The American Advertising Federation has had, since its inception, a list of values and goals that provided the organization and its members a common mission. The Tampa Bay AAF chapter set out this year to continue the momentum that was started in a community that has shown interest in finding unity and value in an organization. The Tampa AAF chapter set goals to educate the community on what type of a difference we can make in the government relations sector. The Diversity committee launched its first ever speaker series. The Education committee reached out to multiple colleges in the area to educate them on the development opportunities through AAF. We felt that we provided the community with the common goal they were looking for; growth.

**Category: Diversity & Inclusion**

**Goals:** The AAF Tampa Bay Diversity Committee set lofty goals for the 2019-2020 year. Their initial goal was to plan a campaign that would open a dialogue on ethnicity, identity, and unconscious bias in the advertising industry in hopes of empowering students and young professionals of color through guidance and advice. The goal was that through this open conversation, it would inspire companies, agencies, and studios in Tampa Bay to cultivate a culture of inclusivity and increase diversity on their teams.

**Program: Speak On It**

**Target Audience:** The audience for this campaign and event ranged from freshman in college, to CEOs of local agencies, but the goal was that there would be representation from a variety of races and genders.

**Strategy/Execution:** As advertisers, we recognized our role as storytellers, and we sought to shine a light on the importance of telling stories that can connect to an array of audiences. Our Diversity & Inclusion
team agreed that a critical step in doing so was having talent from an array of backgrounds on those advertising teams who feel supported, included, and empowered to be who they are—which is not the case for many agencies across the country. The team developed initiatives, such as the program Speak On It, that highlighted accomplished professionals of color in our local advertising industry and that brought up the topic of unconscious bias. (1.1) This event featured four speakers who were accomplished professionals of color in our local advertising community. We built a microsite to articulate our mission and promote the Speak On It event at diversity.aftampabay.org (1.2). After rolling out the microsite, we launched a social campaign called #KnowYourWorth which lasted for 6 weeks (1.3). For this campaign, we interviewed five professionals of color who shared their stories, the struggles they overcame, and the resilience they gained through these experiences. At the end of the campaign, we announced the date of the Speak On It event, where we invited our followers to register to continue the conversation we had started in person (1.4).

The Speak On It event was hosted at Raw Studios in St. Pete, a unique art studio in the Warehouse Arts District of Tampa (1.5). Wakamolé Food Truck donated their time to serve our guests authentic Mexican bites, and Pour Taproom St. Pete donated beer and wine as refreshments for our guests (1.6). The event agenda consisted of an opening from the Diversity Committee, an overview of the value of an AAF membership, followed by each speaker sharing their story in 10 minute segments (1.7). The speakers came from different backgrounds and career paths but shared similar feelings of unconscious bias in their workplace (1.8). They spoke about their professional journeys to shed light on the triumphs and challenges of being a person of color navigating an industry that seeks to be diverse yet remains largely homogenous overall. The event ended with a Q&A portion where guests had the opportunity to directly
ask questions to the speakers. The goal of this event was to provide advice to fellow persons of color still working to establish their career and offer insights to those interested in developing a more inclusive workplace. The Diversity & Inclusion team, which consisted of four chairs and our board president, stayed in touch through the planning process primarily via Slack (1.9).

Promotions: Social media, email blasts, microsite splash page, and event announcements

Results: Through the social media campaign and the program hosted by the Diversity & Inclusion committee, accomplished professionals of color in our local ad community were highlighted. At the event, the speakers broke down barriers in the Tampa Bay advertising community by leading a conversation. Afterwards, we sent a survey after the event to all guests who were in attendance to get their feedback. 100% gave the overall experience a 5 out of 5. Guests had the option to specify which speakers stood out to them and why. Each of the speakers were mentioned for different reasons, but all feedback was positive. When asked if this should be an annual event, 80% said yes; while, the other 20% suggested that the speaker series occur bi-annually. 100% of survey responses stated they would recommend AAF events to a friend. (1.10)

Category: Government Relations

Goals: AAF Tampa Bay takes an active role in government affairs as it relates to the advertising industry. This year, our Government Relations and Advocacy team set out with the dual-goals of promoting favorable legislation and countering adverse legislation at the State level.

Program: Advertising Day
Target Audience: Our goal was to speak to every member of the Senate who represents us back home and promote Senate Bill 362 which, in brief, would provide funding for Visit Florida—a not-for-profit corporation created as a public/private partnership by the Florida Legislature to advertise travel and tourism in our state.

Event Details: On Tuesday, November 5th 2019, members of the AAF 4th District including -- the AAF Tampa Bay Government Relations and Advocacy Chair -- gathered in Tallahassee in a collective lobbying effort called “Advertising Day” to make the advertising industry’s presence known during our legislature’s “committee meetings.” (2.1)

Strategy: Before Advertising Day, our Government Relations and Advocacy Chair spoke with the AAF 4th District lobbyist to learn what topics may come up during the legislative committee meetings. We reached out to staff members of the Senators whom we wished to meet with to let them know we were coming for Advertising Day and to see if we could set an appointment with the Senators. (2.2) We also researched which committee meetings would be taking place while we would be in Tallahassee to see if any would be applicable for us to attend. (2.3)

