



## **Public Service**

With fewer than 350 dues-paying members, AAF Buffalo continues to be one of the smallest Division II AAF chapters. Considering our size, it would be easy to dedicate our efforts solely to meeting the needs of our members while trying to remain fiscally sustainable. Instead, we strive to be a valuable resource to our community, knowing that our community will notice and appreciate our impact and help with the finances where necessary.

Today, AAF Buffalo's Public Service program focuses on leveraging the talents and resources of our student, professional and corporate members to support and engage other students, not-for-profit organizations, and diverse populations within the eight counties of Western New York.

**In 2019-20, the club focused on Public Service efforts made through the following programs:**

- **Big Tip-Off Event**
- **Buffalo Prep Partnership**
- **Brand Hack Public Service**
- **Jingle Bowl for Charity Event**
- **Don Nichols Scholarship Competition**
- **Portfolio Seminar and Scholarship**

### **Big Tip-Off Event**

#### **Details/Strategy:**

Everything starts with our annual Big Tip-Off. The event kicks off our club year and brings together our marketing community to raise money for our annual giving efforts. The event features a three-hour open bar tended by local advertising celebrities and bigwigs who compete to earn the most tips. At the end of the night, tips are tallied up, and all profits from event attendance and tipping goes straight to the club's scholarship fund to support local marketing and design students. Due to records in attendance and tips gathered, the 2019 Big Tip-Off allowed AAF Buffalo to give back to the community in a way we've never done before.

#### **Goals:**

- Raise enough money to support our annual scholarship initiatives totaling \$4,200

### **Target Audience**

More than most of our events, this one is fun for people both in and outside of the marketing community. Our social team heavily targets our marketing community and all of the major agencies in the area to attend.

### **Execution/Tactics**

- We recruited seven “celebrity” bartenders to represent their respective local agencies.
- We asked each bartender to create a promo/teaser video to be shared on social media.
- We also pushed the event heavily through email and social media channels.
- We added an element of competition by creating a scoreboard so that agencies knew where their representative bartenders ranked.

### **Media/Materials Used**

Media and materials used include social media promotion (exhibit 1.1), email promotion (exhibit 1.2), and teaser videos to promote the event and bartenders participating (exhibit 1.3) and social media post and blog post recapping the event and how much was raised (exhibit 1.4).

### **Results Attained**

The event was attended by a record 205 people and we raised \$5,320 towards the scholarship fund, exceeding our goal by 25%. A trophy was unveiled this year which will continue to be handed down to the agency that raised the most funds.

## **Buffalo Prep Partnership**

### **Details/Strategy:**

For the fourth year in a row, the success of the Big Tip-Off allowed us to continue a scholarship program that promotes diversity within our local industry.

In Western New York, minorities represent just 7% of the advertising workforce. To address this gap, AAF Buffalo continues to develop our partnership with Buffalo Prep, a local educational enrichment program

supporting more than 500 disadvantaged students and their families. The program includes an engagement event between these students and the local industry, as well as a scholarship fund for those pursuing a degree—and ultimately a career—in marketing and advertising.

In 2019-20, AAF Buffalo was proud to present the second annual Future Marketer Scholarship to Pablo Guzman, a current Senior at Nichols High School at the time who is now attending Pace University. Guzman will receive \$500 per year for the next four years for a total scholarship of \$2,000.

#### **Goals:**

- Expose Buffalo Prep students to the advertising industry.
- Attract underrepresented middle and high school students to consider advertising as a career.
- Bring greater focus and attention to diversity within our industry and within our membership.

#### **Target Audience**

This partnership focuses on reaching middle school and high school students enrolled in the Buffalo Prep program. These students, largely based in the City of Buffalo, come from diverse backgrounds.

#### **Execution/Tactics**

- **Student Engagement Day** – On September 28, 2019, AAF Buffalo hosted its fall agency tour.

Nearly 25 college students joined us as we strolled up Main Street visiting some of the top advertising agencies in the heart of downtown Buffalo. Students learned about how agency departments work together to create high-impact campaigns, agency processes, and they picked the brains of some of Buffalo's top talent.

The tour involved five diverse agencies and amazing participation from the students and tour guides at each.

(exhibit 2.1)

- **Future Marketers Scholarship** – On May 4, 2019, former AAF Buffalo president Scott Bartels was again invited to Buffalo Prep's annual gala to award our inaugural Future Marketers Scholarship. Attended by 250+ influential business leaders, this gala appearance brought incredible exposure to our organization and public service efforts (exhibit 2.2).

## **Media/materials used**

A post-event blog post was written and posted to the AAF Buffalo blog (exhibit 2.3).

## **Results Attained**

This grassroots partnership continues to grow each year with the hope of seeing eventual movement in workforce demographics. We are pleased with the reception from Buffalo Prep, their students, and our industry. Five agencies volunteered hours of their staff's time to host Buffalo Prep students for Engagement Day and dozens have contributed to our annual Scholarship Fund, which will allow us to continue to support the aspirations of future marketers for years to come.

