

AAF-Akron Club Achievement Entry: Club Operations

With an eye towards succession and growing our volunteer base, AAF-Akron has focused on engaging members, prospects, students, area educators and partnering with other professional associations. Our need to cultivate new board members and team members is ever present to ensure a bright future.

A. LONG-RANGE PLANNING *(Exhibit 1)*

Our President selected three board-wide goals to continue our growth for the 2019-2020 year:

Goal 1: Unify Our Efforts

Board-wide goal of cross-team collaboration and less silo-tasking.

Methods Used to Achieve Goal

- Board calendar: All board members are invited to attend each others meetings. All meetings are posted to the AAF calendar. The calendar is shared with all board members and notifications and updates are sent via Slack.
- Request for help/ideas is encouraged at board meetings and on Slack channels.
- Emphasis on delegation rather than one person doing it all.

Results

- More cross-pollination is happening. More board members are attending each others meetings. For example, in order to accomplish membership tasks and goals, the Membership Chair has attended communications, website and programs meetings.
- Board members ask each other for help to generate ideas and execute plans.

Goal 2: Activate Under-Represented Areas *(Exhibit 2)*

Increase engagement with Canton (a former AAF Chapter 20 minutes south) and less active universities. Less active universities tend to be in Canton and Kent.

Methods Used to Achieve Goal

- Personal outreach to Canton professionals to participate in events such as the Student Portfolio & Resume Review, a MarCom Showcase and the American Advertising Awards.
- Deliver American Advertising Awards call for entries envelopes to businesses and universities.
- Class room visits to Stark State College in Canton.

- Meeting with the Director of the School for Visual Communication Design (VCD) at Kent State University (KSU).
- Offer comp tickets to college presidents and program directors who've never attended the American Advertising Awards.
- Invite Canton agencies to host an event.
- Invite all area college students to apply for our annual scholarship.
- Thanks to a speaker, we challenged our lack of diversity and looked to increase our diversity, equity, and inclusion.

How did we plan to do this?

1. Have diverse speakers.
2. Foster greater diversity on our board of directors and teams.
3. Encourage participation in the the Mosaic Awards which showcase D&I in advertising. Additionally, we will recognize a Mosaic winner at future ADDY awards.
4. Start a diversity team of professionals and students who support diversity and inclusion among club members, its activities, events and the community.
5. Develop an AAF-Akron survey to send to our members to learn about our demographics and more.
6. Craft a diversity statement that we will unveil on our new website.

Results

- 2 Canton professionals were Portfolio Reviewers
- 2 Canton professionals and Kent State University participated as exhibitors in the MarCom Showcase.
- 8 Canton companies participated in the ADDYs and entered 105 entries – a 57% increase from last year. (Last year: 67 Canton entries.)
- Four colleges participated: 3 entries from Stark State College (Canton), 9 from Youngstown State University (YSU), 6 from Kent State University (KSU) and 78 from The University of Akron.
- The new Director at VCD/KSU attended the ADDYs. Is planning now how to involve faculty and increase student participation from his school.
- Eight applicants from two universities applied for the scholarship – a 56% decline from last year. Even though it was promoted on social, via faculty and onsite posters, many students said they didn't know about the scholarship.

- We have met some of our diversity challenges. They are ongoing and year-round. We have been attentive to securing diverse speakers and diverse ADDY judges with good results. We have two African Americans involved: one on our board and one on a team. We did develop and send out survey. Results are pending. See section B. A diversity statement has been crafted, but not finalized.

Goal 3: Firm Succession Plan (*Exhibit 3*)

Identify future leaders NOW for the board change-over on July 1, 2020.

Methods Used to Achieve Goal

- Cultivating promising team members by mentoring them at the team level.
- Inviting prospects and team members to attend board meetings.
- Invite prospective board and team members to attend our District Leadership Conference to partake of professional development and introduce new people to AAF.
- Have monthly team meetings.
- Open discussions with team members about their future plans and what it means to be on the board.
- Identifying leaders by this criteria: do they get it, want it, have the capacity.
- One-on-one new member meetings include sharing a menu of team member roles.
- Engage and activate members through participation.
- Treat team members like family. Make it personal. Have fun. Celebrate birthdays. Send holiday cards with thanks.
- Recognize volunteers. Take time to meet with them and cultivate relationships.

Results

- On the plus side, we have eight years of VPs and Presidents planned. We have a five-year plan to transition to a new Executive Director. On the negative side, we had four board members resign this past year. We identify people and then they move, change jobs or life happens. We are still in need of programs and partnership chairs, a treasurer, membership co-chair and an education co-chair. We had eight people attend the Leadership Conference. All were board members, save for one student. That student is now a senior and we hope to activate her. All others are actively involved. Planning to invite several team members to our fall Leadership Conference. Eight new people joined AAF teams. New education chair to replace current one in July. Still searching for a treasurer and a partnership chair.

B. ANALYSIS OF MEMBER NEEDS

Goal: Who are our members? (Exhibit 4)

We have not conducted a comprehensive member survey in more than 10 years. AAF-Akron's mission is to bring all disciplines of Greater Akron's marketing communications community together. We strive to be their resource for networking, industry support and professional development in a fun and welcoming setting. We can't be relevant to our members if we don't know who they are and what they want. Our goal was to conduct a survey, keep it open for at least three months to get a minimum of 50% participation, and have a professional researcher analyze the data and identify trends and discover the persona of our typical member. The analysis of the survey data would then inform all aspects of our organization: what we are doing and why. Once accomplished, we will share the results with our membership.

Methods Used to Achieve Goal

- Develop and send a member survey. We spent three months crafting a comprehensive survey.
 - We consulted with Jacinda Walker, a diversity in design expert and researcher, who has implemented surveys for AIGA and other organizations. She helped us identify three key sections that needed to be included in the survey: demographics, employment and member expectations. She reviewed our questions and helped to word them properly. The board, along with the membership and communications teams, also reviewed the survey questions. We also crafted a diversity statement as we didn't have one.
- Promote the survey via email and social media.
- We continued new member meetings: welcome them to the AAF-Akron family with a phone call and one-on-one meeting. Interview members to determine their needs, why they joined, what they hope to get out of AAF and connect with them on a personal level.
- Electronic and paper surveys after select events to gauge our relevance.

Results

- The survey is ongoing and won't close until we get 50% participation. It originally went out in early Dec. With the start of the American Advertising Awards in January - February, we did not resend it until March 2. To date, 21 members out of 185 participated. The initial results show that our members are predominantly white, split almost evenly between the ages of 18 - 54, split evenly between men and women, 71% have a bachelor's degree, 33% earn between \$50K - \$99K, 57% are married, 66% are employed full-time, 23% are students, 28% are in-house designers, 52% of companies have 1-25

employees, the 3 top important things are networking, ADDYs and education, 61% have attended 1 -3 events, 19% have attended none, 66% prefer events after hours, responses were split evenly on attending a Saturday event. One big comment was we need to do more to educate and keep our members up to date in the industry.

C. LEADERSHIP ORGANIZATION AND DEVELOPMENT

Goal: Continue to develop and maintain a strong board. (Exhibit 5)

Methods Used to Achieve Goal

- Have efficient board meetings. Our meetings had devolved into lengthy and meandering meetings. We are working with an Entrepreneurial Operating System (EOS) coach who uses specific strategies and tools to help us get a grip on managing our board and organization to make it more efficient. He is a friend of our President and is donating his services (the leads and connections are valuable for his business). He initially met with the board at our annual retreat in June of 2019. From there, he met with the executive team from July - Dec. to train us and get a process in place. We started implementing a new “Level 10” format for our monthly board meetings in July of 2019:

1. Start on time (5 minutes)
2. Segue: personal/professional good news from everyone (we’re all human so let’s acknowledge it) (6 minutes)
3. Scorecard: a way to track your tasks on Google Sheets (report success or not, no detailed discussion) (6 minutes)
4. Rocks: tasks that can be met in 90 days (report if on-track or off-track) (6 minutes)
5. New Members/News (2 minutes)
6. To-Do’s (a “pebble” that requires 30 days or less to complete) (5 minutes)
7. IDS (Identify, Discuss, Solve - id the root of the problem, discuss together, assign accountability, solve) (60 minutes)
8. Conclude (5 minutes)

- In her fifth year, our part-time Executive Director provides operational support and guidance. She has taken on more duties to meet with members and community partners, scout for volunteers and sponsors, fill in for missing board member positions and represent AAF at community events.

- Yearly board retreat focuses on how to achieve our goals for the new term. All board members have binders outlining their duties, AAF-Akron history, mission, board roster and archived work from previous board members. Notes from Admerica are shared. Last year's retreat focused on meeting our executive coach and implementing a new process. We supplied beer, lunch and ice cream and made it a family picnic at the home of our president.
- Several board members attend our District Leadership Conference.
- Succession: identify and invite members to join teams and cultivate for board positions.
- We use Slack for our board and team member communication.
- To keep track of projects and events, we use Google calendar which syncs to Slack and sends notifications.
- We are in constant communication: monthly board meetings, calls and daily messaging.
- Monthly board recognition program: the BBMA's – also known as the Bitchin' Board Member of the Month Awards. Each month the BBMA (the letter "B"), along with a \$35 gift certificate, is given to a distinguished board member who embodies the tenets of Bitchin' service: bold, initiative, tenacious, champion, hero, inventive and noteworthy.
- Hosted a purely summer social outing at a local theatre where no AAF business or meeting was conducted.
- Hosted a catered holiday board meeting/social for board members and plus one. All were given a thank you AAF-Akron "Shining Star" ornament.
- Board perks: attend ADDYs for \$20

Results

- At the retreat, everyone revealed they don't use or like the binders so we are taking everything online.
- There was initial resistance to the new board format. Originally, everyone printed up their own report and read from it. It took awhile to change everyone's behavior and we made modifications based on feedback. No one wanted to put together their scorecard - which is a digital version of each board role. We then tried using Trello instead as a way for board members to track their duties and create a digital job description for future board members. It was visually easier to use at a glance. We had one board member spearhead that process to create the Trello boards, but few kept them up-to-date or used them. The impetus to have all of this to live digitally is because no one wanted to use the binders anymore that we

update for every retreat that includes each board members duties and more.

- We have created a revised board meeting format that is working efficiently. We changed the “scorecard” to a “punchlist” and combined it with the “to dos’ as they naturally go together and are what people were used to doing. We start at 5:30pm and end around 7pm instead of 8pm (*Exhibit*)
- We now have our monthly meetings at our executive coach’s office. He is also there acting as a guide to keep us track. We are surrounded by white boards which makes it conducive to jot items for all to see.

D. FISCAL MANAGEMENT (*Exhibit 6*)

(BUDGETING, DUES, NON-DUES INCOME AND FUNDRAISING)

Goal: Remain modestly profitable through collaboration, partnerships and maintaining membership.

Methods Used to Achieve Goal

- Our current CRM system and website through StarChapter was not ideal for current or potential members or donations. We transitioned to NEON CRM and built a custom website (donated) in January.
- To keep costs low, almost everything we use to promote AAF is donated by sponsors.
- Using our budget as a guide for allocating club resources.
- Our accountant functions like a board member. Income and expenses are being allocated correctly and tagged with the proper category. He’s especially important as we haven’t been able to fill our treasurer position.
- NEON allows our members to pay credit card fees, helping our expenses. With ADDYs alone, this saved us \$330.
- Set up online giving for our endowed scholarship.
- With every event registration, attendees can opt in to give to support students.

Results

- A new member became our 2020 Presenting Partner for \$6,500.
- 58 sponsors (64 last year) for the year. Overall, we had 18 new sponsors.
- Sponsorships (in-kind services and cash donations) resulted in \$106,000. (\$101,000 last year).
- American Advertising Awards is our biggest non-dues income generator. Entries and show attendance raised \$44,370 - 36% increase from last year.

- At the start of this year, cash flow was low. Fortunately, our ADDYs gave a cash infusion, but we can't relax. The biggest culprit is the ADDY trophies - our biggest expense. We are redesigning less expensive awards with a new vendor for 2021 and hope to cut that expense in half. During the timeline established for this competition, we paid for two years of ADDY trophies and venue rental. These items would not normally fall in the same fiscal year. Thus, our financial statement does not look good. But, we currently have \$24,000 in the bank and no debt.