Execution Tactics: To make our industry presence known, we met with several members of the Florida Senate and/or their staff. We visited the offices of six State Senators, including the Senate President who is from our AAF Tampa Bay Counties. We spoke directly with the staff and left supporting literature for the Senators to review. (2.4) Our conversations with the legislators and staff focused on promoting Senate Bill 362. Our Government Relations and Advocacy Chair also attended the Senate Committee Hearing for Senate Bill 362 (extending funding for Visit Florida) alongside our American Advertising Federation.
Fourth District Lobbyist, Jack Hebert. During this Committee Hearing, Mr. Hebert was called on and spoke on the record in support of the Bill on behalf of the AAF Fourth District and AAF Tampa Bay. (2.5)

After the Committee Hearing, our Government Relations and Advocacy Chair visited Senator Hooper’s office along with Mr. Hebert to thank him for writing the bill in support of Visit Florida and Florida’s advertising industry. (2.6)

**Results:** Our Senate-heavy strategy paid off. Senate Bill 362 extending funding for Visit Florida and our state tourism advertising unanimously passed in the Committee Hearing. Once the Senate and House were officially in session, there was a lot of further debate on the funding of Visit Florida via both Senate Bill 362 and corresponding House Bill 213. Ultimately Senate Bill 362 passed in the Senate on 2/13/2020 with YEAS 36 NAYS 0, effectively funding Visit Florida through October 1, 2028. (2.7) It was an exciting year advocating for favorable legislation, opposing adverse legislation as we achieved our goals and helped make a tangible impact on Florida’s advertising industry.

**Category: Advertising Education**

**Goals:** The AAF Tampa Bay Education committee set two primary goals for this year; including visiting at least three schools to educate students on the available development opportunities through Ad 2 and AAF Tampa Bay, while also providing relationship building opportunities for students and young professionals, to support their professional growth.

**Program:** *Campus Road Show*
**Execution/Tactics:** 3 different road shows took place where the Education committee visited local college campuses including: University of Tampa, The Art Institute of Tampa, and University of South Florida. At each location students were given an opportunity to interact with AAF-TB and Ad 2 leaders, as well as to ask questions about the clubs and careers in advertising. Promotion was done using email. (3.1)

**Target Audience:** College juniors and seniors enrolled in an advertising or design related major. The strategy was to introduce students to different members from the AAF-TB and Ad 2 Tampa Bay boards and persuade them of the value of club membership, utilizing discussions and a presentation. (3.2)

**Results:** Campus Roadshows are designed to give students an opportunity to be introduced to what AAF-TB and Ad 2 Tampa Bay are about and the importance of joining a student chapter on their local campus (if available). Overall, we met with a total of 100 students and have given each of them the opportunity to join or get involved with Ad 2 Tampa Bay or AAF Tampa Bay.

**Category:** American Advertising Awards

**Goals:** The AAF Tampa Bay ADDYs committee set out to bring a fresh perspective into the ADDY Awards season this year. In order to best communicate during call-for-entries, promote events such as gallery night, and sell tickets to ADDYs, the committee set out to create a consistent theme and branding for the entirety of the ADDYs season. The third goal was to of course increase entrants YOY, increase attendees at the events YOY, while also diversifying the agencies and professionals who participate.

**Strategy/Execution:** The American Advertising Awards season was broken up into three cross-themed programs.
Afar // A free ADDYs workshop where all local professionals who were interested in entering their work were invited to Flying Boat Brewery (one beer on us per entry!) We brought a long-time AAF Past-President to do a presentation on how to enter and to answer any questions they may have. (4.1)

Bazaar // The ADDYs Gallery night, hosted at the University of Tampa R.K. Bailey studio, brought in 100 local professionals and students to admire the work that was entered. Our sponsor, SandyAlexander, provided complimentary drinks and snacks and a $10 donation was given by guests at the door to help earn money to offset ADDY Gala costs. (4.2)

Oasis // The biggest event of the year was the American Advertising Awards Oasis Gala. Themed as a Desert Oasis colorful cocktail event, the venue was a completely outdoor space with a stage, hookah lounge, silent auction, and more. Over 250 tickets were sold, and 6 sponsors signed up to either donate money or services to make the event a success. (4.3)

**Promotions:** Microsite, social media, email marketing. (4.4)

**Results:** In order to successfully communicate this year, we first set out to create a consistent theme and branding for the entire ADDYs season; which was successful with our Desert Oasis/Arabian Nights theme. The creative branding guidelines for the Bazaar, Afar, and the big Oasis event was presented to the entire board last Fall. You will see the consistency in all of our creative assets. (See 4.1-4.3) We also hoped to increase participation in a competitive market with a large number of advertising agencies and creatives. We set this goal because in previous years, we had noticed inconsistencies in the agencies who entered, and often one or two agencies winning the majority of the awards. This year, by increasing our personal communication with agencies and creating consistent ADDYs email and social campaigns (plus
a HYPE video), we increased the total ADDY entrants by 85%! While our ticket sales to the gallery night
and the Gala stayed relatively equal to the past years, we recognized that nearly half of those guests were
attending for the first time. (4.5)