## **Brand Hack Public Service Competition**

### **Details/Strategy:**

Our Brand Hack event is a creative take on hackathons commonly seen in the technology and programming fields. Launched in 2015, Brand Hack tasks teams of advertising students to develop and pitch a hypothetical brand campaign for a local non-profit in fewer than five hours. This event is a win-win for all: students gain valuable experience under the tutelage of industry pros; a local non-profit organization receives a marketing boost at no cost; and our club can support our commitment to giving back to our community. The competition was previously incentivized by only trophies and minimalistic gift cards to a local coffee shop. This year, the committee reallocated scholarship funds by altering the large amount we were giving to another competition in order to incentive the winning team with a \$500 grand prize. This resulted in the competition being maxed out at 25 students and the highest quality work produced in its four years of existence.

### **Goals:**

- Engage local non-profits in the creative talents of our industry.
- Provide local students with hands-on, team-based learning experiences.
- Donate a logo concept, icon set, and marketing collateral to one local non-profit organization.

## **Target Audience**

Our audience was two-fold. We wanted local non-profits to have a better understanding of the pro-bono work many of our agencies can and do offer, and we wanted to provide local students with hands-on experience under the guidance of a professional mentor.

### **Execution/Tactics**

- In November 2019, AAF Buffalo issued a “Call for WNY Non-Profits” through our social media channels. Following an application and review process involving several worthy organizations, the Board selected. Family promise of Western New York is an emergency shelter for homeless families. They help families experiencing homeless stay together during tough times.
- The event was held on February 8, 2020 at Daemen College.

### **Media/Materials Used**

Media and materials used include a Call for Non-Profits social promotion (exhibit 3.1), a Call for Non-Profits application (exhibit 3.2), a promotion email to our distribution list (exhibit 3.3), social posts promoting the event (exhibit 3.4), and a recap blog post featuring the winning work (exhibit 3.5).

### **Results Attained**

The real result cannot be measured in numbers or dollar amounts. The event’s greatest reward was the elation that Family Promise of WNY had with the winning campaign materials. It will be gratifying for the non-profit and the local students involved in the campaign to see the assets out in the community. The event successfully engaged 25 students from three local colleges and universities, and the winning team went home with cold hard cash.

## **Jingle Bowl for Charity Event**

### **Details/Strategy:**

For the fifth consecutive year, AAF Buffalo hosted our annual Jingle Bowl for Charity Event to help provide meals to children and families in need during the holiday season. The annual bowling tournament brings together our members for the holidays. As part of their admission into the event, members are asked to bring in non-perishable food items to donate to the Food Bank of Western New York. The event has been a resounding

success over the years.

**Goals:**

- Increased amount of food donated from 496 pounds in 2018.

**Target Audience**

Our target audience goal was to draw our professional and student members to the event and for them to donate as many non-perishable items as possible, while coming together for the holidays and celebrate the community among agencies and our members.

**Execution/Tactics**

We executed a multi-faceted member communication campaign, including email and social media.

**Media/Materials Used**

Media and materials used include social media posts promoting the event (exhibit 4.1) and a blog post recapping the event and its donations (exhibit 4.2).

**Results Attained**

Once you do something well four times in a row, word gets around. Our fifth Jingle Bowl sold out in an hour, and drew a record 66 attendees, we obtained our goal with a total of 531 lbs. Overall, we were pleased with an incredible showing from our members, a same day sellout, a considerable donation to a local food bank, and the prospect that this event will continue to grow and act as a platform for community building.

**Don Nichols Scholarship Competition**

**Details/Strategy:**

The Don Nichols Scholarship Competition, now in its 20th year, awards scholarship funds to promising communications students to give them financial help to continue their education. Each year, we present students with a thought-provoking theme that they bring to life in any medium they choose. Entries could include anything ranging from a poem or video to a painted brick or nicely designed poster.

**Goals:**

- Meet or exceed student submissions to the Don Nichols competition in 2018.
- Provide three winning students with a total of \$1,800 in financial support of their education.

### **Target Audience**

The competition is open to Western New York undergraduates in design, writing, communications, illustration, photography, or fine arts. Entries are then judged by local creative professionals.

### **Execution/Tactics**

To reach students at local colleges and universities, a Call for Entries flyer was delivered to professors and department heads. This year, we drummed up early excitement by revealing the theme during Ad Week in October. We also promoted the event on our social media channels and in our newsletter.

### **Media/Materials Used**

Media and materials used include event promotion through email (exhibit 5.1), event promotion on social media (exhibits 5.2), and a blog post recapping the event, the winners, and their work (exhibit 5.3).

