AAFCM is a smaller club with a lively presence among local professionals, students, and nationally within the AAF organization. Throughout the year, we host and plan luncheons, networking events, student-development opportunities, and an awards show. With event attendees that travel from as far away as 3 hours, we have a diverse and robust club. We are also located in an educational hub, surrounded by more than twelve universities and technical colleges. There are also a great deal of agencies, freelancers, and business owners. We want to reach as many of them as we can, so our 2019-2020 goals for programming included:

1. *Appeal to those not familiar with AAFCM or not yet a member and consider how they can benefit from our events with Membership and Network.*
2. *Support our Members - both students and professionals - with programming resources each month to their education, network, and passion in the creative industry.*
3. *Use content like blogs and social posts to promote events and build attendance.*

We achieved these goals through the following programs...

**Building Your Personal Brand with Ashley Mary | Student Project Portfolios**
April 18, 2019 | 11:30 AM - 1:30 PM

**Target Audience:** Professionals, Students, Freelancers, Entrepreneurs

**Event Details:** Our club’s spring luncheon featured Ashley Mary, a Minnesota-born artist-designer from Minneapolis. While most of her days are spent turning playful collages into spirited paintings, she also works with brands near and far to create whimsical product designs. Some notable brand partnerships include West Elm, Brit + Co, Target, and Bumbelou. She has gained a large following on Instagram and worked hard to create her own personal brand, creating her own line of travel bags, phone cases, and earrings, just to name a few. She talked in depth about her use of color, shapes, and translating everyday objects into her art to make something that is uniquely her own.

After Ashley Mary’s presentation on personal brand, we conducted our annual portfolio reviews for area students. For a few years now we have conducted our portfolio reviews as a separate event but this year decided to connect it with a luncheon in hopes to have stronger numbers at both. We strategically planned to have our portfolio reviews after Ashley’s presentation because we felt her experiences would align with those of our creative students. Our portfolio reviews ran from 1:30 to 4:00 PM and students signed up for a time to meet with a professional to review their work and prepare them for success in their field.
Method of Promotion: Email, Social Posts, Website, Personal invites, Invites to Local Universities

Event Attendance: 37 attendees for Ashley Mary; 19 attendees for Portfolio Reviews

Feedback Mechanism: SurveyMonkey Surveys, Personal Conversation

Results: The turnout for Ashley Mary’s event was great and the audience was very engaged. The session ended with a short Q&A from the audience and she stuck around for a little one-on-one conversation with pros and students. Changing up the format of our portfolio reviews proved to be successful. With the designated time we had allowed, we were able to review up to 20 portfolios and we had 19 students show up. There was a great amount of overlap for both portions and we have plans to conduct the same format in our 2019-2020 year.

Exhibit 1: Social Media Posts, Event Webpage

Beauty & The Bias: A Women’s Leadership Panel

May 15th, 2019 | 5:00 - 7:00PM

Target Audience: Female entrepreneurs, professionals, and students seeking to lift up their peers and enjoy a dose of empowerment alongside their inspiration to strive for more.

Event Details: AAFCM closed out spring with an event that has quickly become a staple to our annual programming calendar, Beauty & The Bias: A Women’s Leadership Panel. This event continues to grow year-over-year in attendance and appeal. This after-hours, open panel discussion is a chance to showcase powerhouse female entrepreneurs from our local metro area. The event focuses on female empowerment in business and topics of discussion range from how to present yourself online to work-life balance.

Method of Promotion: Email, Social Posts, Website, Personal invites

Event Attendance: 27 women and men attended.

Feedback Mechanism: SurveyMonkey Surveys, Personal Conversation

Results: For years this event has been icing on the cake for our annual programming calendar. From young female students to experienced veterans in the industry, this women’s leadership panel draws attendees from beyond the advertising, marketing,
and creative industry proving that female empowerment is desired and necessary across a breadth of industries. Wine and light appetizers were served during social hour ahead of the event and attendees had a chance to network amongst themselves before our panel moderator, Bridget Deutz guided a conversation with our incredible group of panelists. 2019 panelists included a local dance studio owner, an anti-sex trafficking non-profit leader, a start-up CEO, and a business development manager. The event ended with questions from the audience on anything they could think of. It was hosted in a local coworking space and we had a number of great sponsors.

