Membership and Communications are connected activities designed to complement a local advertising club and its membership recruitment, retention and involvement in the community. In order to stay connected with our members and our community, AAF Tampa Bay utilized communications collateral including print, digital, websites, and social media. The AAF Tampa Bay Membership committee consisted of two local professionals with a large following and a friendly personality. Their strategy this year was to encourage face to face interactions at all AAF hosted events to build strong relationships and bring social stability in our neighborhoods- leaving an impact on all who are involved.

As an organization, we used our communication tactics to advocate on behalf of our communities and local businesses in Tampa Bay to promote strong community growth, urban development, and new connections.

**AAF Tampa Bay set three membership focused goals for the 2019-2020 year:**

**Recruitment:**

1. Our goal was to achieve 100 active members at the Professional Membership Level and 10 Corporate Partners by the end of the year.

**Retention:**

2. Our goal was to retain 85% of all members year over year- at all levels. An aggressive goal and attainable through various communication outlets.

**Involvement:**
3. The Membership committee sought to speak in regards to the value of an AAF membership at every social and event hosted this year, posing themselves as the approachable face of AAF Tampa Bay.

Explanation of goals:

Recruitment:

Our driving force was fueled through membership focused events, socials, and the 2020 American Advertising Awards. In addition, a new line of communication was opened through a separate email account: JoinAAF@Gmail.com. This account was operated by the Membership committee to give a more personal connection and build a sustainable funnel of new members at all levels. While we had set a goal of meeting 100 Individual Professional Members and fell slightly short, the area we saw exponential growth this year was the Corporate Partnership Packages. We are at 14 Corporate Partners, and counting, by year’s end. (1.1)

Retention:

A newly created private JoinAAF@Gmail.com email account was a clear path to success answering all questions, providing real-time feedback and commentary where needed. Along with personal email connections, the Membership committee met with members who were due to renew and made sure to get more involved with them. Attendance at upcoming events was encouraged, and members had the option of asking any questions during promotions of annual goals and community projects. From this active communication, we successfully retained 85% of our members from the previous year, while also bringing in brand new members! (1.1)
Involvement:

Along with attending, speaking, and moderating events, the Membership committee volunteered their time with local non-profits and provided mentorship to the younger generation of advertising professionals. These events included the Bougie AF for social influencers, The Just Because event for non-profits, the Speak On It event for diversity in the workplace, and our Public Service beach cleanup. The Membership Committee successfully posed themselves as the approachable face of AAF Tampa Bay.

(1.2)

Projects/Programs:

AAF Tampa Bay set out to use programs as the backbone of its overall growth, development, and improvement for the 2019-2020 year. The goal of the chapter this year was to use the AAF Tampa Bay platform to provide valuable events to its current members and to the public, in hopes of continuing to make Tampa Bay a better place to live and work. Due to our consistent efforts to spread positivity through communication, social media, and events, we saw continuous growth in attendees, connections, and companies involved in the organization this year.

Goals: Our goal for each of our programs was to offer relevant, useful, and unique content to the Tampa Bay Area. As we planned every program this past year, we focused on the fact that our local advertising professionals are constantly seeking events that are stimulating and productive. This approach ensured that every event would greatly benefit the attendees. (1.2)
Target Audience: We wanted to 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.

Distribution system: Our distribution primarily was through word of mouth at meetings and events, while also sharing information via social media and email marketing. (1.3)

Results: Overall, feedback and commentary was very helpful. The feedback we received after each event helped build the next event for AAF Tampa Bay. This feedback also provided queues and tips to make a more memorable experience. Whether its weather, food, cocktails, or even event parking, every comment was taken with care. (1.4)

Volunteerism:

For over 60 years, AAF Tampa Bay has been dedicated to serving local, regional and national nonprofits through educational programs, volunteer opportunities and pro-bono work. This 2019–2020 year, our chapter set out to better advertise our Public Service efforts by branding it with its own signature name and identity. Our mission was to highlight the positive impacts of advertising and inspire our members and the general public to give back to their communities in creative, modern ways — with us or on their own.