### **Results Attained**

With more submissions than the previous two years, we had a great turnout. Entries were accepted from undergraduate students attending many different local colleges and universities. Three students from Villa Maria College took home \$1,800 in scholarships.

## **Portfolio Seminar/Review and Scholarship**

### **Details/Strategy:**

Each year, AAF Buffalo gathers professional creatives to run a day-long seminar that teaches design students exactly what they need to do to build a portfolio that will stand out amongst a sea of candidates and land them a job in the advertising industry. Once students learn what it takes to pull together a stellar portfolio, we bring together students with dozens of industry professionals to review their portfolios later in the academic year.

During this follow-up event, students get a chance to hear straight from the pros what they can do to improve their work. The three junior-year students with the best portfolios at this event win scholarships from the club.

**Goals:**

- Meet or exceed attendance from 2018.
- Award \$1,500 in scholarships to three students.

**Target audience**

The event is open to student members of AAF Buffalo only.

**Execution/tactics**

- **Portfolio Seminar** – In November 2018, local undergraduates heard portfolio prep tips from a panel of three industry professionals. Students learn how to showcase their best work and how to present that work during the interview process.
- **Portfolio Scholarship** – On April 13, 2019, students gathered from five local colleges and universities to put their portfolios in front of industry professionals. Students are given the opportunity to talk through their portfolio and consult with successful local creative experts on how to improve their work. The three junior-year students with the best portfolios at the event win scholarships from our club, totalling \$1,500.
- **Portfolio Seminar** – In October 2019, a new class of students heard from our panel on how again to improve their portfolio in anticipation of the 2020 Portfolio Scholarship.

**Media/Materials Used**

Media and materials used include targeting department heads at all of our local colleges and universities.

Materials also include event promotion via email (exhibit 6.1), promotion on social media (exhibit 6.2), and a blog post that recapped the scholarship event for those unable to attend (exhibit 6.3).

**Results Attained**

Between the Review and Seminar, 50 students participated from seven different colleges and universities. Three students from two different colleges received \$1,500 towards their education.

## Exhibits

### Exhibit 1.1: Big Tip-Off – Social Promotion

**AAAF Buffalo** Published by Maura Noonan [?] · July 18, 2019 ·

Generous tips and endless sips for the kids on August 15th at Soho. Early bird pricing through 8/8, get your tickets to our annual Big Tip Off now!



EVENTBRITE.COM  
**Big Tip-Off 2019**  
Join AAf Buffalo for our annual celebrity guest bartending event: The Big T...

**2,480** People Reached      **109** Engagements      [Boost Again](#)

## Exhibit 1.2: Big Tip-Off – Email Promotion



### Tips, Sips & Scholarships

The Big Tip-Off is almost here! This year, 10 celebrity guest bartenders will be showing off their skills behind the bar to compete for your tips. All of the tips our barkeeps collect go straight to AAF scholarship programs that support area high school and college students interested in advertising and related fields.

Time: 6 - 9 p.m.

Date: Thursday, August 15

Place: Soho Burger Bar

Early bird pricing ends tomorrow, so [grab your tickets today](#) and make sure you join us for open bar, free appetizers, and a chance to support a great cause.

Bring extra cash to support our big-wig bartenders from the likes of Mr. Smith, Crowley Webb, Block Club, Mower, The Martin Group, Fifteen, Quinlan, Luminus, dpost, and FARM.

[Register Now](#)

Want to meet your celebrity guest bartenders before the event? We don't blame you! They're awesome. Check out these [previews](#) to tide you over until the big day.



[Share](#) [Tweet](#) [Forward](#)



### Exhibit 1.3: Big Tip-Off Exhibit 1.3 - Event Promotional Videos – Teaser



AAF Buffalo is with Mr. Smith Agency.



Published by Maura Noonan [?] · August 13, 2019 · 🌐

All we ask is that our bartenders try their best at the Big Tip-Off 2019 this Thursday. 🍒

Get tickets here: <https://www.eventbrite.com/e/big-tip-off-2019-tickets-65216...>



1,480 Views

Mr. Smith Agency

August 13, 2019 · 🌐

👍 Like Page

Our bartender Tom Burtless has you covered at AAF Buffalo's Big Tip Off this Thursday. Just make sure you don't order anything with maraschino cherries.

#bigtipoff #drinks #buffalony #agencylife #creativeagency

733

People Reached

74

Engagements

Boost Unavailable

## Exhibit 1.4: Event Recap Social Media and Blog Post



[EVENT TICKETS](#)

# RECAP: THE BIG TIP-OFF 2019

The Big Tip-Off remains in tippity top shape.

Last week, we hosted our 9<sup>th</sup> annual “celebrity” bartending event, The Big Tip-Off. This popular event raised more than \$5,000 for the AAF Buffalo Scholarship Fund, which supports the local advertising community by awarding local high school and college students annually.