Exhibit 1 — 2019-2020 Goals

Board Retreat

www.aafakron.com



2019 Retreat

Annual Retreat Agenda

Friday, June 28, 2019 • Melissa's House (1066 N Portage Path, Akron)

1

11:45–12:00		Arrival / Mingle / Grab Lunch / Drink Beer!	Board Members
12:00–12:30		Focus: Budget <ul style="list-style-type: none">• COLIN SIM: Schulte & Co.	<ul style="list-style-type: none">• Kris Barnette• Garrick Black• Mike Carlson• JD Dumire• Jacob Farrar• Steve Govern• Dan Kearsey• Brianna Kelly• Erin Leslie• Luke Messner• Neil Nagy• Melissa Olson• Michael Pontikos• Ryan Rimmele• Justin Stafford• Cecilia Sveda• Jason Zehner
12:30–1:30		Focus: Committee Success/Productivity <ul style="list-style-type: none">• JOSH MULLER: Lodestone• Goal-setting• Scorecard & Accountability• Meeting pulse	
1:30–2:30		Round Table: Issues & Scorecard	
2:30–2:45		Quick Break / BEER!	
2:45–3:45		Focus: Website <ul style="list-style-type: none">• STEVE GOVERN: Chairman• Wireframe / Goals• Testing / How you can help	
3:45–4:00		Quick Break / ICE CREAM!	
4:00–4:30		ADDY Concepts <ul style="list-style-type: none">• ST&P: Russ Kern & Maria Drutel	
4:30–4:45		Board Vote	
4:45–5:30		Binder Audit / Updates from Cecilia	
5:30		That's all, folks!	

2019/20 TERM GOALS:

- **UNIFY OUR EFFORTS:** Less silo-tasking; more cross-team collaboration
- **ACTIVATE UNDER-REPRESENTED AREAS:** Increase engagement with Canton & less active area universities
- **FIRM SUCCESSION:** Identify future leaders NOW for next year's change-over

LAST UPDATED 06/26/2019

Exhibit 1 — 2019-2020 Goals

Board Retreat

www.aafakron.com



2019 Retreat

Annual Retreat Report Prep Guide

Friday, June 28, 2019 • Melissa's House (1066 N Portage Path, Akron)

Please refer to this document as you prepare your report for the retreat.

2

PART 1

SUCCESES

- **LIST 3-5 SUCCESSES OF 2018-19**
 - Include details of how you achieved success
 - Did other committees actively support this success?
 - List important contacts (names, emails, phone numbers)

PART 2

CHALLENGES TO BE ADDRESSED

- **LIST 3 COMMITTEE-SPECIFIC GOALS FOR 2019-20**
 - Include a punchlist of **ACTION ITEMS**
 - List **SPECIFIC WAYS** other committees can assist/help
 - List **SPECIFIC WAYS** addressing these challenges help AAF-Akron achieve the **TERM GOALS** listed at the bottom of this guide.

PART 3

COMMITTEE-SPECIFIC CONTACT & ASSET LIST

- **COMPILE ALL ESSENTIAL CONTACTS**
 - **ALL COMMITTEE MEMBERS**
 - Vendors / Event Locations / Etc.
 - Websites / Tools / Etc. Used Regularly
 - **Please format as such:**
 - Contact Name
 - Affiliation with AAF-Akron
 - Career Title
 - Company
 - Work Phone
 - Cell Phone
 - E-mail Address

Board Members

- Kris Barnette
- Garrick Black
- Mike Carlson
- JD Dumire
- Jacob Farrar
- Steve Govern
- Dan Kearsey
- Brianna Kelly
- Erin Leslie
- Luke Messner
- Neil Nagy
- Melissa Olson
- Michael Pontikos
- Ryan Rimmele
- Justin Stafford
- Cecilia Sveda
- Jason Zehner

PART 4

ROUGH CALENDAR FOR 2019-20

- **COMPILE FULL 2019-20 PLAN**
 - **LIST ALL COMMITTEE MEETINGS NOW**
(can be adjusted, but give your team ideas of when you'll be meeting to increase chance of participation)
 - Include any specific deadlines for your committee
 - Include ALL events you are planning. This can be adjusted, but will help in building a FULLY-INTEGRATED CENTRAL CALENDAR.

2019/20 TERM GOALS:

- **UNIFY OUR EFFORTS:** Less silo-tasking; more cross-team collaboration
- **ACTIVATE UNDER-REPRESENTED AREAS:** Increase engagement with Canton & less active area universities
- **FIRM SUCCESSION:** Identify future leaders NOW for next year's change-over

LAST UPDATED 06/26/2019

Exhibit 1 — Board Calendar

Today		< > March 2020		<input type="text"/> <input type="button" value="?"/> <input type="button" value="⚙️"/> <input type="button" value="Month"/> <input type="button" value="☰"/>		
SUN	MON	TUE	WED	THU	FRI	SAT
Mar 1 ● 6pm Social Post - Social	● 6pm Social Post - Social	● 2pm Collateral Plan New SCP ● 5pm Social Post - Survey	● 6pm AAF Programs Committee ● 6pm Social Post - Mohawk Sho	● 5pm Social Post - Mock Intervie	● 6pm Social Post - Social	7
8	9	● 5pm Social Post - BBMA ● 6pm Executive Coaching Meeti	● 12pm Social Post - Cecilia ● 5:30pm AAF Membership Meet	● 5pm Social Post - AR Winners E	● 5pm Social Post - AR Best of SI	14
15	● 10am Membership Monday ● 12pm Social Post - Postponed	● 12pm Social Post - DJ Black ● 3pm Social Post	● 10am Social Post ● 1pm Social Post - Member surv	● 10am Social Post ● 12pm Social Post	● 1pm Social Post - Member surv	21
22	Social Post ● 2:45pm Membership Monday	24	● 1pm Social Post - Member surv ● 3pm Social Post - Akron Life Fr	● 8:30am AAF D5 Leadership Cal ● 10am Social Post - Millcraft Me	27	28
29	#330Day	Membership Survey ● 10am GAC Online Meeting ● 5:30pm VIRTUAL: AAF-Akron B	1 ● 10am Millcraft Cougar ● 6pm AAF Programs Committee	Membership Survey	Support Local	4

Exhibit 2 — Activate Underrepresented Areas

Invite to MarCom Showcase



MARKETING COMMUNICATIONS SHOWCASE

MEET YOUR LOCAL EXPERTS AND RESOURCES

MAKE CONNECTIONS AND LEARN ABOUT VALUABLE LOCAL RESOURCES TO HELP BUILD YOUR ORGANIZATION!

THU OCT 24
5:00PM - 8:30PM

THE TANGIER
532 W. MARKET STREET • AKRON

TICKETS
REGISTER BY OCT. 18 AT AAFAKRON.COM

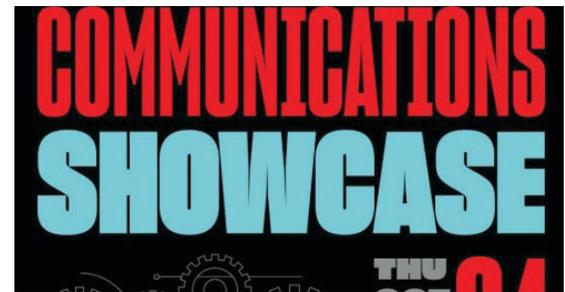
MEMBERS \$10
NON-MEMBERS \$20
STUDENTS \$5

CO-HOSTED BY
AAF AKRON * **NSME**

PRSA
Public Relations Society of America

DESIGN PARTNER
KLEIDON

PRINT PARTNER
nop **FOI3D**



OCT 24 Marketing Communications Showcase
Public · Hosted by AAF-Akron

★ Interested ✓ Going

Thursday, October 24, 2019 at 5 PM – 8:30 PM
about 5 months ago

Tangier Event & Entertainment Center
532 W Market St, Akron, Ohio 44303 [Show Map](#)

About Discussion

4 Went · 20 Interested [See All](#)

 Neil was interested

Details

Make connections and learn about some pretty cool and valuable resources to help build your organization or that of your client's!

Features Hors d'oeuvres, raffle prizes, and a cash bar!

TICKETS:
Members of AAF, PRSA, NSME \$10 / Non-Members \$20 / Students \$5

[See Less](#)

Causes

Hosted by

 AAF-Akron

AAF - Akron Retweeted



The Taylor Institute @TaylorInst · Oct 24, 2019

At the @AAFAkron/ NSME Marcom Showcase event talking about opportunities to partner with the institute for marketing research. #uakronmarketing



2 Retweets 5 Likes

Exhibit 2 — Activate Underrepresented Areas

Invite to Portfolio Review

STUDENT PORTFOLIO &

MAR 14 Student Portfolio & Resume Review
Public · Hosted by AAF-Akron

★ Interested ✓ Going

🕒 Thursday, March 14, 2019 at 4:30 PM – 9 PM
More than a year ago

📍 WhiteSpace
243 Furnace Street, Akron, Ohio 44304 [Show Map](#)

About Discussion

10 Went · 7 Interested [See All](#)

Melissa went

AAFAKRON
PRESENTED BY **HKM**
DIRECT MARKET COMMUNICATIONS

AAFAKRON
March 26, 2019 · 🌐

Continued photos from the Portfolio Review! 📷

👍❤️ 6

👍 Like 💬 Comment ➦ Share

STUDENT PORTFOLIO & RESUME REVIEW

THURSDAY, **MARCH 14**, 2019
4:30-9:00 PM | **WHITESPACE**
REGISTER AT AAFAKRON.COM

Exhibit 2 — Activate Underrepresented Areas

Invite to the ADDYs

• Call for Entries begins Jan. 13!

Yahoo/ AAF_C...

AAF-Akron <addy@aafakron.com>
To: Cecilia Sveda

Mon, Jan 6 at 12:12 PM



If you're having trouble viewing this email, you may [see it online](#)



KAULIG MEDIA Presented by KAULIG MEDIA



Have ADDY questions? Get all the answers at Apps & ADDYs!

Jan. 9 | Jilly's Music Room | 5:30 - 7:30 pm
111 N. Main St. • Akron, OH 44308

How do you navigate the competition site? What category should you pick? Our crack team will be there to help. We'll also have envelopes available. You can even drop off your entries early. Or just join us if you want to hang out!

2020 AMERICAN ADVERTISING AWARDS
February 21, 2020 • The Akron Civic Theatre



Enter your best creative today!

We are accepting entries for the 2020 American Advertising Awards. Be sure to look at the new categories for pro-bono work and corporate responsibility.

Entries due Jan. 13 - 14, 4 - 6 pm (see drop-off locations below)
Procrastinator Drop-Off: Jan. 15, 4 - 6 pm (with late fee)

Entry envelopes and guidelines available at all drop-offs.

HOW TO ENTER

1. Review entry rules and categories:
[FOR PROFESSIONAL ENTRY RULES & CATEGORIES, CLICK HERE.](#)
[FOR STUDENT ENTRY RULES & CATEGORIES, CLICK HERE.](#)
2. Visit the competition site to register as an entrant:
[TO REGISTER AND SUBMIT ENTRIES, CLICK HERE.](#)
3. Follow the drop down menus on the competition site to enter your information.
4. Drop off your printed and signed manifest form, check (payable to AAF-Akron), along with your entry pieces and entry forms in an envelope to any of the drop-off locations listed below.

CANTON DROP-OFF

ON TIME: **Monday, Jan. 13 • 4 - 6 pm**
[Creative Source](#): 4623 Everhard Rd. NW, Canton OH 44718
If you miss this drop off, you can enter on any of the Akron dates listed below.

AKRON DROP-OFFS

ON TIME: **Tuesday, Jan. 14 • 4 - 6 pm***
PROCRASTINATOR: **Wednesday, Jan. 15* • 4 - 6 pm** (Competition closes at 6 pm)
Location for all Akron drop-off dates: Myers School of Art: 150 E. Exchange St., Akron OH
**A \$35 late fee will be added per entry after 6 pm on Jan. 14. Students will not be assessed a late fee.*

AKRON DROP-OFFS

ON TIME: **Tuesday, Jan. 14 • 4 - 6 pm***
PROCRASTINATOR: **Wednesday, Jan. 15* • 4 - 6 pm** (Competition closes at 6 pm)
Location for all Akron drop-off dates: Myers School of Art: 150 E. Exchange St., Akron OH
**A \$35 late fee will be added per entry after 6 pm on Jan. 14. Students will not be assessed a late fee.*

ENTRY FEES

STUDENTS
\$25 member/\$35 non-member, NO late fee

PROFESSIONALS
SINGLE: \$75 member/\$125 non-member
CAMPAIGN: \$90 member/\$140 non-member
PROCRASTINATOR: \$35 late fee added per entry after 6 pm on Jan. 14

If you're not a member and submit three or more entries, the extra fees cover the cost of an individual membership. You may consider joining to save on entry fees, get the member rate to attend the awards ceremony and receive member benefits and discounts.