**Exhibit 2:** Social Media Posts, Event Blog, Event Webpage, Event photos

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**The Hustle Hour: Entrepreneurship Panel**

September 16, 2019 | 5:00 - 7:00 PM

**Target Audience:** Entrepreneurs, professionals, and students looking to learn more about the ins and outs of entrepreneurship.

**Event Details:** We opened our Fall season with our 2nd Annual Hustle Hour event, targeting the hustlers and multi-passionate members of our community. Instead of conducting this event in the traditional AAF luncheon style, we held the panel after hours to allow additional time and incorporate a networking + happy hour. We hosted a panel of impressive entrepreneurs who are part of establishing a successful business in MN. These individuals were the hustlers, dreamers, doers, movers, and shakers that built brands and communities of their own. The panel focused on how they did it, what they learned along the way, the advice they have for others looking to pave their own path, and much more on entrepreneurship.

**Method of Promotion:** Email, Social Posts, Website, Personal invites, Invites to Local Universities

**Event Attendance:** 35 attendees

**Feedback Mechanism:** SurveyMonkey Surveys, Personal Conversation

**Results:** We could not have asked for a better event to kick off our 2019-2020 programming season. This event allowed us to collaborate with the wonderful talent Central MN has to offer, as well as broaden our programming topics to engage a more segmented audience of entrepreneurs. The Hustle Hour continued to increase AAFCM awareness and lead to a great turnout for future events throughout the year.
Attendees started to arrive around 5:00 for a social/happy hour. We partnered with two local companies to secure a unique space and delicious food for all of our guests. The panel was led by AAF District 8 1st Lt. Governor, Alison Schroeder. She prompted the group with questions such as: “What was the defining moment when you decided to go “all in” in on your dreams?”, “What was the most difficult thing about starting your business and what kind of tactics did you use to work through that?”, and “What advice do you have for someone who wants to start their own side hustle or business?” The group was encouraged to ask questions and share experiences at any time throughout the evening. All of the panelists had uplifting and inspirational stories. We believe this entire group brought confidence and community to the Central MN area. We had a great turnout of both students and professionals alike.

Exhibit 3: Social Media Posts, Event Blog, Event Webpage, Event photos

Coffee with Creatives
Last Tuesday of Every Month September 2019 - March 2020 | 7:30 AM - 9:00 AM

Target Audience: AAFCM members of all levels - Student, Freelance, Professional, and Corporate - as well as Central MN Creatives who may be interested in potential club membership.

Event Details: Coffee with Creatives is a new event series exclusively held for AAF Central Minnesota members of all levels where morning networking, learning, insightful conversation, and caffeine come together. While the events were created to provide opportunities for our current members, to create buzz and turn to gain more members, every Central Minnesota creative could attend Coffee with Creatives once as a guest of the board or another member. These morning meetups took place on the last Tuesday of every month at a local meeting space in downtown St. Cloud. We conducted the monthly gatherings via an open conversation and round-table discussion over coffee and donuts that were provided by a monthly sponsor. Each month a topic that was relevant to the creative industry was selected. Topics included: content planning, brand awareness, free marketing tools, website accessibility, and more!

Method of Promotion: Email, Social Posts, Website, Personal invites, Invites to Local Universities

Event Attendance: 10 to 20 guests at each event monthly

Feedback Mechanism: SurveyMonkey Surveys, Personal Conversation
Results: We could not have asked for a better response for our inaugural season of Coffee with Creatives. What started out as a way to offer our current club members more for their money, turned into a really exciting opportunity for our club and local creatives. We were able to gain a few new members thanks to these events and many members returned month after month. Additionally, our club has been able to form stronger relationships with local businesses and agencies who have generously offered to sponsor our morning meetups - which also means these events are no cost to the club. We fully plan on keeping Coffee with Creatives alive in the 2020-2021 year - it was a huge success.

