



2019–2020 AAF AUSTIN CLUB ACHIEVEMENT: CLUB OPERATIONS

“ADVERTISING IS THE LIFE OF THE TRADE”

PRESIDENT: KIRYA FRANCIS

INCOMING PRESIDENT: ANA LEEN

IMMEDIATE PAST PRESIDENT: PATRICIA BUCHHOLTZ

TREASURER: ANITA TRAPP

OPERATIONS MANAGER: DEBBIE CLEVELAND

OVERVIEW

The 2019-2020 Club President and former Chair of Cultural Diversity for AAF, Kirya Francis, determined that focus be on Board “Health”: First, the health of the key events, mainly ADDYs and Big Wigs, which needed to be profitable. Second, the health of the chairs and committee members because this organization is made of volunteers who need to find a balance between serving the members of AAF Austin and their careers, as well as their families. Finally, the health of the membership to continue to grow the century-old organization into the next 100 years.

OPERATIONS GOALS FOR 2019-200

1. Long-range planning
2. Analysis of member needs
3. Leadership organization and development
4. Fiscal management (budgeting, dues, non-dues income, and fundraising)

Goal 1: LONG RANGE-PLAN

Objective 1: REBRAND THE WEBSITE AND COMMUNICATIONS

Summary: The WWW.AUSTINADFED.COM website had not been updated in several years. There were parts of the website that had broken links and/or directed people to the wrong location. We also needed to move the website to a new hosting service.

Results: AAF Austin worked with member agencies White Hat Agency and Standard Beagle, as well as Communications committee to review and fix links, move the site to a new hosting service, and develop an application to better communicate among the board and committee members.

Member agency White Hat volunteered to audit the entire www.austinadfed.com website (Exhibit A) and corrected links such as “Become A Member” which did not lead to the correct page. They also identified and replaced outdated pictures and other items. Updates included having professional pictures taken for

the entire board. (Exhibit B) The biggest win was consolidating the sponsorship page for Big Wigs and the Austin American Advertising Awards (ADDYs). <https://www.austinadfed.com/become-a-sponsor/> (Exhibit C)

Objective 2: CREATING A PIPELINE FROM COLLEGE TO Ad 2 TO AD FED MEMBERSHIP

Summary: Membership growth is a challenge for AAF Austin because corporate memberships make up the bulk of the members. AAF Austin has difficulty connecting with members because of email firewalls and other factors for one-to-one communication with our members. We had to create a more “in real life” protocol to circumvent the tech challenge.

Results: We have decided to move from tech to in-person engagement with members, starting in college with the Ad 2 Austin program and finally into Ad Fed when they are over the age of 32. Greer Mansell is an example of how this ideally works. She started out at Texas State Ad Club went on to be Ad 2 Austin VP and now is the designer for Ad Club. (Exhibit D)

Our members have joined forces with University of Texas at Austin TAG (Texas Advertising Group) program, Texas State University Ad Club program, and our newest group, Huston-Tillotson University (a historically black college in Austin) to up the stickiness factor at an early stage. One exceptional example is the Austin Ad Fed collaboration with member agencies, GSD&M, Preacher, and McGarrah Jessee, where the agencies are teaching bootcamp at Huston-Tillotson University. These people also worked with a female inmate nonprofit program called “Truth Be Told” to help promote and garner more funds during the Amplify Austin charity campaign in March 2020. (Exhibit E)

GOAL 2: ANALYSIS OF MEMBER NEEDS

Objective 1: LISTENING TOUR WITH MEMBER AGENCIES

Summary: President Kirya Francis went to midsize to large-size agencies to do a listening tour to better understand the needs of the membership.

Results: Francis went to member agencies as well as former member agencies to find out the reasons why they were not fully engaged with AAF Austin. Most of the sessions were in person, but a few were over the phone and via email. Francis asked questions like these:

- Why did you renew your membership? Or Why didn't you renew your membership?
- What can AAF Austin do that will create more engagement?
- Who is not well-represented in events (i.e. Big Wigs, which did not include a Social Media award category)?

An example of reasons agencies joined AAF Austin was to do more for the community instead of creating their own initiatives. For example, Preacher became corporate members to work on Huston-Tillotson University Bootcamp after not having a membership for several years. Third Rail Creative became new members in order to work on the Austin Pets Alive Hackathon. (Exhibit F) Finally, Q1 Media renewed their membership to provide AAF with board member representation, as well as become the platinum sponsor for the ADDYs.