Entry Questions? Contact addy@aafakron.com



PARDON OUR DUST!

We're in the process of rebuilding our website to better serve your needs. Therefore, you might encounter some dust and debris. Don't worry, we're working on it. Remember when your Angelfire site was "Under Construction"? It's like that.

LEARN MORE ABOUT BECOMING A MEMBER!



For more information email info@aafakron.com or call 330.990.9426.

Stay connected with AAF-Akron!



To unsubscribe from future mailings [click here](#)

Exhibit 2 — Activate Underrepresented Areas

Outreach_deliver ADDY Entry Packets

To Dos

Tuesday, Oct. 29, 2019

ADDY Envelope Distribution

Akron

_____ Outerbox: 325 S Main St Fl3
_____ Full Spectrum Marketing: 222 S Main St Ste 203
_____ Monarch Wave Marketing: 12 E. Exchange St.
_____ Eleventy: 453 S High St Ste 101
_____ Evolve: 935 W Market St
_____ Focal Point: 1530 W Market Street
_____ Earthquaker Devices: 350 W Bowery St
_____ Geometry

_____ Ipsos: 190 N Union St #301
_____ 427 Design: 190 N Union St #200
_____ Red Point Digital: 190 N Union St #10

_____ Lost Tribe Media Inc: 354 S Main St Ste 300
_____ Todd Biss: 850 S Main St
Brianna Pritt: 380 South Main Street
_____ Dot Org Solutions: 536 S Main St Ste 701F (Bounce)

_____ Whitespace: 243 Furnace St
_____ Public Design Company: 43 Furnace St
_____ New Territory: 526 S Main St #607A, Akron, OH 44311 (Bounce)

_____ Array: 495 Wolf Ledges Pkwy #1
_____ HFA: 500 Wolf Ledges Pkwy

Fairlawn

_____ Artists Inc: 150 N Miller Rd Ste 300A
_____ ST&P
_____ Kleidon

Cuyahoga Falls

Carlson Triad: 1701 Front St.
_____ Summa
_____ Knox: 1730 Akron-Peninsula Rd, 2Nd Floor
EB Monsters: 151 Portage Trail, Suite 201

Kent And Beyond -

_____ Kent Displays
_____ Glyphix/Ideabase
_____ Diversa
_____ Western Reserve Public Media: 1750 Campus Center Dr
Carlson Akhia
_____ Westfield: One Park Circle, Westfield Center
_____ About350
_____ Kurtz Graphic Design
_____ Kaulig Media
_____ Leaf Home Solutions

Canton

EB can do Canton

_____ WRL: 4470 Dressler Rd NW
_____ Innis Maggiore: 4715 Whipple Ave NW
_____ Cassel Bear: 4884 Dressler Rd NW
_____ Boomerang: 1174 S Main St
_____ Sanctuary: 219 E Maple St
_____ Standout: 4194 Fulton Dr NW Ste B
_____ Karcher Group: 5590 Lauby Rd #8
_____ CAK

_____ Inventors Hall of Fame: 3701 Highland Park

School visits

_____ Malone
_____ Walsh
_____ Stark State Akron
_____ Stark State Canton
_____ UA
_____ KSU
_____ YSU

other colleges in our footprint:

_____ Ashland
_____ Hiram
_____ Wooster

Exhibit 2 — Activate Underrepresented Areas

Volunteer Opportunities



AAF-Akron - ADDY Awards Student Volunteer Opportunities

On February 21, 2020, The Akron chapter of the American Advertising Federation (AAF) will be holding its annual Advertising Awards event – The ADDYs. Every year students from the universities in our chapter footprint are invited to be both inspired by the amazing work being done in the area and to connect with local advertising and marketing professionals doing the work. We encourage students to take advantage of this opportunity. However, we also need your help. The ADDY awards don't run by themselves. So we ask students from the colleges and universities in the area to volunteer their time to ensure the event is successful. There are multiple ways you can volunteer – either leading up to the event at various drop-off locations, and judging weekend, or actually during the event on 2/20.

We have multiple ways that students can assist. Please note that in order to get either a free entry for student work or a free ticket to attend, **students need to volunteer for at least one of these opportunities.** We recognize that some of these require more of a time commitment than others, but we are leaving it up to students to choose. We recognize that that they may choose a lesser time commitment – that is OK. We just want them to assist. If these don't work within their time availability, students can also contact AAF-Akron Board President, Melissa Olson, to determine the best fit amongst these choices. Melissa's email address is mso3@uakron.edu. Here are the volunteer opportunities:

Drop Offs

All events in this list are from 4-6:30 PM; locations listed:

Monday Jan. 13 at Creative Source, Canton

Tuesday Jan. 14 at Folk Hall, Akron

Wednesday Jan. 15 in Folk Hall, Akron

Judging Weekend

All judging weekend events occur at Folk Hall, 150 E. Exchange St. Akron, OH

SHIFT 1: Friday, January 17, NOON - 6 PM *(times can be adjusted based on student availability)*

SHIFT 2: Saturday, January 18, 8:30 AM - 1:30 PM *(times can be adjusted based on student availability)*

SHIFT 3: Saturday, January 18, 1 PM - 6 PM *(times can be adjusted based on student availability)*

Day of Ceremony: FRIDAY Feb. 21, 2020

Help with setup at The Akron Civic Theater, 182 S Main St, Akron, OH

SET UP CREW: 11 AM - 5 PM *(times can be adjusted based on student availability)*

CHECK IN CREW 1: 4 - 6 PM

CHECK IN CREW 2: 5:30 - 7:30 PM

STAGE HANDS: 6 - 10 PM *(times can be adjusted based on student availability)*

CLEAN UP CREW: 9 - 11 PM

In order to volunteer, students need to go to the following link and complete the volunteer form. They will be contacted by AAF-Akron to confirm their submission.

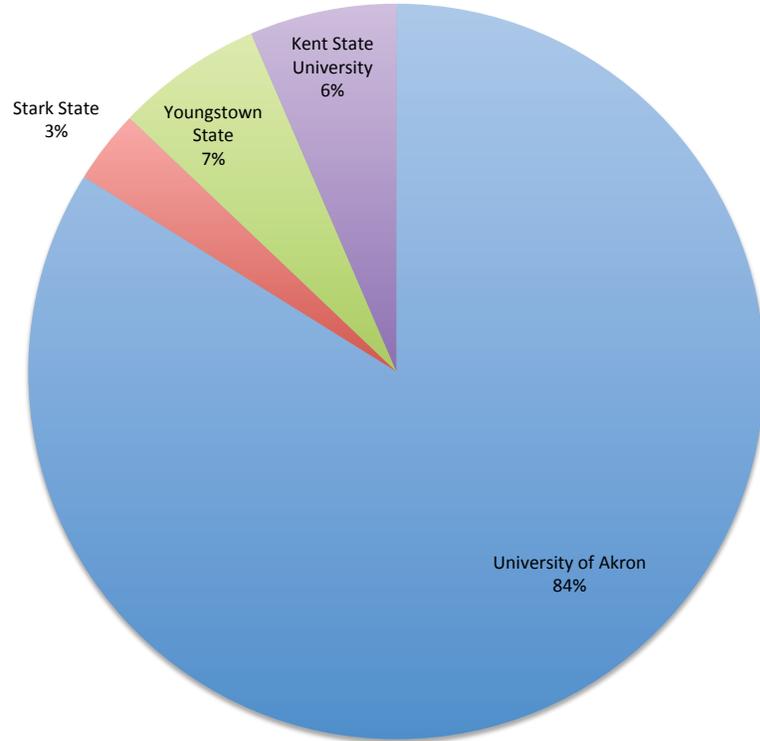
https://docs.google.com/forms/d/e/1FAIpQLSdl4jx2Gt_AJX01KZD_bL_ahbx7WanAijS7GnbwcT7Lkj1bg/viewform

And for more information on the event, check out - <https://aafakron.com/ADDY>.

Exhibit 2 — Activate Underrepresented Areas

American Advertising Awards_College Entrants

College ADDY Entrants



2020 ADDY Attendance

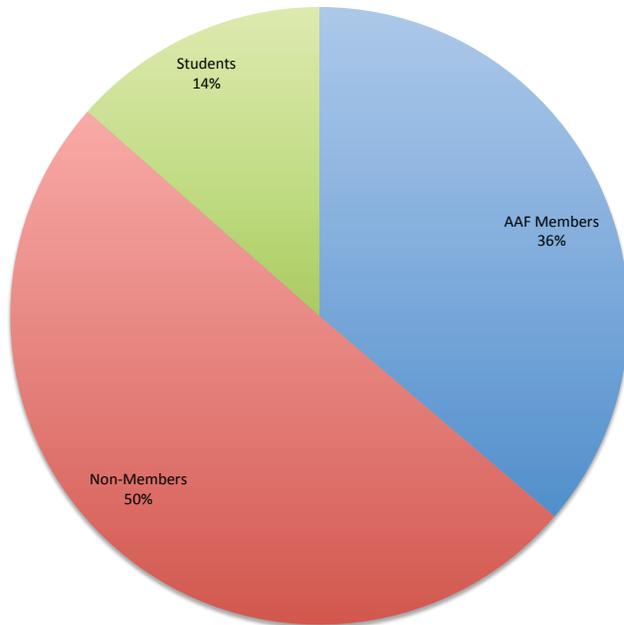
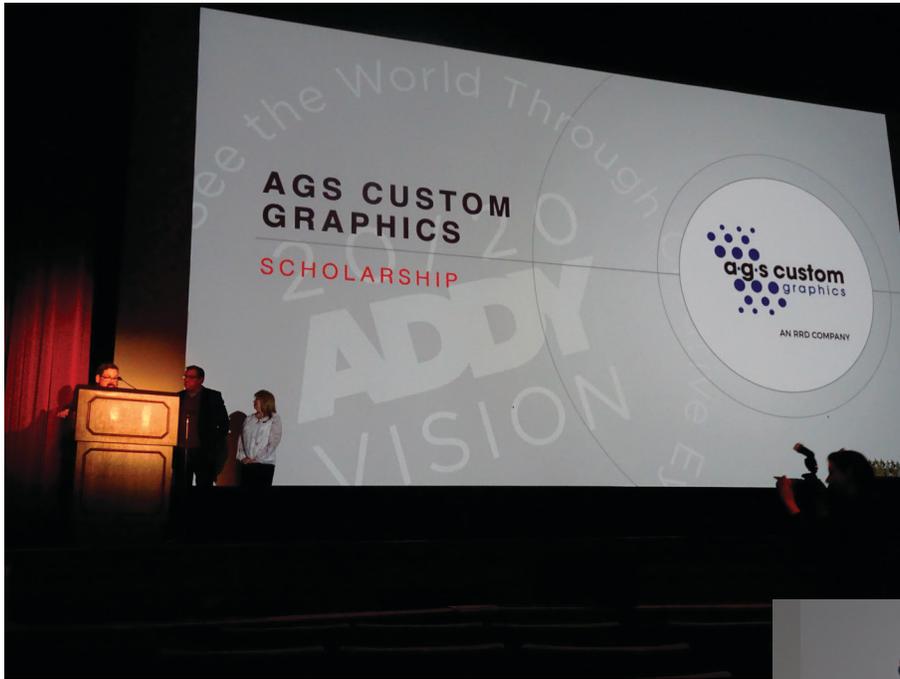


Exhibit 2 — Activate Underrepresented Areas

AGS Custom Graphics Scholarship



AGS Custom Graphics Scholarship Recipient

ABBY PALOMBO

Abby is a senior at The University of Akron. She is studying graphic design with a minor in consumer marketing.

She is president of Akron Women's Club Soccer, a Life as a Zip team member, a member of the Student Design Society, and has been a designer for Design x Nine—an in-house student design studio within the Myers School of Art. She is currently a design/marketing intern for both Fresh Mark, Inc. and 365 Holdings.

In her spare time, Abby enjoys the outdoors, spending time with friends and family, and photography.



AN RRD COMPANY

AGS Custom Graphics is an award-winning print provider in Northeast Ohio run by skilled and caring people and backed by the leading marketing communication provider in the world. Visit agscustomgraphics.com.



I am forever grateful for the opportunities the Myers School of Art and the College of Business have given me! I hope to utilize all I've learned from the University in the field of design that I love!



You Retweeted



The Taylor Institute @TaylorInst · Feb 21

Congratulations to Abby Palombo for winning the @AAF Akron /AGS Custom Graphics scholarship. Abby is a Marketing minor and a Graphic Design major. Way to go Abby! #uakronmarketing.