Exhibit 4: Social Media Posts, Event Blog, Event Webpage, Event photos

5th Annual CMYK Poster Show

Wednesday, October 23, 2019 | 4:30 - 8:00 PM

Target Audience: Students, Professionals, and Community Members who appreciate beer + art

Event Details: This event has been a fun and smashing success since its introduction 5 years ago. CMYK is one of AAFCM’s most competitive events on the programming line-up. It’s a design competition and silent auction for local professionals and students. Using their medium of choice, artists follow the specifications to create a themed poster. All posters are put on display and available for event attendees to purchase via silent auction. Half of all silent auction proceeds go to Central MN’s advertising students, to help us keep the creative juices of the future flowing. We host annually at a local brewery and 2019 was hosted at the newly-built Pantown Brewing Company in St. Cloud. The 2019 theme? TOTALLY 90’s. Because we’ll be damned if mom jeans, disposable cameras, scrunchies, bib overalls, and Tamagotchis aren’t making a comeback!

Method of Promotion: Email, Social Posts, Website, Personal invites, Invites to Local Universities

Event Attendance: 26 attendees

Feedback Mechanism: SurveyMonkey Surveys, Personal Conversation

Results: 2019 was our biggest year yet. We had 31 poster entries (even though we ‘capped’ it at 30) and both students and professionals entered. Over 75 individuals came and went throughout the night and bid on posters, drank local beer, ate local food, and networked. We made over $850, half of which will go to local advertising students. This event costs us less than $100, as
the brewery donates the space and a local print shop prints the posters for us. It’s one we’ll continue to host every year because of its clout.

**Exhibit 5:** Social Media Posts, Event Webpage, Event Photos

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**Photo Editing & Design Workshop**

*January 31, 2020 | 11:30 AM - 1:00 PM*

**Target Audience:** Professionals and freelancers looking to learn more in-depth practices of Paid Search.

**Event Details:** Our Fall luncheon featured Rob Jacobson, a known portrait and landscape photographer from North Dakota. With years of experience teaching classes in lighting, composition, equipment choices, Photoshop, Illustrator and InDesign, Ron was able to demonstrate the steps he takes to deliver the perfect photos every time. Ron’s workshop focused on the fundamentals of photography and photo editing. To get the most out of his teaching, attendees were encouraged to bring their own equipment including a camera, laptop, and Adobe Creative Suite if they had it. This created a more interactive session as well. This was one of the first times we had positioned a luncheon in a workshop style where attendees would be able to walk away with tactical skills to use on their own once they left the room. Too often, as creatives, we spend time going to presentations and walk away with very little tactical resources, this year we set out to change that. We received very positive feedback on this new style and had an engaged audience who asked many questions throughout the workshop.

**Method of Promotion:** Email, Social Posts, Website, Personal invites, Invites to Local Universities

**Event Attendance:** 26 attendees

**Feedback Mechanism:** SurveyMonkey Surveys, Personal Conversation

**Results:** This event was a great success and a perfect way to highlight our focus on offering workshop-style events. It was also fresh and something different than the typical marketing presentation - helping us broaden programming topics to engage Central MN creatives. We were happy to have nearly 30 people in attendance, considering the topic was quite targeted to creatives with a passion for photography and photo editing.

**Exhibit 6:** Social Media Posts, Event Webpage
2020 American Advertising Awards

February 29th, 2020 | 6:30 p.m.

**Target Audience:** AAFCM members, sponsors, marketing professionals & students, parents, and instructors

**Event Details:** The 2020 American Advertising Awards show in Central Minnesota proved that the American Advertising Federation of Central Minnesota has the planning and execution of this show down to a science. Over the years, our event chairs have painstakingly taken notes and slowly improved processes in order to put on the most vibrant yet cost-efficient award show gala possible. This year, we maintained our non-theme event for the third consecutive year and examined our expenses with extreme detail to find ways to trim costs even further. Our biggest solution this year, having failed to recruit a print sponsor, was to move our Winner’s book to digital format online, saving our club nearly $4,000 in print costs.

Our club hosted three judges from across the United States to join us for a weekend to judge 2020 show submissions. This year’s panel included Jeff Gordon, Anne Grigsby, and Cynthia Saatkamp. All three with affiliations to their local AAF chapters and familiar with the organization as a whole.

Our awards show was hosted at a local university event space. The mood of the social hour was inspired by the five-piece jazz ensemble hired to set the tone for the night. Attendees were able to peruse the work, imbibe, and satisfy their palettes with hors d’oeuvres.

