After an incredibly successful re-launch of the Tampa AAF branding and vision during the 2018-2019 year, the 2019-2020 incoming board was able to step into their leadership roles with an already successful and recognized platform in the Tampa Bay area. Their task was to now take it to the next level with new programs, new initiatives, and new spins on the typical educational networking events that AAF is most known for. The club operated this year with one main goal; make a splash in Tampa Bay by targeting a wider range of career fields, hosting bigger and better events in the top Tampa Bay venues, and use the platform for good.

**AAF Tampa Bay set four primary goals for the 2019-2020 year:**

1. **Long-range planning goal:** Continue to grow the following of the Tampa AAF chapter while also widening across its membership new career fields; such as marketing professionals representing new industries, entrepreneurs, event planners, and more.

2. **Analysis of member needs goals:** Set the standard to provide value at every event or social program hosted by the chapter, and include more professional growth opportunities to those who decide to become a member or continue their membership.

3. **Leadership organization and development goals:** Recruit and retain new leaders with diversified professions and experience levels leading to fresh perspectives and innovative ideas for club programs, initiatives, and events.

4. **Fiscal management goals:** Continue the momentum of the 2018-19 fiscal year by offering a variety of paid programs and membership incentives that provide value to retain existing members, encourage new membership at all levels - from individuals to corporate sponsors, and provide valuable paid sponsorship opportunities to local agencies and businesses.
Board Kick-Off Retreat:

This wide range of goals set the standard for the year; to push the Tampa AAF chapter beyond the usual day-to-day programs and meetings that has been in place for many years. Starting immediately from the board retreat, the new and returning board members were presented the President's ideas and goals for the year, given a goal-setting worksheet to start, and were tasked to “do at least ONE thing this year.” (1.1)

Some of the board members had already planned their one thing, and spent the retreat presenting those ideas to the rest of the team. For example the Public Service committee launched a brand new local program titled “Just Be•cause Tampa Bay”. When presented to the Board, the newest Public Service director explained that as an organization, we have unique talents and skills in the sector of marketing and advertising that nonprofits truly need support with. And they encouraged us as a board to move away from doing volunteer days to benefit ourselves. From the very beginning of the year, the precedent was set that as a board, the volunteers should be getting involved with public service opportunities, as true giving has no reward, so when asked why… the answer is #JustBecause. (1.2)

Results: The Board retreat was a great way to kick off the year and set the precedent for the focus of the year: teamwork, innovation, and public service. Board members had the ability to connect face-to-face and align on common interests in order to form the core committees for the year. To kick off the Public Service initiative, the board also participated in the first AAF Give Back Day by volunteering at Metropolitan Ministries, supporting their kitchen and warehouse staff. (1.3)

All 25 board members in attendance at the retreat have done their “one thing” and all 25 board members who started on the board in June are still currently active on the board, with 0% turnover. Additionally, by
branding our non-profit efforts under one umbrella, Just Be•cause Tampa Bay, members and participants experienced cohesive messaging regardless of the specific event or method of delivery.

**Defined Board Roles:**

With 25 active board members across multiple disciplines and values, teams quickly began to form.

**Public Service:** The Public Service committee consisted of three board members who came up with the #JustBecause local initiative and quickly started planning their kick off event. (2.1)

**Their Goals:**

1) Create a memorable brand identity for AAF Tampa Bay’s Public Service that empowers people to be part of the program
2) Promote and strengthen partnerships with at least 5 local non-profit organizations
3) Produce 2x more volunteer opportunities than previous years for members and non-members to give back

**Diversity & Inclusion:** The Diversity committee consisted of four local professionals of various ethnic backgrounds and career roles, who set out to use the AAF platform to speak on diversity and inclusion in the advertising and marketing industry. (2.2)

**Their Goals:**

1) Open a dialogue on ethnicity, identity, and unconscious bias in the advertising industry
2) Empower students and young professionals of color through guidance and advice
3) Inspire companies, agencies, and studios in Tampa Bay to cultivate a culture of inclusivity and increase diversity on their teams

4) Highlight accomplished professionals of color in our local ad community and their stories through an ad campaign on the Tampa AAF social pages

**Education:** The Education team consisted of two individuals; one who currently works at the University of South Florida as an adjunct professor of Mass Communications, and another who was passionate about educating the next generation of advertising professionals. (2.3)

**Their Goals:**

1) Visit at least three local schools to educate them on the available development opportunities through Ad 2 and AAF Tampa Bay

2) Provide relationship building opportunities for students and young professionals, to support their professional growth

**Membership:** The membership team consisted of two new board members who were already very involved and recognized in the community. This committee set out to make AAF approachable and valuable to local professionals who were looking to grow their network and were aligned about our active values. (2.4)

**Their Goals:**

1) Achieve 100 active members at the Professional Membership Level by EOY

2) Achieve 10 Corporate Plus/Business Memberships by EOY

3) Retain 85% of all members YoY.
4) As a committee, to participate, attend, speak and advocate at every AAF-Tampa Bay networking event or meeting.

