

CELEBRATING 40 YEARS

In celebration of AWM's 40th Anniversary, we are sharing the rich history of the organization and its influencers like past Presidents and Trailblazers. In this issue we are featuring **Danny Reed**, 2001 recipient of the Trailblazer Award. Danny Reed Advertising has also been the sponsor of the Assistants Appreciation Luncheon since 2008 to show support for the assistants and also for AWM's Scholarship Fund. We asked Danny a few questions about what he remembers and enjoys most about his involvement with AWM.



AWM: WHAT IS ONE OF YOUR FAVORITE AWM MEMORIES OR EVENTS?

Danny: It is very hard for me to choose a favorite. All AWM events are warm, fun and friendly. Everyone has a chance to catch up with old friends and talk about the past and the future. My favorite memory would have been when I received the Trailblazer Award in 2001 along with Scott Gillmore, Barbara Rodgers and Jim Norton.

AWM: WHAT STANDS OUT THE MOST THE DAY YOU RECEIVED YOUR AWARD?

Danny: 40 years – Wow! I started my agency about 40 years ago. Several years before AWM was founded, I was a salesman for NBC/KTVV-36, now KXAN-36. At that time, my good friend Mary Strickland was also working at KTVV/KXAN. As you know, Mary was deeply involved in the start-up of AWM, originally AWRT. During the event, Mary and I talked about the old times, good and bad, and how blessed we were. It was and is now so important to take the time to visit and share memories. AWM has been instrumental in keeping me connected with my media friends like Mary Strickland, Monica Davis, Kim Murray, Ron Rogers, Christine Escobar, Martha Iglehart, Scott Gillmore, Bruce Walden, Jim Norton, John Hyatt, Mel Jones, Ginny Schoggins, Pam Power, Patti Smith, Paul Weyland, Dori Witt, Melody Caldwell (all Trailblazer winners!) and many, many more.

AWM: ANY WORDS OR THOUGHTS YOU'D LIKE TO SHARE FOR AWM'S NEXT 40 YEARS?

Danny: Enjoy your job and the wonderful people you work with. Take care of your clients; they have put their trust in you. Respect your sales assistants, traffic and accounting personnel, people that get none of the credit and all of the blame. People are treasures. Kenny Rogers and Dolly Parton nailed it: "You Can't Make Old Friends!"

#awmatx40