

About AAF Dallas Programs

AAF Dallas' Programs Team exists to create and host events to recognize advertising excellent, provide education and thought-provoking content, connect event attendees to top-quality speakers, and continue to highlight the importance of diversity, equity, and inclusion in all AAF Dallas programs.

2021 – 2022 Goals

The AAF Dallas Programs team worked with AAF Executive Committee and management company (MCC) to overhaul past goals. We knew that COVID had a significant impact on our ability to host traditional programming throughout the 2019 – 2020 term. Traditional programs played a large role in club funding in past years. Knowing that COVID played a large role in our ability to host traditional events, we reexamined how many events we wanted to host that entailed more significant financial costs to participate. We set the goal to work closely with MCC to restructure traditional sponsorship levels to promote more table sales and pre-determined packages. To better promote local talent, we specifically wanted to bring in more local speakers rather than those from out of state over a zoom event. We specifically set the long-term goal to return to in-person events as we transition out of the latest COVID surges. While we anticipate that many events will not return to former attendance levels, our goal is to return to pre-COVID levels by inviting advertising professionals representing brands, agencies and creatives. Lastly, we wanted to create new events to give back to AAF Members that were not driven to make a profit. **(Exhibit A)**

1. Avo-Eatery

Event Details: We wanted to start the new board term with a splash to remind the Dallas advertising community that AAF is still here and ready to begin promoting the industry more traditionally as we did prior to COVID. We worked with our Membership Team to secure a sponsor, Augustin Agency - Avocados from Mexico, at AvoEatery near downtown Dallas. In keeping with their largest client, we were excited to host a thematic happy hour. We wanted to host a fun informal event to reconnect after almost two years of isolation during the pandemic.

Target Audience: This event functioned as the first in-person happy hour that AAF Dallas had hosted in nearly two years. As such, we had a broad audience consisting of AAF Members, non-members, Ad 2 members and non-members, and even college students.

Method of Promotion: We worked with our event sponsor, Augustin Agency, to create and promote event artwork. We created events on Facebook, LinkedIn, and AAFDallas.org.

Average Attendance: Initial Facebook results indicated that we could expect about 20 attendees. Being the first happy hour AAF Dallas hosted in almost two years we expected that attendance could be low. As it turned out, the event was a huge success with 80+ attendees. This was nearly a 300% increase above expected attendance levels. We also partnered with the owner of AdChat DFW, Patty Harrison, to promote and cover the gathering.

Feedback Mechanism: To collect data on how the event was received, the AAF Programs team collaborated with other committees and attendees to collect photos, comments, shares, and likes on social media, as well as anything produced in person at the venue. Notes were then collected and distributed to the committees involved in order to provide clear feedback for producing another excellent experience for the following years.

Results: We quickly ran past the predetermined limits for food & beverages, but our sponsors were happy to increase their contribution on the spot. Attendees ranged from new interns to more than a dozen agency Directors, CEOs, and Founders. As a result of teaming up with Augustin to sponsor the event, they became our Pro-Bono Creative Partner for the 2022 AAA's. This event cost AAF Dallas nothing, but garnered more attendees than could easily fit in the venue. **(Exhibit B)**

2. Trends 2022 | Voicing the Future

Event Details: This year's Trends talk was organized by AAF Dallas' Program's committee and was held at The House of Blues. We took advantage of a long-held deposit at House of Blues dating back to pre-COVID times. We saved \$4,000 by hosting Trends 2022 at House of Blues.

AAF Dallas' DE&I Co-Chair, Brandi Rand, moderated an All-Star panel of speakers. The panelist consisted of industry experts that were selected to educate the audience by fielding questions, and start the conversation around this year's theme "Voicing the Future." We organized two prep calls with the panelists that produced three primary trends to analyze and discuss. 1. New Working World: Remote Work, Agency Culture and Growth; 2. Cultural Currency: Internal DEI & Clients; and 3. MIC Check: Spaces, Clubhouse, Radio and Podcasts, and experiential music.

We hosted the event and the House of Blues Dallas to take advantage of pre-pandemic deposits still being held. The discussion dove deep into issues impacting the industry, regardless of title or position, analyzed the importance of genuine efforts to improve diversity in the office and for clients, the differences between office culture and a culture agency, and trends in all forms of advertising as we continue to bounce back from COVID shutdowns.

Round tables were candlelit, socially distanced, limited to 6 people, and programs were provided for each attendee. To accommodate any absences due to the many societal changes brought on by COVID19, the event was also live-streamed and the total event time was increased from one hour to two hours based on feedback from last year's event. Accommodations also included food and beverages were supplied by The House of Blues venue. This event is always very well-attended, and stimulates great questions and conversations from the event's panelists.

Target Audience: The target audience for this year's Trends event spans across several generations of creative thinkers and administrators alike, as well as those able to attend virtually from anywhere in the state. More specifically, the ideal audience were those in the advertising and marketing industry, between those who have just graduated college, and those of us looking for employment within

the advertising, marketing, and design industry. Not excluding the groups who have been in the industry 5+ years, looking for ways to evolve their company and/or brand.

Method of Promotion: In order to promote this year's event, the Program's team coordinated with our Social and MarCom teams to produce and post artwork on several social media platforms, as well as promoting the event on AAF's District 10 website. Social media outlets included LinkedIn, Instagram, Facebook, Snapchat, Twitter, and our website, AAFDallas.org. Although the target audience was vast and somewhat ambiguous, the message brought to us by the panelists was clear and very well delivered thanks to our wonderful host, Brandi Rand.

Average Attendance: This year's attendance average for our in-person viewers, as well as our online viewers was 30 people. This was a sharp drop compared to pre-COVID attendance levels. Transparently, attendance levels did not meet expectations. We endured freak weather in Dallas with a high of 27 degrees the day of our luncheon, resulting in a lower-than-expected turnout. While attendance was down, we still consider this an important talk to further our foundational goals to provide education & diversity programming for AAF Dallas members.

Feedback Mechanism: In order to collect data on how the event influenced viewers, the AAF Programs team collaborated with other committees and attendees to collect photography, comments, shares, and likes from each of the different social media sources, as well as anything produced in person at the venue. Notes were then collected and distributed to the committees involved in order to provide clear feedback for producing another excellent experience for the following years.

Results: While in-person attendance was down, the number of online participants was higher than expected. Our moderator did an amazing job presenting questions to the panelist and stimulated very unique and enriching answers. For the in-person visitors, the event seemed to leave a lasting impression. Many of the attendees stayed past the event's termination in order to connect with the panelists and ask them for a bit more of their take on the current state of the industry. The perspectives and diversity brought to our audience from this year's panel easily rank among the highest caliber we've ever seen.

One attendee approached us afterwards and was so impressed they wanted to connect on the spot to sponsor our upcoming AAA Gala. Overall, we are extremely proud of the content and focus on diversity that this year's moderator and panelists brought to our audience. **(Exhibit C)**

3. Advertising Career Workshop

Event Details: On March 23, 2022, we hosted another first time event in partnership with a local university, Southern Methodist University. We worked with SMU to host a panel of industry experts followed by networking with all agencies that sponsored the 2022 AAA Gala and more. SMU's Heigi Career Center provided a free resume review in advance so attendees had updated resumes. They also provided and setup the space free of charge. We had 20 agencies and vendors 40 to 60 attendees. We had 11 agencies and vendors, but saw double the anticipated number of attendees. We had 49 registrations, and at least an additional 30 students that came after classes ended. This event cost AAF nothing to host, but we made \$100 from vendor registrations.

Target Audience: We targeted students and professionals around the DFW area looking for professional development opportunity, as well as those looking for relevant job openings in the advertising industry. Partner agencies promoted internships, full-time, and part-time positions available.

Method of Promotion: Tyler Fonville from our Programs Team volunteered to create the artwork to promote the workshop. We worked with our Social Team to promote and boost the event on Facebook, Instagram, LinkedIn, and AAFDallas.org.

Average Attendance: We have never hosted a career development event like this in the past. As such, we did not know what type of attendance levels to expect. However, we hoped to attract 20 agencies or vendors, and have at least 50 attendees seeking career development and/or job opportunities. We offered free vendor tables to any agency that sponsored the 2022 AAA Gala.

Feedback Mechanism: We meet the week or the event and begin planning a post-event survey email. This is scheduled to be emailed directly to all registrants. We will incorporate feedback to offer a similar, but improved, career development event again in the future.