**ADDYs:** With the largest project of the year being the American Advertising Awards, the Gala was structured with a different approach than in past years. In an effort to allow more agency participation and engagement, the ADDYs was split into three programs and promoted using the overall theme of the year - “Desert Oasis”. (2.5)

1) The ADDYs Afar Workshop invited all local professionals and students to come to a brewery to learn from a longtime AAF Past-President and expert, on how to enter and (hopefully) win an ADDY.

2) The ADDYs Bazaar Gallery Night invited all local professionals, agencies, and students to view the work that was submitted in one place; across the University of Tampa R.K. Bailey Studio walls. Sponsors helped provide food + drink, and over 100 guests were in attendance to support the advertising industry.

3) The ADDYs Oasis Gala invited the entrants, local professionals and students, and the public, to come together in one place at an outdoor venue. The show was a mix of a live awards show and a reel, allowing guests to be entertained and meet almost half of the AAF board. Over 250 guests were in attendance, and almost half stayed for the after-party which was hosted in the Silo Garden with a DJ, Hookah lounge, late night snacks and drinks for people to mingle and connect.

**Methods Used:** The methods for this year's growth and development of the Club included pre-planned budgeting, consistent branding and promotion, and tracking of feedback. Each event had a budget; and for most of our programs this year, sponsors were recruited to offset costs of the club while allowing guests
to attend at either free of charge or a low registration cost. For example our Public Service committee obtained two $250 sponsorship checks from two local agencies who were very involved in nonprofit pro bono work. This covered the costs of the venue & drinks for guests, so we were able to not charge and have a larger audience attend. Most recently, we were approached by Sharpspring, a marketing automation company in Florida, who offered the club a $1,000 check if we promoted an upcoming event they planned to host in Tampa. We were able to utilize our large following and presence in the community as a way to offset event costs or even make the club a small profit, to use towards future events! (3.1)

To allow consistent branding throughout the year, but not bog down one creative director for the entire year, the board was given overall branding guidelines for the AAF Tampa Bay club and creative director responsibilities were split. To track the feedback of events, a survey was sent out to all guests in attendance to gain notes and hear how the experience was. The feedback was usually positive and was extremely helpful as we moved forward with planning additional events and promotions. (3.2)

**Fiscal management:** Before setting out to create a yearly event calendar or a membership growth strategy, the leadership team first met to discuss one of the most important aspects of the club; budget. Our President, Treasurer, and Executive Director met and sat down at the very beginning of the year and laid out a plan for each area of the club. Membership due goals were set, programming budgets were set, we even came up with a goal for how much we hoped to earn from the ADDY entries and the Gala! This was a great way for the leadership team to set the standard for the year before setting outlines and standards with the board.
At each monthly board meeting, the team would review and vote on the budget. While there were times when we had overspent or had under budgeted, the leadership team had processes in place that made sure we came back to our one common goal of continuing the financial momentum we had already started as a club. (3.3)

**Results:** Overall, we have met our goals or exceeded them, and a large part of this success was because we had planned ahead of time. Our corporate partnership dues are up, our membership dues are up, and for the first time, we even brought in non-membership dues related to sponsorships that offset other costs such as the ADDYs Gala.

**Conclusion:**

The AAF Tampa Bay Chapter experienced great success this year in all of the initial goals that were set for the club. The board consisted of a variety of new members from a diversity of backgrounds and experience levels - resulting in fresh ideas and an infectious enthusiasm at each and every event this year. The increased focus on both Public Service and Diversity gave a new perception of the chapter, positioning our group as a local partner with other organizations trying to improve the greater Tampa Bay area for individuals and nonprofits alike. Programs were carefully planned to address the needs of our existing members and attract potential members, and feedback was gathered following each activity in order to better inform the planning of future events. Due to the increase in participation in planning, art direction, and execution for each event, no one board member was overwhelmed with responsibility. We met the fiscal goals set for the year due to the constant evolution of club programming, promotion of membership benefits leading up to and during events, and outreach from the board members.
1.1: Defined Board Roles
WILL THE REAL ADVERTISERS PLEASE STAND UP?