**Method of Promotion:** Email, Social Posts, Website, Personal invites

**Event Attendance:** 110+ agency professionals, students, parents, instructors, sponsors, and board members

**Feedback Mechanism:** SurveyMonkey Surveys, Personal Conversation

**Results:** A total of 30 Gold (13 Professional, 17 Student) and 36 Silver (18 professional, 18 Student) awards were presented and 284 entries (139 professional, 145 students) were submitted. Entry numbers overall were up from the 2019 numbers and our club saw nearly 50 additional professional entries than the year prior. In sum, our attention to detail when it came to operational and cost efficiency paid off, with our event netting nearly $9,500 in total revenue.

**Exhibit 7:** Social Media Posts, Event Webpage, Event Photos
One week until Building Your Personal Brand with Ashley Mary! Who's excited? 😊
Tickets: www.adfedcentral.com/building-your-personal-brand-with-a...

Last chance! Building Your Personal Brand with Ashley Mary is coming up this Thursday. Get your tickets before it's too late!
www.adfedcentral.com/building-your-personal-brand-with-a...

Building Your Personal Brand with Ashley Mary

Join us for lunch on April 18th at Auto Parts Headquarters and hear Ashley Mary speak about how to build a personal brand.

With a palette knife in one hand and a pair of scissors in the other, Ashley Mary fuses colors and shapes together like the pieces of a puzzle. The Minnesota-born artist, designer, and illustrator works out of her studio in Minneapolis, turning playful collages into spirited paintings, and abstract patterns into whimsical product designs. You can learn more about her work at ashleymary.com.

Immediately following Ashley Mary, will be Portfolio reviews! Receive invaluable feedback on your portfolio from many of the greats from St. Cloud's creative profession. Art directors, graphic designers, successful freelancers and many other seasoned pros will be ready to review your portfolio and prepare you for success in your field. This FREE event is a great way to make connections that could be useful as you begin your job search!

ASHLEY MARY TICKETS
PORTFOLIO REVIEW SIGNUP

Starbucks, Red Wing, Bumbleb, Brit + Co and more! Ashley Mary Art + Design has worked with several big name brands. Come see her speak about those experiences and how she has built her personal brand at our next luncheon! Get tickets and learn more here: www.adfedcentral.com/building-your-personal-brand-with-a...
Portfolio Review 2019

Portfolio Review 2019
April 18, 2019
1:30 pm – 4:00 pm

Another year, gone. That means you’re another year closer to living and working in the “real” world. Are you ready? How about your portfolio? Even CEOs and business owners started as students. Now is your chance to get in front of industry leaders as you begin your journey.

Portfolio Reviews

Join us for invaluable feedback on your portfolio from many of the greats from St. Cloud’s creative profession. Art directors, graphic designers, successful freelancers and many other seasoned pros will be ready to review your portfolio and prepare you for success in your field. This FREE event is a great way to make connections that could be useful as you begin your job search!

The portfolio reviews can only accommodate 20 students, so don’t delay in registering! When you register, you will need to sign up for a specific time slot. Each portfolio review is allotted 30 minutes.

Details

Reviews will follow our lunchtime Building Your Personal Brand with Ashley Mary. Please join us for this awesome event and schedule your review after!

Date: Thursday, April 18th, 2019
Time: 1:30-4:00 PM
Location: Auto Parts Headquarters

Reviewer Sign Up

Want to be a portfolio reviewer? Please sign up on our form here.

Student Review Sign Up

Choose your time slot below.

Venue: Auto Parts Headquarters, Inc.
Address: 2959 Clearwater Road, St. Cloud, Minnesota, 56301
Meet the Panelists

Sharon Wiger, Business Development Director @ M&G was named a Top Project Leader by AVCA & a Top Influencer by the American Advertising Federation of Spring Hill Capital.

Sharon has been in business development since the late 1990s and has worked with companies of all sizes and industries. She has a proven track record of exceeding sales targets and developing successful partnerships. Sharon is also an active member of the American Advertising Federation of Spring Hill Capital.

Cynthia Ybarsa, Founder & CEO of Tenfifteen Benefits

Cynthia is the Founder and CEO of Tenfifteen Benefits. She is a seasoned professional with over 15 years of experience in the health and wellness industry. Cynthia is a thought leader, speaker, and advocate for employee well-being. She is passionate about helping organizations create a culture of health and wellness that is inclusive and supports the whole person.