Results: We ended up hosting 11 agencies and businesses, and had close to 70 attendees. We had 49 formal registrations, and almost 30 SMU students attend without registering in advance. 10 of the 11 agencies represented took advantage of our offer to receive a complimentary booth, and one that formally registered as a vendor. We ended up hosting more students than anticipated. SMU has not partnered with AAF to produce this type of event in the past. The excitement to participate was evident for all of those in attendance. This event was designed as a program to give back and educate rather than serve as a fundraiser. Hosting the event did not cost AAF anything, and we brought in \$100 in registration fees. **(Exhibit D)**

Special Event: AAF Dallas Shining Stars

Event Details: Shining Stars is an awards program created by AAF Dallas in 2017 to recognize women in the Dallas advertising industry. Inspired after attending the Southwest Advertising Hall of Fame event, we googled “top women in Dallas advertising” and the result was “The 10 Most Beautiful Women in Dallas” instead of finding women who are producing thought-provoking and innovative work, breaking through barriers to create something new, or forging partnerships that drive growth. We believe ambition, work ethic, creativity, and leadership are qualities to celebrate and elevate.

Due to COVID, we were unable to celebrate the class of 2020 so we opted to combine the 2020 and 2021 classes to honor 40 women making waves in the Dallas advertising community. We worked with our Social & MarCom teams to rebrand the event to celebrate a galaxy of shining stars with the combined classes. The award show was held on September 16, 2021, at the Hall on Dragon in Dallas, Texas.

We prepared for the event by asking our followers on social media and members to nominate a leading lady that they would like to honor for the Shining Stars Class of 2021. We created artwork specifically for this event to get the word out. Once the nomination period closed, our Executive Committee chose the top 20 honorees. The Programs team then scheduled all 40 women to meet during a 15 minute time slot to conduct interviews over the course of one day. We partnered with AdChat DFW, a

video production company that specializes in promoting the Dallas advertising community. AdChat DFW partners with AAF to provide recording and editing services pro-bono for Shining Stars. Once all honorees were scheduled we spent the day with AdChat DFW interview honorees which were narrowed down to 30 second responses featured during the awards dinner.

Target Audience: Marketing Director-level advertisers and marketers in Dallas.

Method of Promotion: Honoree highlights were promoted through Facebook, LinkedIn and Instagram, adchatdfw.com, and AAF Dallas' website.

Attendance: The event was well attended with 233 attendees. Attendees included two classes of Shining Stars, their business or agency coworkers, and friendly or family supporters.

Results: We received engagement on all social media platforms and excellent feedback in-person. Financially, we broke event this year with \$44,000 in expenses and \$44,000 in income. This was our first large in-person event since 2020. We did not know what to expect, and anticipated that the recent Delta surge could impact event attendance. Nonetheless, we were excited to see so many members back and enjoying a much needed return to normalcy. Thanks to collaborating with MCC, our Membership Team, and Social, we secured 12 sponsors, and had 22 agencies, vendors, and businesses represented.

(Exhibit E)

Exhibit A: Programs Calendar & Shared Drive

Shared Google Drive

Name	Owner	Last modified	File size
1_September 2021 Shining Stars	Hilary Watson	Aug 30, 2021 Hilary Watson	-
2_Shining Stars June 9, 2022	Hilary Watson	Feb 5, 2022 Caitlin Watson	-
2022 Trends - January	Ashlynn Rehmani	Aug 17, 2021 Caitlin Watson	-
Advertising Career Workshop	Ashlynn Rehmani	Mar 2, 2022 Justin Rubenstein	-
Agenda	Ashlynn Rehmani	Jul 29, 2021 Ashlynn Rehmani	-
Club Achievement Book	Ashlynn Rehmani	Feb 10, 2022 Ashlynn Rehmani	-
Keep Shining - April 1, 2022	me	Feb 5, 2022 Caitlin Watson	-
Small Agency AMA	me	Mar 10, 2022 me	-
2021 - 2022 Events Calendar.xlsx	Caitlin Watson	Feb 7, 2022 me	91 KB
AAF Dallas Creative Brief HOLIDAY NETWORKING HOUR.xlsx	Elisa Silva	Oct 29, 2021 Elisa Silva	-

Programs

Who has access

System properties

Type: Google Drive Folder
Location: 2021 - 2022 AAF Dallas Board of Directors Drive
Owner: me
Modified: Oct 19, 2021 by me
Opened: 5:18 PM by me
Created: Jun 16, 2021 with Google Drive Web

Estimated In-Person & Virtual Events

1. July 1, 2021: New Board Happy Hour
2. July 17, 2021: COT sent 19 members
3. August 11, 2021: Ad 2 Dallas Mixer
4. September 16, 2021: Shining Stars Awards Gala
5. September 20 – 24, 2021: Central Region Conference send 2 members
6. October 9, 2021: CA Workshop 1
7. November 4, 2021: Ad 2 Dallas 32 Under 32
8. December 7, 2021: Dress For Success Happy Hour
9. January 20, 2022: Trends 2022 Luncheon
10. January, 28 – 29, 2022: AAF District 10 Mid-Year Retreat
11. February 5, 2022: CA Workshop 2
12. February 23, 2022: Dallas AAA Gala
13. March 1, 2022: Club Achievement Books Due to National (virtual)
14. March 2, 2022: Texas Day on the Hill (virtual)
15. March 4, 2022: Gold & Silver Winners forward to District (virtual)
16. March 10, 2022: AMA Small Agency Event (in person)
17. March 23, 2022: Jobs/Network Event at SMU
18. April 14, 2022: Keep Shining (in person)
19. June 9, 2022: Shining Stars Awards Dinner
20. June 2 – 5, 2022: AdMerica
21. June 18, 2022: COT
22. July 7, 2022: New Board Introductions
23. July 21, 2022: New Term Happy Hour

AAF & Ad 2 Dallas Shared Calendar

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T
2021-2022 Term	July 2021	August 2021	September 2021	October 2021	November 2021	December 2021	January 2022	February 2022	March 2022	April 2022	May 2022	June 2022								
AAF - Edu Event						Recruitment Event SMU		1/20/2022 Trends House of Blues		Early month Luncheon? DEI?										
AAF - Social Event																				
AAF - Special Event			9/16/2021 Shining Stars Hall on Dragon						1/24/2022 Addys			6/2/2022 Shining Star								
Ad2 - Edu Event				10/21/2021 Level Up TNT Tacos				01/27 Diversity Event Virtual	TXST event	Student Summit										
Ad2 - Social Event							Happy Hour													
Ad2 - Special Event					11/4/2021 32 under 32 Year															
Dream Fund - No compete			10/14/2021 Monte Carlo	11/13/2021 Chlanthropy																
District 10										TX DAY ON THE HILL	4/21-4/23 Advent10n in Houston									
AAF National													6/2-6/5 Admerica in Nashville							
Ad 2 National				10/29-10/31M d Year - KC									6/2-6/5 Admerica in Nashville							
2022-2023 Term	July 2022	August 2022	September 2022	October 2022	November 2022	December 2022	January 2023	February 2023	March 2023	April 2023	May 2023	June 2023								
AAF - Edu Event								1/19/2022 - Trends												
AAF - Social Event			All About Data																	
AAF - Special Event									1/23/2022 - Addys				6/1 or 8/2022 - Shining Star							
Ad2 - Edu Event																				
Ad2 - Social Event																				
Ad2 - Special Event						32 under 32														

AAF Dallas Event Calendar

	A	B	C	D	E	F	G	H	I	J	K
1	Needs Updating	Historical Events	Updated in 2021	Travel Required	Club Operations						
2	Date/Time	Day	Event	Topic	Location	Board Chair	Book Categories	Social Scheduled?	MarCom Brief Submitted?	Volunteers Needed?	
34											
35	7/1/2021										
36	7/1/2021		New Fiscal Year for AAF National								
37	7/1/2021	Tuesday	Auto Pay is On: Life Storage Unit Payment Due @ Monthly from 8:30am to 8:30am on day 1 from Wed Jul 1 to Thu Jul 1, 2021		Life Storage Unit						
38	7/1/2021	Thursday	AAF Ad 2 Happy Hour								
39	2nd Thursday of Month	Thursday	Board Meeting								
40	7/17/2021	Saturday	Board Meeting Club Officer Training		Virtual	EC	Operations				
41	8/1/2021										
42	8/11/2012	Wednesday	Shining Stars Interviews		J&S	Ashlyn, Jimmy, & Rosie	Programs and Operations				
43	8/11/2020		Ad 2 Summer Mixer			Taco Lingo	Membership				
44	8/17/2021	Tuesday	AAF & Ad 2 Board Meetings		J&S						
45	9/1/2021										
46	9/21	Thursday	AAF & Ad 2 Board Meeting	Not open to public	J&S	AAF & Ad 2					
47	09/16	Thursday	Shining Stars Gala	Open to thepublic	TBD						
48	9-20 to 9-24	All Week	Central Region Conference	EC							
49											
50											
51	10/1/2021										
52	10/1/2020		DREAM Fund	Night at the Monte Carlo		DREAM Fund					
53	10/12	Thursday	AAF & Ad 2 Board Meeting	Not open to public	Virtual	AAF & Ad 2					

Exhibit B: AvoEatery Sponsorship Emails, Promotion, and Event Photos

Hi Marc,

Sorry for the delay. I'm sure programs can pitch in on this. Do they have a date in mind, or would they like us to take care of the logistics? I'm assuming they'd like a Thursday or Friday. It looks like last two Thursday's and Fridays of the month are open.