AAF Tampa Bay is possible thanks to a volunteer board of motivated professionals from all backgrounds and all over the Tampa Bay area. They lead because they are passionate about the impact of advertising and providing value within the community.

Interested in being a part of our board?

GET INVOLVED

BOARD MEMBERS

ALEXIS QUINTAL

AAF POSITION
PRESIDENT

CONTACT
president@af-tampabay.org

PROFESSION
SALES MANAGER
TAMPA RETAIL MEDIA
1.2 Public Service Initiative

We're launching our first Just Because Give Back day, where we've partnered with NOMAD Art Studio to bring art & creativity to kids living in Foster Homes in St. Pete. We hope you will join us in giving back on a Sunday afternoon. To see more information, please visit the Be•cause Tampa Bay group.

12/08 NOMAD @ Group Foster Homes
American Advertising Federation - Tampa Bay

Published by Alexis Rose Quintal | November 8, 2019

We’re excited to announce our newest initiative set to connect local professionals in the industry with non-profits in need. Are you interested in using your creativity for good? Join us on November 17 for our launch event, Be-cause Tampa Bay, a non-profit showcase hosted at Creative Loafing in Ybor City. Have a mimosa and pastry on us, and discuss the cause you are most passionate about! 🥂
https://aaf tampabay.org/causes

November 17
Charity begins at home & home is AAF Tampa Bay

277 People Reached 17 Engagements

Like Comment Share
BE•CAUSE TAMPA BAY

When: November 17, 2019
1:30 PM - 3:00 PM
Location: CL Space, 1911 N 13th St, Ste W200, Tampa, Florida 33605

Registration
• All attendees (members and non-members)

Registration is closed

BE•CAUSE TAMPA BAY

Who: Advertising professionals & non-profit organizations that are transforming Tampa Bay

What: Tampa’s first non-profit showcase highlighting local causes for you to learn & be inspired while socializing over coffee & mimosas

When: Sunday, November 17 from 1 to 3 p.m.

Where: Creative Loafing’s gorgeous CL Space in Ybor City

Why: To find a cause that speaks to you. True giving has no reward, so when asked why... the answer is JustBecauseTampaBay

How: This event is free. Tickets include coffee and pastries by Blind Tiger Cafe, plus mimosas.

Thank you. We hope you can make it. Cheers!
2.1 Public Service Committee
1.3 Board Retreat Volunteering at Metropolitan Ministries
2.1 Just Because Kick Off Event
2.2 Diversity Committee & Speakers
2.2 Diversity Initiative

Diversity in the advertising industry is vital for creating stories that connect with all audiences. AAF Tampa Bay strives to foster diversity and inclusivity by opening a space for conversations on ethnicity, identity, and unconscious bias in the workplace. Our goal is to nurture a community of support, empathy, and respect which will inspire a diverse generation of up and coming advertising professionals.

AAF & our sister organization, Ad 2, are empowering all advertisers and professionals in Tampa Bay to speak up about ethnicity, identity, and unconscious bias in the workplace. We believe that conversations can break down barriers which is why our initiative highlights leading professionals of color in our community. Through our social media campaign called “Know Your Worth,” they will share their stories, the struggles they overcome, and the resilience they gathered through these experiences. This is the start of change.

If you or someone you know would like to be featured in this campaign send an email along with your resume/LinkedIn to diversity@AAF-tampabay.com.
**Speak On It**

“Speak on It” is an intimate speaker event held at The Raw Studios on Dec 5, 2019 where the audience will get to hear directly from accomplished professionals of color in the Tampa Bay ad community. They will speak about their professional journey to shed light on the triumphs and challenges of being a person of color (POC) navigating an industry that seeks to be diverse yet remains largely homogenous overall. Their stories will provide advice to fellow POCs still working to establish their career and will offer insight to those interested in developing a more inclusive workplace.

Whether you are an advertising professional, a student, an artist, or a nonprofit, you are connected to the advertising community in some way, and we hope you will join us in breaking down barriers.

**The Raw Studios**

The Raw Studios is a production and media studio focusing on film, photography, and international branding campaigns. Everything they do is RAW and REAL.
American Advertising Federation - Tampa Bay
Published by Alexis Rose Quintal (?) - November 16, 2019 •

We're excited to launch a new initiative designed to open a dialogue on ethnicity, identity, and unconscious bias in the advertising industry using real people and real stories. Keep an eye on our feed for some local leaders who have learned their worth and have shared their story with us. 👑 On December 5th, we'll come together for an intimate event at Raw Studios in St. Pete to hear from some amazing speakers who identify as professionals of color. Visit diversity.a aftampabay.org for more information.