Other members wanted to promote their company in a new way. We were able to secure an ADDYs membership from member WeWhiteLabelPPC.com so they could formally introduce their product and services to the Austin advertising market. (Exhibit G).

Others shared reasons for not joining. They noted that in the past, information was often available from fewer sources and now there are several (many of them free) which can provide the same or similar information. Former member Door No. 3 felt that YouTube and other online resources are giving more relevant information for free. Principal of Door No. 3, Prentice Howe, stated that the Breakfast Serial and other events seemed "salesy." He felt that we didn't have enough outside influencers to make it worthwhile to attend events. Every event seemed to focus on third-party vendors or local people who may not have national experience.

In summary, we were able to sign on five new corporate members via in-person meetings, A customized leave-behind was created for each client. (Exhibit H)

Objective 2: BECOME THE BACKBONE FOR AFFINITY GROUPS

Summary: Member agencies joined forces for the first time to be a part of the 2019 Austin Pride Parade. There were 175 participants in the inaugural event led by member agency, McGarrah Jessee.

Results: Member agencies, Third Ear, VMLY&R, GSD&M, T3, McGarrah Jessee, R/GA, and Preacher joined forces with nonmember agencies to walk in the 2019 Pride Parade. The primary theme was “Creativity Comes from Everywhere.” Each agency had the opportunity to design the front of their shirt while the back of the shirt carried the theme. The group decided that an Employee Resource-like group should be included as a subcommittee with Austin Ad Fed. The Cultural Diversity team investigated that option, but the challenge was that some of the companies didn’t want to become corporate members, so individuals had to purchase a membership to participate. The consensus was to continue with the Pride Parade and determine if there is enough momentum to keep this going. (Exhibit I)

GOAL 3: LEADERSHIP ORGANIZATION AND DEVELOPMENT

Objective 1: FINDING THE MOTIVATION FOR PEOPLE TO BE ON THE BOARD

Summary: As part of the Board Retreat, committee chairs shared what motivates them to be on the board as well as their first concert and movie as part of an icebreaker.

Results: For the new board, we only had 30 percent incumbents. The challenge was the previous year did not make a profit on our Big Wigs nor Austin American Advertising Awards. Based on the evaluation from the District 10 President’s Retreat, we determined that some of the board members did not need to stay for a second term due to our poor financial situation.

Because many were new, we decided that we would use an icebreaker to get everyone acquainted. Some of the questions were serious and some were meant to be funny and insightful. Some of the questions

included: “What is motivating you to be on the board?” The answers ranged from networking to get more business to making it a personal passion (i.e. cultural diversity). The day was filled with lots of enthusiasm and new ideas such as “Weird on the Water” which could be an event to kick off the summer.

The challenge is that participation was sporadic and unreliable but even with all those obstacles, both Big Wigs and the Austin American Advertising Awards were profitable. We did have the Big Wigs Chairs stay on for an unprecedented third year to turn a loss into a win by profiting \$7,000 this year by engaging the finalists in the presentation and selling out the tables at the event. (Exhibit J)

Objective 2: ENGAGE WITH DISTRICT 10 AND OTHER AAF CHAPTERS

Summary: AAF Austin has had a reputation of not engaging with other AAF Chapters nor participating in AAF District, Regional or National events. We reversed this reputation by not only attending events but also placing board members on District-level committees such as the Hall of Fame and the inaugural Mosaic Awards.

Results: In order to change the perception, the President along with the Chair of Education and others made sure that there was representation at events. The President and Programs Chair provided suggestions for the event space for the Texas Day on the Hill as well as the Kendra Scott Event in Austin.

The former Sponsorship Chair relinquished his chapter duties to be on the inaugural Mosaic Awards that will take place during the Regional Convention. His participation gave the Mosaic Committee access to Diversity and Inclusion Professionals who could be highlighted at the event. Finally, the President worked with member McGarrah Jessee to provide the materials to submit Bryan Jessee and Mark McGarrah as finalists for the Hall of Fame, which will also take place in Austin.

In addition to participating in other District 10 events, we also provided opportunities for other chapters to visit our meetings to get a better understanding of how another chapter operates. Rubin Lindor, District 10 AAF San Antonio, attended a board meeting on October 30 as well as our Small Business Summit event in November to see how our events and board meetings can be replicated in San Antonio.

Objective 3: CREATE OPPORTUNITIES FOR BOARD MEMBERS TO ENGAGE OUTSIDE OF EMAIL

Summary: AAF Austin Board of Directors was faced with the challenge of communication that was not disruptive to the workday. The Board implemented web conferencing and Slack to provide the teams opportunities to engage without using their work email.