We'll need to jump on a MarCom brief and schedule social media posts.

I'm looping in Ashlyn and Caitlin as well. Can yall think of some good locations?

Jimmy Asa, *Director of Ad Review*
BBB Serving North Central Texas
[1601 Elm Street, Suite 1600](#)
[Dallas, TX 75201](#)

p: [214-740-0303](tel:214-740-0303)
f: [214-740-0321](tel:214-740-0321)
JimmyAsa@nctx.bbb.org

bbb.org *Start With Trust*®

On May 5, 2021, at 5:32 PM, Marc Liu <marc@elmntl.co> wrote:

Hey team,

Just following up on this. I really need someone to do this with me, because I can't guarantee I'll be around to execute. Augustine is keen to do it, they got approval to cover a tab of \$1k and offered to throw the event at <https://avoeatery.com/> which is owned by their client.

Once I know who can do this with me, I'll get the ball rolling.

Cheers,
Marc

----- Forwarded message -----

From: Jim Vasquez <jvasquez@augustineagency.com>
Date: May 4, 2021 at 9:17 AM
To: marc@elmntl.co <marc@elmntl.co>
Subject: May Happy Hour
Hi Marc,

We would like to commit to supporting the AAF-Dallas May outdoor happy hour, is it still possible to do that? Where are you at with planning this event, is there anything I can do to help?

Jeff approved the idea and the expense where we have a tab with a limit at the bar. A few questions if you're still in the planning phase:

- What kind of attendance do you normally have or expect – I realize this may be tricky coming out of COVID stay at home which may drive or limit attendance for this event.
- Is there a minimum amount to co-sponsor this event? I was thinking maybe have the tab open for \$400-500, is that enough?
- Can we invite our Dallas team, about 20-25 people? We'd like to celebrate end of Cinco programs for both AFM & Mission and get together in person as a group for the first time in over a year.
- Any locations you have in mind already?

Many thanks,
Jim

214.
755.
3318

<https://www.facebook.com/AAFDallas>

AvoEatery Posts

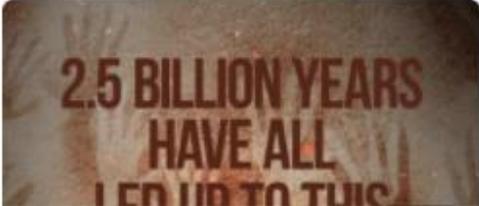
May 24, 2021

Yes Unsure No

Photos [See all](#)



Videos [See all](#)



AAF Dallas added an event. May 24, 2021 · 🌐



THU, JUN 10, 2021
AAF & Ad 2 Happy Hour Going ▾
Dallas
Larry, Crystal and 12 friends

You and 1 other

Like **Comment** **Share**

Write a comment...

A few weeks ago, we reunited with our [AAF Dallas](#) friends for the first time in over a year. What a great way to start the summer! Thank you to [Augustine](#) for sponsoring this happy hour and [AvoEatery](#) at [Trinity Groves](#) for hosting us.

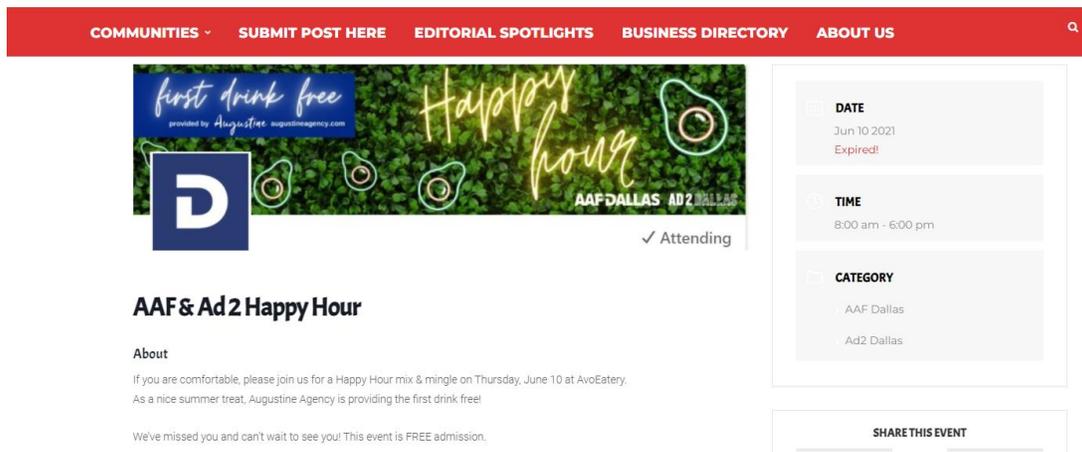
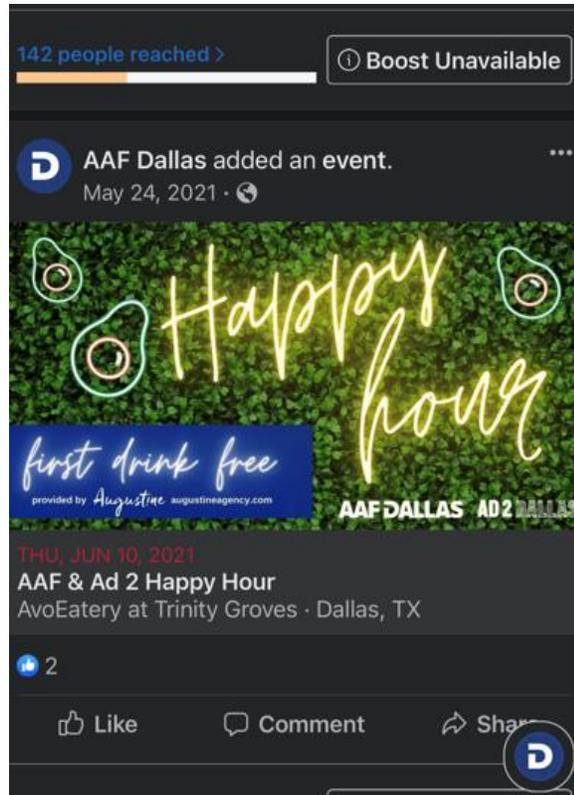
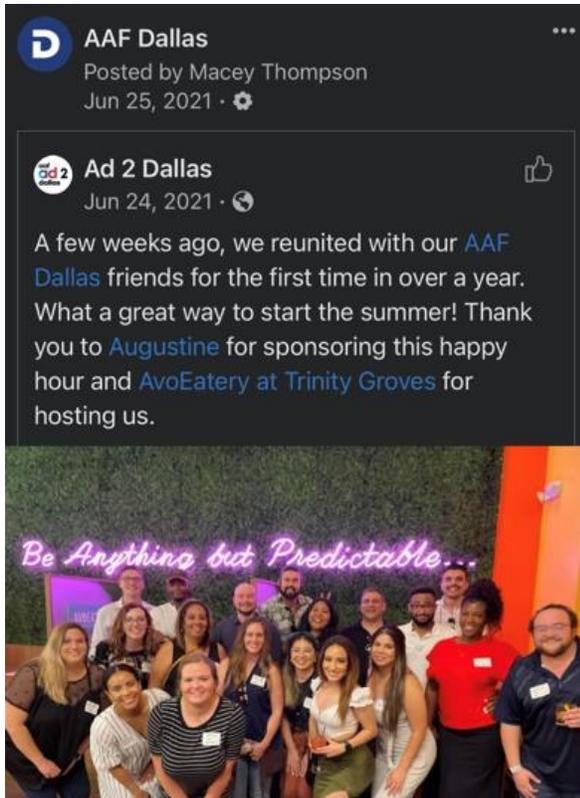


Exhibit C: Trends 2022 | Voicing The Future Event Flyers, Presentation, Promotion, and Event Photos



Brandi Rand is a rockstar wife, an amazing mom to two boys under 6, and an award-winning advertiser. In her role as Vice President & Account Director at Digitas she leads the Social Media Center of Excellence account team.

In her 14+ years in marketing and advertising, Brandi has launched digital and integrated campaigns for AT&T, Toyota, Sally Beauty, and Uber partnering with major media outlets including ESPN, ABC, OWN, Essence, and BET.

She's worked her social media magic from the Soul Train Awards to The College Football Championship.

As a speaker, Brandi educates audiences on branding, influence, networking, diversity and social media and has spoken on many national platforms including the Congressional Black Caucus Foundation's Annual Legislative Conference and the Mom 2.0 Influencer Conference.

Brandi served two years as inaugural Comms Director for the Dallas chapter of ColotCom, a business community for women of color in the communications industry, and currently serving a 2nd term as Diversity, Equity, and Inclusion Co-Chair for the American Advertising Federation Dallas Chapter. She prides herself on being "a Black woman in advertising leadership, creating and saving space for the next."