Exhibit 2 — Analysis of Member Needs

Diversity Statement



Promoting Diversity in Advertising

Diversity, Equity and Inclusion Statement

The Akron Chapter of the American Advertising Federation (AAF-Akron) respects and values the unique attributes, characteristics and perspectives of all people. We believe that our strength lies in the diversity of our members – talented advertising professionals with different backgrounds and viewpoints who embrace the opportunity to work together toward a common goal.

Diversity embodies the differences that make people unique. It includes people of different race, ethnicities, culture, sexual orientation, gender, religion, age, personal style, appearance, and physical ability, as well as those with diverse opinions, perspectives, lifestyles, ideas, and thinking. Equity is the fair treatment, access, opportunity, and advancement for all people, while inclusion fosters full participation and helps our organization leverage the diversity of our members – engaging them and encouraging collaboration.

AAF-Akron considers diversity, equity and inclusion essential to our ability to effectively accomplish our greater mission. Therefore, as a learning organization, AAF-Akron is committed to:

- Valuing and respecting experiences that are different from our own.
- Providing an environment of fairness and equitable treatment, while developing a culture that is welcoming and cooperative.
- Encouraging the open exchange of ideas, opinions and perspectives among our students, membership, community and industry.
- Strategically developing intentional programming to educate our membership, community, and students on their responsibility to cultivate and advocate for diverse talent.
- Promoting inclusiveness and fairness throughout the marketing and advertising process, from employment and career advancement to competition and compensation.
- Offering scholarships that prepare the industry's future leaders to recognize the importance of a diversified workforce and multicultural marketing's impact.

Exhibit 2 — Analysis of Member Needs

Diversity Statement

- Exercising visible leadership by encouraging others to promote the benefits of diversity, and identifying new strategies that lead to greater effectiveness.
- Exploring and identifying ways to expand access to leadership opportunities that may further strengthen the diversity within our organization.

On a national level, AAF-Akron is supported by the American Advertising Federation (AAF) who sponsors multicultural marketing conferences and provides research on industry diversity and multicultural marketing practices. It also hosts corporate scholarship, intern and educational outreach programs, and issues forums for lawmakers. The [AAF Mosaic Awards](#), in particular, showcases diversity in advertising on a local, regional and national level.

By increasing diversity, equity, and inclusion, AAF-Akron believes that we will access more expansive and varied ideas, information, and perspectives, making us more creative and informed advertising professionals.

Need to share how/that AAF-Akron will begin incorporating blah blah blah -OR- something to the effect that you are beginning and looking forward to incorporating more diverse, inclusive and equitable practices into your chapter.

By increasing diversity, equity, and inclusion, AAF-Akron believes that we will access more expansive and varied ideas, information, and perspectives, making us more creative and informed advertising professionals.

How do we plan to do this?

1. Have diverse speakers.
2. Foster greater diversity on our board of directors and teams.
3. Encourage participation in the the Mosaic Awards which showcase D&I in advertising. Additionally, we will recognize a Mosaic winner at future ADDY awards.
4. Start a diversity team of professionals and students who support diversity and inclusion among club members, its activities, events and the community.
5. Develop an AAF-Akron census to send to our members to learn about our demographics and more.

Exhibit 3 — Succession Plan

www.aafakron.com



2019 Retreat Succession Planning 2018–2020

LEADERSHIP PATHWAYS

Succession planning is an essential part of AAF-Akron’s success and continued growth. With careful planning and preparation, AAF-Akron can manage the changes that result from transfer of leadership as well as the ongoing changes that occur regularly when board members leave the organization. The following chart is our long range plan and is flexible. Positions open to discussion moving forward.

POSITION	2018-20	2020-22	2020-22	2022-2024
Executive Director	Cecilia Sveda	Cecilia Sveda	Cecilia Sveda	Cecilia Sveda
Chairman	Steve Govern	Melissa Olson	Melissa Olson	Dan Kearsey
President	Melissa Olson	Dan Kearsey	Dan Kearsey	Garrick Black
VP	Dan Kearsey	(?)	(?)	Brianna Kelly
Treasurer	(?)	(?)	(?)	?
Treasurer Co-Chair	(?)	(?)	(?)	?
Secretary	Erin Leslie	Erin Leslie	Erin Leslie	Erin Leslie
ADDY Chair	Jason Zehner	Michael Carlson	Michael Carlson	JD Dumire
ADDY Co-Chair	Michael Carlson	JD Dumire	JD Dumire	?
Programs Chair	Neil Nagy	(?)	(?)	?
Programs Co-Chair	Dan Kearsey	(?)	(?)	?
Membership Chair	Brianna Kelly	(?)	(?)	?
Membership Co-Chair	(?)	(?)	(?)	?
Communications Web	Garrick Black	Garrick Black	Garrick Black	?
Communications Social	Ryan Rimmele	Ryan Rimmele	Ryan Rimmele	Ryan Rimmel
Partnership Chair	Luke Messner	Luke Messner	Luke Messner	?
Partnership Vice-Chair	(?)	(?)	(?)	?
Education Chair	Jacob Farrar	(?)	(?)	David Flynn
Education Co-Chair	Michael Pontikos	(?)	(?)	Michael Pontikos
Education Co-Chair	Kris Barnette	(?)	(?)	?

Exhibit 3 — The AAF Family

Celebrate and be Human

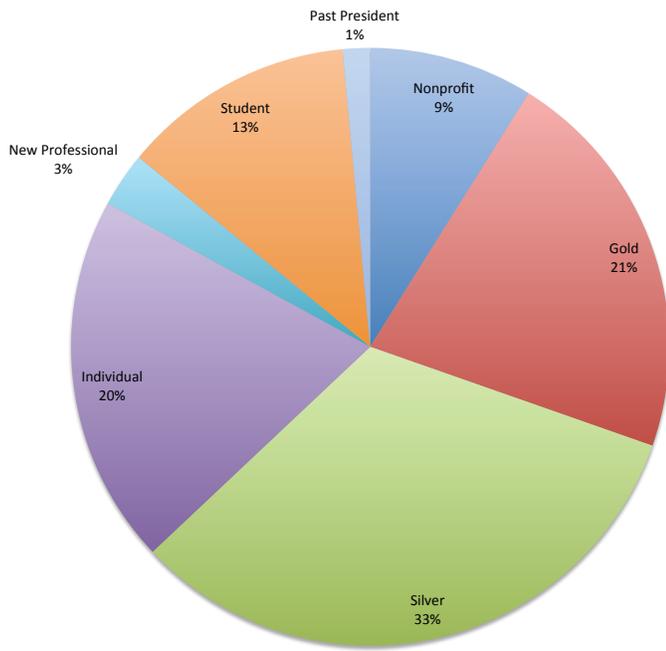


Exhibit 4 — Analysis of Member Needs

Membership

Membership: March 31, 2020

161 Members



Membership: March 10, 2019

164 Members

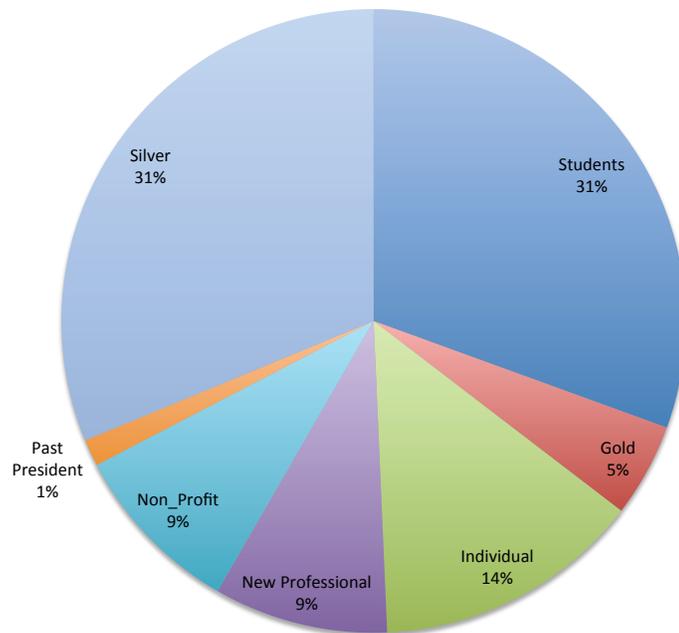
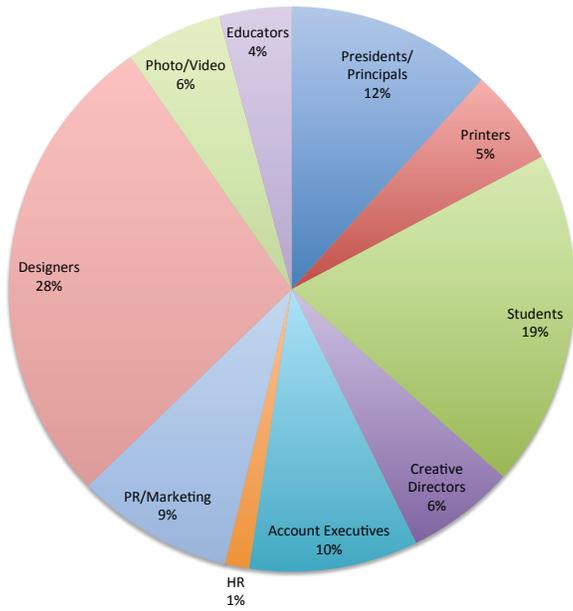
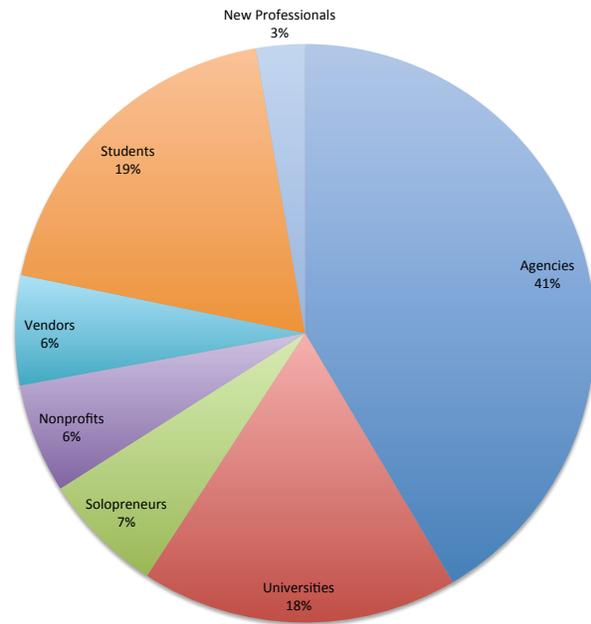


Exhibit 4 — Analysis of Member Needs

Membership



AAF-Akron Membership by Title



AAF-Akron Membership by Category

Exhibit 4 — Analysis of Member Needs

Membership Levels



Join AAF-Akron Today!
Be part of a nationwide network of more than 40,000 members.



Be inspired! Get out of the office to network during our Professional Development Series with new and old colleagues in the design, advertising and marketing industries, while hearing about the latest trends from experts in a variety of fields. Meet and mingle with the best vendors from the area to hear about the newest products available. We host a variety of educational and social events throughout the year.

Be recognized! Put your best creative to the test at the Akron American Advertising Awards at a discounted rate. We can also use your talents and expertise on our variety of teams and events.

Be energized! Work with local students to help them succeed in class work or internships, or just grab a cup of coffee.

Be informed! Learn new trends in advertising, design and marketing through club communications and diverse programming.

Join today by visiting: aafakron.com/join.php



Membership Levels

Individual Membership*
\$145

Silver Corporate Membership
5 members, transferable at events

Silver members are allowed to bring 5 people (regardless if the persons are listed as members or if they are a guest of the member) to all AAF events at the member rate. Any persons beyond 5 must pay the non-member rate.
\$400

Gold Corporate Membership

7 members, transferable at events
Gold members are allowed to bring UNLIMITED persons (regardless if the persons are listed as members or if they are a guest of the member) to all AAF events at the member rate.
\$650

Past President Membership*

Must be a past president of AAF-Akron to qualify
\$95

Individual Membership for Non-Profit*

Employed by a non-profit
\$55

New Professional*

Graduate within last 2 years
\$55

Student Membership*

Must be a full-time student
\$35

*Includes 1 membership only.
All guests of member must pay non-member rate at all events.

aafakron.com

info@aafakron.com
membership@aafakron.com

Printed By:



Exhibit 4 — Analysis of Member Needs

Survey_Promotion

Tell AAF what you think!