The event featured several of Western New York’s advertising bigwigs behind the bar at Soho, competing against each other to see who could bring in the most tips. A record 205 advertising professionals attended and contributed tips to the bartenders. A special thank you to our celeb mixologists:

- Tom Burtless (Mr. Smith)
- Joe Russell (Crowley Webb)
- Christopher D’Amato and Molly Christman (Block Club)
- Allie Friedman (Mower)
- Adam Bauer (FARM)
- Marilyn Millitello (The Martin Group)
- Jess Kobis (Luminus)
- Shannon Silva (dpost)
- Mike Christensen (Fifteen)
- Todd Harmon (Quinlan)

The Buffalo News Smiles photographer was kind enough to stop by and capture the event.

Shout out to Crowley Webb, the big winners of the night, raking in the most tips!

See you all next year, folks!

### CATEGORIES

- ADDYS
- AdLab
- AdVENTising
- Advice
- AdWeek
- Announcements
- Blog
- Board
- Events
- Industry Updates
- Latest News
- Skillsshop
- Social Media
- Speaker
- Speaker Series
- Students
- Stuff



**AAF Buffalo**

Published by Maura Noonan [?] · August 16, 2019 · 🌐



We are simply overwhelmed with the support of our community and friends last night. With your donations we were able to raise over \$5,200 for our scholarship fund, our highest grossing year yet. A special shoutout to Joey Cocktails and Crowley Webb and Associates for bringing home the trophy this year by collecting the most tips!

Giving back to students in our area is something we love to do, but we couldn't do it without you. Relive the good times with these photos from The Buffalo News: <https://buffalonews.com/2019/08/16/gallery12609/>

📷: Matt Weinberg



825

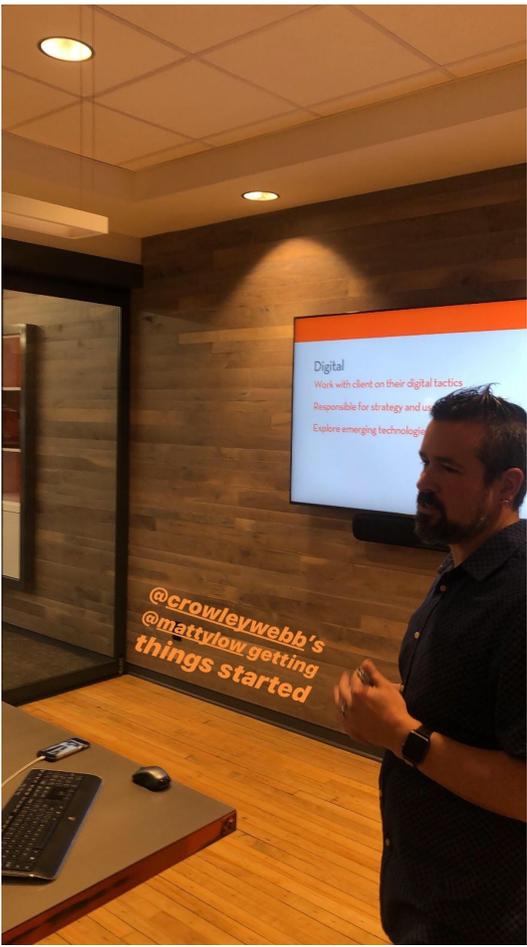
People Reached

98

Engagements

Boost Post

Exhibit 2.1: Buffalo Prep Student Engagement Day



## Exhibit 2.2: Buffalo Prep – Future Marketer Scholarship Award Presentation



aaf\_buffalo • Following  
Kleinhans Music Hall



aaf\_buffalo Congratulations to our Class of 2019 Future Marketer Scholarship Recipient @pabloguzman8! Good luck at Pace University in the Fall. Thanks @buffalo.prep for all the great work you do and allowing us the opportunity to contribute to the future of our industry! 🎓 #aafbuffalo #scholarship #advertising #congratulations

46w



Liked by gdurant and 46 others

MAY 4, 2019

Add a comment...

Post

## Exhibit 2.3: Buffalo Prep – Student Agency Tour Blog Post

# FALL STUDENT AGENCY TOUR

On September 28, 2019, AAF Buffalo hosted its fall agency tour. Nearly 25 college students joined us as we strolled up Main Street visiting some of the top advertising agencies in the heart of downtown Buffalo.

Students learned about how agency departments work together to create high-impact campaigns, agency processes, and they picked the brains of some of Buffalo's top talent. Not to mention, the weather couldn't be better.

The first stop was Crowley Webb led by Matt Lowe. Matt gave students a tour of Crowley's newly renovated office space, a walk-through of their departments, and provided students with insight on getting started in the advertising industry.

From Crowley Webb, this group of students made the trip across Main Street to Luminus. Tim Bouchard, former AAF Buffalo President, gave students a tour of the Luminus office. This was followed by an overview of the company's history, their process for working with clients, and ended with showcasing a recent multifaceted campaign.