Michelle Johnson, Founder and CEO of Michelle

Michelle is the Founder and CEO of Michelle, a leading provider of digital marketing and advertising services. She has over 15 years of experience in the industry and has worked with clients ranging from small businesses to Fortune 500 companies. Michelle is a strong advocate for empowering women and creating a more diverse and inclusive workplace.

Helenda Trouva, Founder, Owner, and CEO of Helenda's Dance Studio

Helenda is the Founder, Owner, and CEO of Helenda’s Dance Studio. She has over 30 years of experience in the field of dance, including 20 years in business and administration. She is also a social entrepreneur, serving on the Board of Directors of the National Alliance for the Arts.

Meet Us For Our Next Event, Beauty & the Bias!

Shifting the perception of female leaders in the workplace is a marathon, not a sprint. Get in the race now by joining a positive and empowering conversation on May 15th with AAFMN and special guest panelists who will discuss with diversity leaders in business.

Dress: Business casual

Date: Wednesday, May 15th
Time: 5:00-7:00 PM
Venue: Cooper Collective

Join us today and start making a difference in your own career and the careers of others. Let’s work together to create a more inclusive and equal workplace for all.

Purchase Event Ticket
SOCIAL MEDIA POSTS, EVENT BLOG, EVENT WEBPAGE, EVENT PHOTOS

[ SOCIAL POSTS ]

SAVE THE DATE

Beauty & The Bias
An all-female panel discussion
About marketing, entrepreneurialism, & all-around butt kicking.
5.15.19 / 5 PM
Cooper Collective

AAF Central Minnesota
May 8, 2019

Shifting the perception of female leaders in the workplace is a marathon, not a sprint. Get in the race now by joining a positive and empowering conversation on May 15th with AAFCM as we host our third annual panel discussion with a diverse group of Minnesota businesswomen.

Learn more: www.adfedcentral.com/events/beauty-and-the-bias/

[ EVENT PHOTOS ]
Meet our Moderator for The Hustle Hour event tonight! Alison Schroeder is First Lieutenant Governor of our District of the American Advertising Federation and served as club President in 2016. She loves people, their stories, and especially loves when the two collide.

Join us for great food (thanks, Bo Diddley's Pub and Deli), great beer (thanks, Bad Habit Brewing Company!), beautiful weather (thanks, Mother Nature!) and great conversation - thanks to our panelists and to YOU.

Luke Riordan is the CEO and Founder of DAYTA Marketing. DAYTA Marketing opened in 2012. Since then DAYTA has grown from a team of 2 to 32 and counting. With a large team of experienced marketing and digital recruitment professionals, DAYTA's consultative approach has created over 150 subscription-clients who partner with DAYTA to help their organizations grow.

See Luke speak at our upcoming event, The Hustle Hour!
Get tickets here: www.adfedcentral.com/events/hustle-hour/

PROFESSIONAL PANEL
FOR THE HUSTLERS,
DREAMERS & MOVERS

Bad Habit Brewing Company
Monday September 16
5:00 to 7:00 PM

Food provided by
Bo Diddley's
**Hustle Hour**

**Event:** Hustle Hour  
**Date:** September 16, 2019  
**Time:** 5:00 pm - 7:00 pm

Come listen to an impressive panel of professionals from Central MN who have been part of establishing a successful business in the area. Those individuals are the hustlers, dreamers, doers, movers, and shakers that have built brands and communities of their own. How do they do it? What are the challenges? Do they have any advice? We’ll find out!

**Blade:** Kyle Voss  
**Title:** President & CEO  
**Affiliation:** Monday's Brewery Company

**Ashley Green**  
Ashley Green of Greenleaf Furniture, got her start in an area from a very young age. She got her professional start in interior as a floral designer in 2002, and as her passion moved, so did her career. She fell in love with the pieces of furniture, began her business with assets borrowed in 2011, and grew her portfolio to a 10,000+ square foot retail and event space. She now spends her days managed in her network of antique furniture professionals, creating beautiful home arrangements, and living her best life. You can find her work at greenleaffurniture.com or on Instagram: greengreenleaf.