Make History! Join us February 23, 2022, for the 60th annual ADDY's Gala! Visit aafdallas.org to purchase tickets on our Event Calendar, or email office@aafdallas.org for sponsorship opportunities.



**AAF DALLAS
2022 TRENDS**

**VOICING THE
FUTURE**

1.20.2022 | 11:30 to 1:00PM

House of Blues,
2200 N Lamar St
Dallas, TX 75202



Daylon A. Goff is a brand marketing exec with over eighteen (18) years of experience driving consumer engagement for blue-chip and challenger brands. Daylon is currently the Head of Cultural Strategy for Initiative, the media agency of record for brands like Amazon & T-Mobile. He is responsible for leading the development of inclusive media strategy, insights, and ways of working for the agency's clients and staff. Because of the scale and breadth of his clients, he's able to craft impactful, industry-leading approaches to Diversity, Equity, and Inclusion within media.

Prior to Initiative, Daylon was the Marketing Director at Wingstop Restaurants (WRI) in Dallas, responsible for the brand's social media, influencer and partnership marketing in support of over 1500 domestic and international Wingstop restaurants. Previously he served as Director of Multicultural Marketing at The Marketing Arm, an Omnicom agency, overseeing experiential activations and engagement campaigns for AT&T, Frito-Lay, State Farm, & American Airlines. Originally from Kansas City, KS, Daylon is an alumni of the University of Oklahoma, is member of Kappa Alpha Psi Fraternity, and has been married to his wife Tiffani for 3+ years. They currently reside in the Oak Cliff neighborhood of Dallas, TX.



Elisa Silva held jobs as a newspaper delivery kid, a social worker, a film set builder, and a professional football player before she stumbled into advertising - a world that seemed to be a safe haven for other creative misfits.

She came up at some of the country's most awarded creative agencies including **Wieden+Kennedy**, **72andSunny**, **Translation**, and **Barton F. Graf**. Elisa returned home to Texas a couple of years ago to help Samsung Mobile get their content studio off the ground, and then joined 3Headed Monster last year as Partner and Managing Director.

At 3HM, she's focused on the agency's growth, agency operations, and reassuring clients that it's okay to trust people with tattoos. Currently, Elisa is my fellow Board member with AAF Dallas and also on the board of Dress for Success Dallas and all around Boss Woman.



For over a decade, **Kevin Green** has stood at the intersection of equity and creativity.

He began his career as a Copywriter in the Marcus Graham Project's iCR8 Summer Bootcamp. Since then, Kevin's led award-winning campaigns for brands like PNC Bank, McDonald's and Toyota; and creative and diversity, equity and inclusion leadership roles at Match.com and RAPP, a global CRM agency.

In 2021, Kevin joined Cashmere Agency to further his mission of authentically telling stories of the culture — the diverse consumers that are defining the new general market and leads campaigns for brands like Taco Bell, Instagram, and Disney Parks.

He currently serves as a member of the Strava Anti-Racism Advisory Board, Co-Chair of the ADCOLOR Advisory Board and Advisor to the alumni board of **marcus** Graham Project and finds his greatest fulfillment, however, as a mentor and ally for colleagues and emerging talent in the industry.

When he's not working, you can catch him spending quality time with his 3 favorite people: his wife Jasmin and daughters Audrey and Autumn.



Geordian Able is a fashion and lifestyle blogger that has been in the industry for over seven years. She created her platform, **Adore More with Gear**, in college at Texas A&M as a side gig, and it has now turned into her **full time** career. Geordian has built relationships with countless brands and brought their stories to life in an authentic and relatable way.

A lot of her audience has been around since the beginning and has "grown" up with Geordian as they have experienced countless seasons in sync with one another. She has a passion for building a community and being that long distance BFF to her girls, while sharing the latest skincare hack, fashion trend, newest recipe, home design and more.

Geordian also worked professionally in radio advertising and influencer marketing, which gave her the building blocks to taking her platform full time, as well as opening her online boutique, **Flourish in Frills**.

AAF DALLAS
2022 TRENDS

VOICING THE FUTURE

1.20.2022 | 11:30 to 1:00PM
House of Blues,
2200 N Lamar St Dallas, TX 75202



Brandi Rand
Vice President, Account Director
Digitas North America

AAF DALLAS



Daylon Goff
Head of Cultural Strategy
Initiative and Rufus

AAF DALLAS



Elisa Silva
Partner, Managing Director
3Headed Monster

AAF DALLAS



Kevin Green
Group Creative Director
Cashmere Agency

AAF DALLAS



Geordian Able
CEO, Owner & Buyer
Flourish & Frills

AAF DALLAS



Moderator
Brandi Rand
Vice President, Account Director
Digitas North America
@brandi_rand

VOICING THE FUTURE

AAF DALLAS



Daylon Goff
Head of Cultural Strategy
Initiative and Rufus
@everybodylovesdaylon



Elisa Silva
Partner, Managing Director
3Headed Monster
@3headedmnstr



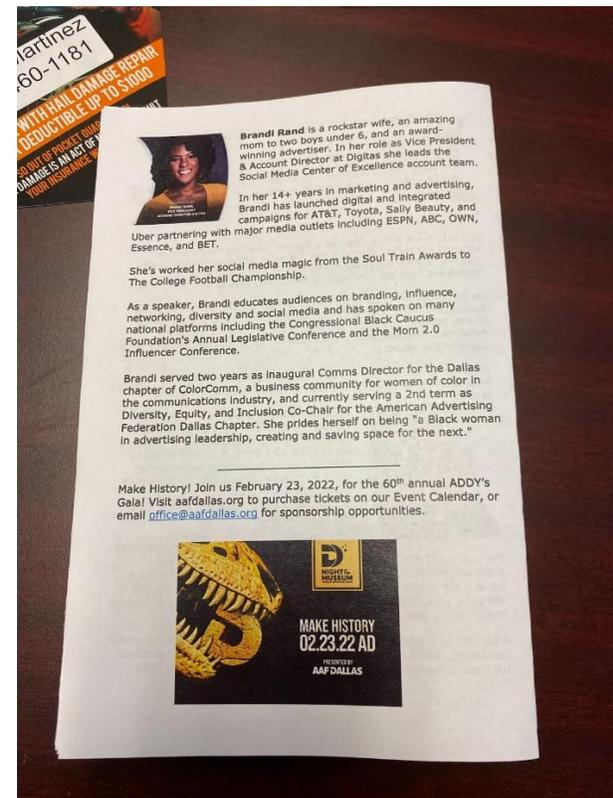
Kevin Green
Group Creative Director
Cashmere Agency
@cashmereagency



Geordian Able
CEO, Owner & Buyer
Flourish & Frills
@florishandfrills

Event Photos





AAF Dallas @AADallas · Jan 4

Join us for our annual advertising and marketing state of the union! Our panel will deep dive into what trends they foresee happening in 2022. Visit our website to view our panelist and learn more information about the event. [aafdallas.org/online-events/...](https://aafdallas.org/online-events/)

AAF DALLAS 2022 TRENDS

1.20.2022 | 11:30 to 1:00PM
House of Blues,
2200 N Lamar St, Dallas, TX 75202

VOICING THE FUTURE

Moderated by Brandi Rand, CMP
President, Account Director, Digital

AAF DALLAS 2022 TRENDS

VOICING THE FUTURE

1.20.2022 | 11:30 to 1:00PM
House of Blues,
2200 N Lamar St, Dallas, TX 75202

Event ended

Voicing the Future
Event by AAF Dallas

2200 N Lamar St, Dallas, Texas, US, 75202
House of Blues Dallas

Thu, Jan 20, 2022, 11:30 AM - 1:00 PM (your local time)

Event link - <https://aafdallas.org/online-events/#id=116&cid=1733&wid=801&type=Cal>

+66 Angelica Ocampo and 68 other attendees

Share

AAF Dallas
1,419 followers
1mo · 🌐

Join us this coming week and let's talk about the hot #advertisingtrends that YOU and your client need to keep an eye out for this year! Our panel will be moderated by our very own, **Brandi Rand, CMP** alongside our #am...see more

AAF DALLAS 2022 TRENDS

VOICING THE FUTURE

1.20.2022 | 11:30 to 1:00PM
House of Blues,
2200 N Lamar St,
Dallas, TX 75202

KEVIN GREEN
GROUP CREATIVE DIRECTOR
@ CASHMERE AGENCY

DEBORAH ABEL
CEO, OWNER & BUYER
@ FLOURISH IN FIELDS

DAYTON GOFF
PROFESIONAL STRATEGIST
@ INITIATIVE AND RUFUS

ELISA SILVA
PARTNER, MANAGING DIRECTOR
@ 3HEADED MONSTER

AAF DALLAS 2022 TRENDS

VOICING THE FUTURE

1.20.2022 | 11:30 to 1:00PM
House of Blues,
2200 N Lamar St
Dallas, TX 75202

aafdallas · Following

aafdallas ...Join us this coming week and let's talk about the hot #advertisingtrends that YOU and your client need to keep an eye out for this year! Our panel will be moderated by our very own, @brandi_rand alongside our #amazing speakers that we have this year
- Dayton Goff - Head of Cultural Strategy at Initiative and Rufus
- Geordian Abel - CEO, Owner & Buyer at Flourish in Fields
- Kevin Green - Group Creative Director at Cashmere Agency
- Elisa Silva - Partner, Managing Director at 3Headed Monster

Purchase your table today in our list! #AADallas #WwAreDallasAAF #trends2022

Followed · 6w

Liked by 3_headedmonster and 22 others

JANUARY 16

Add a comment...