Yahoo/Inbox ★



AAF-Akron Membership Committee <membership@aafakron.com>
To: Cecilia Sveda



Dec 6 at 12:15 PM ★

If you're having trouble viewing this email, you may [see it online](#)



We need your opinion! And we need it now!

AAF-Akron is looking for member feedback about who you are and what we can do to make our club work better for you.

The [2020 Member Survey](#) will only take a few minutes (we promise) and if you enter your email at the end - you will be entered to win a \$100 gift card from one of our Taste of the ADDY's restaurants.

Fill out the survey [HERE](#) and if you have any questions or have more to tell us, feel free to reach out to membership@aafakron.com.

Thanks in advance for your time and we will see you soon!

Brianna Kelly
AAF- Akron Membership Chair

aafakron.com



To unsubscribe from future mailings [please click here](#).

Exhibit 4 — Analysis of Member Needs

Survey_Promotion

Your Client Said It's Ok To Take a Break...

Yahoo/Inbox ★



AAF-Akron Membership Committee <membership@aafakron.com>
To: Cecilia Sveda



Mon, Mar 2 at 4:25 PM ★

If you're having trouble viewing this email, you may [see it online](#)



Take a break from working on Clientfile_FINAL_3_REALLYFINAL.indd And tell us what you think!

Well, at least tell us what you think about AAF-Akron.
Your opinions about Clientfile_FINAL will have to stay with you.

There are changes coming to AAF-Akron in 2020 and we want you (and your opinions) to be a part of it.

This is your chance to help us make AAF-Akron the club YOU WANT. Yes, we mean YOU!

The [2020 Member Survey](#) will only take a few minutes. (We promise.) PLUS, if you enter your email and the end - you will be entered to win a \$100 gift card from one of our Taste of the ADDY's restaurants.

You can fill out the survey [HERE](#) and if you have any questions or have more to tell us, feel free to reach out to membership@aafakron.com.

Thanks in advance for your time and we will see you soon!

Brianna Kelly
AAF- Akron Membership Chair

aafakron.com

To unsubscribe from future mailings [please click here](#).

Exhibit 4 — Analysis of Member Needs

Survey_Promotion

AAF-Akron
January 2 · 🌐

One of our New Years resolutions is to get all of our members to fill out this member survey! This information will help us create programs and events that are customized to your needs.

To start the member survey, go to:
<https://forms.gle/i5ewkoeZBnPFVc6ZA>

AAF-Akron Membership Survey

The purpose of this survey is to better understand and serve our most valuable resource - our members.



Let's Get Started!

Next Page 1 of 4

1 Like 1 Share

Like Comment Share

AAF-Akron
130 followers
3mo · 🌐

One of our New Years resolutions is to get all of our members to fill out this member survey. This information will help us create programs and events that are customized to your needs.

<https://lnkd.in/eakFp-s>

AAF-Akron Membership Survey

The purpose of this survey is to better understand and serve our most valuable resource - our members.



Let's Get Started!

Next Page 1 of 4

5

AAF - Akron @AAFAkron · Jan 2

One of our New Years resolutions is to get all of our members to fill out this member survey. This information will help us create programs and events that are customized to your needs. forms.gle/i5ewkoeZBnPFVc6ZA

AAF-Akron Membership Survey

The purpose of this survey is to better understand and serve our most valuable resource - our members.



1 2

AAF - Akron @AAFAkron · Jan 1

Happy reNew Year! Now would be the perfect time to check on that AAF-Akron membership. Do you need to renew it? Better go do that. aafakron.com



17 likes

aafakron · Following

aafakron Happy reNew Year! Now would be the perfect time to check on that #AAF-Akron membership. Do you need to renew it? Better go do that. #happynewyear2020 aafakron.com



17 likes

JANUARY 1

Add a comment... Post

Exhibit 4 — Analysis of Member Needs Survey

-Akron Membership Survey 2019

Send

Questions Responses 21

21 responses

Accepting responses

Summary

Question

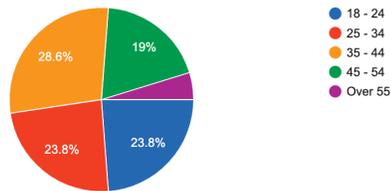
Individual

Let's Get Started!

Demographics

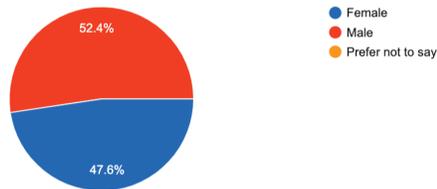
What is your age?

21 responses



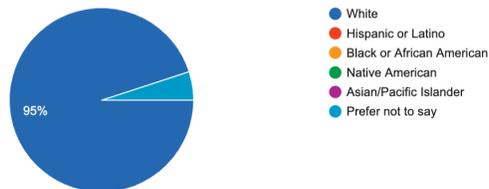
What gender do you identify with?

21 responses



What ethnicity do you identify with?

20 responses



What is the highest level of education you have completed?

21 responses

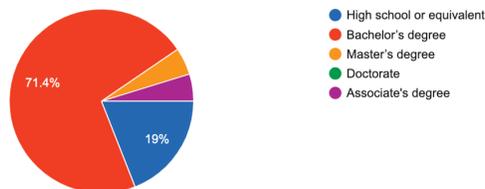
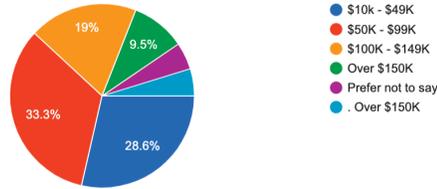


Exhibit 4 — Analysis of Member Needs Survey

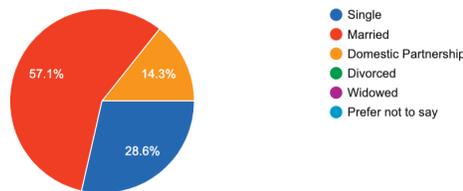
What is your household income?

21 responses



What is your marital status?

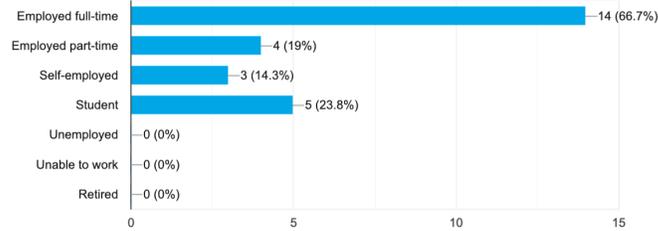
21 responses



Employment

What is your current employment status? (You may select up to 2 answers.)

21 responses



What is your current area of employment? (You may select up to 2 answers.)

21 responses

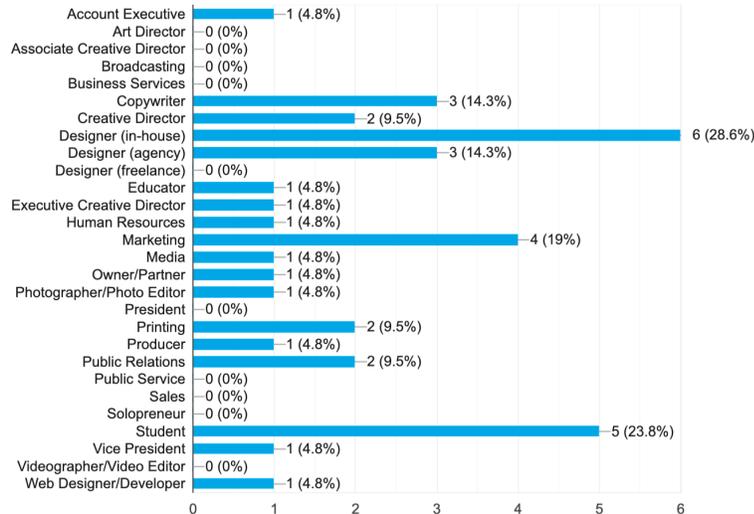
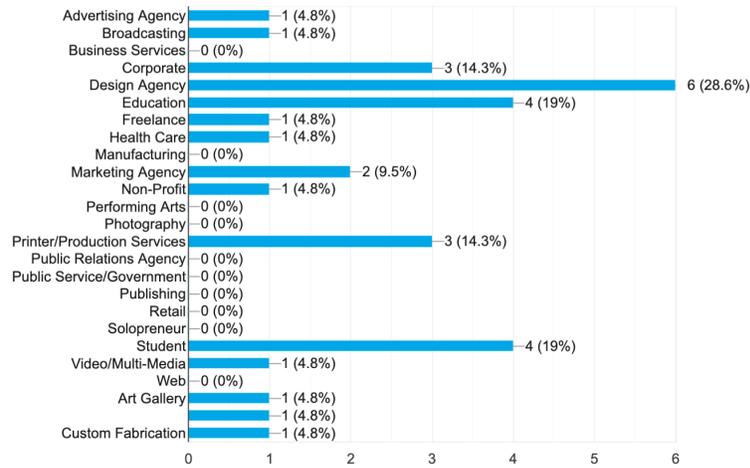


Exhibit 4 — Analysis of Member Needs Survey

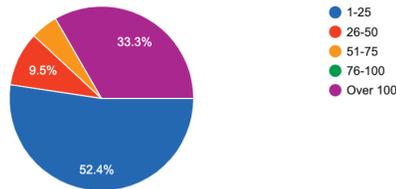
What is your company type? (You may select up to 2 answers.)

21 responses



How many full-time employees does your company currently have?

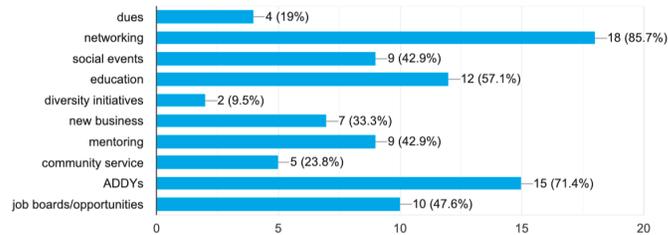
21 responses



Member Preferences

What are the top 5 things that are important to you as a member? (You may select up to 5 answers.)

21 responses



How many AAF events did you attend last year?

21 responses

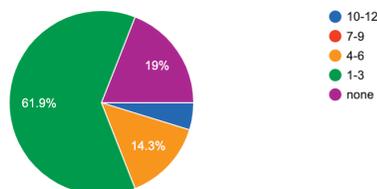
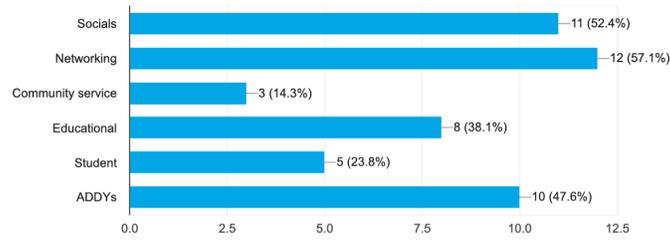


Exhibit 4 — Analysis of Member Needs Survey

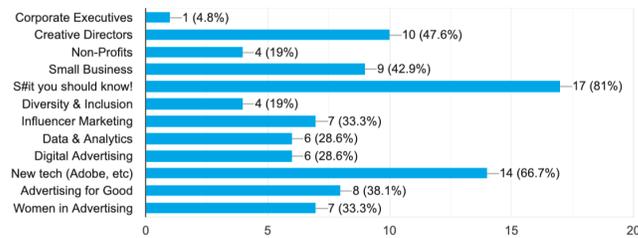
What type of programming is more important to you? (You may select up to 2 answers.)

21 responses



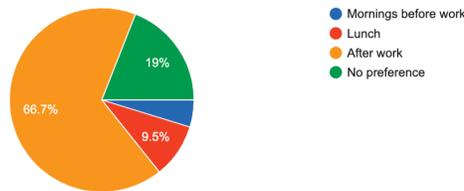
What topics would you like to see presented? (You may select up to 5 answers.)

21 responses



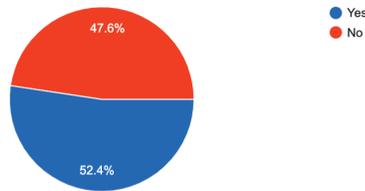
What time of day works best for you?

21 responses



Would you attend an event on a Saturday?