Last but not least, we brought a breath of fresh air into the ADDYs Oasis Gala by creating a show with a
mixture of live awards in addition to the traditional reel. The script provided a mixture of voiceover silver
ADDYs awards, live announced Gold awards, and live announced Best of the Bay Awards. Eight of the
AAF board members stepped up as announcers, and in the script we also included opportunities to talk
about the value of an AAF membership, highlight diversity and inclusion initiative as well as public
service. Following the conclusion of the show, the after-party was hosted at the same venue but within a
different outdoor area, allowing a larger number of attendees to stay. (4.6)

Overall, we received positive feedback in regards to the new venue and format of the show. We sent out a
survey, and 85% of participants said the venue was perfect for the show. 60% of survey respondents said
they enjoyed having the after party in the same venue (the other 40% were unable to stay). When asked
about the live format of the show, 30% loved it, and 60% liked it. (4.7)

**Conclusion:** The Tampa Bay AAF chapter was successful this year in educating the community of our
various cornerstone initiatives and events. We increased involvement and attendance, while also
increasing our audience through social media and communications. We feel that the success of this year
will only continue as we bring in fresh faces and backgrounds, and hope to continue to grow in these
areas.
Exhibits

1.1 Speak On It Event
1.2 Microsite

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 affinity, 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 overcame, and the resilience they gained through these experiences. This is the start of change.

If you or someone you know would like to be featured in this campaign send us 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.aafftampabay.org for more information.

#KnowYourWorth
1.3 #KnowYourWorth Social Campaign

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

Boost Unavailable

1 Share
American Advertising Federation - Tampa Bay

Published by aattampabay [?] · November 17, 2019 · 🌟

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. 🌟

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

---

420
People Reached

50
Engagements

Boost Unavailable

1 Share
American Advertising Federation - Tampa Bay is with Paola Formentano-Schifino in Tampa, Florida.
Published by Alexis Rose Quintal 11/2019 - November 20, 2019 - 🌟

Paola Schifino, co-founder of Schifino Lee Advertising & Branding started her firm to focus on the development of strategic integrated campaigns. However from the very start, she understood the importance of a diverse team and how valuable these insights can be. “In the future, I hope that people will look beyond stereotypical appearances and deeper into people’s talents, skills, and cultural differences.” Thanks for chatting with us, Paola. 🌟 #KnowYourWorth

![Paola Schifino](image)

---

216 People Reached  
25 Engagements  
Boost Unavailable

12 Likes
American Advertising Federation - Tampa Bay is with Michael Nolasco in Tampa, Florida.
Published by Alexis Rose Quintal on November 24, 2019

Our third #KnowYourWorth interview was with Beach Lion co-founder and creative director, Michael Nolasco. When Mike mentioned he was obsessed with film, design, painting large canvases, and taking photos we were like SAME. But more importantly, he spoke about how he’d love to see more diversity in film, especially in the commercial and advertising industry. “I see a decent amount of diversity behind the scenes, but just not enough from the folks driving the vision of the spots.” We 100% agree and hope to be a catalyst for this change. #KnowYourWorth

MIKE NOLASCO
KNOW YOUR WORTH

“EVERYONE HAS THEIR OWN STORY TO TELL. HAVING A DIVERSE TEAM HELPS WITH COMING UP WITH THE BEST SOLUTION FOR ANY PROJECT.”

717 People Reached
157 Engagements

Boost Unavailable

😊😊😊 15

3 Shares
American Advertising Federation - Tampa Bay is in Tampa, Florida.
Published by Alexis Rose Quintal - December 2, 2019

Esther Voliton is a Sr. copywriter and content strategist who has traveled the country working at agencies such as R&R Partners, Tracy Locke, and more, but she returned to her hometown roots in Florida about 10 years ago. 🌞 During her time in the industry, she noticed very few people of color working as copywriters or in leadership roles. Esther fondly recalls one agency role model who is extremely proud of her culture, which has inspired her to be a mentor for other professionals who are trying to find their place. 🖤

#KnowYourWorth

“Change takes a long time. But there has been progress to the path of more representation.”

265 People Reached 18 Engagements Boost Unavailable

10 Likes 1 Comment
1.4 Speak On It Social Campaign

American Advertising Federation - Tampa Bay

Published by Alexis Rose Quintal • November 27, 2019

We're just over one week away from our next event, to be hosted on 12/5 at the Raw Studios in St. Pete with food truck bites + brews. 🍺
Join us as we showcase local art and speakers who identify as professionals of color, all focused on the topic of diversity and unconscious bias in the workplace. 🌐
RSVP and learn more at diversity.aaff tampabay.org.

<table>
<thead>
<tr>
<th>108</th>
<th>People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>Engagements</td>
</tr>
</tbody>
</table>
American Advertising Federation - Tampa Bay

Published by Alexis Rose Quintal (?!) - December 3, 2019

Only two days until our Speak On It event at Raw Studios! 🎤 We can’t wait to introduce you to our four accomplished speakers and cultivate a community of inclusivity. Don’t forget to RSVP- spots are limited and we’re raffling off Pour Taproom gift cards to those that sign up prior to the event. 😊 To learn more, visit diversity.aaf tampabay.org

Speak On It
1.5 Speak On It Venue – Photos
1.6 Event Sponsors

American Advertising Federation - Tampa Bay

November 29, 2019

We’re excited to see you at the Speak On It event next week! We have some amazing food truck + brew hosts joining us for the event! Wakamole Mexican bites will be here to feed us guac & call us pretty 😍
Pour Taproom St. Pete has provided cases of beer + wine for guests. Drinks included in ticket 🍻.city We’re even raffling off $5 Pour Taproom gift cards!
To enter, RSVP using the link: diversity.aaf tampabay.org