Results: Technology has been in the workplace for decades. However, the board members were tired of using PDFs of meeting minutes that provided no opportunity for engagement outside of board meetings. First, to mitigate some reasons for nonattendance, the board chairs joined meetings via web conference. Because there wasn't a budget for this, we have been utilizing work conference calls. It has been somewhat successful, but this unfortunately encouraged people not to attend the board meetings.

Second, we created another channel of communication via Slack. This had moderate success as well. Two teams (Programs and Communications) adopted this technology completely, while Government Relations and Education used it sporadically. After taking a survey of participants, we found that if the Board Members' company allowed Slack as part of their toolset, then compliance was very high. If a Board Member's company prohibited Slack within their environment, then it was severely underutilized as it became another form of communication to track. In the end, email remained the primary form of communication, texting was second, but Slack and virtual web conferencing were also utilized. (Exhibit K)

Goal 4: FISCAL MANAGEMENT

Objective 1: TO INCREASE INCOME BY \$12.50 PER MEMBER

Summary: When the total income and expenses were calculated, AAF Austin was left with \$5000. Income was lower because of a decrease in membership and Advertising Awards entries as well as and other factors.

Results: This financial situation was the impetus for the Listening Tour and the requested turnover of the Board. The response from most of the members was that they would not participate unless they saw a change. We had one agency request that none of their employees participate in Big Wigs and had them reject any nominations. The President of AAF Austin had a candid conversation with the CEO of that company, and he realized how it appeared that they were not supportive of AAF Austin. Even though they are members, they decided to focus their funds towards ADDYs and to compensate for the Big Wigs situation. In the end, we averaged over \$16 per member, putting us \$27,000 in the black overall.

Objective 2: FIND CREATIVE WAYS TO MAKE ADDITIONAL INCOME

Summary: In the past, we focused on making money only from traditional ad agencies, but their funds are limited, and they were not emphasizing sponsorships for Ad Fed.

Results: This year, we focused on technology companies and vendors to sponsor events. The sponsorship team was able to acquire both KVUE affiliate as well as the *Austin American Statesman* Digital platform, STUDIO, to sponsor events along with lesser known entities. The reason for the shift is that digital vendors want to engage with creative and media agencies. This is more of a value proposition for tech companies to be able to access members in a way that is less sales-oriented and more partner-oriented.

We also were able to sell ads in the ADDYs winners' book to companies that did not have a sponsorship. This allowed a fourth stream of revenue outside of sponsorships, submissions, and ticket sales. (Exhibit L)

EXHIBITS

Exhibit A: White Hat Agency volunteered to audit and fix problems on www.austinaadfed.com.