21 responses



Which team would you want more information on joining? (no selection limit)

13 responses

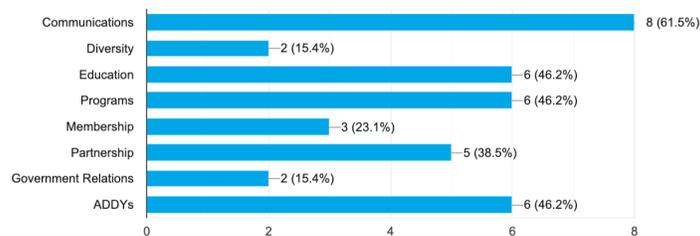
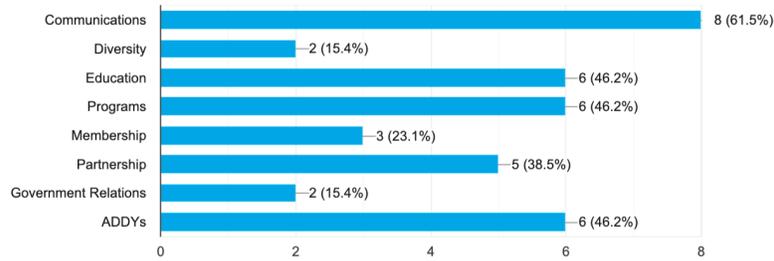


Exhibit 4 — Analysis of Member Needs Survey

Which team would you want more information on joining? (no selection limit)

13 responses



Do you have any comments you'd like to share with us?

8 responses

You guys do a wonderful job, it's just really hard for student's to come to events with Akron's crazy class schedule mixed with internship hours. Hopefully I'll be more free in the spring. Keep it up!

I joined mostly to attend talks and keep myself fresh in the industry by getting up-to-date info on what is going on. As a solo in-house designer, I'm trying not to be stuck in a cave. 2019 had less of these opportunities than I recall. That does make me question how much my membership is worth it, if there are only a few scattered events.

Personally I've found more value keeping up with design newsletters and blogs online than I have the AAFA. The Addy's are good, but there are still 364 more days of the membership to make worthwhile.

No

BRIANNA IS THE BEST.

n/a

Your question about current area of employment, I would recommend splitting up Videographer and Editor. I

Enter your email to be entered to win a \$100 gift card from one of our Taste of the ADDYs Partners!

14 responses

mag199@zips.uakron.edu

rlouis2@kent.edu

rculbertson@employershealthco.com

whernessquiggy@gmail.com

Jkramer@soprema.us

als245@zips.uakron.edu

thelittlestuffinbetween@gmail.com

niko.elen88@gmail.com

cmadrin@rcrg.net

Exhibit 4 — Analysis of Member Needs

New Members_Welcome Wednesdays on social

June 3, 2019 · 🌐

Welcome New Member Mark Galan! 🌟

Mark is a photographer and has run Carey Color Studio in Sharon Center for 20 years! He's also a long-time volunteer air crew member for the US Coast Guard, where he used his expertise in photography to create training videos for search and rescue and serves as the Public Affairs Officer.

To learn more about Mark, visit: <https://aafakron.com/blog.php?name=id/82...> See More



Lenny Spengler, Melissa Olson and 4 others

Like Comment Share

Write a comment...

AAF-Akron
June 26, 2019 · 🌐

#WelcomeWednesday shoutout goes to new member Joe Smithberger! 🌟

Joe is a mechanical-engineer-turned-photographer with 12 years experience designing airplane brakes for Goodyear Aerospace! His passion for photography led him to open his practice in 2000. Joe joined AAF to reconnect and network with a wider client base. To see his work, visit smithbergerphotography.com.

Welcome, Joe!



Melissa Olson, Steve Govern and 28 others 3 Comments 2 Shares

Like Comment Share

Most Relevant

Write a comment...

Jerry Van Beusecum Awesome web site.
Like Reply · 38w

AAF-Akron
July 3, 2019 · 🌐

Happy #WelcomeWednesday to new member Elaine Guregan! Elaine is the director of publications and communications at Northeast Ohio Medical University. She also serves as the editor of the institution's Ignite magazine.

To learn more about Elaine, visit our blog at: <https://aafakron.com/blog.php?name=id/86>

Welcome to AAF! 🌟



Melissa Olson and 3 others

AAF-Akron
July 10, 2019 · 🌐

#WelcomeWednesday shoutout to WRL Advertising!

WRL Advertising focuses on helping businesses large and small develop marketing communication solutions that build trust with their audience and generate positive results. The award-winning agency's creative and tech-savvy staff has the strategic expertise to channel its clients' messages through appropriate channels – from print to digital.

For more information, visit <https://aafakron.com/blog/id/85>



You, Melissa Olson and 16 others 3 Shares

Like Comment Share

AAF-Akron
October 30, 2019 · 🌐

A hearty #WelcomeWednesday goes out to Doug Herberich, which means Doug is back home! He spent a few years in North Carolina, but couldn't stay away from the "Greatest Little City on Earth" – Akron. The name of his company, Kron Corp, is short for Akron and was hatched when he was just a teen. Doug is an award-winning designer and creative director and looks forward to reconnecting with the "Kron community."

Welcome home, Doug! 🍌 To learn more, visit: kroncorp.com



You, Daniel Kearsy and 3 others

Like Comment Share

AAF-Akron
January 16 · 🌐

New Member Alert! 🌟 A HUGE welcome to new member Kathy McConaughy to the AAF family! Kathy is a Professional in Residence in Kent State University's Visual Communication Design program. She teaches professional preparation classes, serves as Internship Coordinator, and runs the Taylor Hall gallery. Previously, she served as a Creative Vice President at American Greetings for more than 30 years! She is also a practicing textile artist. So much stuff!



3

AAF-Akron
December 19, 2019 · 🌐

Welcome to new member J.D. Spinner! 🌟

J.D. has been with The University of Akron for 24 years as a graphic designer/creative director punctuated with a 10-year stint as a director of development for major gifts. Currently, he serves as director of development for communication and is responsible for the design and implementation of marcom initiatives for the development department and The University of Akron Foundation. He feels "reborn into being a designer" and joined to get reconnected. Designer by day, musician at night – you might hear his duo "J.D. & Ken" playing acoustic rock for the people. J.D. joins his son, Jake Spinner, as a member of AAF.

★Thanks for keeping AAF in the family! ★



7

Exhibit 4 — Analysis of Member Needs

New Members_Welcome Wednesdays on social



aafakron • Following

aafakron #WelcomeWednesday shoutout to new member, Joe Smithberger! Joe is a mechanical-engineer-turned-photographer with 12 years experience designing airplane brakes for Goodyear Aerospace! His passion for photography led him to open his practice in 2000. Joe joined AAF to reconnect and network with a wider client base. To see his work, visit smithbergerphotography.com.

38w

Liked by ceciliasveda and 13 others

JUNE 26, 2019

Add a comment... Post



aafakron • Following

aafakron Welcome to new member, James Berry from Action Printing! James is very active in the community, serving on the Copley zoning board, a member of the Lions Club and volunteering for the food bank. He has been in printing for 35 years! To learn more, visit: <https://www.actionprintingohio.com/>. Contact James at 330.571.1532 or james@actionprintingohio.com. #WelcomeWednesday #weloveprint

16w

11 likes

NOVEMBER 27, 2019

Add a comment... Post



aafakron • Following

aafakron #Welcome shoutout to @elainegregan! Elaine is the director of publications and communications @neomedu. She also serves as the editor of the institution's ignite magazine. To learn more about Elaine, visit: <https://aafakron.com/blog.php> Welcome to #AAF, Elaine!

37w

13 likes

JULY 6, 2019

Add a comment... Post



aafakron • Following

aafakron #WelcomeWednesday to new member Kyle Flynn from Moonlight N'Stuff - a digital marketing & advertising agency! Raised by designer/marketing parents, he's been cultivating his skills since birth. It all started when his Dad (@dflyndesign) brought home an ADDY award. Kyle remarked, "Cool! What is that and how do I get one?" He later attended the ADDY's with his pop and has been smitten ever since. Now a Marketing Manager, Website Developer, & Graphic Designer this serial entrepreneur has started five successful companies. One even earned the top 25 startups for a few months! Learn more about Kyle and Moonlight N'Stuff at moonlightstuff.com.

16 likes

DECEMBER 4, 2019

Add a comment... Post



aafakron • Following

aafakron #WelcomeWednesday to Bill Myers, founder and CEO of @newterritory, an augmented reality company based in #Akron! With the help of his co-founder and wife Grace, the business finds its headquarters @bounce.hub. Bill and his co-founder and wife Grace, are actively exploring how #immersivetechnology can be used in the #esports space. To learn more, visit <https://www.thisisnewterritory.com/>. #welcometoAAF!

34w

chameleoncafeakron Congrats ya'll!!!!

34w 2 likes Reply

Liked by ceciliasveda and 31 others

JULY 24, 2019

Add a comment... Post



aafakron • Following

It's not just about the development for major gifts. Now he's director of development for communication and responsible for the design and implementation of marcom initiatives for the development department and The University of Akron Foundation. He feels "rebirthed into being a designer" and joined to get reconnected. Designer by day, musician at night - you might hear his duo "J.D. & Ken" playing acoustic rock for the people. J.D. joins his son, Jake Spitzer, as a member of AAF. Thanks for keeping #AAF in the family!

13w

justcallmlog

13w 1 like Reply

33 likes

DECEMBER 16, 2019

Add a comment... Post



aafakron • Following

aafakron A hearty #WelcomeWednesday goes out to Doug Herberich, which means Doug is back home! He spent a few years in North Carolina, but couldn't stay away from the "Greatest Little City on Earth" - Akron. The name of his company, Kron Corp, is short for #Akron and was hatched when he was just a teen. Doug is an award-winning designer and creative director and looks forward to reconnecting with the "Kron community." Welcome home, Doug! To learn more, visit: kroncorp.com

20w

11 likes

OCTOBER 30, 2019

Add a comment... Post



aafakron • Following

aafakron #WelcomeWednesday to new member Kathy McConaughy! She is a Professional in Residence in Kent State University's Visual Communication Design program. She teaches professional preparation classes, serves as Internship Coordinator, and runs the Taylor Hall gallery. Previously, she served as a Creative Vice President @amgreetings for more than 30 years! She is also a practicing textile artist. So much stuff!

9w

10 likes

JANUARY 18

Add a comment... Post

Exhibit 4 — Analysis of Member Needs

Member Spotlight

AAF-Akron
August 16, 2019 · 🌐

AAF-Akron member, Alexa Fox, is an assistant professor of marketing at UAkron Marketing. Her article on "Sharenting" was published in the Journal of Public Policy and Marketing and covered in Forbes! Alexa discusses oversharing about your kids on social media from a marketer's perspective.

Way to go Alexa! To access her article, visit here:
<https://www.forbes.com/.../vulnerable-moms-engage-in-sharenti...>

#MemberNews #MemberAchievements #Published



#3&eid=ARBHLkYs_N8_z6JDioemJITRT9YL_B3u6NfInoBK3k-VZNE

AAF - Akron @AAFAkron · Aug 16, 2019

#AAF-#Akron member @AlexaKaye is an asst. professor of #marketing at @UAkronMarketing. Her article on #sharenting was published in the Journal of Public Policy & Marketing and covered in @Forbes! Alexa discusses parents oversharing on social media:

forbes.com/sites/jessicab...



aafakron · Following

aafakron AAF-Akron member, Alexa Fox, is an assistant professor of marketing at @uakronmarketing. Her article on "sharenting" was published in the Journal of Public Policy and Marketing and covered in @forbes! Alexa discusses oversharing about your kids on social media from a marketer's perspective. Congrats Alexa! To access her article, visit:
<https://www.forbes.com/sites/jessicabaron/2019/07/29/vulnerable-moms-engage-in-sharenting-even-when-they-know-the-dangers>
#membernews #memberachievements #published #sharenting

31w

Liked by cecillasveda and 17 others

AUGUST 16, 2019

AAF-Akron
August 28, 2019 · 🌐

Congrats to KSU grad couple and AAF members Dan and Shala Kearsley! Dan, Vice President and Programs Vice Chair, received an MS in User Experience and Shala received her MBA. Great work!



AAF - Akron @AAFAkron · Aug 28, 2019

Congrats to @KentState grads & #AAF members @DanielKearsley & Shala Kearsley! Dan, VP & Programs Vice Chair, received an MS in User Experience. Shala got her MBA. They also have the unofficial title of #CutestCouple. We dare you to think of a cuter couple... we double dog dare you.



aafakron · Following

aafakron Congrats to @kentstate grad couple and #AAF members Dan and Shala Kearsley! Dan, Vice President and Programs Vice Chair, received an MS in #UserExperience and Shala received her MBA. They also have the unofficial title of Cutest Couple. Because we dare you to think of a cuter couple... we double dog dare you. #memberachievements

29w

Liked by cecillasveda and 21 others

AUGUST 28, 2019

Exhibit 4 — Analysis of Member Needs

Member Spotlight

AAF-Akron is feeling proud.
September 11, 2019

Garrick Black, AAF-Akron board member and web chair, will be awarded the Greater Akron Chamber's "30 for the Future" award on Sept. 19!