#KnowYourWorth

#KnowYourWorth
We had the pleasure of meeting Dexter Fabian, founder + publisher of I Love the Burg and That's so Tampa, and he shared his thoughts on how diversity positively influences creativity in our industry. 😎

“Your culture makes you unique. It makes you stand out in a crowd. You can’t run from it.”

Thanks for sharing your story with us, Dexter! #KnowYourWorth

420
People Reached

50
Engagements

1 Share
2.3 Education Committee at University of Tampa

Huge thanks to the professionals!
@mckay_advertising
@aftampabay
@ad2tampabay

Repping AAF at the UT Ad club!
2.3 Education Committee at the University of South Florida

GETTING STUDENTS HYPED ABOUT EDUCATION EVENTS
2.4 Membership Committee
2.4 Membership Committee Outreach

Hey George!

We can’t believe another year has come and gone! So many exciting things have happened in the last year and even more to come in 2020! With our entire NEW Board of Directors here at AAF, stunning REBRAND, and more inclusive EVENTS— we want YOU here!

- November 9, 2019: Beach cleanup
- November 17, 2019: Nonprofit Showcase (Just Because)
- December 5, 2019: Diversity Speak On It Event
- February 20, 2020: ADDY’s Gala

We see that your membership has expired and wanted to reach out from AAF’s newly appointed Membership Director! Stephanie and I will be your point of contacts and here to answer any questions you may have about your renewal process.

You may have noticed our rebrand came to life! And with our rebrand, comes a new VISION, MISSION, and GOALS. As the unifying voice for advertising right here in our own backyard, now more than ever— we need all our creative gurus on board.

This year, we plan to take on new initiatives impacting local non-profits, Hillsborough County public schools, lobbying our local and state governments, expanding our collegiate level chapters, and diversity projects that culminate race, gender individuality, and workplace inclusion— with so much to be unveiled. We’d love to have you this year and help us bring these programs to LIFE.

We understand things come up and there is no need to rush this decision TODAY. Currently, we have you as a Preferred Member Status. Again, we want to answer any questions you may have, membership levels that AAF offers, and can even do a call and see where you can get plugged in RIGHT AWAY with any of our exciting programs!
2.5 ADDYS Branding & Promotion
The best of advertising is on its way — the Tampa Bay ADDY Gala will take place on February 20, 2020 — the awards celebrate creative excellence starting locally in our city before going statewide and then, Admerica, come June 2020.

It all starts now with the Call for Entries officially open! To learn all about the American Advertising Awards from entering, judging and attending the show, join us for our free ADDYs Afair workshop in two weeks on December 19, 2019 at Flying Boat Brewery or visit aaf tampabay.org/awards.

The last day to enter the awards is January 10, 2020

If your agency is interested in stealing the show at the ADDY gala, we can create a custom package that includes discounted submission fees, event tickets and the opportunity to be featured on all of our communications. To collaborate, please contact president@aaf tampabay.org and view aaf tampabay.org/membership.

We can’t wait to unite all of the area’s agencies and talent together!

Warmly,

Alexis Quintal
President
Get your ticket to the OASIS -- 2.20.20

Dear Colleen,

Thank you for your continued support & involvement with the AAF Tampa Bay organization. We're looking forward to bringing everyone together to see who will take home the Gold at the ADDY Oasis Gala on 2.20.20, to be hosted at Tabellas at Dunes Creek.

Due to your current package as a corporate AAF member, you receive three complimentary tickets to the ADDYS Gala. Please use code Blusa2020 when registering at aaf tampabay.org/awards.

Please share the invitation with a friend or colleague! Tickets to the event include two drinks from the bar, hors d'oeuvres, valet, hookah lounge, and professional photography. If you're coming from St. Pete, we've even booked a party bus for those who'd prefer to ride there and back in style! To keep the night glowing, we're hosting a free after party in the adjacent Silo Garden; we'll be dancing under the stars.

Thank you to our sponsors:
SandyAlexander
Three Cheers Production
Clear Channel Outdoors
MediaLab 3D Solutions
ADMO
Film Tampa Bay

---

American Advertising Federation - Tampa Bay is at Tabellas.

Experience the Oasis & cheer on the winners of this year’s American Advertising Awards.

2.20.20
Buy your tickets at aaf tampabay.org/awards.

---

748 People Reached
63 Engagements
3 Shares
3.1 Sponsors

MIMOSA BAR
pour some bubbly.
cheers to a cause.
enjoy.