**Luke Riordan**  
Luke Riordan is the CEO and Founder of DAVITA Marketing. DAVITA Marketing moved to 2019. Since 1979 DAVITA has grown from a team of 3 to 500 and counting. With a large team of experienced marketing and digital recruitment professionals, DAVITA’s marketing approach has created over 200 descriptions clients who partner with DAVITA to help their organizations grow take and the DAVITA team have been recognized by the following initiatives: A four-time recipient of the Top 100 Company in Work by Wisconsin Business Magazine. DAVITA consistently ranks in the top 10% of Google AdPartners Emerging Entrepreneur award by the St. Cloud Chamber of Commerce Minnesota Chapter. President and CEO, and DAVITA Business Awards A 5 and Under by Minnesota Business Magazine. A Top 100 award from the St. Cloud Times.

**Mariah Elise**  
I am a wedding and portrait photographer located in South Dakota but I travel regularly through the Midwest and beyond. A little bit... to when I made a dream go. I learned playing pond hockey at the young age of seven. We would come home from school, covered in dirt on clothes. He was in college when I would meet my new husband. Photograph my first wedding, and bringing my hair and makeup artists who make me look amazing when she said, “Mariah, you’re an entrepreneur, you’re never going to work for someone else that long.”

**Venue:** Bad Habit Brewing Company  
**Venue Map:** http://www.badhabit.com/

**Professional Panel for the Hustlers, Dreamers & Movers**

**Bad Habit Brewing Company**  
**Date:** Monday September 16  
**Time:** 5:00 to 7:00 PM
A Marketer, Maker, & Picture Taker: Join us for the 2019 Hustle Hour

September 16, 2019

Do you have a dream to start your own business? Do you have a million questions about where to begin? Are you obsessed with Bay Kur’s “Hustle Hour”? This podcast or other stories about building a business? Do you wish you had the opportunity to ask a successful entrepreneur what it takes, the lessons they have learned along the way, the ups, the downs, and everything else in between?

AAF Central Minnesota will be hosting our 2nd annual Hustle Hour Event on Monday, September 16th from 5:30 to 7:30 at Bad Habit Brewery in St. Joseph, MN. Join us to hear from an impressive panel of some of Central Minnesota’s finest entrepreneurs. They are the founders, the dreamers, the doers. The ones who aren’t afraid to follow their dreams and create their own legacy. You’ll learn all about their journey of starting a successful business from the ground up and hopefully walk away with fuel to add to your fire.

We are very excited about the panelists who agreed to join us this year. These three entrepreneurs cast away their doubts and worked hard to become experts in their own respective areas. We have a maker, a maker, and a photo taker making this one of our most dynamic panels yet. Read more about filling, crafts, and Mariah and hear them tell their stories of triumph and failure from September 16th.

Ashley Green:
Ashley Green of Groovy Thimbles Inc., got her start as an artist from a very young age. She got her professional start in artistry as a floral designer in 2009, and has now expanded, allowing her career, she fell in love with the puzzle of fashion, began her business with an accent on 2013, and grew her product in 2018 to include wedding and event floral. She now spends her days immersed in her craft of unique floral arrangements, creating beautiful bridal arrangements, and designing her first book. You can find her work at greenthimbles.com or on Instagram @greenthimbles.

Luke Roridan:
Luke Roridan is the CEO and Founder of DAYTA Marketing, DAYTA Marketing opened in 2012. Since then DAYTA has grown from a team of 3 to 15 employees. With a large team of experienced marketing and digital recruitment professionals, DAYTA’s consultative approach has focused on over 150 subscription clients who partner with DAYTA to help their organizations grow. Luke also serves as a Board Member of Big Brother Big Sisters of Central Minnesota and is chair of the Board Committee at the Greater St. Cloud Development Corporation. Luke earned his degree from Saint John’s University in 2011 and lives with his wife, Kelly, and his two sons in St. Joseph, Minnesota.

Mariah Ellis:
Mariah Ellis is a wedding and portrait photographer based in South Dakota, the town where she grew up. Her degree in Business and Finance combined with an eye for detail has given her the unique perspective to capture the memories for her clients. She specializes in capturing the beauty of moments in time, from the big moments to the little moments in between.

Well, why not? Also, is there a better way to end your Monday than with beer + great conversation?
**Introducing Coffee with Creatives**

**September 17, 2019**

Join us for our next Coffee with Creatives on Saturday, November 2nd.