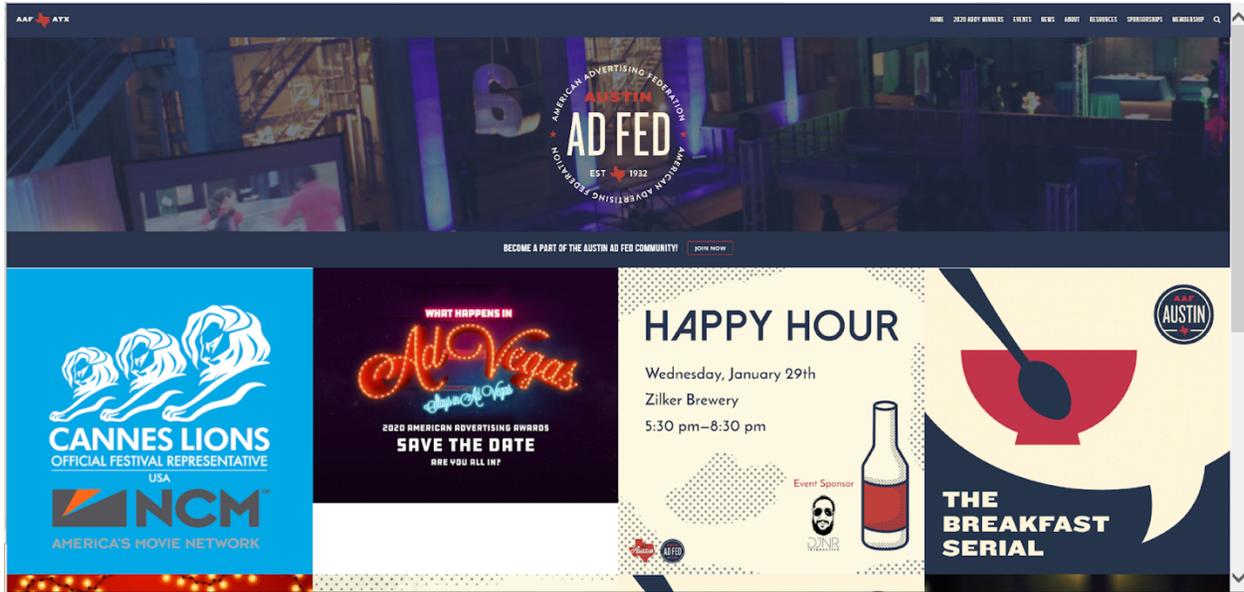


Exhibit B: AAF Austin Board Members new photos on www.austindfed.com.

BOARD MEMBERS



KIRYA FRANCIS
President

[in](#)



ANA LEEN
Incoming President



PATRICIA BUCHHOLTZ
Immediate Past President

[in](#)



CARRIE STEIN
Past President

[in](#)



DEBRA CLEVELAND
Operations Manager



ANITA TRAPP
Treasurer

[in](#)



JENNIFER REED
Communications Vice President

[in](#)



BRENT CANTWELL
Big Wigs Co-Vice President



CLAY CRAIG
Advertising Education Vice President

[in](#)



CHRIS WELHAUSEN
Ad 2 Austin President

[in](#)



DAN WEHMEIER
Membership Co-Vice President

[in](#)



TAYLOR WALTMON
ADDY Co-Vice President



BRENTON RILEY
ADDY Co-Vice President



SUSY HORRIGAN
Membership Co-Vice President

[in](#)



DAVID BURN
Professional Education Vice President

[in](#)



CINDY BRUMMER
Government Vice President



HELENA ABBING
Club Achievement Vice President



KATIE DICKERSON
Programs Co-Vice President

[in](#)



STEPHENIE HATCH
Big Wigs Co-Vice President

[in](#)



K.C. CROFT
Public Service Vice President

[in](#)



Exhibit C: One fix on the website was combining the ADDY and Big Wigs sponsorships onto one page.