Goals: Our goal was to create an identity for AAF Tampa Bay’s Public Service that made our efforts more cohesive and memorable. We wanted to produce 2x more volunteer opportunities for members to give back than previous years. We started by promoting and strengthening partnerships with at least 5 local non-profit organizations. (1.5)
**Target Audience:** Members, nonmembers, local non-profit organizations and businesses, and the general Tampa Bay communities.

**Distribution system:** Our Public Service committee developed a marketing plan that would efficiently communicate and invite members and non members to be a part of the start of something special. Social media marketing and email senders were also implemented. (1.5)

**Results:**

Collectively, we worked to develop Be•cause, a new brigade of AAF & Ad 2 Tampa Bay that connects our members with non-profit organizations and inspires giving back to the general public. Our Be•cause mantra is, “True giving has no incentive, no personal reward, so when asked why, the answer is just because.” The meaning behind the dot is to break down a word into its syllables and meanings: to Be means to have a presence in your community and a Cause is a purpose we are passionate about.

We successfully researched and connected with Tampa Bay non-profits across a variety of causes, bringing something for everyone to the table. To keep the launch event free for all guests and provide partnership opportunities to local businesses, we reached out to local agencies who had already shown passion for the public service sector. We successfully locked in sponsorship donations from Sparxoo and Spark, two local ad agencies. Additionally, Blind Tiger cafe offered to donate coffee and breakfast snacks to the event, as the local coffee brand is often found giving back to the community. (1.5)

Following the launch event, we hosted two separate opportunities for our members to volunteer with a local nonprofit, meeting our goal of 2x the amount of volunteerism opportunities as the previous year!
Member Feedback:

Goals: Our goal as Membership Directors was to be a beacon of information to all members. We planned to be readily available at all events, via email, and be present when needed off site. We encouraged coffee meet ups, meeting up after a social or program event. We also wanted to be sure everyone has a main point of contact to answer any questions or if more information was needed on how to get involved either at a membership level or how to attend the events.

Target Audience: Members, nonmembers, local non profit organizations and businesses, and the general Tampa Bay communities.

Distribution system: Forms of communication were primarily provided through our social outlets, email and word of mouth.

Results: We increased our members by 250% at the corporate/business membership level and we are not done yet! We increased by 30% in individual professional memberships from the start of the year, but still did not yet meet our goal of 100 Individual members. (1.1)

Club Operations:

Goals: Our goal was to 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. We set the standard to provide value at every event or social program hosted by the chapter and included more professional growth opportunities to those who decide to become or continue their membership. We recruited and retained new leaders with diversified
professions and experience levels leading to fresh perspectives and innovative ideas for club programs, initiatives, and events.

**Target Audience:** Members, nonmembers, local non profit organizations and businesses, and the general Tampa Bay communities.

**Distribution system:** Our distribution primarily was through word of mouth at meetings and events, and also social media and email marketing.

**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, while also determining that there was quite a diversity in the career backgrounds of this year's board! All 25 board members in attendance at the retreat have done their “one thing” this year, and all 25 board members who started on the board in June are still currently active on the board, with 0% turnover. (1.6)

**Communications:**

In order to communicate with nonmembers and continue self-promotion as a club, we consistently encouraged members and the board to bring colleagues and friends to upcoming events that may be interested in joining AAF. We made sure each non-member had an email/phone number to contact for more information after leaving our events. We also encouraged off site meetings at local coffee shops, phone calls, and informal email communications. Also, the board spoke highly about the
AAF Tampa Bay organization in their own work environment, with family members and even close friends! (1.7)

**Goals:** Stay consistent on AAF Tampa Bay social media outlets, our personal platforms, emails and networking events.

**Target Audience:** Members, nonmembers, local non profit organizations and businesses, and the general Tampa Bay communities.

**Distribution system:** Our distribution primarily was through word of mouth at meetings and events, while also promoting events and information through social media and email marketing.