**Coffee with Creatives**

**Come Have Coffee with Us**

When we first began talking about starting a new monthly event for our members, we knew we needed something special. We began with a small idea – nothing was off the table. As the conversations continued, we kept coming back to one type of “hanging out.” A place where we could relax and enjoy a coffee, chat about our work, share our triumphs and frustrations that come with the industry, and enjoy the Central Minnesota community. Each monthly event will feature a different cafe in the Central Minnesota area. The event will be held at the Capital One Cafe to discuss topics, trends, and challenges relevant to the creative industry. It will also be a great opportunity to network with other creatives in the area.

**Coffee with Creatives FAQ**

Q: About us! Anyone is welcome to come as a guest of the AAFMN Board. Seven will be limited; after that you’ll have to become a member and you can come every time. Ask us your question and we’ll be happy to answer.

Q: When do Coffee with Creatives happen at the same time and place every month?

A: Yes! Capital One Cafe has graciously allowed us to use their space! Join us on Saturday, November 2nd at Capital One Cafe. Meet us there at the last Tuesday of every month from 2 to 3 or until 4.

Q: Will coffee and breakfast be provided? We’re not creative on an empty stomach.

A: Yes! We will be serving a light breakfast and coffee, which is included in the cost of attending.

Q: Is this a type of professional affiliation or a networking event?

A: Yes! It is a type of professional affiliation or a networking event. It’s a great way to connect with other professionals in the industry and learn more about what’s going on in the Central Minnesota area.

Q: How do I become a member?

A: Easy as 1-2-3. Check out our membership page for more information on how to join and what benefits you’ll receive.

**AAFM Central Minnesota**

November 23, 2019

Join us for our next Coffee with Creatives event on October 29th at Capital One Cafe. Everyone is welcome to join us as a guest.

Learn more: https://www.aafmn.com/events/october-coffee-with-creatives/

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**Club Achievement**

**Programs**

**Exhibit 4**
September Coffee with Creatives

September Coffee with Creatives
12 September 2019
7:30 am - 9:00 am

Where: Morning Networking, Learning, Insightful Conversations, & Coffee come together.

WHO: AAF Central Minnesota Members Only. All of our membership levels – Students, Freelance, Professional, and Corporate – qualify for Coffee with Creatives.

WHAT: Exclusive morning meetups with like-minded individuals included in your AAF/CM membership. We will conduct this monthly gathering via an open conversation and round-table style discussion. Each month a topic will be selected, and we will meet and converse on a topic relevant to the creative industry.

WHEN: Tuesday September 24th from 7:30 am to 9 am.

WHERE: Capital One Cafe St. Cloud – Meeting Room 2

Why? Our Board felt there aren’t the right professional networking opportunities explicitly dedicated to the large group of creatives in Central Minnesota. We wanted to bring together individuals who are interested in discussing the topics, trends, and challenges relevant to the creative industry. Secondly, we wanted to create an exclusive membership perk that provided value in a professional way – but a fun one, too!

Ultimately, we saw the need for a time and space where creatives – however you define yourself: writer, designer, account executive, developer – can meet and share their triumphs and tribulations with a group who, let’s face it, just gets it. Everyone who attends must be a current member of AAF/CM or a guest of an AAF/CM member.

POSSIBLE TOPIC IDEAS:
- Successful Paid Advertising
- Creating Brand Awareness
- Mood Boards
- Social Media Marketing
- Influencer Marketing
- How to pitch ads in Greater St. Cloud
- B2B vs. B2C Marketing
- How to make promotional products unique for the end-user
- Good Ad Design
- Launching a New Website
- Freelance Work

* Members can bring a guest every month! BUT the guest must be a new guest. No guest can attend twice without becoming an AAF/CM member.

Venue: Capital One Cafe – Meeting Room 2
Venue Website: https://www.capitalone.com/locations/usa

Address: 30 7th Ave S, St. Cloud, Minnesota, 56301, United States
Drum roll, please! Our 2019 CMYK Poster Show theme is...... TOTALLY 90's
Because damned if mom jeans, disposable cameras, scrunchies, bib overalls, and Tamagotchi's aren't making a comeback! Learn more here: www.facebook.com/events/2309392416041701/

We would like to take a moment and thank our partners of the 2019 CMYK Poster Show, Pantown Brewing Company, Wild Willie's Sandwich Shack and Jupiter Moon Ice Cream!