Exhibit D: Advertising Career Workshop Event Promotion, Registration, and Event Photos



AAF Dallas
Published by Instagram · March 15 at 1:40 PM · Instagram

Join us at SMU's Hughes Trigg Student Center on March 23rd for professional development insights and networking opportunities. We've invited four exciting panelists from various backgrounds within the advertising industry for their perspectives and guidance on an ever-changing workspace. Join us as the panelists discuss their experiences and insights from their organizations, careers, and lives while navigating how to jump-start or continue the career of your dreams.

The e... See more

MARCH 23
advertising career workshop

Presented by
aaf.dallas & **ad 2 dallas**

131 People reached 3 Engagements - Distribution score [Boost post](#)

AAF Dallas
Published by Jimmy Asa · March 23 at 3:02 PM

Join us tonight at SMU's Hughes Trigg Student Center from 5:30 to 7:30 for professional development insights and networking opportunities. We've invited four exciting panelists from various backgrounds within the advertising industry for their perspectives and guidance on an ever-changing workspace.

Panelists will discuss their experiences and insights from their organizations, careers, and lives while navigating how to jump-start or continue the career of your dreams.

The... See more

advertising career workshop

Cheil **SAATCHI & SAATCHI**
LERMA **BBB** **SMU** Trigg Family Career Development Center
integer **SPIRE** **propac** **aaf.dallas**
LAUNCH **ad 2 dallas**

93 People reached 0 Engagements - Distribution score [Boost post](#)

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

Get more engagement by sponsoring your post. [Boost](#)

Posted by Jimmy Asa · 3/23/2022

AAF Dallas
1,489 followers

Join us tonight at SMU's Hughes Trigg Student Center from 5:30 to 7:30 for professional development insights and networking opportunities. We've invited four exciting panelists from various backgrounds within the advertising...see more

Cheil **SAATCHI & SAATCHI**
LERMA **BBB** **SMU** Trigg Family Career Development Center
integer **SPIRE** **propac** **aaf.dallas**
LAUNCH **ad 2 dallas**

Elisabeth Zuerker and 17 others 5 shares

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

advertising career workshop

advertising career workshop **MARCH 23**

Presented by:
aaf.dallas & **ad 2 dallas**

Event ended
Dallas Advertising Career Workshop
Event by AAF Dallas

Wed, Mar 23, 2022, 5:30 PM - 7:00 PM (your local time)

3140 Dyer St, Dallas, Texas, US, 75205
SMU Hughes Trigg Student Center

Event link - <https://aafDallas.org/online-events/#id=121&cid=1733&id=601&type=C&...>

Tyler Forville and 5 other connections attending

[Manage](#) [...](#)

Event Photos



Agencies Offered Free Tables

Contact	Company	Contact	Email
Jimmy	31000 FT	Carter Keith	Carter@31000ft.com
Jimmy	Augustine Agency	Jeff Roberts	jroberts@augustineagency.com
Jimmy	CBC Creative	Kevin Couch	kevin@cbccreative.com
Jimmy	Cheil	Stephanie Williams	stephanie.w@cheil.com
Jimmy	Commerce House	Trey Testa	Trey@commercehouse.com
Jimmy	Critical Mass/BBDO		mkelly@criticalmass.com
Ashlyn	Equilateral	Jessica Cramer	jessica@equilateralfilms.com
Ashlyn	Hearts & Science	Asia McCain	asia.mccain@hearts-science.com
Ashlyn	Johnson & Sekin	Season Marsh	season@johnsonandsekin.com
Ashlyn	Kickstand	Matt Bull	matt@heykickstand.com
Ashlyn	Lanch Agency	David Wilgus	dwilgus@launchagency.com
Ashlyn	LERMA/	Dayana Gurrola	dgurrola@lermaagency.com
Elsa	Moroch	Heather Norton	HNorton@moroch.com
Elsa	Pathlabs	Dayna Newman	dnewman@pathlabs.com
Elsa	Creativity	Michael Kelly	sarabsmns@plottwist.com
Elsa	PMG	David Gong	david@gong.com
Elsa	Propac Agency	Colby Graff	Colby.Graff@propac.agency
Elsa	Quantcast	Bryan Camella	bcamella@quantcast.com
Tyler	Saatchi & Saatchi	Rosalyn James	rosalyn.james@saatchi.com
Tyler	Slingshot Agency	Kat Stewart	kat.stewart@slingshot.com
Tyler	Spire Agency	Stopper	m
Tyler	The Infinite Agency	Tim McCarthy	hd6@theinfiniteagency.com
Tyler	The Integer Group	Ranelle Fowler	rfofowler@integer.com
Tyler	The Shop	Matt Siser	matt@theshopagency.com
Justin	The Virtual Wild	Joey Cade	jcade@thevirtualwild.com
Justin	Topgolf	Kendra Purnell	kendra.purnell@topgolf.com
Justin	Trace Element	Lindsey Phaup	lindsey.phaup@traceelement.com
Justin	TracyLocke	Amelia Ambrose	amelia.ambrose@tracylocke.com
Justin	TRG	Tyrone Scott	tyrone_scott@richards.com
Justin	TWINOAKS	Meg Herlhy	herlhy@thetwinoaks.com

Registration List

Org/Person Name	First Name	Last Name	Con Email
Mr. Jimmy Asa III	Nicole	Alexander	nicole@3headedmonster.com
BBB	Jimmy	Asa	membership@aafdallas.org
BBB	Cynthia "Cyndi"	Blair	CynthiaBlair@nctx.bbb.org
SMU	Mackenzie	Blinn	mackenzie_blinn@gmail.com
SMU	Ian	Broadbent	ianbroadbent10@gmail.com
Saatchi & Saatchi	Carissa	Carissa Conteh	carissa.conteh@saatchi.com
SMU	Ana	Chiari	achiari@smu.edu
SMU	Kristen	Cunningham	kristenecun@gmail.com
SMU	Vy	Dang	vdang@smu.edu
Commerce House	Grace	DeJean	Grace@CommerceHouse.com
SMU	An	Diep	akd170630@utdallas.edu
SMU	Rose	Eliz	rosemeliz@yahoo.com
Commerce House	Cameron	Fitz	Cameron@CommerceHouse.com
Spire Agency	Tyler	Fonville	thefonville@gmail.com
Integer	Ranelle	Fowler	rfofowler@integer.com
Leigh Fullrich	Leigh	Fullrich	leigh.fullrich@propac.agency
3Headed Monster	Ely	German	ely@3headedmonster.com
LERMA/	Dayana	Gurrola	dgurrola@lermaagency.com
3Headed Monster	Emma	Hall	emma@3headedmonster.com
SMU	Daniel	Heard	dheard@smu.edu
Integer	Christy	Honeycutt	christy.honeycutt@integer.com
Spire Agency	Jason	James	jason.james@spireagency.com
Commerce House	Makenzie	James	Makenzie@commercehouse.com
3Headed Monster	Leaux	Johnson	leaux@3headedmonster.com
Harper	Kenny		hikcollege@gmail.com
3Headed Monster	Chad	Lane	chad@3headedmonster.com
3Headed Monster	Kristoffer	Lemons	kristoffer@3headedmonster.com
UT Dallas	Peter	Lim	limpeter28@yahoo.com
SMU	Sofia	Marin	smarin@smu.edu
LERMA/	Valeria	Mateos	vmateos@lermaagency.com
IBM	Andrew	McCurley	Andrewtlawson12@gmail.com
SMU	Amanda	Merrill	amerrill@smu.edu
Plot Twist Creativity	Michael	Nortman	MichaelNortman@plottwistcreativity.com
Saatchi & Saatchi	Angelica	Ocampo	angelica_ocampo@saatchi.com
Integer	Paige	Padilla	Ppadilla@integer.com
LERMA/	Jeannette	Papadopoulos	jpapadop@lermaagency.com
SMU	BreyAnn	Sands	Breysands@gmail.com
Guilherme Santana	Guilherme	Santana	guilherme.santana.melo@gmail.com
Commerce House	Christiana	Savo	Christiana@CommerceHouse.com
3Headed Monster	Elisa	Silva	elisa@3headedmonster.com
SMU	Alice	Snow	asn timer@smu.edu
3Headed Monster	Ried	St. John	reid@3headedmonster.com
David Wilgus	April	Steinbach	asteinbach@launchagency.com
Commerce House	Trey	Testa	trey@commercehouse.com
SMU	Gabriela	Vascimini	Gvascimini@smu.edu
SMU	Rachel	Wagner	rhwagner@smu.edu
AAF Dallas	Caitlin	Watson	office@aafdallas.org
Launch Agency	David	Wilgus	dwilgus@launchagency.com
Alma Wright	Alma	Wright	alma.w@cheil.com