**Results:** We have used membership recruitment and communication as a combined strategy to increase the number of individual professional members, Corporate business members, and increase our overall following. By keeping consistent momentum with events, social media content, and recognizable faces, we increased our individual membership by 30%, increased our corporate membership by 250%, and increased our social media following by 62% this year!
Exhibits

1.1 Join Us Email

Hi Sarah, Iraq and Stephanie would like to do some email outreach to our members. However, we're wondering if they are able to be given access to send emails.

What do you want the email address to be since it won't have aaf-tampabay.org? Sarah Jeffrey, Executive Director

I'm guessing:
- iram@AfTampaBay.com
- iram@af-tampabay.com
- irammembers@gmail.com
- iram-members@gmail.com

@Alexis, Thoughts?

Cheers!

Iram Cesami
Digital Marketing Manager
M: 614-220-7878
I: 35714 15th Dr. St. Petersburg, FL 33710
E: iram@af-tampabay.com
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 Be-cause)
- 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 Directors! Stephane 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, we’re more than ever- we need all our creative geniuses 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 curate race, gender individually, 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 ruin this decision TODAY. Currently, we have you at a professional membership level. 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!
1.1 Corporate Sponsors

View the 2020 ADDY Winners

Sponsors

[Logos of sponsors]

AAF TAMPA BAY
MEMBERSHIP DEVELOPMENT & COMMUNICATIONS

CLUB ACHIEVEMENT BOOK // 2019-2020
PAGE 11
AAF TAMPA BAY
MEMBERSHIP DEVELOPMENT & COMMUNICATIONS

CLUB ACHIEVEMENT BOOK // 2019-2020

Page 12

aaf tampabay • Following
ChappellRoberts

aaf tampabay We want YOU as a corporate member. DM us if you're interested in learning about our packages. Perks include ADDY entry discounts, reduced all-inclusive employee memberships, and social media takeovers. Plus you can come hang with us at events😊

Go check out our member @chappellroberts They've served as a solid supporter of our vision this year.

Add a comment...

Add a comment...
1.2 Bougie AF @ The Epicurean Hotel (Tampa, FL.) - Social Media Influencer Panel
Bougie AF @ The Epicurean Hotel (Tampa, FL.) - Membership Committee Moderators

Bougie AF @ The Epicurean Hotel (Tampa, FL.) - Attendees
1.2 Just BeCause Non Profit Showcase - Membership Registration

Just BeCause Non Profit Showcase - Board Members
Just BeCause Non Profit Showcase- Attendees

1.2 Plastic Brigade Clean Up with Power Pole- Board Attendees
Plastic Brigade Clean Up with Power Pole- Group Photo
1.3 Event Promotion - Social Media, Email Marketing, Microsites

1.3 Just Because Promotion

Fresh off the French press! Our non-profit showcase *Because 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!

–Conner, AAF Public Service Director
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, Because 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

AAF & AD 2 NONPROFIT

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

277 People Reached 17 Engagements

Boost Unavailable

4 Like 1 Comment 1 Share

 août
American Advertising Federation - Tampa Bay added an event.
October 24, 2019 •

just be cause

SUN, NOV 17, 2019
Be cause Tampa Bay | Non-profit Showcase
Creative Loating Tampa - Tampa
Angela, Connor and 38 friends

91
People Reached
0
Engagements

You and 2 others

Like
Comment

Boost Unavailable
AAF & Ad 2 Tampa Bay invites you to “be” in the present moment and find a “cause” that fuels you with purpose.

On Sunday, November 17 from 1-3pm, we are unveiling, Be·cause Tampa Bay, a new brigade for professionals to use their talent for good. Join us at Creative Loafing in Ybor City to mix & mingle with local non-profits and ad agencies.

Follow us on social media as we begin announcing the non-profits this week! The event, snacks & refreshments are completely free, thanks to our community partners:

Blind Tiger Café
Sparxoo
SPARK
CL Space

Thank you. We hope you can make it. Cheers!
1.3 Speak On It Promotion

American Advertising Federation - Tampa Bay
Published by Alexis Rose Quintal on 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.aft tampabay.org.