![Event Sponsors Image]
### 1.7 Event Agenda

#### SPEAK ON IT AGENDA

**Date:** Thursday, December 5, 2019  
**Event Time:** 5:30 pm - 8:30 pm  
**Space Booked:** 4:30 - 9:00 pm  
**Location:** The Raw Studios  
**Address:** 2938 Emerson Ave S, St. Petersburg, FL 33712

<table>
<thead>
<tr>
<th>TIME</th>
<th>SPEAKER</th>
<th>LENGTH</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:30 pm</td>
<td>AAF Diversity Team begins set-up, vendors arrive</td>
<td></td>
</tr>
<tr>
<td>5:30 pm</td>
<td>Open doors, speakers arrive</td>
<td></td>
</tr>
<tr>
<td>6:30 pm</td>
<td>Attendees enter seating area</td>
<td>5 min</td>
</tr>
<tr>
<td>6:35 pm</td>
<td>Welcome, about AAF Tampa Bay, ADDYs, Pour raffle</td>
<td>Alexis 3 min</td>
</tr>
<tr>
<td></td>
<td>Why join AAF</td>
<td>Stephanie 2 min</td>
</tr>
<tr>
<td>6:40 pm</td>
<td>About this initiative</td>
<td>Cat 5 min</td>
</tr>
<tr>
<td></td>
<td>Introduce Michelene Everett</td>
<td>Xavier</td>
</tr>
<tr>
<td>6:45 pm</td>
<td>Michelene Everett</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introduce Ralphy Perez</td>
<td>Cat</td>
</tr>
<tr>
<td>6:55 pm</td>
<td>Ralphy Perez</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introduce Maryann Akinboyewa, Waikamole 30 min left</td>
<td>Xavier</td>
</tr>
<tr>
<td>7:05 pm</td>
<td>Maryann Akinboyewa</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Introduce Alex</td>
<td>Cat</td>
</tr>
<tr>
<td>7:15 pm</td>
<td>Alex Santiago</td>
<td></td>
</tr>
<tr>
<td>7:25 pm</td>
<td>Closing remarks, thank you (attendees, speakers, and sponsors/vendors), connect w speakers after</td>
<td>Xavier 3 min</td>
</tr>
<tr>
<td></td>
<td>ADDYs, reminder to join AAF, Pour raffle results</td>
<td>Alexis 2 min</td>
</tr>
<tr>
<td>7:30 pm</td>
<td>Networking</td>
<td></td>
</tr>
<tr>
<td>8:30 pm</td>
<td>Break down</td>
<td></td>
</tr>
</tbody>
</table>
1.8 Photos of Speakers
1.9 Slack Group

---

**Cat Lim** 11:42 AM

hahaha thanks guys.

here's the graphic. I threw it into our diversity creative folder that alexis put together.

in case anyone else needs it.

---

**Xavier Rivera** 11:43 AM

I'm going to talk to the owner and send a companywide email today. Can I use this?

---

**Cat Lim** 11:46 AM

go for it.

---

**Alexis Quintal** 11:47 AM

This is amazing.

---

**Xavier Rivera** 11:49 AM

thank you.

---

**Xavier Rivera** 11:54 AM

I just sent out the email to my agency. I've already gotten a few responses for people willing to attend.

hopefully ppl has a good showing.
Cat Lim | 3:42 PM
---
Thank you for sharing that feedback on @jessie_xu's splashpage. @Xavier Rivera I figured we may have more back and forth over the next couple weeks so I created a channel specifically for design.

Xavier, do you have anything specific in mind for Know Your Worth and Speak On It lookups? If not, no worries. There are definitely other things we can be designing instead, but wanted to check in case you are inspired and feel strongly that lookups are important to the visual identity of the initiative.

Jessie Xu | 3:42 AM
---
I think the template is working well as is. It would be better if I sketch something out and attach it for the lookup so we can all get a better idea. Jessie has an excellent framework, and I don't want to mess with it too much. The only thing I feel strung about is color photos but that can be up for debate.
In case anyone needs a longer short blurb to send with the RSVP link or FB event:

“Leading professionals of color in the Tampa Bay advertising community speak about the triumphs and challenges of navigating an industry that seeks to be diverse yet remains largely homogenous overall.”

I'm adding it to the email doc.

Xavier Rivera 11:42 AM

pkp is going to share on our social as well.

Cat Lim 11:49 AM

Question: I was thinking of sending out an email to our speakers with the splash page link, rep link, FB event, and that blurb so that they have things packaged easily to share with their networks. Wanted to check in first incase an email like that has already been sent out?

Xavier Rivera 11:55 AM

That's a great idea, I don't know if it has.

Xavier Rivera 1:09 PM

pkp seems already signing up

Alexis Quintal 1:09 PM

I think all we've sent them is the speaking objectives

Xavier Rivera 1:24 PM

Alexis, do you know what our registration is all?

Alexis Quintal 2:26 PM

only two people have actually bought tickets

Xavier Rivera 5:26 PM
#design

October 2nd, 2019

Alexis Quintal 3:17 PM
This looks sooo good
I added a couple notes around copy
Otherwise, good to go on my end!