Exhibit E: Shining Stars New Sponsorship Packages, Call for Nominations, Event Promotion, Winners, Event Photos, and Financials



Thank you for your interest in contributing to AAF Dallas's mission to elevate the outstanding talent of professionals in the Dallas advertising industry. We are looking for generous underwriters like yourself to help us produce AAF Dallas's Shining Stars

About Shining Stars: AAF Dallas is excited to launch our 6th annual AAF Dallas SHINING STARS, selecting and honoring the people you need to know now in advertising in Dallas. We will be honoring Dallas-based women in advertising, marketing and communications who are leading by example, embodying the talent, skills and leadership that will elevate our industry. Over the past three years, we have been overwhelmed with support and positivity as we honored 90 women at sold out galas. We're excited to do it again!

This year will be bigger than ever as we celebrate our 2020 and 2021 class of Shining Stars! We can't wait to celebrate this galaxy of stars at our event September 16, 2021.

*About AAF Dallas: AAF Dallas is the oldest civic organization in the Big D and has been the trusted business partner by connecting our corporate members and sponsors since **1908**. We are one of the largest AAF chapters in the national network of 200 AAF chapters with our **2,400 (and counting)** members. Our working board of volunteers is dedicated to our mission to protect and promote the wellbeing of the advertising industry through our government relationships, to provide thought leadership to our members through innovative programming, to attract top talent by supporting and growing future industry leaders via our Educational Foundation, to foster diversity in advertising, and to honor advertising excellence.*

For more details, please contact Hilary Watson, 1st Vice President of AAF Dallas.



SPONSOR PACKAGE OPTIONS

Drink Underwriter | 3 Available | \$3,750

Drink Special named after your company

- Signage at bar with company name, logo, and signature drink
- Cocktail napkins at bar with logo
- Table for Ten (10) guests in reserved section
- Full Page (8.5x11") Congratulatory Ad in the Program (Show them how proud you are!)
- Logo on event program, website and at event
- Thank you during the event
- Thank you post on social channels
- Names and contact information of honorees available upon request

Photobooth Sponsor | 1 Available | \$3,500

- Your Logo Incorporated into Digital and/or Physical Photobooth Photos
- Photobooth Photos with logo on AAF social media and website
- Table for Ten (10) guests in reserved section
- Full Page (8.5x11") Congratulatory Ad in the Program (Show them how proud you are!)
- Logo on event program, website and at event
- Thank you during the event
- Thank you post on social channels
- Names and contact information of honorees available upon request

Gold Underwriter | \$2,750

- Table for Ten (10) guests in reserved section
- Full Page (8.5x11") Congratulatory Ad in the Program (Show them how proud you are!)
- Logo on event program, website and at event
- Thank you post on social channels
- Thank you during the event



Silver Underwriter | \$2,250

- Table for Ten (10) guests in reserved section
- Full Page (8.5x5.5") Congratulatory Ad in the Program (Show them how proud you are!)
- Logo on event program, website and at event
- Thank you during the event

Bronze Underwriter | \$2,000

- Table for Eight (10) guests in reserved section
- Logo on event program, website, and at event
- Thank you during the event

A La Carte

Reserved Table for Ten (10) | \$1700 Member, \$1800 Nonmember

Customized sponsorship opportunities available. Please reach out to Hilary Watson at Hilary@aafdallas.org.

Past Winners



In 2017, we launched our AAF Dallas Shining Stars program to celebrate amazing women doing amazing things in Dallas advertising. Inspired after attending the Southwest Advertising Hall of Fame event, we googled "top women in Dallas advertising" and the result was "The 10 Most Beautiful Women in Dallas" instead of finding women who are producing thought-provoking and innovative work, breaking through barriers to create something new, or forging partnerships that drive growth. We believe *ambition, work ethic, creativity, and leadership* are qualities to celebrate and elevate. We believe when you get 25 incredible women in a room, great things happen. We believe it's time that the nation recognizes our city as the talented advertising market that we are...and so the **AAF Dallas Shining Star program lives on**. In 2018, women from Southwest Airlines, PepsiCo, BBDO, The Richards Group, DREAM Fund, Spectrum Reach, The Marketing Arm, and many more were recognized.

Since launching this program, we are proud to say we've seen a shift in AAF leadership with a board makeup of 65% women.





OUR 2021 SPONSORS

For sponsorship details, please contact Caitlin Watson, Account Director of AAF Dallas at cwatson@bbbaa.org



Drink Sponsor



Drink Sponsor



Gold Sponsor



Silver Sponsor



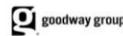
Silver Sponsor



Silver Sponsor



Bronze Sponsor



Bronze Sponsor



In-kind Sponsor

Interested in sponsoring?



OUR SHINING STARS 2021

We're excited to announce the TOP 20 women in Dallas advertising – The 2021 Class of Shining Stars! These women are Community Leaders, C-Suite Executives, Co-Founders, Executive Vice Presidents, Strategic Masterminds, Media Mavens, and more. They are breaking glass ceilings and elevating the Dallas advertising community to heights we have never seen before! Congratulations to the 2021 Class of Shining Stars!

Allison McCaslin, Director of Major Gifts at Presbyterian Night Shelter

Angelica Ocampo, Brand Designer at Strategar

Chandler Crawley, Associate Creative Director at Hawkeye

Jennifer Yepes-Blundell, Inclusive Marketing Consultant & Founder at Merida Consulting

Laurel McEuen, Director of Marketing & Creative Services at RAZ Imports Inc.

Megan Lucy Nell, Account Supervisor at Launch Agency

Valerie Klimko, VP & Client Partner at Hawkeye

Amanda Seabaugh, Assistant VP & Chief of Staff at AT&T

Angie Yarbrough, Co-founder & Principal at Statistry

Crystal Gonzales, National Sales Executive at SXMedia/Pandora

Kim Alexander, Director of Production at Plot Twist Creativity

Margie Aguilar, Company Lead & Founder at ISP Creative

Nikki Moll, Senior VP of Marketing & Communications at Baylor Scott & White Health

Jodi James, Business Development at Studio Tribe & Super Stock

Amani Seay, Creative Strategy Manager at T-Mobile

Ashley Parker, Head of Client Services at 3Headed Monster

Elisa Silva, Partner & Managing Director at 3Headed Monster

Laura Heymann, Owner & Creative Director at Green Apple Lane Design

Martina Brugnoli, Owner & CEO at Uptown Marketing

Stephanie Bazan, VP & Trade & Market Development at Avocados from Mexico



2020

Aimee Bové, Director of Media at The Loomis Agency

Amanda Breaux, Integrated Account Director at Saatchi & Saatchi*

Ashlynn Rehmani, Local Media Strategist at Univision

Claudia Schaefer, Chief Experience Officer at Callber Collision

Elizabeth Clayton, Principal at Richards Partners*

Kristina Blake, Partner & Creative Director at 31,000 FT

Salma Gottfried, Principal/Brand Management at LERMA**

Alexa Pérez, Project Manager at Launch Agency

Amanda West, Senior Manager of Advertising at Pizza Hut

Brandt Rand, Associate Director of Social Media at Burrell Communications

Diana Schroeder, Vice President of Video Production at The Marketing Arm

Hayley Dawson-Owens, Director of Consumer Insights & Innovative Strategy at Wingstop

Lysbet Zimmerman, Principal at Quadratic*

Tracy Henderson, Founder at Center Reach Communications

Alisa McCarthy, Brand Management Director at The Infinite Agency

Andrea "Dre" Wilson, Regional Vice President, Client Experience at Goodway Group

Caitlin Mitchell, Social Strategy Director at The Richards Group*

Dina Light-McNeely, Senior VP Strategy Group Director at Spark Foundry a Publicis Media Agency*

