



## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

[The National At-Home Dad Network](#) will be well represented at the [Dad 2.0 Summit hosted by Dove Men+Care®](#), held Jan. 30-Feb. 1 in New Orleans.

Seven members are slated to take part in the premier dad blogging conference with Board members James Kline, Chris Routly and President Al Watts set to speak during Saturday sessions. The National At-Home Dad Network will also have a booth at Dad 2.0 which will serve to kick off its advocacy campaign for 2014: [Man Card Movement](#).

The National At-Home Dad Network is a media sponsor of the Dad 2.0 Summit for the second straight year.

As part of the partnership with Dad 2.0, members of the National At-Home Dad Network get a 25 percent discount off the registration fee for the event. Dad 2.0 attendees will also receive a \$25 discount to the [19th Annual At-Home Dads Convention](#), which will be held this fall in Denver.

At Dad 2.0 Kline, Routly and Watts will each present different topics on the roles of fathers. This will be the second year Routly and Watts have contributed to breakout sessions at Dad 2.0.

Kline, of Raleigh, N.C., will speak at the session titled “The House(s) That Dad Built,” on Saturday from 10:45 a.m.-12 p.m. The session will address how fathers are building, participating in and benefiting from a variety of dad networks. Kline will explain how he helped build the Triangle Dads group in Raleigh and how they landed the Annual At-Home Dads Convention for 2015 and 2016.

Routly, of Portland, Ore., will talk during “Marketing to Today's Men: Are Dads Leading the Way?” The session from 1:30 p.m.-2:45 p.m. on Saturday will focus on the importance of the

role fatherhood plays in marketing to men and will look deeper into why dad buys and the impact that has on advertising and household spending. Routly will talk about how he influenced Huggies to change an ad campaign that made dads appear incompetent.

Watts, from Chicago, will also speak at a 1:30 p.m.-2:45 p.m. session. He will be a part of the discussion, "It's a Marathon and a Sprint, With Plenty of Hurdles," which will address the importance of fathers as kids grow and how they help their kids navigate the highs and lows of the tween and teen years into adulthood.

"A lot of people assume that a stay-at-home dad goes back to work when his kids start school," Watts said. "I didn't and I look forward to sharing why my kids still need me at home just as much as when they were babies and toddlers."

The Dad 2.0 Summit is an open conversation about the commercial power of dads online, as well as an opportunity to learn the tools and tactics used by influential bloggers to create high-quality content, build personal brands, and develop business ideas.

*The National At-Home Dad Network is a 501c3 non-profit organization that provides support, education and advocacy for fathers who are the primary caregivers of their children.*