After Luminus came Mower. Sarah Neundorfer, Creative Director at Mower, led students on a tour through their beautiful office on the 13th floor with some great views of downtown Buffalo. Sarah provided insight into how their agency works with clients and between multiple Mower offices. Students asked questions on various aspects of advertising.

Afterwards, students made their way to The Martin Group. This tour, led by Caitlin Higman, allowed students to see the various areas of Martin's historic office building. As students ventured through three floors of historic greatness, they were able to see how different departments in their agency worked together to complete client work.

Then, the short walk was made to dPost. Andy Donovan and Shannon Silva took students through dPost and dStudio. While viewing dPost, students had the chance to see the final touches being added to a 3D video for a client. In dStudio, students had the chance to see what a professional video production is made of and how various set pieces can be created within their space.

The tour concluded at Block Club, which is just a stone's throw away from dPost. Brian, co-founder of Block Club, talked about how the agency and Oxford Pennant were started and a bit of their journey to where they are today. Students toured through both offices and it ended with some Q&A at the Oxford Pennant storefront.

The students were happy to participate in this event. They gained a lot of knowledge (and connections) from within the agencies and some even had the opportunity to turn in some resumes for future opportunities!



### CATEGORIES

ADDYS

AdLab

AdVENTising

Advice

AdWeek

Announcements

Blog

Board

Events

Industry Updates

Latest News

Skillsshop

Social Media

Speaker

Speaker Series

Students

Stuff

### Exhibit 3.1: Brand Hack – Call for Non-Profits Social Promotion

**AAF Buffalo** November 26, 2019

Are you a local non-profit organization in Buffalo in need of some advertising help? Could your association benefit from some creativity to help get your message out?

We're looking to pair our February 2020 BrandHack event with a Buffalo-Niagara area non-profit in need of a logo, tagline, or other creative materials.

Visit [aafbuffalo.com/brandhack](http://aafbuffalo.com/brandhack) for more info/to apply!

## CALL FOR NON-PROFITS

Presented by *Whimsy*

**AAF Buffalo**  
Community Organization [Learn More](#)

**2,060** People Reached      **73** Engagements      [Boost Again](#)

Boosted on Dec 5, 2019 By Ally Balcerzak      Completed

People Reached	<b>1.3K</b>	Post Engagement	<b>121</b>
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[View Results](#)

Tim Bouchard, Christopher Gallant and 26 others      2 Comments 5 Shares

[Like](#)      [Comment](#)      [Share](#)

## Exhibit 3.2: Brand Hack – Call for Non-Profits Application

ABOUT MEMBERSHIP EVENTS SPONSORSHIPS AWARDS JOBS STUDENTS BLOG CONTACT **JOIN**

EVENT TICKETS JOB BOARD

**Register for BrandHack 2019 here!**

In 2016 the local creative and advertising community was introduced to a new event that brought students and professionals together for a 6 hour design challenge. That event was BrandHack and borrowed the idea of creating under pressure in a hackathon-style format borrowed from our friends in the tech industry.

In the event's first year we used a fictional non-profit food bank that was in need of public outreach to a younger generation to donate and volunteer. Our 6 teams came up with great ideas despite the scenario being done within a fictional premise. In 2017, the event's second year, we stepped our game up and entered a real non-profit Danceability. For next year's event we recruited The Foundry, a non-profit with a mission to increase neighborhood prosperity by empowering individuals through education and entrepreneurship.

[Click Here to Read the 2016 Event Recap](#)

[Click Here to Read the 2017 Event Recap](#)

[Click Here to Read the 2018 Event Recap](#)

A word from Deb Serlin of The Foundry: "We were so impressed by the energy and dedication involved in the BrandHack event. The fact that we may use some of the work produced within the Buffalo community is fantastic!"

We're back again this year and AAF Buffalo is looking to pair the January 2019 BrandHack event with another local Buffalo-Niagara non-profit in need of a **basic awareness campaign**. The result of BrandHack will be to create a logo, tagline, and out-of-home creative element (e.g. billboard, poster) that the non-profit may choose to take for use to gain exposure for their cause.

If you are associated with a local non-profit and would benefit from partnering with AAF Buffalo for this event, please use the form below to tell us your story and how this would help your organization. **Please only submit an organization that you are a part of as well as seeking for support from your executive director.** We want to ensure that the organization we select is 100% on board with participating and potentially using the creative from the event for their campaign.

**This year's application period due date is December 28th, 2018 Apply below!**

Submit Your Non-Profit Application

Your Name (required)

Your Organization (required)

Your Email (required)

Your Phone (required)

How would your organization benefit from a BrandHack campaign? (required)

[recaptcha]

**SEND**

### Exhibit 3.3: Brand Hack – Email Promotion



#### Students, Can You Hack It?

The AAF Buffalo BrandHack is back again. Are you a student who has what it takes to build a branded campaign from scratch in just 6 hours for a non-profit? Then register today to join in with pros and students from the advertising and design community to create a logo, tagline, and out-of-home creative element that the non-profit may choose to take for use to gain exposure for their cause.

