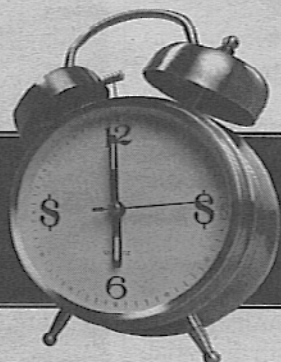


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DRISKILL TO CELEB BLOGGERS: CHECK YOUR FACTS!

The historic **Driskill Hotel** has a few words for blogger-turned-celebrity Perez Hilton.

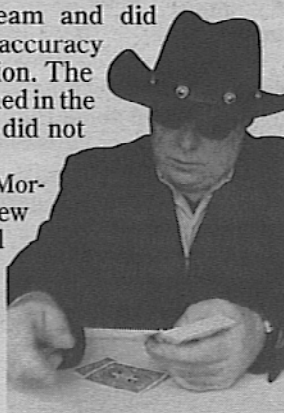
Hilton wrote March 16 that the downtown Austin hotel banned singer **Van Morrison** after his alleged temper tantrum while ordering room service. Morrison was in town for **South by Southwest**.

John Spomer, Driskill vice president and managing director, quickly defended the Rock and Roll Hall of Fame member.

"Please be aware that Mr. Van Morrison has not been banned from our hotel," Spomer wrote in a statement. "The person responsible for disseminating this information has not spoken with, nor otherwise contacted, any member of the Driskill's management team and did not verify the accuracy of the information. The incident mentioned in the blog absolutely did not occur."

He added that Morrison and his crew treated Driskill staff with "the utmost professional courtesy and respect."

■ Laura Hipp



GET YOUR CAMERAS READY

If 15 minutes of fame sounds like too much, consider five minutes instead.

Dell Inc.'s Dell Lounge is sponsoring a "frame of reference" short-film contest that asks contestants to create three-to-five-minute films based on a set of criteria.

Aspiring filmmakers choose from a list of styles that includes spaghetti Western, cinéma vérité, Bollywood, epic, film noir, French new wave or silent film. Filmmakers then add a motif — Dell suggests "innocent bystander" and "infected by aliens," among others — and choose one of seven songs.

The deadline for entries is April 4, and online voting runs from April 11 to May 1, and again from May 2 to May 16. Finalists in that contest will win a Dell XPS 420 desktop computer, \$5,000, a trip to the 2008 Telluride Film Festival and a chance to compete for the final \$25,000 prize, to be awarded in September.

■ Kate Harrington

COMEBACK MOMS

Thinking outside of the sandbox comes easily to two local moms.

Monica Samuels, a lawyer, and **J.C. Conklin**, a journalist, have launched Web site momsnextmove.com, aimed at educat-

CAPITAL GAINS

NEWS, TALK & SPECULATION

ing women on how to successfully leave the workforce and return after having children.

The duo authored a 2006 book entitled "Comeback Moms." The Web site draws upon concepts discussed in the book and also features a newsletter, blog and forums where women can exchange ideas and experiences.

"People thought I was crazy to leave a salary and paid vacations to stay home with my child," says Samuels, who became pregnant while working on the staff of the 2000 Bush presidential campaign. "But I had a plan, which is vital before you go storming into your boss' office to announce your departure. There's more to quitting than saying the words. There's strategy involved."

■ Jean Kwon

HAYDEN JOINS EXPERIENTIAL MARKETING GROUP

Tim Hayden, president and co-founder of **GamePlan Marketing & Events**, was named to the advisory board of the **Experiential Marketing Forum**.



Hayden

"Tim Hayden's addition to the board brings yet another early and successful entrant in the experiential brand-building field into the community's development and planning," says **Erik Hauser**, founder and director of the Experiential Marketing Forum. "He and GamePlan have a history of consistent growth with a range that encompasses high-tech companies and retail. We're delighted to have his presence and contributions."

"Our role is increasingly more valuable in helping brands build a meaningful dialogue with their clients," Hayden says in a statement. "I look forward to serving on the EMF board to further help its members navigate the turbulent worlds of media fragmentation and the alternative realities of mobile, online and live experiences."

The Experiential Marketing Forum is a professional organization with more than 4,800 members globally. Experiential marketing refers to using customer experiences with a product, brand or service to drive sales and increase brand image and awareness.

GamePlan focuses on experiential marketing, which includes everything from live events to guerilla marketing. The company's clients include **Advanced Micro Devices Inc.**, **Dell Inc.**, **Jeep** and **Oracle Corp.**

■ Sandra Zaragoza