Kat Kornegay, Account Director at Johnson & Sekin*

Molly McLaren, VP, Group Creative Director at The Integer Group*



2019

Alayna Oram, Corporate Director, Marketing at Omni Hotels & Resorts

Amanda Guerra Koch, Director, Connection & Insight Strategy at Saatchi & Saatchi

Cheryl Huckabay, Managing Principal – Brand Media at The Richards Group*

Karie Scullier, Account Director at Caliber Creative

Kimberly Tyner, Co-Founder and Chief Creative Officer at Spire Agency

Mary Price, Brand Media, Group Head at The Richards Group*

Pam Watkins, SVP, Business and Media Strategy at MCC

Sarah Beddoe, Vice President, Marketing at Pizza Hut

Tracy Armstrong, Senior Manager, Brand Communications at Southwest Airlines

Allison Burzlaff, Senior Copywriter at TracyLocke*

Amy Vollet, SVP, Executive Media Director at The Integer Group

Diane Seimetz Duncan, Principal at Launch Agency*

Kathleen Colditz, EVP, Customer Engagement Strategy at The Marketing Arm

Krista McCrimmon, Creative Director at Johnson & Sekin*

Megan Ward, Director of Project and Resource Management at Firehouse

Robin Thomas, Director of Media at Chili's

Shelia Lemon, Founder, CEO & President of Citrus Advertising

Amanda Abrams, Creative Director Team One

Audrey Berger, Principal at Quadratic*

Erin Bryant, Sales Director at Pandora

Kim Moss, Chief Media Officer at TM Advertising*

Luann Boggs, VP of Business Development at bloomfield knoble advertising*

Paloma Fuentes, Brand Manager at Richards/Lerma*

Sandi Edgar, Marketing Specialist at Temerlin Advertising Institute*, AAF Dallas Education Chair

Suzanne La Forgia, Senior Vice President of Captivate*, Past President of AAF Dallas, 2nd Lt. Governor of AAF Tenth District



2018

Ajeta Sinha, Vice President at Net2Source Inc.

Carrie La Ferle, Distinguished Professor at Temerlin Advertising Institute

Crystal Anderson, Partner, Strategy Director at 3Headed Monster

Ellen Cook, President at The Integer Group in Dallas

LaDonna Miller, Brand Media Negotiator at The Richards Group

Lori Thelen, SVP of Account Service at The Marketing Arm

Olivia Cole, COO and Co-Founder at greenlight

Teresa Novak, Executive Director at DREAM Fund

Yareli Esteban, CEO and Principal at Strategar

Amber Benson, Fractional CMO & Executive-In-Residence at Seamripper

Christina Clarke, Senior Director, Marketing at PepsiCo

Daina Middleton, CEO at Ansira

Jesse Barnett, Account Manager at BBDO

Linda White, President at Accelerate Online Marketing

Natalie Duarte, Account and Production Manager at WALO

Sara Madsen Miller, COO and Executive Producer at 1820 Productions

Tina Posey, President at Javelin

Caroline Masullo, Vice President, Digital & e-Commerce at TGI Fridays

Corri Reichert, Media Director at Southwest Airlines

Diane Fannon, Principal at The Richards Group

Kathy Sparks, Account Executive at Spectrum Reach

Lola Lott, Principal and CEO at charlieuniformtango

Nichole Kirsch, Principal and Media Director at Firehouse

Stephanie Murdoch, Senior Producer at BBDO

Tina Tsang, Account Executive at BBDO



Yareli Esteban, CEO and Principal at Strategar

2017

- | | | |
|--|---|--|
| April Steinbach , Creative Director at Organic | Becca Weigman , CEO at TM Advertising | Dacia Coffey , CEO at The Marketing Blender |
| Dawn Maire , President, Chief Strategy Officer at Rockfish Digital | Elba Intriago , Co-Founder, EVP at Inspire Agency | Haley Dugas , Director of Sales at Pandora |
| Ivonne Kinser , Director, Digital Marketing at Avocados from Mexico | Jennifer Bell , Group Creative Director at Publicis Hawkeye | Jody Venturoni , Partner at LDWW |
| Kala Brock , Media Planner at Next Media | Kalyn Asher , Owner at Asher Media | Kari Kowalski , Senior Media Manager at Pizza Hut |
| Lauren Pels , Sr. Designer at Rockfish Digital | Laurie Evans , Brand Media at The Richards Group | Linda Rutherford , Chief Communications Officer at Southwest Airlines |
| Lindsey Goldstein , Creative Director at MonkeyTag | Marissa Deslatte , Strategic Marketing Manager at Nobilis Health | Shannon Phillips , Group Creative Director at Johnson & Sekin |
| Sherri Krekeler , Group Creative Director at TracyLocke | Trina Roffino , GVP/Chief Client Officer at The Marketing Arm | |

Call for Nominations

<https://www.facebook.com/AAFDallas>

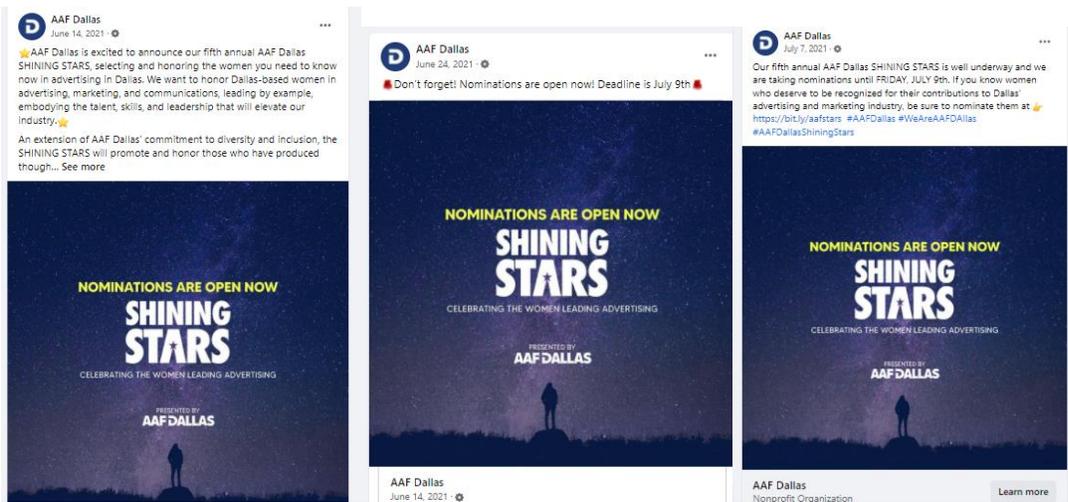
June 14, 2021

First push for 2021 Shining Stars nominations.

★ AAF Dallas is excited to announce our fifth annual AAF Dallas SHINING STARS, selecting and honoring the women you need to know now in advertising in Dallas. We want to honor Dallas-based women in advertising, marketing, and communications, leading by example, embodying the talent, skills, and leadership that will elevate our industry. ★

An extension of AAF Dallas' commitment to diversity and inclusion, the SHINING STARS will promote and honor those who have produced though...

See more

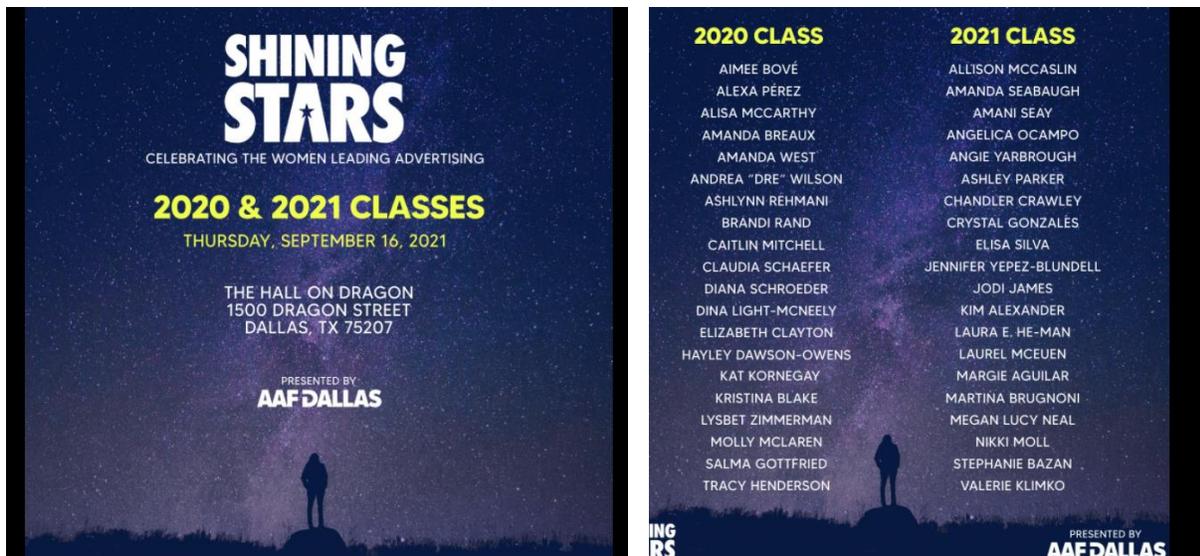
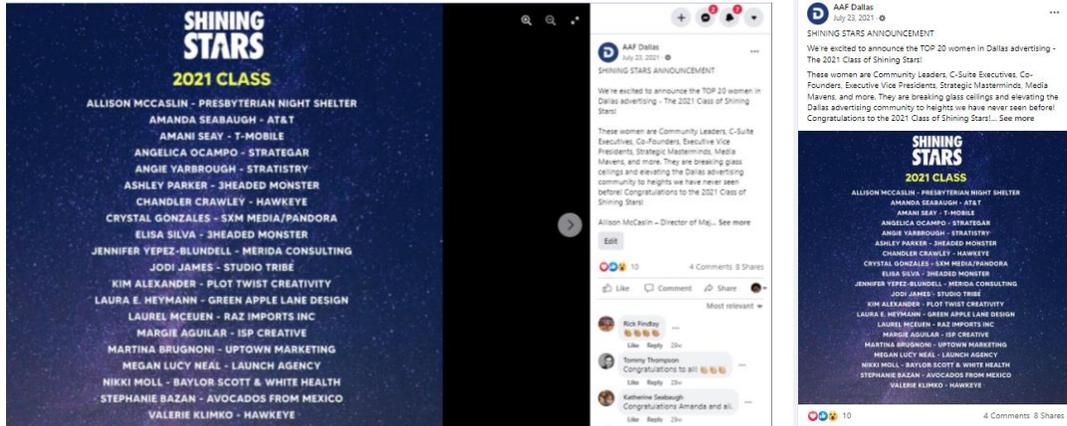