The award honors young professionals (ages 25-39) who are trendsetters in their industries, and who make an impact on the region through dynamic leadership and community service. Garrick has done all of that and more. Just last month he was awarded "Art-repreneur of the Year." He is the Marketing Director for the Akron Urban League and proprietor of Noir Creative. Congrats Garrick!

#MemberSpotlight



You, Lenny Spengler, Melissa Olson and 15 others · 3 Comments

Like Comment Share

Most Relevant

Write a comment...

Melissa Olson So glad that you've been part of AAF-Akron, Garrick! Thanks for sharing all your knowledge, inspiration...

aafakron · Following

aafakron Garrick Black, #AAF-Akron board member and web chair, will be awarded the @grtakronchamber "30 for the Future" award on Sept. 19. The award honors young professionals (ages 25-39) who are trendsetters in their industries, and who make an impact on the region through dynamic leadership and community service. Garrick has done all of that and more. Just last month he was awarded "Art-repreneur of the Year." He is the marketing director for the @akronurban and proprietor of @noir_creative. Congrats Garrick! #memberspotlight

27w

artakronchamber Amazing!

Liked by ceciliavveda and 18 others
SEPTEMBER 11, 2019

Add a comment... Post

AAF - Akron @AAFakron · Sep 11, 2019

Garrick Black, #AAF #Akron board member and web chair, will be awarded the @GrtAkronChamber "30 for the Future" award next week! And he was recently awarded "Art-repreneur of the Year." If he's not careful he'll be named "builder of new trophy shelf" soon.



2

AAF-Akron
September 4, 2019

Congrats to AAF's longest serving member and silver medal winner, Dennis Kleidon, on his latest solo exhibit! Dennis' exhibit, 'Unleashed', will have its opening reception Sept. 5 at the Walter Wickiser Gallery in NYC!

#MemberSpotlight



You, Scott Kessler and 21 others · 3 Comments 1 Share

Like Comment Share

AAF-Akron
September 18, 2019

Pritt Entertainment Group won three Telly Awards for their work with the Vegas Golden Knights, eBay Retail Revival and for the Kofi: Made in Akron documentary.

Congrats to our local storytellers!



11

Like Comment Share

Exhibit 5 — Leadership Organization

Entrepreneurial Operating System

Do you still love what you do?

Is your business running you?
Putting out fires every day is NOT why you started your business, right?

LodestoneTrueNorth.com

Joshua Muller, Entrepreneurial Operating System Implementer: jmuller@lodestonetruenorth.com
2111 3rd Street • Cuyahoga Falls, OH 44221

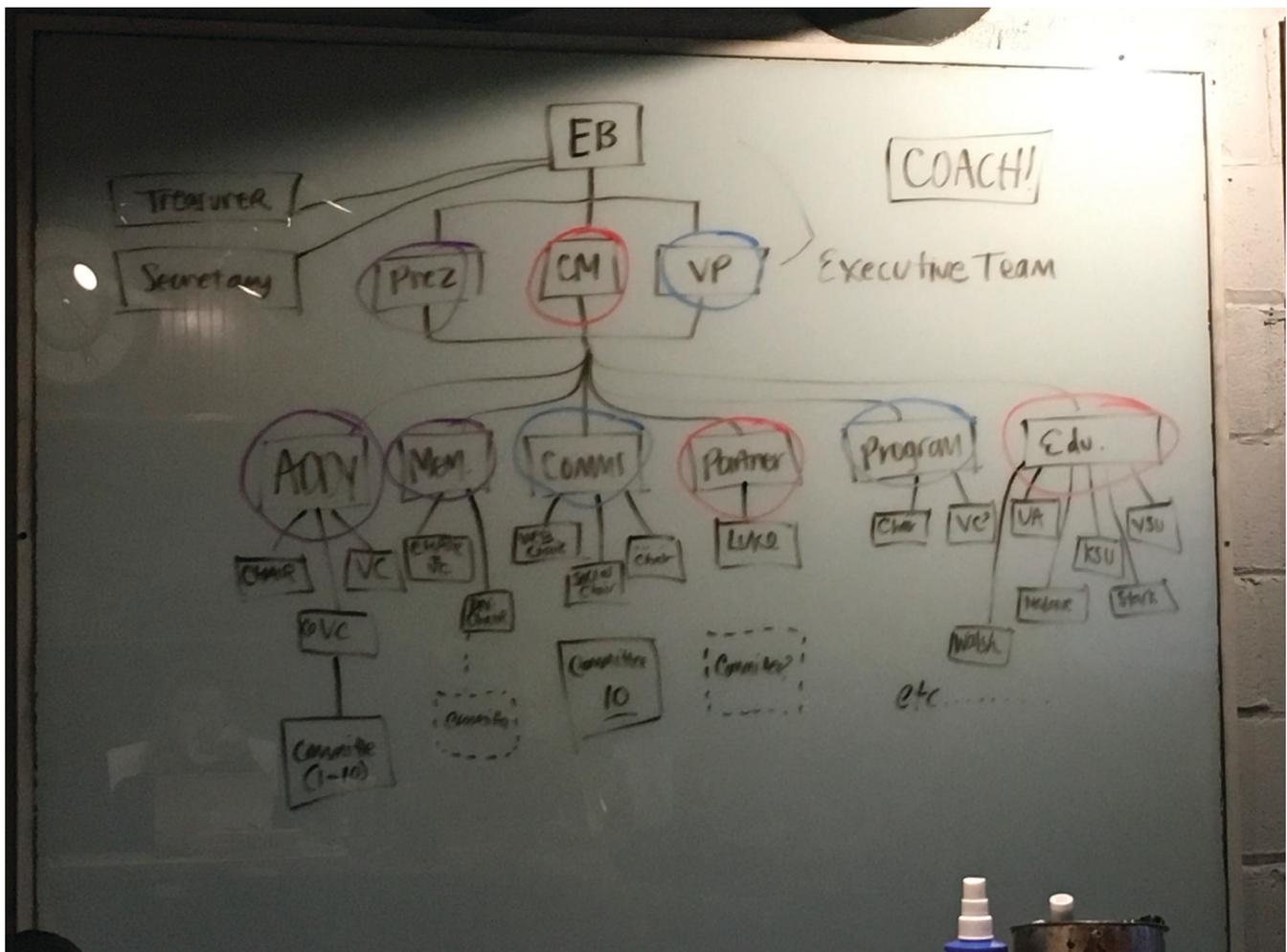


Exhibit 5 — Leadership Organization

I.D.S.= Identify, Discuss, Solve



Tuesday, March 31, 2020 / 5:30–7 PM
ZOOM Virtual Meeting

Board Meeting Agenda

WELCOME

- **5 MINUTES TOTAL**
- **REMINDERS:**
 - Events have been cancelled or postponed

GOOD NEWS

- Personal *OR* Professional (*reminder of our human-ness*)
- **15 MINUTES TOTAL** (round table)

BITCHIN' UPDATES

- **15 MINUTES TOTAL** (EB)
- Go over call with national on how to support our members (and each other) during this time

PUNCH LIST (BIG PICTURE ITEMS—LONG TERM) & TO-DOS (DELEGATED ITEMS)

- Pressing Items, report success or not (high level, no detailed discussion, add to IDS as needed)
- **20 MINUTES TOTAL** (round table)

I.D.S. (IDENTIFY, DISCUSS, SOLVE)

- **50 MINUTES TOTAL**
- **TO COVER:**
 - Brainstorm Remote Socials / Events we can offer?
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____

CONCLUDE

- **AIMING FOR 7:30 PM**

BOARD MEMBERS

- Garrick Black (e)
- Michael Carlson (e)
- JD Dumire (e)
- Jacob Farrar (e)
- Steve Govern (e)
- Daniel Kearsy (e)
- Brianna Kelly (e)
- Erin Leslie (e)
- Josh Muller (aka Coach) (e)
- Neil Nagy
- Melissa Olson (e)
- Michael Pontikos (e)
- Ryan Rimmele (e)
- Cecilia Sveda (e)

REMINDERS

Tues., April 28, 5:30 PM

- **Next Board Meeting:**
 - 2111 3rd St, Cuyahoga Falls, OH 44221
 - Very likely will be on zoom...**

~~April 2, 2020 CANCELLED~~

- **Save The Date:** Portfolio Review (TBD)

~~April 17-18, 2020 CANCELLED~~

- **Save The Date:** D5 Conference

BALANCES

Total Membership: 161 (-24)

- Professional: **144** (-9)
- Students: **17** (-15)

Financials

- Overall Balance: **\$24,191**
- Scholarship: **\$3,870** (was \$4,050)

Exhibit 5 — Leadership Organization

Thank you holiday ornament



Exhibit 6 — Fiscal Management

Presenting Partner

www.aafakron.com



2019-2020 Presenting Partner

Nov. 1, 2019 - Nov. 1, 2020

Thank you for your 2019-2020 Presenting Partnership!

Please provide the following by email to ed@aafakron.com:

- A vector version of your logo to use on event promotions.
- The following form completed below:

Please provide the following information:

Name of Business: Kaulig Media
Address: 1521 Georgetown Rd., Hudson, Ohio 44236
Contact Name: Kevin Hill
Contact Phone and email: 330-574-2410/Khill@kauligmedia.com
Facebook page name: NA
Instagram/Twitter: Instagram: Kaulig_media/ Twitter: NA

The partnership is \$6,500. It can be paid in monthly installments of \$542 and due the beginning of each month.

Payment Method:

I will pay by check in the amount of \$6,500 payable to AAF-Akron

Please send checks to: AAF-Akron c/o Schulte & Company • 600 S Cleveland-Massillon Rd • Akron, OH 44333

Please send an electronic invoice to: _____

I will pay online via credit card each month: \$542 + merchant fees.

The sponsoring party agrees to the above terms:

Business Representative: Kevin Hill Date: 10/23/2019

Please Return This Form To:

ed@aafakron.com

Questions? Please call Cecilia at 330.990.9426

Cecilia Sveda
Executive Director
Minx Design
330.990.9426 cell
ed@aafakron.com

Melissa Olson
President
The University of Akron
330.612.7557 cell
info@aafakron.com

Daniel Kearsey
VP/Programs
Kent State University
216.870.3847 cell
vp@aafakron.com

Steve Govern
Chairman
WBC Group
330.958.2093 cell
chairman@aafakron.com

Exhibit 6 — Fiscal Management

Financial Statement

Ad. Fed. Greater Akron, dba AAF-Akron

STATEMENT OF ACTIVITY
March 10, 2019 - March 27, 2020

	TOTAL
Revenue	
Duplicate Addy Trophies	1,200.00
Income ADDYS	
Addy Awards Ceremony	27,298.02
Addy D5 Forwards	110.00
Discounts/Refunds Given	1,000.00
Entry Submissions	28,983.36
Events	45.00
Membership Dues	16,822.00
Total Income ADDYS	74,258.38
Partnerships	
ADDY Partnerships	2,716.88
Presenting Partnerships	13,000.00
Student ADDY Partnerships	1,235.00
Student General Donations	239.00
Total Partnerships	17,190.88
Portfolio Income	100.00
Programs Revenue	
Merry Mingle	1,093.34
Professional Development Series	3,234.51
Total Programs Revenue	4,327.85
Scholarship Income	1,000.00
Uncategorized Revenue	1,335.00
Total Revenue	\$99,412.11
GROSS PROFIT	\$99,412.11
Expenditures	
Activity Expense	
ADDY Program Expense	4,015.14
Total Activity Expense	4,015.14
Administrative Expense	
Accounting Expense	5,575.00
Bank Service Charges	4,370.77
Bond Insurance	1,470.00
Club Achievement	627.40
Donations	1,337.00
Executive Director Fee	11,812.50
Gifts	573.93