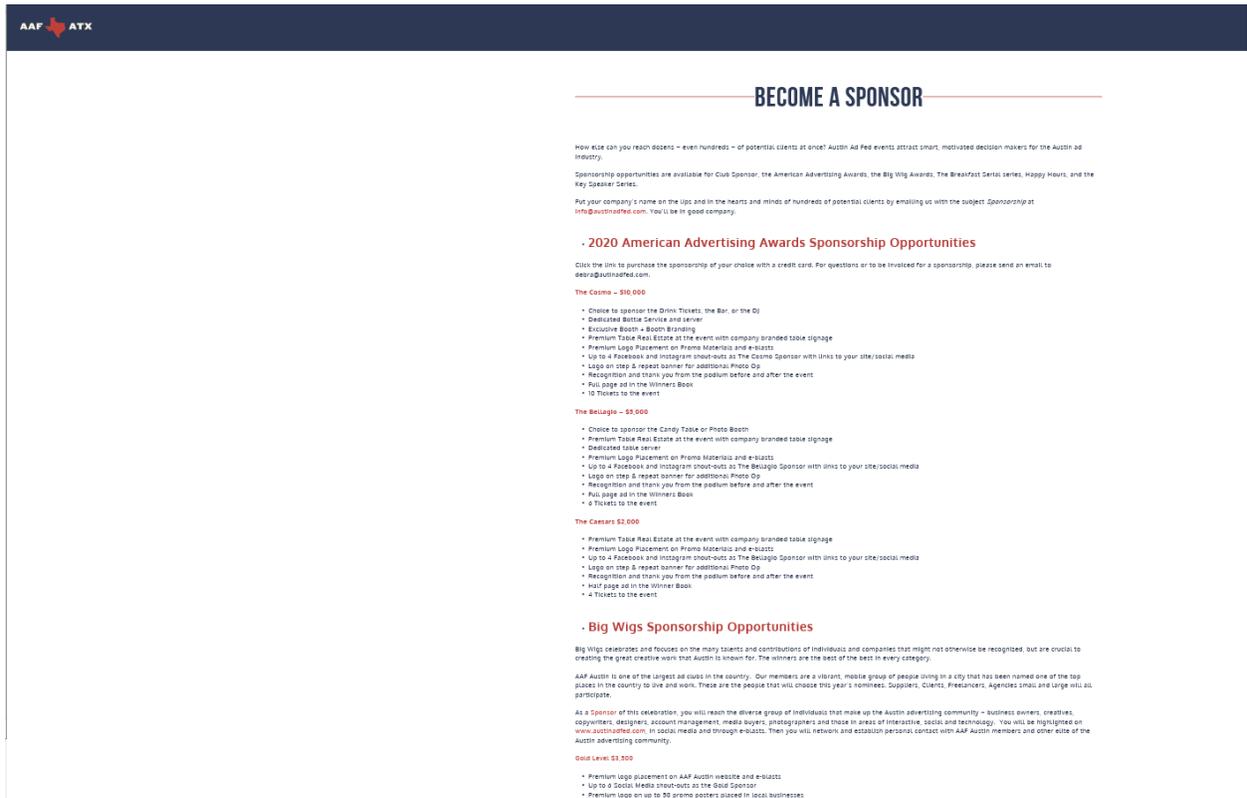


Exhibit D: Greer Mansell started out at Texas State Ad Club went on to be Ad 2 Austin VP and now is the designer for Ad Club.

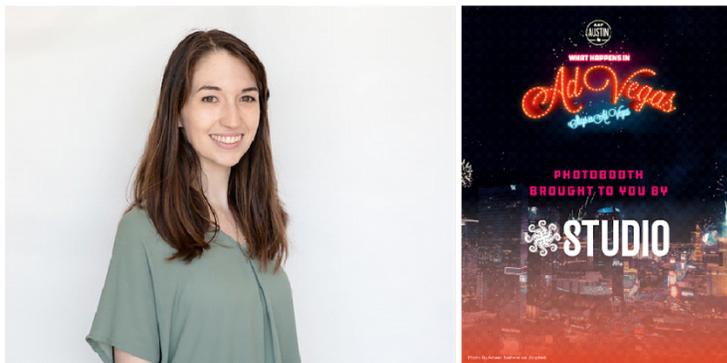


Exhibit E: Austin Ad Fed collaboration with member agencies, GSD&M, Preacher, and McGarrah Jessee, teaching bootcamp at Huston-Tillotson University.





HT **AD CLUB**

2019-2020 PROGRAM



The Super Bowl Of Advertising



AD CLUB GOALS

- Exposure to Advertising Industry and how it really works
- Exploring the different roles in Advertising
- Hands on Experience with Real Projects and Real Clients
- Opportunities for networking and internships

Work for a female inmate nonprofit program called “Truth Be Told” to help promote and garner more funds during the Amplify Austin charity campaign in March 2020.

AMPLIFY AUSTIN 2020 CAMPAIGN

Huston-Tillotson Ad Club - 12.04.19



VISIBLE MINUTE DOC APPROACH

This minute would feature the women of Truth Be Told turning an instrument of pain into a piece of art.

Given the supplies, the time, and the attention these women could use their creativity to turn pain into art. They are the proud to wear. Becoming visible.

The video would feature statistics and testimonies about Truth Be Told and the challenges these women face inside and out.



<https://www.youtube.com/watch?v=OxL3B0G6>

VISIBLE MOOD BOARD

My Journey

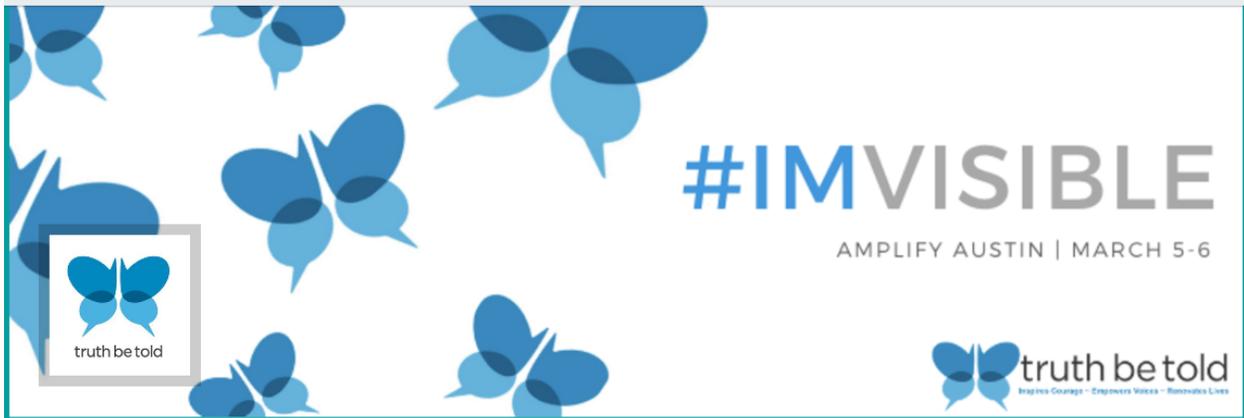


Untapped Resources



My Odds





Truth Be Told

Inspires Courage. Empowers Voices. Renovates Lives.