Winning team gets bragging rights and a whopping **\$500 prize!** Register today for a chance to collaborate with other creatives and add to your portfolio.

[Learn More](#)

Are you associated with a **local non-profit** that would benefit from partnering with AAF Buffalo for this event? Please use the [form on this page](#) to tell us your story and how this would **help your organization**.

### Exhibit 3.4: Brand Hack – Social Promotion

**AAF Buffalo**  
Published by Hootsuite [?] · December 13, 2019 · 🌐

Brandhack is back for 2020! Work with fellow students in the advertising and design community to build a branded campaign from scratch for a local non-profit.

We're still accepting applications for non-profits! Apply on our website at [aafbuffalo.com/brandhack](http://aafbuffalo.com/brandhack).



Presented by *university*

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**413** People Reached      **23** Engagements      [Boost Post](#)

👤 Tim Bouchard and 6 others      2 Shares

👍 Like      💬 Comment      ➦ Share      👤

👤 Write a comment...      😊 📷 📧 🗨️

## Exhibit 3.5: Brand Hack – Recap Blog Post

EVENT TICKETSJOB BOARD

# BRANDHACK 2020: FAMILY PROMISE OF WESTERN NEW YORK

The fifth installment of our BrandHack event featured a local non-profit looking for a new postcard, brochure, and social media campaign to generate awareness for their organization. Family promise of Western New York is an emergency shelter for homeless families. They help families experiencing homeless stay together during tough times. This event was hosted at Daemen College in Amherst, New York.

Five teams of students from Daemen College, Buffalo State College, Villa Mariam and Hilbert College were tasked with creating these final deliverables. Leading the teams were seasoned professionals from the area – Samantha Lonczak from Fifteen, Caroline Jette from Delaware North, Andrea LoPiccolo from Fifteen, Holly Norris from White Bicycle, and Cody Andrees from the martin group. These designers and art directors provided guidance and advice for the teams from brainstorming and development through execution.



The format remained the same from 2019. Teams had five hours to organize and create their ideas before pitching them to our two judges, as well as the representatives from Family Promise of Western New York.

Our professional judge for this year's event, President and CEO of Luminis Tim Bouchard, offered his expertise throughout the event, and made sure the teams were on track and accomplishing what they had to on the tight deadline. While representing Family Promise of Western New York, Annalyse Paulsen provided the students with valuable information as to the various needs of FPWNY, as well as their process for working with various individuals.

Each team beat the clock and produced some well-executed, unique work along the way. Congrats to all the students and captains for producing another great event!



**WINNER: Hilbert College captained by Holly Norris**  
Check out the work!

← RECAP: PREVIEW NIGHT

SPEAKEASY 2020: THE ADDYS GO UNDERGROUND →

### CATEGORIES

- ADDYS
- AdLab
- AdVENTising
- Advice
- AdWeek
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- Blog
- Board
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- Industry Updates
- Latest News
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Exhibit 4.1: Jingle Bowl for Charity Event – Social Promotion



AAF Buffalo



Published by Hootsuite [?] · November 15, 2019 · 🌐

Jingle Bowl, Jingle Bowl, Jingle Bowl rock. One of our favorite events of the year is coming up on December 4th!

Benefiting the Food Bank of Western New York, get your tickets to our annual Jingle Bowl on our website today! 🎉 ✨ [aafbuffalo.com/events](http://aafbuffalo.com/events)



441  
People Reached

25  
Engagements

Boost Post

## Exhibit 4.2: Jingle Bowl for Charity Event – Recap Blog Post

[EVENT TICKETS](#)

[JOB BOARD](#)

# RECAP: JINGLE BOWL 2019

"F\*\*\* it Dude, let's go bowling." – Walter Sobchak, *The Big Lebowski*

Oh did we ever bowl. The 2019 Jingle Bowl was nothing short of a success. Crowley Webb, Fifteen, Gelia, HSBC, Luminus, Telesco, FARM, Evans Bank, Quinlan, and AAF Board Alumni all came together on December 4 at Kenmore Lanes to bowl for a cause.

Sixteen teams of four competed for the golden pin. And while Todd Harmon from Quinlan, with his shiny silver bowling shoes, stole most of the spotlight with winning Highest Individual Score for BOTH games one and two (and who was also on the team declared to be most festive), it was Evans Bank who took home the trophy with the Highest Overall Team Score: 1,141 points!

Attendees donated to FeedMore WNY upon entering the event. Beating last year's total, we weighed in at 531 pounds of donated non-perishables to help feed families during the holiday season. Way to go Buffalo!