Xavier Rivera 3:24 PM
Everything is great! This is the only edit. I tried to put it in the comment but chrome just working right right now. 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.
Thats my only edit.

Alexis Quintal 3:52 PM
for which page?

Xavier Rivera 3:58 PM
The front page, speak on it copy in the red slab. Still says race copy in there.

Alexis Quintal 3:53 PM
OK thanks!

Xavier Rivera 3:53 PM
I tried to mock it but my clipboard browser kept getting out of work from the template markers.

Jessie Xu 3:57 PM
I will make the changes thanks for your feedbacks, see you at tonight’s event. I will be there soon.

Xavier Rivera 3:58 PM
Ok thanks see you soon

October 3rd, 2019
1.10 Survey Results

How did the program meet your expectations overall?

6 responses

- 0 (0%)
- 0 (0%)
- 0 (0%)
- 0 (0%)
- 6 (100%)
- 0 (0%)
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.

Ralphie. 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.
Would you recommend this event or other AAF events to a friend?

6 responses

100%

- Absolutely!
- No, it wasn't my thing
EXHIBIT 2.1 Advertising Day Photo
### EXHIBIT 2.1 Advertising Day Agenda

**Tuesday, November 5, - ADVERTISING DAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:15 - 7:45</td>
<td>ADDY Materials &amp; Plastic Brigade Tee Shirt Distribution</td>
<td>Pick up your ADDY Call for Entries and certificates, and Plastic Brigade Tee Shirts in the Doubletree parking lot. That way you can put them directly in your car.</td>
</tr>
<tr>
<td>8:00 - 9:00am</td>
<td>Breakfast /Board Meeting</td>
<td>All Presidents, club delegates and District chairs are members of the Board of Directors and must be present in order to qualify for the $150 per delegate reimbursement for participating in Advertising Day. We will wrap up District business and give final instructions for the events of the day at the Capitol.</td>
</tr>
<tr>
<td>9:00</td>
<td>Walk to the Capitol</td>
<td></td>
</tr>
<tr>
<td>9:30 - Noon</td>
<td>Meet With Legislators</td>
<td>Hopefully you will have set appointments with your local representatives in the House and Senate. If not you will can still stop in their office and try to meet with them. Or just make friends with their staff and get a selfie.</td>
</tr>
<tr>
<td>Noon - 1:15</td>
<td>LUNCH - 22nd Floor of The Capitol</td>
<td>Our traditional southern style lunch of the best fried chicken and trimmin's in Florida. (Hopefully peach cobbler for dessert.) Served in the dramatic setting at the top of the Capitol in the 22nd floor. (Pay attention to what elevator you take.) Some legislators have been invited to stop by as well.</td>
</tr>
<tr>
<td>1:30 - 2:30</td>
<td>Visit the Senate Chamber</td>
<td>A rare opportunity to be on the floor of the Florida Senate. You will enjoy the plush leather chairs as you find out more about Florida than you learned in public school. You may even get to place a vote on the tally board. Yea! Photo opportunities are numerous.</td>
</tr>
<tr>
<td>2:30 - 5:00</td>
<td>Wrap up Legislator Meetings</td>
<td></td>
</tr>
</tbody>
</table>
**EXHIBIT 2.2 Sample Appointment Emails**

*Visiting from Hillsborough on “Advertising Day”*

Dear Senator President Galvano,

Several other members from the American Advertising Federation (AAF) - Tampa Bay and I will be visiting Tallahassee with other AAF members from around the State on November 5th for “Advertising Day.” The AAF has chapters across the United States, and Florida chapters will be sending about 50 representatives to Tallahassee to discuss our advertising interests, goals, and contributions to the Florida economy.

Our representatives from Tampa Bay would like to set up a brief appointment with you on November 5th. I can be reached by email at kate@socialforces.com and directly on my mobile phone via call or text at 813-545-8560.

Thank you in advance for your time!

KATE WHATLEY
CEO / SOCIAL FORCES
813-545-8560 / LinkedIn / Visit SFO

Social Forces is a certified Women-Owned Business, Woman Owned Small Business and is part of the Goldman Sachs 12,000 Small Businesses 2019 National Cohort.

---

*Romant, Ananda*  

Ms. Whatley,

Thank you for contacting our office to request a meeting. I am copying India Steinbaugh, who handles President Galvano’s schedule in Tallahassee.
Visit from Pinellas on "Advertising Day"

Kate Whatley - kate@socialforces.com
To: Brandes, Jeff; Alexis

Dear Senator Brandes,

Several other members from the American Advertising Federation (AAF) - Tampa Bay and I will be visiting Tallahassee with other AAF members from around the state on November 5th for "Advertising Day." The AAF has chapters across the United States, and Florida chapters will be sending about 50 representatives to Tallahassee to discuss our advertising interests, goals, and contributions to the Florida economy.

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Thank you in advance for your time.

KATIE WHATLEY
CEO // SOCIAL FORCES
813 545 8560 // LinkedIn // Yvah 500

Social Forces is a certified Woman-Owned Business, Women Owned Small Business and is part of the Goldman Sachs 10K Small Business 2019 National Cohort.