DONATE

FUNDRAISE



\$75

Would provide journals for 3 Talk to Me classes for 1 semester.



\$100

Would provide pens and paper for Talk to Me classes on 3 units for 1 year.



\$250

Would empower 1 class to publish their writing and artwork as a keepsake.



\$1,000

Would sponsor 3 community gatherings for formerly incarcerated graduates

CHOOSE YOUR OWN AMOUNT

Exhibit F: Third Rail Creative became new members in order to work on the Hackathon.



PROBLEM/CREATIVE CHALLENGE:

Austin Pets Alive! (APA!) has an engaged community online, but has yet to transform that engaged online audience to a community who attends their higher-priced events. APA! has hosted a few galas in the past, in addition to its annual signature celebration event, but the galas have not been successful financially or attendance-wise.

INSIGHT:

Homeless pets, especially the ones in APA!'s care who would have been euthanized at their former shelters, tug at the heartstrings and are easily connected with; but animal non-profits are low on the totem pole in terms of giving.

UNDERSTANDING THE PROBLEM:

APA! needs a clear, strategic plan for their spring gala on how to capture current and potential donors' attention and capitalize on their giving capacity, in a way that parallels a well-thought-out and brand-loyal theme.

STRATEGY/TONE:

APA! avoids Sarah McLachlan-esque language. The brand is positive because, ultimately, the animals in APA!'s care are alive because they are with APA!. APA! has the capacity to do outreach and advertise the event through all sorts of channels (traditional media, press, social media, radio, boosted posts, eblasts, web, direct mail, etc.).

ASSETS:

Before event and during event.

Exhibit G: We were able to secure an ADDYs membership from member WeWhiteLabelPPC.com so they could formally introduce their product and services to the Austin market.



Exhibit H: We were able to sign on five new corporate members via in-person meetings,.A customized leave-behind was created for each client.



Third Ear 2019-2020 Sponsorship Opportunities

Silver Sponsorship \$2000

Link Logo on AAF Austin Website

Dedicated, Premium Location Table for Up to 8 People

Customized Company Branded Campaign Material on Screen During Happy Hour and on Table

2 Tickets: Breakfast Serial, AAF Austin Program, & Ad 2 Austin Programs

Podium Mentions with Your Company Name Before & After the Event

Up To 4 Social Media & E-blast Shout-outs as the Silver Sponsor



Branded Breakfast Serial \$750+

Work with AAF Austin to create topic

Ability to curate panelist(s) & moderator

Promotional Package (Social Media Posts, E-Blasts, Posters) before event and branded recap after event

Min 10 Tickets to the event. Reduced Prices for Additional Tickets

Light Breakfast Provided to Attendees



Branded Happy Hour \$500+

Choose Theme with AAF Austin and/or Ad 2 Austin (under 32)

Provide 2 Drinks and Light Snacks for Attendees

Includes Welcome Speech & Dedicated Table



Third Ear 2019-2020 Sponsorship Opportunities



Universal Event Activities



Sponsorship Booths/Tables

The packages to will include a treatment for each level of sponsorship to accommodate the VIP guests.

Diamond Sponsor (4 Available) \$10,000

- Drink Tickets, Bar Sponsorship, Catering
- Exclusive Booth and Bottle Service
- Dedicated Bottle Service and Server
- Booth branding
- Premium logo placement on published promo materials/e-blasts for ADDY event.
- Recognition from the podium before and after the event about your organization.
- Full page ad in the ADDY Winner Book.
- LinkedIn, Facebook and Twitter shout-out as Diamond Sponsor/links to your site/ social media or promotion opportunities-4x on each channel.
- 10 Admission tickets

