homes and skyscrapers to planes, trains and automobiles. Across an amazing array of products and services, the strategies crafted and campaigns created by Cleveland’s 4A’s members are second to none when it comes to the most important measurement: how well they sell.”

His platform is endorsed by leadership in the 4A’s headquarters in New York City.

“The 4A’s promotes leadership, advocacy and guidance for our industry, and Dick’s efforts as chairman in the Cleveland Region will not only strengthen the region’s ability to continue serving clients well into the future, but will enhance the national visibility for our association and its members,” said Laurie Stearn, 4A’s vice president, agency relations and membership for the Central Region.

Cleveland-area 4A’s member agencies are Innis Maggiore, Canton; Doner, Cleveland; Fahlgren, Cleveland; Hitchcock Fleming Associates, Akron; JWT Action (formerly Malone), Akron; Marcus Thomas, Cleveland; Melamed Riley, Cleveland; NAS Recruitment Communications, Cleveland; and Wyse, Cleveland.

Innis Maggiore is the nation's leading advertising agency in the practice of positioning, building strong brand positions for companies in competitive markets. The advertising and public relations agency had 2011 capitalized billings of more than $20 million. Key clients include Alside, Aultman Health Foundation, Bank of America, Chesapeake Energy, GOJO Industries, Inc., inventors of PURELL®, Goodyear, GuideStone Financial Resources, Nickles Bakery, RTI International Metals and Republic Steel. Innis Maggiore is a member of the American Association of Advertising Agencies and the Public Relations Society of America. The company maintains a website at [www.innismaggiore.com](http://www.innismaggiore.com)

The 4A’s (American Association of Advertising Agencies) is the national trade association of the advertising agency business and provides leadership, advocacy and guidance to the industry. The management-oriented association founded in 1917 helps its members build their businesses, and acts as the industry’s spokesperson with government, media, and the public sector. Its membership comprises virtually all of the large, multinational agencies and hundreds of small and mid-sized agencies across the country. More than 1,200 member agency offices served by the 4A’s employ 65,000 people, offer a wide range of marketing communications services, and place 80 percent of all national advertising. For more information, visit the 4A’s website at [www.aaaa.org](http://www.aaaa.org).

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(Photo cutline to go with accompanying photo of Dick Maggiore)

Dick Maggiore, president and CEO of Innis Maggiore, has assumed chairmanship of the 4A’s (American Association of Advertising Agencies) Cleveland Council Board of Governors with the goal of increasing the 4A’s Cleveland-area stature by expanding membership and increasing industry educational opportunities.

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