Melsh, Melissa - Melissa.Melsh@senate.gov
To: me

Thanks for reaching out. Will your group be available to meet with Senator Brandes at 5:30 tomorrow? We're located in Senate office Building 416.
### EXHIBIT 2.3 Committee Meetings Agenda

#### WEEKLY SCHEDULE OF SENATE MEETING TIME ALLOCATIONS

<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>November 4, 2019</td>
<td>November 5, 2019</td>
<td>November 6, 2019</td>
<td>November 7, 2019</td>
<td>November 8, 2019</td>
</tr>
<tr>
<td>11:00am-12:00pm (Group I) Agriculture 301S</td>
<td>10:00am-12:00pm (Group VII) MIl.Vet. Affairs &amp; Space 37S Rules 110S</td>
<td>10:00am-12:00pm (Group VIII) Appropriations 412K</td>
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<tr>
<td>Commerce &amp; Tourism 110S</td>
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<tr>
<td>Criminal Justice 37S</td>
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<td>Health Policy 412K</td>
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<tr>
<td>1:30-3:30pm (Group III) Education 412K Gov.Oversight Account. 301S Innovation Indust. Tech. 110S</td>
<td>2:00-4:00pm (Group II) Banking &amp; Insurance 412K Child.Families Elder Af. 301S</td>
<td>1:30-3:30pm (Group V) Sub/Ag.Env.Gen.Govt. 110S Sub/Criminal CIV. Justice 37S Sub/Education 412K</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00-6:00pm (Group IV) Community Affairs 301S Env &amp; Natural Resources 37S Ethics &amp; Elections 412K Infrastructure &amp; Security 110S</td>
<td>Judiciary 110S</td>
<td>1:30-3:30pm (Group IX) Jt. Admin. Procedures 301S Jt. Pub. Coun. Oversight 12H Jt. Leg. Auditing 306H</td>
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</tr>
<tr>
<td>4:00-6:00pm (Group VI) Finance &amp; Tax 401S Sub/Health Hum. Services 412K Sub/Trans.Tour.Econ.Dev. 110S</td>
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</tbody>
</table>
EXHIBIT 2.4 Literature

November 6, 2019

The following issues are important to the advertising industry in Florida.

The American Advertising Federation (AAF) 4th District (www.4AAF.com) represents Florida and the Caribbean. Florida has many recreational and vacation opportunities beyond the well-advertised theme parks. The “Real Florida” is promoted by local businesses and communities, and very importantly, Visit Florida (www.VisitFlorida.org).

We support the marketing goals of Visit Florida and continued funding for that effort and SB 362/HB 213 extending the sunset date from 2020 to 2028, which will continue that organization’s promotion of Florida to an audience that smaller businesses and communities cannot afford to reach.

Enterprise Florida (www.EnterpriseFlorida.com) promotes business growth and retention in Florida along with local Economic Development Organizations and governments. We support continued State funding of Enterprise Florida and its marketing efforts, which promotes the broader State interests in business retention, growth and attraction.

We support SB 530 and HB 497 creating a “Targeted Rebate Program” for the entertainment production business in Florida, which not only directly provides jobs in a clean industry, it helps promote the State to visitors and businesses, retains production resources in Florida that helps smaller advertising and production businesses, and diversifies employment opportunities in our State, which provides broader and, therefore, more stable employment.

The American Advertising Federation (AAF) acts as a “Unifying Voice for Advertising” nationally representing nearly 40,000 advertising professionals with 200 ad clubs across the country and nearly 100 corporate members. Each year the AAF 4th District takes on a public service project. This year’s public service project is an awareness campaign to keep plastics out of our environment (www.PlasticBrigade.com).

Our members are available to help with and answer any questions that may arise relating to the advertising business in Florida.
EXHIBIT 2.5 Committee Hearing Photo
EXHIBIT 2.6 Senator Hooper Office Photo
EXHIBIT 2.7 Senate Bill Webpage
EXHIBIT 2.7 Senate Bill 362

**Florida Senate - 2020**

**SB 362**

**By Senator Hooper**

16-00576-20

2020362

A bill to be entitled

An act relating to Florida tourism marketing; amending
s. 288.1226, F.S.; revising the scheduled repeal of
the Florida Tourism Industry Marketing Corporation
direct-support organization; amending s. 288.923,
F.S.; abrogating the scheduled repeal of the Division
of Tourism Marketing of Enterprise Florida, Inc.;
providing an effective date.

Be It Enacted by the Legislature of the State of Florida:

Section 1. Subsection (14) of section 288.1226, Florida
Statutes, is amended to read:

288.1226 Florida Tourism Industry Marketing Corporation;
use of property; board of directors; duties; audit.--
(14) REPEAL.--This section is repealed October 1, 2028
July 1, 2020, unless reviewed and saved from repeal by the
Legislature.

Section 2. Subsection (6) of section 288.923, Florida
Statutes, is amended to read:

288.923 Division of Tourism Marketing; definitions;
responsibilities.--
(6) This section is repealed July 1, 2020, unless reviewed
and saved from repeal by the Legislature.

Section 3. This act shall take effect upon becoming a law.
3.1 Education Campus Road Show Exhibits

Luise Launso <launsohi10@gmail.com>

Hi Luise,

Albert, Fall

Me again,

Just wanted to keep you posted on some of the changes we had with the dates... would October the 15th work for you or someone from your team to come and speak in a panel at UT? We got this day set with the McKay team, so I was just wondering if it works for you and your team too.