Here's a recap video from the 2019 CMYK Poster Show! Thank you to everyone who came out to the event and the incredibly talented designers who created the posters! The event was so much fun!
Shout out to Mike Thiens for creating this video!
Our poster show winners Mary C Bruno and Mo! Also a big thank you to Pantown Brewing Company for hosting and the beer! Wild Willie's Sandwich Shack for the food and Jupiter Moon Ice Cream.

"I'D RATHER BE HATED FOR WHO I AM, THAN LOVED FOR WHO I AM NOT."  - Kurt Cobain
CMYK Poster Show 2019
CMYK Poster Show 2019
@: October 23, 2019
2:00 PM — 6:00 PM
Upcoming Events

Welcome evening up on one of our favorite events of the year — the CMYK Poster Show! To create this event has been a true team effort, supported by a variety of industry partners. We are excited to showcase some of their best work and are looking forward to sharing stories and insights into the world of print.

For those of you who are new to the show, CMYK is one of AAFMN’s most competitive events, now in its 13th year. The purpose of this show is to challenge the printing industry to create, print, and display a poster that is thematically relevant to the CMYK theme. We encourage posters of all sizes and formats, but we do discourage the use of personal or commercial motives in the design.

Some key takeaways from the event:
1. CMYK Poster Show is a great way to showcase your creative skills and network with other professionals in the industry.
2. The event is open to all professionals, regardless of experience or background.
3. The CMYK Poster Show is a great opportunity to get feedback on your work from a diverse audience.

If you’re interested in participating or attending, please visit our website for more information. We hope to see you there!

Food Partners
Pantone

Poster specs & template
Download CMYK poster template

Artist Registration
All artists must register and pay the $50 fee.

Artist Submission
Once your poster is done, submit it by Friday, October 11th at 11:59 PM.

Subscribe to our newsletter

American Advertising Federation
Central Minnesota
350/5th Street N, St Cloud, Minnesota, 56301, United States

Website: http://www.ccmnf.org
Phone: 320-253-9200
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Photo Editing and Graphic Design Workshop with Ron Jacobson

Photo Editing and Graphic Design Workshop with Ron Jacobson
November 22, 2019
11:30 am - 1:30 pm

Doors/Lunch: 11:30
Event starts: 12:00

Ron Jacobson is a well-known portrait and landscape photographer from North Dakota. He is known for his award-winning photography and contributions to the industry. Ron has won many top print awards in state, regional, and national competitions, including both Fujifilm Masterpiece and Kodak Gallery Awards. Jacobson has also been recognized as a Top American Society of Photographers (ASP) and Top Certified Photographer. Beyond that, Ron teaches classes in lighting, composition, equipment choices, and post-processing. Additionally, he teaches graphic design and photo editing with Photoshop, Illustrator, and InDesign. Please join us as we learn from this award-winning, multi-nominated photographer!

In this workshop, we will focus on the fundamentals of photography and photo editing. You can also help with the direction of the workshop by filling out this survey. Please bring the following equipment if you have it: camera, laptop with Adobe Creative.

Food Sponsor

QDoba Mexican Eats

Venue: Auto Parts Headquarters, Inc.
Address: 2959 Clearwater Road, St. Cloud, Minnesota, 56301
Nominations for the Emerging Leader Award are now open! Due January 24th.

About the Award:
The American Advertising Federation of Central Minnesota’s Emerging Leader Award is now, established in 2017. This award was created to recognize young professional men and women who are making outstanding contributions to marketing, advertising, design, and/or communication. See More

Make Your Nomination
Emerging Leader Award

Nominations for Silver Medal Award are now open! Due January 24th.

About the Award:
The American Advertising Federation’s Silver Medal Award Program was established in 1959 to recognize men and women who have made outstanding contributions to advertising and who have been active in furthering the industry’s standards, creative excellence and responsibility in areas of social concern. Each year, AAFCM bestows this honor upon an outstanding member of the central Minnesota ad... See More

Make Your Nomination
Silver Medal Award
2020 American Advertising Awards

[100 Photos - Updated 25 days ago]

Photos from the 2020 American Advertising Awards ceremony.

[EVENT PHOTOS]