Platinum Sponsor (5 Available) \$5,000

- Branding Spots for the Platinum Sponsorships (Win Login, Registrations, Awards, Candy Table, Photo Booth) includes signage at all tables.
- Premium table real estate of the event with table signage (for your company guests)
- Dedicated table server
- Premium logo placement on published promo materials/e-blasts for ADDY event.
- Recognition from the podium before and after the event about your organization.
- Full page ad in the ADDY Winner Book.
- LinkedIn, Facebook and Twitter shout-out as Platinum Sponsor/links to your site/social media or promotion opportunities-4x on each channel.
- 6 Admission tickets

Gold Sponsor (10 Available) \$2,000

- Premium logo placement on published promo materials/e-blasts for ADDY event.
- Recognition from the podium before and after the event about your organization.
- Half page ad in the ADDY Winner Book.
- LinkedIn, Facebook and Twitter shout-out as Gold Sponsor/links to your site/ social media or promotion opportunities-4x on each channel.
- 4 Admission tickets

Liquor Sponsorships (3 Available)

- Exposure to 500+ people in the marketing industry
- Brand Signage throughout the event
- Exclusive offering at the event for your product. (i.e. Your wine is the only wine being served at the event)
- Donation is negotiable

Exhibit I: Member agencies, Third Ear, VMLY&R, GSD&M, T3, McGarrah Jesse, R/GA, and Preacher joined forces with nonmember agencies to walk in the 2019 Pride Parade. Each agency had the opportunity to design the front of the shirt and to participate as one entity with the back of the shirt carrying the theme.





Exhibit J: Board retreat: Motivating the board

AAF AUSTIN

2019-2020
BOARD RETREAT
FINALLY!

AGENDA

GET TO KNOW AAF
VISION: BOARD HEALTH
NOTABLES
BOARD UPDATES
BRAINSTORMING

EXECUTIVE BOARD, 2019-2020

PATRICIA BLUMHARDT
PRESIDENT
AAAF
http://www.aaf.org/leadership/patricia-blumhardt

KRIS FRANCIS
PRESIDENT
AAAF
http://www.aaf.org/leadership/kris-francis

ELLA LINN
PRESIDENT ELECT
AAAF
http://www.aaf.org/leadership/ella-linn

**EXECUTIVE BOARD
2019-2020**

CHRIS WELHAUSEN
PRESIDENT
AAAF
http://www.aaf.org/leadership/chris-welhausen

GREER MANSELL
VICE PRESIDENT
AAAF
http://www.aaf.org/leadership/greer-mansell

Austin

NAME	BOARD POSITION	FIRST CONCERT	FAVORITE MOVIE
WHAT IS NOT WAITING YOU TO BE ON THE EDGE?	WHAT IS A KEY CHARACTERISTIC OF A EDGE FOR WHICH YOU WOULD DO YOUR BEST WORK?	WHAT IS THE ONE WORD THAT YOU'D LIKE TO HEAR FROM YOUR EDGE?	
	WHAT COWORKER HABIT DRIVES YOU CRAZY OR BUCE YOU THE MOST?		

PLEASE INTRODUCE YOURSELF!



2019 CLUB OF THE YEAR



PATRICIA BUCHHOLTZ
2019 PRESIDENT OF THE YEAR



AMERICAN ADVERTISING FEDERATION



Bill Johnson
President & CEO



Steve Parkers
President & CEO
American Advertising Federation

EXECUTIVE BOARD

- INDIVIDUAL DISCIPLINE AND CAREER LEVELS
- 200 LOCAL CLUBS NATIONWIDE
- 200+ COLLEGE CHAPTERS
- ADVERTISING HALL OF FAME
- AMERICAN ADVERTISING AWARDS (ADDY OR 360)
- NATIONAL STUDENT ADVERTISING COMPETITION
- HONOR AWARDS



AMERICAN ADVERTISING FEDERATION (EST. 1905)

ADAMERICA – NATIONAL AAF CONFERENCE



Palm Springs, CA, June 6-9, 2020




NSAC
NATIONAL STUDENT
ADVERTISING
COMPETITION



Adobe

ADVENTION – DISTRICT CONFERENCE



APRIL 16 - 19, 2020
OKLAHOMA CITY



• LOOKING FOR SPONSORS, SPEAKERS, AND VOLUNTEERS

• STUDENTS COMPETE FOR DISTRICT NSAC

- ADVOCACY, EDUCATIONAL AND NETWORKING
- 1400 MEMBERS CITYWIDE
- 4TH YEAR WINNER OF CLUB OF THE YEAR AWARD (2019-2020)
- AFFILIATES:
 - ADVERTISING SERVICE
 - ADVERTISING & SUPPLIES
 - DIGITAL MEDIA COMPANY
 - PUBLIC RELATIONS SERVICE
 - ACADEMY



AAF AUSTIN / AUSTIN AD FED (EST. 1932)



HOME EVENTS NEWS

BOARD MEMBERS

GROUP PICTURE TIME!!! (AND LUNCH!)