108 People Reached
5 Engagements
Boost Unavailable

4
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 Four Taproom gift cards to those that sign up prior to the event. 😊 To learn more, visit diversity.aaf tampabay.org!
1.3 Speak On It 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 affinity, 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," we will share their stories, the struggles they overcome, 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
1.3 Bougie AF Promotion

Tampa Bay for Thought: Meet the Social Savants

When: October 02, 2019
      3:00 PM

Location: Epicurean EDGE Bay,
          1207 S Howard Ave,
          Tampa, FL 33606

Registration:
- All Inclusive/Business Members
- Non-Members/Guests – $25.00
- Professional Members – $20.00

Registration is closed.

AAF Tampa Bay

Tampa Bay for Thought: Meet the Social Savants

Rooftop bar ✔️ Drinks & charcuterie ✔️ Influencer panel ✔️ The only other thing we need is YOU. Whether you’re a foodie or fashionista, we don’t plan to disappoint. Join the American Advertising Federation Tampa Bay at the Epicurean EDGE bar for a pre-panel drink & snacks from 5-6pm. The panel discussion starts at 6:15pm. #TBforThought

Registration includes your valet, 1 drink ticket, and snacks. Event is free for AAF Tampa Bay all-inclusive members or AAF Tampa Bay corporate members. Professional members are $20 and non-members are $25. Spots are limited.
aaffampabay 
Epicurean

REMINDERS
now
Be Bougie AF

socially

View Insights Promote

Liked by hendrixoxoox and 54 others

aaffampabay Mirror mirror on the wall, who has the bougiest photo booth of them all? We can’t wait to have @sociallyco bring out our Bougie AF side next Wednesday. ✨ Don’t forget to RSVP - spaces are limited!

View all 8 comments
1.3 ADDYs Promotion

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, America, 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 Afar workshop* in two weeks on December 19, 2019 at Flying Boat Brewery or visit [aaf tampabay.org/awards](http://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](mailto:president@aaf tampabay.org) and view [aaf tampabay.org/membership](http://aaf tampabay.org/membership).

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

Warmly,

Alexis Quintal
President
aaftampabay We've secured our very own O A S I S for the American Advertising Awards Gala. We dare you to experience this unexpected venue with... more
February 4
American Advertising Federation - Tampa Bay is at Tabellas.

Published by Alexis Rose Quintal (?) - February 16 at 9:10 PM - Tampa

See you all on the dance floor on Thursday evening! DJ Merc will be playing
the beats 🎶🎶 Special thanks to Damrak Gin for the after party cocktails &
MediaLab 3D Solutions for the late-night snacks 🍴

---

431 People Reached

22 Engagements

Boost Unavailable

4 Likes

3 Shares

Like

Comment

Share

---

Alexis Quintal: repquintal2@gmail.com

to: Valerie:

Dear Valerie,

Thank you for your continued support & involvement with the AAF Tampa Bay organization. We’re looking forward to bringing everyone together in case who will close hours the Gold at the AAFY Oasis Club on TBA. We have already at Tabellas at

Dennis Cusick

During your current dialogue as a corporate AAF member, you receive three complimentary tickets to the AAFY Oasis. Please use code Blue200 when registering at aafstandards.org/events.

Please share the invitation with a friend or colleague! Tickets to the event include an drink from the bar, Happy Hour specials, food, box office 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 party going, we’re hosting a free after party in the adjacent Lisa’s Lounge; we’d be dancing under the stars!

Thank you to our sponsors:

SaddlesAwards

Clear Channel Outdoors

MediaLab 3D Solutions

MEDIA

Film Tampa Bay
Hello!

We're now just days away from the ADFYs 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 [aaf tampabay.org/awards](http://aaf tampabay.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 Girl.

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

Thank you to our sponsors:
SardyAlexander
Three Chairs Production
Clear Channel Outdoors
MediaLab 30 Solutions
1.4 Event Feedback (Speak On It)
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.

Ralphy. 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

![Pie chart showing 80% 'Annual for sure', 20% 'One time made an impact', and 0% 'Twice a year'].