Drinks were flowing all night long. FARM, the hosts of the 2020 Addy's, made sure of that when they delivered pitchers of beer to each of the 16 teams of bowlers upon announcing this year's theme: SPEAKEASY 2020 – THE ADDYS GO UNDERGROUND. We can't wait to see what unfolds for this year's show on March 6, 2020.

Thank you to Evans Bank who sponsored the event as well as Quinlan, Crowley Webb, and Big Ditch Brewery for donating prizes for our best (and worst) and most festive bowlers.

You can find us in all of our ugly sweaters and shoes over on our [Facebook page](#).

We will see you all next year!

← BOARD SPOTLIGHT: PAIGE LAMPARELLI

BOARD SPOTLIGHT: CASEY KELLY →

### CATEGORIES

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- Skillshop
- Social Media
- Speaker
- Speaker Series
- Students
- Stuff

**Exhibit 5.1: Don Nichols Scholarship Competition – Social Promotion**



**AAF Buffalo** March 6, 2019 · 🌐

Every year we host the Don Nichols Scholarship Competition, and every year we hand out \$1,800 in prizes.  
Intrigued? Go read more on our website.



AAFBUFFALO.COM  
**Don Nichols Scholarship Competition - AAF Buffalo**  
Sponsored by AAF Buffalo, the Don Nichols Scholarship Competition is a...

**411** People Reached      **18** Engagements      **Boost Post**

👍 Tim Bouchard, Dan Nesselbush and 3 others      2 Shares

👍 Like      💬 Comment      ➦ Share      👤

Exhibit 5.2: Don Nichols Scholarship Competition – Email Promotion



**Students: Win up to \$1,000**

In honor of Don Nichols, this scholarship competition is open to undergraduates throughout Western New York with **cash prizes for first, second, and third place**. If you're a student of design, writing, communications, illustration, photography, or fine arts, then share **your best take on 1960s design and/or advertising**. Get your work ready and submitted by **March 29**.

**Enter Your Work**

## Exhibit 5.3: Don Nichols Scholarship Competition – Recap Blog Post

[EVENT TICKETS](#) [JOB BOARD](#)

### RECAP: DON NICHOLS 2019

This year's Don Nichols student scholarship competition has come to a close. And with the most entries we have had in years, it was a tough battle.

The theme was 1960s design and advertising, when color and psychedelia were at their height and earth tones and experimentation were the new norm. Boundaries were pushed with color, type, and tone. So we asked students to share their best take on the groovy era's signature style.

We saw entries ranging from music albums and movie posters redesigned to political messages, print ads for products of the times, murals, a video about the 60s, and so much more.

The scholarship competition was open to all Western New York undergraduates in design, writing, communications, illustration, photography, and fine arts. Entries were judged by a panel of professionals from Crowley Webb. And the results are in.

#### The Winners

\$1,000 First Prize: Emily Kaczynski – Villa Maria College

\$500 Second Prize: Michael Cizmadia – Villa Maria College

\$300 Third Prize: Ana Echeverria – Villa Maria College

Honorable Mentions:

- Carlye Sager – Daemen College
- Nicole Plucinski – Villa Maria
- Tim Winterhalter – Villa Maria
- Emma Roberts – Buffalo State
- Megan Fox – Daemen College
- Lindsay Neilson – Villa Maria

**About Don Nichols:** Don Nichols began teaching at the Albright Art School. He founded its Graphic Design Program in 1960 and brought it to UB where, until his death on July 7, 1967, he served as the program's head and an extraordinarily dedicated teacher. He educated hundreds of graphic designers, a number of whom attained national prominence. Nichols received the Osborn Award for Creative Excellence from the Art Directors' Communicators of Buffalo and the Chancellor's Award for Teaching from UB in 1982.

#### CATEGORIES

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- Advice
- AdWeek
- Announcements
- Blog
- Board
- Events
- Industry Updates
- Lateral News
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- Speaker
- Speaker Series
- Students
- Stuff

Exhibit 6.1: Portfolio Seminar and Scholarship – Social Promotion



AAF Buffalo



Published by Ally Balcerzak [?] · April 11, 2019 · 🌐

Last call! Students, sign up today to have your portfolio reviewed by the pros. They'll be at Villa Maria College this Saturday morning to help you get ready for that post grad life.

Sign-up --> <https://bit.ly/2FDsZV7>



403

People Reached

11

Engagements

Boost Post



**AAF Buffalo**

October 23, 2019 · 🌐



Join our Pro Panel this Saturday October 26th at Buff State for tips and insight from some of the best and brightest in the industry! Tickets are still available on our website, this event is FREE with a student membership. <http://ow.ly/JYzK50wS8za>



AAFBUFFALO.COM

### 2019 Portfolio Series Part 1: Pro Panel - AAF Buffalo

Portfolio Series Part 1: Pro Panel Calling all students! Join a panel of...