2019-2020 GOAL....

PRIORITY



1. THIS IS A VOLUNTEER JOB. MY EXPECTATION IS FOR YOU TO KEEP YOUR DAY JOB.
2. WE HAVE TO CONSIDER THIS A NOT-FOR-PROFIT INSTEAD OF A NON-PROFIT.
3. MEMBERS NEED TO KNOW AND CARE THAT AAFAUSTIN EXISTS.

PEOPLE



1. IF YOU HAVE PERSONAL OR PROFESSIONAL NEEDS OR WINS, PLEASE SPEAK UP!
2. IF YOUR COMMITTEE NEEDS MORE MEMBERS, PLEASE SPEAK UP!
3. IF YOU HAVE TO RESIGN, PLEASE DON'T GHOST US!
SPEAK UP!!!!

PROGRESS



1. SET 1 OR 2 GOALS FOR YOUR TEAM.
2. WE WILL SHARE GOALS SO WE CAN ALL BE ACCOUNTABLE.
3. WE NEED TO KNOW THE "WHY". IT NEEDS TO BE PERSONAL AND HAS SOME SORT OF CONNECTION TO YOUR CAREER GROWTH.

NOTABLES



Exhibit K: Two teams (Programs and Communications) adopted this technology completely, while Government Relations and Education used it sporadically.



Welcome to Slack!

You've joined the new Slack workspace **AAF Austin**. Here are your account details:



AAF Austin

URL: aafaustin.slack.com

Email: Kirya.Francis@gsdm.com

[Sign In](#)

We'll send you a few quick emails on how to get the most out of Slack. In the meantime, dive in and [start exploring](#). We're glad you're here!

- AAF Austin
- Kiya Francis
- Jump to...
- Threads
- Apps
- Channels
- breakfast-serials
- communications
- general
- local-ad-news
- random
- Add a channel
- Direct Messages
- Slackbot
- Kiya Francis (you)
- Alyssa Gonzales
- Debbie Cleveland
- Debbie Cleveland, Jen R...
- Eileen Keller
- Helen Tran
- Jen Reed
- Katie Dickerson
- Megan Pando
- Patricia Buchholtz
- Sameer Shah
- Invite people
- Recent Apps
- Add apps

#communications

29 | Add a topic

December 18th, 2019

25 new messages since 3:02 PM on September 20th

December 19th, 2019

Jen Reed 8:43 AM
Good morning @Becca Miles Just checking in on the email image.

Becca Miles 2:55 PM
Hi @Jen Reed! Sorry, my job has been a little unstable lately so I've been having to deal with some things and put out fires after hours
But regarding the email, will this work?



Addiv-2020—Dec.21-Entry-Email2.png



Jen Reed 3:10 PM
No worries, thank! This looks great. I'll drop it in the template and send out a test this afternoon. If all looks OK, we can send tonight or first thing tomorrow.

Message #communications

B I [emojis]

THE BRASS TACKS BUDGET.

Total Income	\$169,445.00
Total Expenses	\$164,265.00
Net Income	\$ 5,180.00

INCOME

ADDP's	\$78,100.00
Membership	\$18,595.00
Big Wipe	\$14,000.00



EXPENSE

ADDP's	\$64,850.00
Ops Mgr. Salary	\$33,980.00
Operational Costs	\$13,790.00

THE BRASS TACKS GOAL.

\$20K



- BUILD BALANCY BY \$20,000
- THAT IS EQUIVALENT TO \$12.50 PER MEMBER MORE THAN LAST YEAR.
- I JUST WANT TO PUT THE CLUB AND ANA IN A GOOD PLACE NEXT YEAR.

Exhibit L: We also were able to sell ads in the ADDYs winners' book to companies that did not have a sponsorship. This allowed a fourth stream of revenue outside of sponsorships, submissions, and ticket sales.

CONGRATULATIONS TO TONIGHT'S WINNERS

Cheers to the Industry's best.
Celebrate tonight. Collaborate tomorrow.

Motion. Animation. Illustration. Photography.
WORKBOOK unites the best in the business.
41 years and counting. Buyer trusted. Artist vetted.



Contact: mary.preussel@workbook.com
Artists: Cade Martin

WORKBOOK