Made possible by:
SPARK &
SPARXOO
Connor Storch  
November 6, 2019

Fresh off the french press 📩 Our non-profit showcase Be-cause Tampa Bay is now FREE for all to attend, thanks to community partners like Roberto Torres of Blind Tiger Café! Come mix & mingle with local non-profits & ad agencies, while sipping coffee & mimosas. Please make sure to register for our Sunday social through the ticket link, so we have an accurate headcount. We’ll start announcing the non-profits this week… We hope to see you all there!

—Connor, AAF Public Service Director
Don’t forget to register for Sharpspring’s Agency Huddle this Wednesday 2/26!

GAME CHANGING STRATEGIES FOR AGENCY GROWTH

FEBRUARY 26, 2020 | 11:30AM-1:30PM |
RAYMOND JAMES STADIUM - BAR 76
### 3.2 AAF Branding Guidelines

<table>
<thead>
<tr>
<th>AAF Branding.zip</th>
<th>7 items</th>
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<tbody>
<tr>
<td>ADDY Portal</td>
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<td>Buisness Cards</td>
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<td>Links</td>
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<td>AAF BRANDING Report.txt</td>
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<td>AAF BRANDING.ai</td>
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3.2 Event Survey Feedback

Just Because

How did the program meet your expectations overall?

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<th>Score</th>
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<th>Percentage</th>
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<td>5</td>
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Which of the non-profits stood out to you, and why?

<table>
<thead>
<tr>
<th>Non-Profit</th>
<th>Reason</th>
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<tbody>
<tr>
<td>LWV</td>
<td>Heart Gallery and Feeding Tampa Bay - they both have really great mission and impact on community.</td>
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<tr>
<td></td>
<td>NOMADstudio - I loved the concept of bringing art to kids who don't have access to it in their daily lives.</td>
</tr>
<tr>
<td></td>
<td>NOMAD Studio because it was the most unique and super local as opposed to some of the larger charities that are already well-known.</td>
</tr>
</tbody>
</table>
Would you recommend this event or a future AAF/Ad 2 event to a friend or colleague?
5 responses

- Absolutely!
- No, it wasn’t my thing

100%
Diversity Event

How did the program meet your expectations overall?
6 responses

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<th>Rating</th>
<th>Count</th>
<th>Percentage</th>
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<tr>
<td>5</td>
<td>6</td>
<td>100%</td>
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</tbody>
</table>

Which of the speakers stood out to you, and why?
5 responses

I thought everyone gave some really insightful comments. I was moved by both the female speakers and their stories they shared.

MaryAnn. She was well prepared AND used the proper storytelling guidelines which helped carry her message. It was memorable.

Marianne Akinboyewa. She commanded the whole rooms attention when speaking and her story really touched me.

Mary Anne for sure. Her story really resonated with me as someone whose name is always mispronounced. It sounds obvious now but she opened my eyes to how showing respect toward what people want to be called can go beyond names but gender and identity too.

Ralph. I never realized the important distinction between diversity and inclusion until he laid it out so plainly. Micheline. It’s so important to have an advocate and she made me realize my own need for one. The last speaker (sorry lol). I’m really interested in reading his article!

Michelin and Adrienne - Really great perspectives and thriving confident stories - love Serena quote and mantra to live by.
Would you recommend this event be annual or one-time only?
5 responses

- Annual for sure: 80%
- One time made an impact: 20%
- Twice a year: 0%

Would you recommend this event or other AAF events to a friend?
6 responses

- Absolutely: 100%
- No, it wasn’t my thing: 0%
3.3 Budget Review

BOARD MEETING - AGENDA
8.6.19 // 5:30pm

Meeting called by: Alexis Quintal, 2019-20 President
Attendees confirmed via email: Alexis, Stacey, Jesse, Edgar, Iram, Jessie, Xavier, Sarah, Savannah, Kate, Stephanie

<table>
<thead>
<tr>
<th>Presenter</th>
<th>Topic(s)</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexis - President</td>
<td>Welcome &amp; Exciting Board Updates Communication Preferences Head Shots</td>
<td>10 minutes</td>
</tr>
<tr>
<td>Stacey - Incoming President, Secretary, Club Achievements Chair</td>
<td>Going Green – Consent Agenda &amp; Meeting Minutes Club Achievements – Getting ahead of the game this year!</td>
<td>5 minutes</td>
</tr>
<tr>
<td>Kate Whatley - Government Relations &amp; Advocacy</td>
<td>Addy to-do list and timeline</td>
<td>10 minutes</td>
</tr>
<tr>
<td>Sarah - Executive Director</td>
<td>Budget for 2019-2020</td>
<td>10 minutes</td>
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</tbody>
</table>