Exhibit 6 — Fiscal Management

Financial Statement

Ad. Fed. Greater Akron, dba AAF-Akron

STATEMENT OF ACTIVITY

March 10, 2019 - March 27, 2020

	TOTAL
Membership & Dues Expense	15,062.00
District 5 Dues	498.00
National Dues	5,100.00
T Shirts	420.76
Total Membership & Dues Expense	21,080.76
National Conference	1,683.68
Operating Expense	373.64
Postage & Shipping	2,509.43
Printing	202.53
Scholarships	2,000.00
Total Administrative Expense	53,616.64
Expense ADDYS	
ADDYS Submissions	1,124.95
Advertising	1,092.87
Advertising/Promotional	2,035.99
Awards/Trophies	18,776.72
Board Retreat	331.79
Catering	1,100.00
Civic Theatre	5,577.28
District 5 Forward Fees	4,830.12
Events	3,901.91
Food Expense	1,097.83
Gifts	50.56
Office Expense	424.95
Postage	688.61
Software Fees	5,978.00
Travel	1,063.51
Valet Parking	2,668.00
Total Expense ADDYS	50,743.09
Programs Expense	
Merry Mingle	0.00
Food Expense	1,085.48
Total Merry Mingle	1,085.48
Professional Development Series	67.70
Food Expense	74.00
Postage	1,047.44
Total Professional Development Series	1,189.14
Socials	
Ticket Expense	1,125.00
Total Socials	1,125.00

Exhibit 6 — Fiscal Management

Financial Statement

Ad. Fed. Greater Akron, dba AAF-Akron

STATEMENT OF ACTIVITY
March 10, 2019 - March 27, 2020

	TOTAL
Student Event	
Food Expense	35.00
Total Student Event	35.00
Total Programs Expense	3,434.62
QuickBooks Payments Fees	332.49
Scholarship Awards	1,000.00
Total Expenditures	\$113,141.98
NET OPERATING REVENUE	\$ -13,729.87
Other Revenue	
Interest income	0.53
Neon Bank Charges	80.47
Scholarship Transfer- Kosich	25.00
Total Other Revenue	\$106.00
NET OTHER REVENUE	\$106.00
NET REVENUE	\$ -13,623.87

Exhibit 6 — Fiscal Management

Sponsors

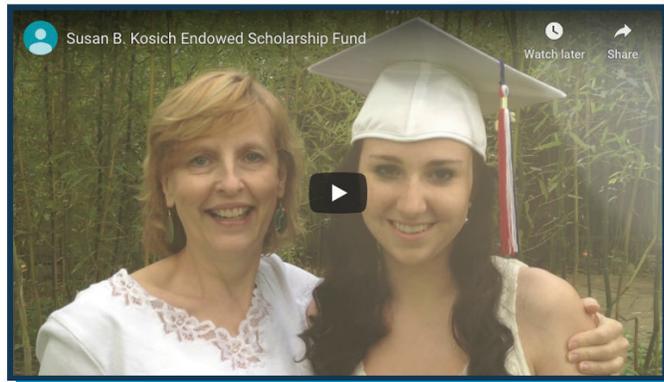
2020 ADDY PARTNERS 2020					
	A	B	C	D	E
1	ADDY PARTNERS 2020				
2					
3	WHAT	SPONSOR	Social Shout Out	AD FOR BOOK	AD RECEIVED
4	Presenting Partner	Kaulig Media	2/20	YES Full page back cover	
5	Program	Star Printing			
6	Emcee	Garrick Black			
7	Design	ST&P Marketing Communications	1/21		
8	Scholarship	AGS Custom Graphics	11/12	YES Full page	
9	Winners Book Print Partner	Angstrom Graphics	2/7	YES Full page inside back c they will place	
10	Winners Book Print Partner	Angstrom Graphics	-		
11	Winners Book Print Partner	Angstrom Graphics	-		
12	Winners Book Paper Partner	Verso	1/29	YES Full page	
13	Rules Poster Print Partner	Print 2 Promote	2/19	YES 1/2 page (missed last year!)	
14	Rules Poster Print Partner	Print 2 Promote	-		
15	ADDY Postcard #1 Print Partner	Print Shop of Canton	11/19	YES 1/2 page	
16	ADDY Postcard #2 Print Partner	Davis GCS	12/26	YES 1/2 page	
17	ADDY Postcard #3 Print Partner	American Printing	2/12	YES 1/2 page	
18	ADDY Postcard #3 Print Partner	American Printing	-		
19	ADDY Program	Star Printing			
20	Signage Partner	Repros Color	1/23	YES Full page	
21	Signage Partner	Repros Color	-		
22	Floor & Table Top Print Partner	Puzzle	2/20	YES Full page	
23	Rewards Card Print Partner	Printing Concepts	2/18	YES 1/4 page	
24	Rewards Card Print Partner	Printing Concepts	-		
25	Digital Mobile Billboard Partner	AIM Outdoor	2/20	YES 1/2 page	
26	Photo_after party	MW Photographics	2/19		
27	Photo_ceremony	Smithberger Photography	1/30		
28	Photo_reception	Bob Christy			
29	Video_Judges	Cory Sheldon Creative	2/11		
30	Video_AAF promo	Pritt Entertainment Group	2/4		
31	Video_AAF promo	Pritt Entertainment Group			
32	Video_Susan Kosich Scholarship	Narrative Digital Media	2/5		
33	Swag Bag Partner				
34	Media_Magazine	Akronlife	1/27	YES Full page	
35	Akron Media_Radio	WAKR / WONE / WQMX / JENY	2/6	YES Full page	
36	Akron Media_Radio	WAKR / WONE / WQMX / JENY	-		
37	Akron Media_Radio	WAKR / WONE / WQMX / JENY	-		
38	Akron Media_Radio	WAKR / WONE / WQMX / JENY	-		
39	Media_Billboard	Lamar	2/3	YES 1/2 page	reprint 2019
40		4 billboards at \$225 each (at cost)	-		
41	Media_Newsprint	West Side Leader/South Side News Leader	2/13	YES 1/2 page	
42	Media_Newsprint	West Side Leader/South Side News Leader	-		
43	Media_Newsprint	The Devil Strip	1/28	YES 1/2 page	ad received
44	Media_Newsprint	The Devil Strip	-		
45	AR Partner	New Territory	1/22		
46	Swag_item	Mohawk	2/14	YES 1/4 page	
47	Swag_item	International Paper	2/17	YES 1/4 page	reprint 2019
48	Swag_item	Neenah	2/19	YES 1/2 page	
49	Swag_item	Sappi	2/18	YES 1/2 page	
50	Voting Coins/Voting Boxes				
51	Category Sponsor_Cross Platform	Mactac	2/6	YES 1/4 page	reprint 2019
52	Category Sponsor_Sales & Marketing	Incept	2/12	no ad	
53	Category Sponsor_Print Advertising	NEOCC: Northeast Ohio Craftsmen Club	2/13	no ad swag	
54	Category Sponsor_Elements of Advertising	Better Business Bureau of Akron	2/13	no ad	
55	Category Sponsor_Student Categories	The Creative Group	2/17	no ad	
56	Category Sponsor_Film, Video & Sound	Audio Concepts		no ad	
57	Drop Off and Judging Site	The University of Akron Myers School of Art	2/18		
58	Canton Drop Off	Creative Source	1/23		
59					
60	Taste of the ADDYs Restaurant Partners				
61	Culinary Chameleon		2/12	YES 1/4 page	reprint 2019
62	Big Eu'es BBQ	Pulled Beef, Ribs, Brisket, Mac & Cheese, Twix	2/10	YES 1/4 page	
63	Saffron Patch Akron		1/31	YES 1/4 page	
64	Alexander Pierce		2/5	YES 1/4 page	
65	NOMZ	Salad sample & Finger Sandwiches	2/4	YES 1/4 page	
66	Waterloo Restaurant & Catering		2/5	YES 1/4 page	
67	Chocolate Creations		2/11	YES 1/4 page	
68					
69	After Party Partners				
70	Chocolate Creations		-		
71	Gardner Pie Company		2/10	1/4 page	
72					
73	2019 Partners (NOT ADDY Partners)				
74	2019 Print Partner (3 postcards)	Northern Ohio Printing		YES Full page	
75	2019 Print Partner (1 postcard)	Star Printing		1/4 page	
76	Website Partner	Noir Creative			
77	Executive Coaching Partner	Lodestone True North			
78					
79	Student ADDY Partners				
80	Integrity Print Solutions		5		
81	Minx Design		4		
82	Paragram		1		
83	6 Brothers		1		
84	Star Printing		3		
85	Timken/Carol Titus		2		
86	Steve Govern		1		
87	Michael Carlson		1		
88	Melissa Olson		1		
89	Tim Klinger		1		

Exhibit 6 — Fiscal Management

Susan B. Kosich Endowed Scholarship for Marcom



HELP US CREATE A LASTING LEGACY FOR STUDENTS



HELP FUND THE SUSAN B. KOSICH ENDOWED SCHOLARSHIP FOR MARKETING COMMUNICATIONS

Susan worked as a long-time salesperson extraordinaire at Oliver Printing & Packaging Co. She was a tennis fanatic and will be remembered for her tremendous devotion to her sons, for her humor and laughter which filled a room, her advocacy for women's causes and social justice, and her love of animals. She was a long-term member and supporter of AAF-Akron and she touched us all.

It will provide scholarships to sophomore, junior and senior college students at an accredited Northeast Ohio college or university pursuing a bachelor's degree in a communications-related field.

Once \$25,000 is raised, the fund will become one of the few endowed scholarships in marketing and communications through the Akron Community Foundation.

[DONATE TODAY](#)

Exhibit 6 — Fiscal Management

American Advertising Awards_income

Active Competitions

Name	Entry Period	Judging Period	# Incomplete	# Pending Approval	# Complete	Action
2019-2020 American Advertising Awards Club Enrollment	9/1/2019 12:00 AM - 1/30/2020 11:59 PM	9/1/2019 12:00 AM - 1/30/2020 11:59 PM	1	0	2	Manage
American Advertising Awards 2020 (Professional)	11/3/2019 12:00 AM - 1/15/2020 11:59 PM	1/16/2020 12:00 AM - 1/19/2020 11:59 PM	0	0	340	Manage
American Advertising Awards 2020 (Student)	11/3/2019 12:00 AM - 1/15/2020 11:59 PM	1/16/2020 04:00 AM - 1/19/2020 11:59 PM	0	0	96	Manage

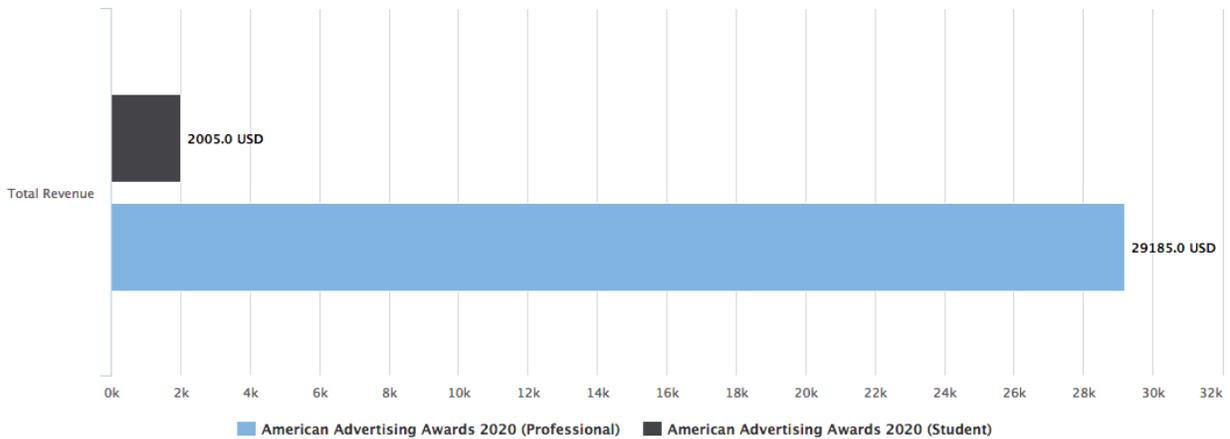
Current Timezone: [Eastern Standard Time](#)

Payments Collected Last 180 Days. Last Updated At: 1:33 PM ([Refresh](#))

31190.00 USD

Competition Breakout

Active Competitions	Total Revenue
American Advertising Awards 2020 (Professional)	29185.00 USD
American Advertising Awards 2020 (Student)	2005.00 USD



Event ID	Event Name	Total Revenue	Campaign ID	Campaign Name	Event Start Date	Event End Date	Event Admission Fee	Event Capacity
6	2020 American Advertising Awards	13,180.00	7	2020 ADDY Gala	02/21/2020	02/21/2020		
8	Mock Interview with Portfolio & Resume Review	.00	8	2020 Mock Interview	04/02/2020	04/02/2020		
Total		13,180.00						