Just let me know

Thanks, Alex

---

Alexs Quintal <a quintal31@gmail.com>

Hi Luise,

Hi Lufti!

Sorry for the late reply! Yes, we can make October 15 work. Just let me know what time!

We actually have an idea to do another AdTour this Fall. Not sure if you've even been on one of our AdTours but we book a bus to pick up students at the local colleges, and visit three agencies where they give a tour and do a presentation. I think it's an awesome way to get students into the agencies doors and help them make connections for future internships/jobs.

We'd like to do this on a Friday towards the end of the semester, when classes are starting to die down but finals haven't yet started. When would that be for UT?

Thanks!!

Alexs
Getting students hyped about education events

Great turnout. Thanks @usf_adclub for having us!
Repping AAF at the UT Ad club!
Huge thanks to the professionals!
@mckay_advertising
@aafftampabay
@ad2tampabay
3.2 Campus Road Show Presentation

CALL TO ACTION
WHAT IS AAF

Champions for the Advertising Industry
200+ chapters nationwide
5,000+ student members
STUDENT ADDY AWARDS

RULES
Applicants must be enrolled full- or part-time in an accredited U.S. educational institution.

Students may submit work developed specifically for this competition or from previous projects or student contests.

Work must be created while the entrant is a student not employed in the advertising industry. Student interns are eligible to enter.
NSAC

ABOUT

AAF’s college chapters can form a team for NSAC on its campus.

Based on school location, student teams first compete at the district level, either in-person or virtually. The winning team(s) from each district then advances to the semi-finals, where NSAC teams compete for one of eight spots at the finals.

The final round of competition is held during ADMERICA, the AAF’s annual national conference.
WHAT IS AD 2

Empower students and young advertising professionals under 32.

Connect those relatively new to the industry to agencies, opportunities, and their soon-to-be favorite people.
FORGET COLD CALLS

Meet representatives from top local agencies looking for interns and prospective new hires.

Seven minutes could turn into your next best opportunity. Make the most of it.

You're a student, but you can still be professional.

March 2020 - Date TBD
PUBSERV

LEARN + DO GOOD
Our annual pro bono advertising campaign.

Real client. Real work. Real media buy.

This year’s client will be announced soon.

Talk with Jonathan to learn how to contribute.
STAY TUNED

Building Brands
October 10th @ Co Work Tampa

Just Be•cause NonProfit Expo -
November 17 @ Creative Loafing

AdTour – Late Semester
@ Downtown St. Pete

Diversity “Speak On It” Event –
December 5 @ Raw Studios
4.1 ADDYs Afar
ADDY'S WORKSHOP

AFAR

DECEMBER 12TH | 5:30 - 8 PM
4.2 ADDYs Bazaar
SEE THE COMPETITION

R.K. Bailey Art Studios | 1/16/2020 | 6-9pm
4.2 ADDYs Oasis
AMERICAN ADVERTISING AWARDS
OASIS
2.20.20
4.4 Microsite, Email, and Social Communications

We're only TWO days away from the final ADDY entry deadline, and we're looking forward to seeing your best work! If you would like your work to be featured at our ADDYs Bazaar Gallery Night next week, please drop off two copies of your print entries to one of our two drop off locations on January 10th.

Drop off locations:
St. Pete - CMR Studios, 442 94th Ave N, from 9-4pm
Tampa - UT RK Bailey Studios, 310 N Boulevard, from 11-6pm

If you would like manila envelopes, please let us know by Thursday how many you need and we will drop them off to you at your business.

See you at ADDYs Bazaar Gallery Night on January 16, 2020 at the UT RK Bailey Studios. Register here to confirm your attendance and have the opportunity to see your work displayed!

Don't forget to renew or start your AAF Membership for extra ADDY entry discounted rates! To see all of the entry categories, and learn about the rules + costs, visit aaf tampabay.org/awards.

Best of luck!
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 After Workshop** in two weeks on December 19, 2019 at Flying Boat Brewery or visit [aftampabay.org/awards](http://aftampabay.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@aftampabay.org](mailto:president@aftampabay.org) and view [aftampabay.org/membership](http://aftampabay.org/membership).

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

Warmly,

**Alexis Quintal**  
President
ADDYs Afar Workshop
Public · Hosted by American Advertising Federation - Tampa Bay

Thursday, December 19, 2019 at 5:30 PM – 8 PM
about 3 months ago

American Advertising Federation - Tampa Bay
11812 N 58th St Ste A, Temple Terrace, Florida 33617

About
Discussion
American Advertising Federation - Tampa Bay

Published by Alexis Rose Quintal [?] · December 17, 2019 · 🌟

Don’t forget, ADDY Call for Entries are open now until January 10! ✨
Are you looking to learn more about how to enter and what judges are really looking for in great work? Join us this Thursday at Flying Boat Brewery for the ADDYs Afar workshop.
Event:
https://www.facebook.com/events/1008288759523088/?ref=46
Enter the ADDYs:
aaftampabay.org/awards
31 Went · 28 Interested

Karila, Connor and 22 other friends went

Details

Join us for the annual ADDYs Bazaar Gallery Night on Thursday, January 16th for the first chance to get a peak at the work that has been submitted for the 2019 American Advertising Awards.