"AA/FF"

CLUB ACHIEVEMENT BOOK // 2019-2020 PAGE 34
Would you recommend this event or other AAF events to a friend?
6 responses

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

100%
1.4 Event Feedback (Just Because)

![Bar chart showing event feedback]
Which of the non-profits stood out to you, and why?
5 responses

LWV
Heart Gallery and Feeding Tampa Bay - they both have really great mission and impact on community.
NOMADstudio - I loved the concept of bringing art to kids who don’t have access to it in their daily lives.
NOMAD Studio because it was the most unique and super local as opposed to some of the larger charities that are already well-known.

Would you recommend this event or a future AAF/Ad 2 event to a friend or colleague?
5 responses

100%
Absolutely!
No, it wasn’t my thing
1.5 Just Because - Public Service Initiative

BE•CAUSE TAMPA BAY

When: November 17, 2019
1:00 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 Café, plus mimosas.

Thank you. We hope you can make it. Cheers!
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, Because 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

AAF 8 AD 2
Nonprofit

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

just because

Presents Showcase

277 People Reached

17 Engagements

Boost Unavailable

4 Likes

1 Comment 1 Share

Like Comment Share
Helping children & families

get the care they deserve

View Insights

Promote

Liked by hendrixoxoxo and 20 others

aaftampabay We’re excited to unveil our first round of attendees at our upcoming Be•cause Tampa Bay non-profit showcase! First to roll up is Gasparilla Concours. 🚗 What's their cause? Raising money for Shriners Children's Hospital using rare, original, and historically
Be·cause Tampa Bay

Listed group

Start a conversation in this group

All Recommended

Alexis Rose Quintal
CEO/Founder at Alexis Rose LLC, President of AAF Tampa Bay, investing in prof...
3mo

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 l ...see more

12/08 NOMAD @ Group Foster Homes
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
1.6 Club Operations - Board Roles/Retreat
1.7 Board Members Sharing Positive Experience

Savannah Muir • 1st
Technical Account Manager at Nielsen

I am proud to be on the AAF Tampa Bay board on nights like tonight. The 2020 Addy Awards were a complete success!
Cheers to everyone who made this event possible.

...see more
Angela Hendrix • 1st
Sr. Digital Account Executive at Beasley Media Group
1mo • Edited • 📝

There are many, many folks who deserve a thank you and congratulations after last night’s AAF Tampa Bay American Advertising Awards. Thank you 2020 AAF & Ad2 Board for your dedication, Clear Channel Outdoor for the billboard I spotted during my drive to work this morning, and Douglas Hechler for coordinating our after-party sponsorship with Damrak Gin. Lastly, congrats to the creative minds who were recognized during the show. Oh, what a night!

Alexis Rose Quintal
Stephanie Rerick
Edgar Zabaleta
Iram Cesani
Connor Storch
Savannah Muir
Alexis Rose Quintal
CEO/Founder at Alexis Rose LLC, President of AAF Tampa Bay, investing in prof...
3mo • 砭

Thank you to the AAF Tampa diversity & inclusion team for putting on such an amazing event! Cat Lim Jessie Xu Xavier Rivera you are all incredible. Also thank you to the speakers for being so open and even vulnerable at... see more

AAF Tampa Bay
144 followers
3mo • 砭

Our Speak On It event last week was a huge success thanks to our four incredible speakers, our hosts, and our sponsors. We spent the evening discussing the importance of diversity + inclusion in our community and in our work... see more
Our Non-Profit showcase was a SUCCESS! A speaker series with NPO’s representing: Foster care & adoption, women empowerment, art education, hunger relief, environment, food, shelter and housing sufficiency. Non-profits dedicated to the relentless efforts that empower and embrace our Tampa Bay communities. Put on with our team @aaf tampabay at the @aftampa bay space in Ybor City. A great event with AAF. Stay tuned for our next event! Want to learn more or join us - follow us at @aaf tampabay! So many exciting things coming in 2020. #Advertising #Marketing #BoardMembers #Tampa #TampaBay #tampagov #AAF #AATampaBay #AmericanAdvertisingFederation