**547**

People Reached

**51**

Engagements

[Boost Post](#)



Tim Bouchard and 3 others

4 Shares

## Exhibit 6.2: Portfolio Seminar and Scholarship – Email Promotion

[View this email in your browser](#)



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portfolio series part 1

# PRO PANEL

**Calling all students!** Join us for [AAAF's Portfolio Panel](#) where you'll hear from creative industry pros and last year's student portfolio winner. These insiders will give you **valuable insight into the industry** and offer up **portfolio prep tips** to help you land that internship or dream job.

The pro panel is **free for student members**. Not a member yet? [Join now](#). This event is open to all and is especially geared toward students who focus on design, illustration, and visual communications.

**WHEN**  
9:30 – 11 a.m. on Saturday, November 10

**WHERE**  
Daemen College | 4380 Main St, Amherst  
at Research Innovation Commons (RIC) 120  
Look for the contemporary-style library that faces Main Street.

**MEET OUR AWESOME PANEL**  
Chrissy Pyne, Director of Creative Services at [Mr. Smith Agency](#)  
Daniel Bell, Founder & Co-Owner of [Newbird](#)  
Francesca Bubba, 2018 Winner & Student Intern at [Delaware North](#)

**SIGN ME UP >**

AN OFFICIAL AAAF BUILD YOUR OWN BRAND STUDENT EVENT








Portfolio Panel November 10th 9:30am - 11am



There are only a few left, so [buy your tickets today!](#)

Event Info  
9:30 am - 11:00 am | Saturday | Event Network

[Buy AAAF's Tickets](#)



AAAF Buffalo is proud to sponsor the Don Nichols Scholarship Competition, a student communication contest that honors the memory of Don Nichols.

This year's theme is **creative graphics**, and we're looking for unique and creative design, writing, communication, illustration, photography, or the arts to enter the competition.

We also have prizes for all winners! Not all at all times - no matter if it's a first budget entry that is a top-notch student illustration. What if you could design a conceptual graphic for your favorite movie or song you'd like to cover? Whether it's a new idea or a classic poster or even a late trailer, we're excited to see your creative genius in any medium you choose.

Head to our submission page to learn more about entering your work into the Don Nichols Scholarship Competition.

[Enter Today!](#)



**News You Shouldn't Miss**

- [Review: AAAF's Creative Night](#)
- [Illustration: Review: Creative Mail's Design Tip for Personalized Marketing Campaigns](#)
- [AAAF Jobs: Review of Our Career Search Board](#)
- [Creative: Creative Services, LLC: Design and Illustration: The Brand](#)
- [The Studio: Review: Spatial Lab, Student Showcase](#)
- [Illustration: Illustration Competition: Let's You Choose The Stars... Literally](#)

Our content moderation team is always looking for new content to feature on our website.



**Seeking a Change?**

Discover your next challenge on the AAAF Job Board. Check out the new openings and internships available in our area to take the next big step in your career.

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## Exhibit 6.3: Portfolio Scholarship – Recap Blog Post

[EVENT TICKETS](#) [JOB BOARD](#)

### RECAP: PORTFOLIO REVIEW 2019

On Saturday, April 13, students and advertising professionals gathered at Villa Maria College for the 2019 Portfolio Review. As Part II of the AAF Buffalo Portfolio Series, this event focused on putting what students learned from Part I, the Portfolio Seminar, into practice.

Senior, junior, and sophomore students from Villa Maria College, Fredonia, Buffalo State College, and Daemen College brought their portfolios to Buffalo area pros for critique and conversation in a speed-networking format.

This event style gave students the opportunity to discuss their work and hear valuable feedback from a mix of creative directors, art directors, writers, and freelancers. In turn, the pros offered guidance on how students could improve their portfolio and answered any questions from students about getting a job following graduation.

In addition to useful feedback, Portfolio Review gives students a chance to practice their interviewing skills and meet with a wide network of agencies and companies around town to get their name out there and inquire about internships or future opportunities.

Students presented their work from 10 a.m. to 2 p.m. with a break for lunch. At the end of the review, we asked our professionals to vote on the best portfolio, in their expert opinion, and on who would be the most deserving recipients of our three scholarships.

**The Winners**

Congratulations to these three students, who not only took home professional validation, but also an AAF Buffalo scholarship.

1st Place: Andrea LoPiccolo – Buffalo State College

2nd Place: Philip Miller – Buffalo State College

3rd Place: Lindsay Neilson – Villa Maria College

And a special thank you to our professionals who gave up their Saturday morning for us.

#### CATEGORIES

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- Latest News
- Skillshop
- Social Media
- Speaker
- Speaker Series
- Students
- Stuff

← RECAP: DON NICHOLS 2019 | AAF ASKS: WHAT IS YOUR FAVORITE DRINK SPOT TO GET WORK DONE? →