Where: RK Bailey Studio, University of Tampa
When: Thursday, January 16, 2020 from 6-9pm
Who: All are welcome, $10 donation ahead of time or at the door
What: See the competition!

Refreshments will be served. We hope to see you there!

Thank you to your presenting sponsor: SandyAlexander
American Advertising Federation - Tampa Bay
Published by Alexis Rosa Quintero (1)
January 13 · Edited ·

See you at the ADDY’s Bazaar Gallery night on Thursday! Thank you to our sponsors for supporting us this ADDY’s season. Don’t forget to RSVP at aaf tampabay.org/awards.

Presented by:
Sandy Alexander

Thank you to all sponsors:
- Medialab
- Clear Channel Outdoor
- Threecahirs
- Film Tampa Bay

R.K. Bailey Art Studios | 1/16/2020 | 6-9pm
American Advertising Federation - Tampa Bay
Published by Alexis Rose Quintal (?) · January 7 · 🇺🇸

This is your year
This is your ADDYs
Call for Entries - due 1/10/20
Visit aaf tampabay.org/awards

THIS IS YOUR IDEA

564 People Reached  38 Engagements
Thank you for attending the OASIS.

Welcome to the Oasis — the official site of the ADDY American Advertising Awards Gala! We celebrated the best of the advertising industry in Tampa Bay on February 29, 2020 and celebrated a year of creative excellence.

Click here to view our winners.

ADDYS OASIS

ADDYs Trophy Purchase Link

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 Tidal Room at Dalera’s Grille.

Due to your current package as a corporate AAF member, you receive three complimentary tickets to the ADDY Oasis Gala. Please use code Blue2020 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, cocktail lounge, and professional photography. If you’re coming from St. Pete, we’ve even booked a party bus for those who would prefer to ride there and back in style. To keep the night glowing, we’re hosting a live auction in the adjacent Old Dalera, with the dining under the stars.

Thank you to our sponsors:
Sandy Alexander
Towel Chairs Production
Clear Channel Outdoors
MediaLab 3D Solutions
AAC2
PNC Tampa Bay

AAF

Thank you for attending the OASIS.
Hello!

We’re now just days away from the ADDYs Oasis Gala, which is scheduled for the evening of 2.20.20 at the beautiful Tabella’s at Delaney Creek. The AAF board has been working day + night to put together an event and awards show that you will never forget!

**Today is the last day to purchase your ticket at the early bird price. Get your ticket by visiting aattampabay.org/awards before the price increase!**

Tickets 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 would 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, enjoying late night snacks, and cheering with an ADDY themed cocktail thanks to our sponsors; MediaLab and Damrak Gin!

**We can’t wait to see you there to celebrate the best of the advertising industry in Tampa Bay.**

Thank you to our sponsors:
SandyAlexander
Three Chairs Production
Clear Channel Outdoors
MediaLab 3D Solutions
ADM2
**American Advertising Federation - Tampa Bay** is at Tabellas.

*Published by Alexis Rose Quintal on January 30, Tampa*

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.

---

### ADDYS OASIS

**Announcement**

**Thank you to our sponsors**

- Sandy Alexander
- FILM TAMPA BAY
- ThreeChape
- Clear Channel Outdoor
- MediaLab TV Solutions
- ADM2

---

**749** People Reached

**63** Engagements

12 Likes

3 Shares
American Advertising Awards Oasis Gala

Public - Hosted by American Advertising Federation - Tampa Bay and Tabellias

FEB 20

Thursday, February 20, 2020 at 6 PM – 10 PM
about 1 month ago

Tabellias
5016 Causeway Boulevard, Tampa, Florida 33619

About

Discussion
We are inviting the best of the advertising industry in Tampa Bay on February 20, 2020 to celebrate a year of creative excellence at Tabella’s at Delaney Creek.

Whether or not you are contendng, come mingle with agencies, professionals & students, toasting to their talent.

The theme this year is Desert Oasis | We dare you to experience the unexpected venue & push your creative limits when it comes to cocktail attire.

To keep the night glowing, we’re hosting a free after party in the adjacent Silo Garden; we’ll be dancing under the stars!

For more information + to register, visit aaf tampabay.org/awards
American Advertising Federation - Tampa Bay
Published by Alexis Rose Quintal - February 14

We're looking forward to seeing your ADDY Oasis outfits at the Gala next week!
We hope you are inspired to dress:
~Cocktail
~Trendy
~Colorful
Be bold. Be brave. Be You!
4.5 Diversity in ADDYs Winners (from winners book)
GOLD ADDY AWARDS
GOLD ADDY AWARDS
4.6 Photos of ADDYs Oasis Gala
4.7 Survey Results

What did you think of the outdoor venue, Tabella’s?

- It was perfect...
- It was average
- I did not like the outdoor...

![Survey Results Graph](image1)

Did you enjoy the after party and having it at the same venue?

- Yes, the after party...
- A bar would have been...
- I did not attend the...

![Survey Results Graph](image2)
What did you think of the live format of the awards show?

Answered: 13  Skipped: 0

- It was engaging...
- I liked it, but I think...
- I prefer the video format...

2020 ADDY Gala Survey