Honoree Announcements

August 4, 2021 – 2022 List of Shining Stars Honorees Announced

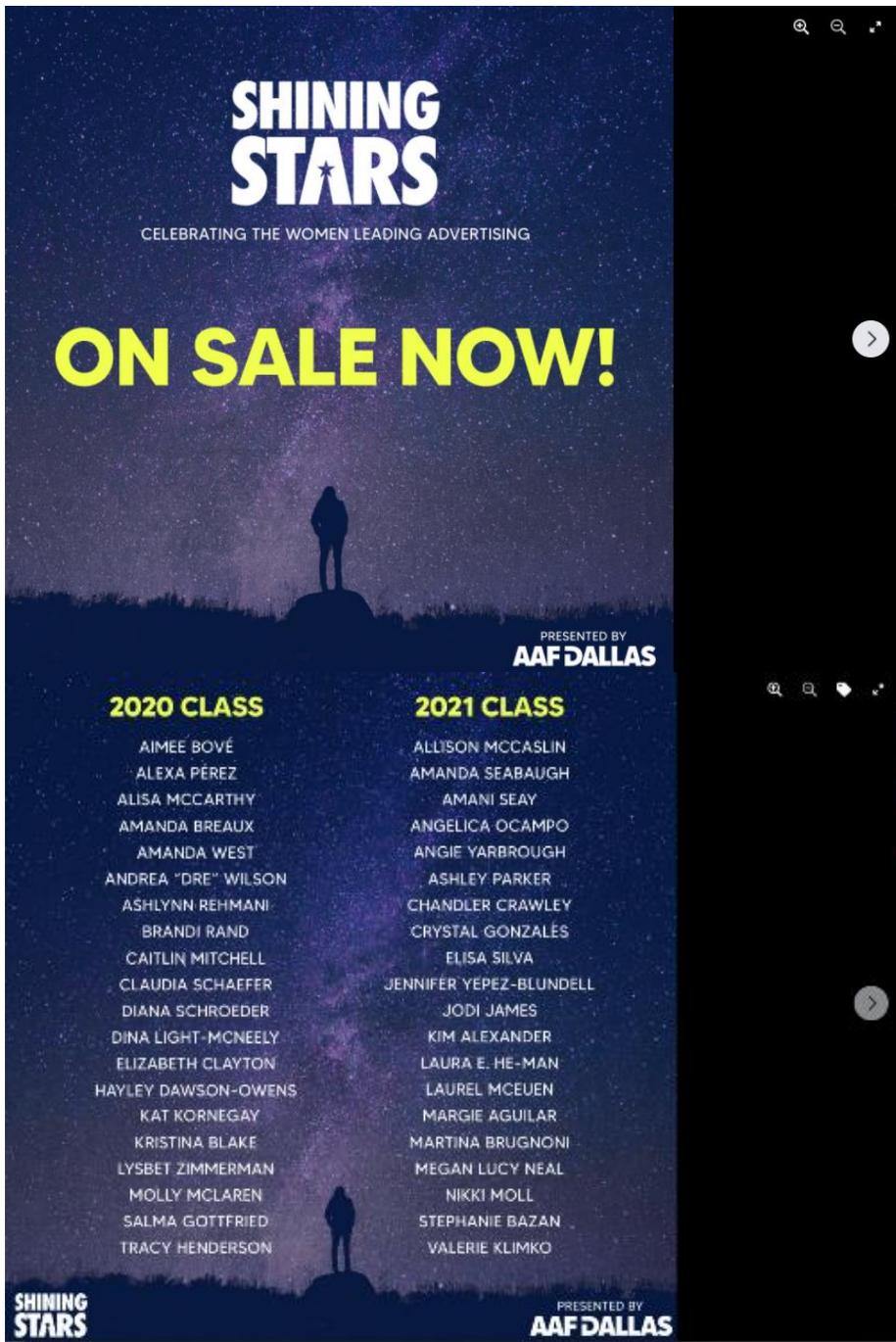
The reception honoring these women is scheduled for September 16. We are currently only booking tables for our Shining Stars at this time. Get more information about the event here ->

<https://aafdallas.org/shining-stars/>



August 10, 2021 – Begin selling tickets and tables for awards dinner.

We can't wait to celebrate with these two classes of amazing women! Join the party and get your table now. Follow the link to book online: <https://bit.ly/3yE7u0C>



SHINING STARS

CELEBRATING THE WOMEN LEADING ADVERTISING

ON SALE NOW!

PRESENTED BY
AAF DALLAS

2020 CLASS

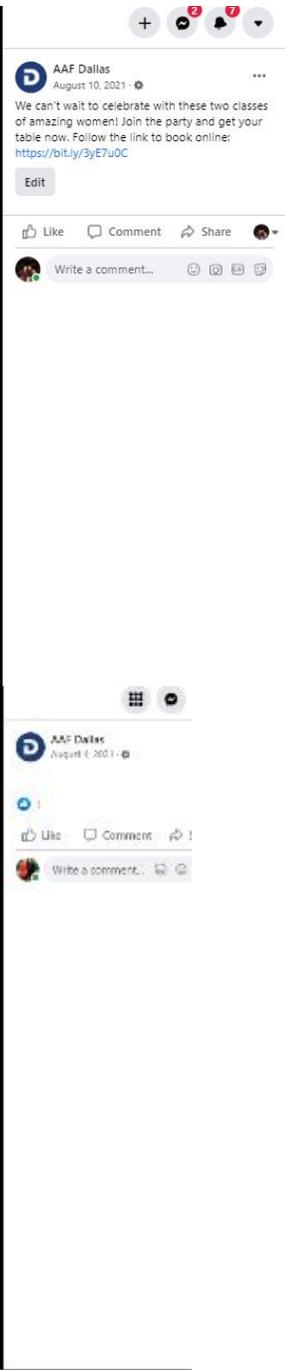
AIMEE BOVÉ
ALEXA PÉREZ
ALISA MCCARTHY
AMANDA BREAUX
AMANDA WEST
ANDREA "DRE" WILSON
ASHLYNN REHMANI
BRANDI RAND
CAITLIN MITCHELL
CLAUDIA SCHAEFFER
DIANA SCHROEDER
DINA LIGHT-MCNEELY
ELIZABETH CLAYTON
HAYLEY DAWSON-OWENS
KAT KORNEGAY
KRISTINA BLAKE
LYSBET ZIMMERMAN
MOLLY MCLAREN
SALMA GOTTFRIED
TRACY HENDERSON

2021 CLASS

ALLISON MCCASLIN
AMANDA SEABAUGH
AMANI SEAY
ANGELICA OCAMPO
ANGIE YARBROUGH
ASHLEY PARKER
CHANDLER CRAWLEY
CRYSTAL GONZALÉS
ELISA SILVA
JENNIFER YEPEZ-BLUNDELL
JODI JAMES
KIM ALEXANDER
LAURA E. HE-MAN
LAUREL MCEUEN
MARGIE AGUILAR
MARTINA BRUGNONI
MEGAN LUCY NEAL
NIKKI MOLL
STEPHANIE BAZAN
VALERIE KLIMKO

SHINING STARS

PRESENTED BY
AAF DALLAS



AAF Dallas

August 10, 2021

We can't wait to celebrate with these two classes of amazing women! Join the party and get your table now. Follow the link to book online: <https://bit.ly/3yE7u0C>

Like

Comment

Share

Write a comment...

AAF Dallas

August 4, 2021

Like

Comment

Write a comment...



In 2017, we launched our AAF Dallas Shining Stars program to celebrate amazing women doing amazing things in Dallas advertising. Inspired after attending the Southwest Advertising Hall of Fame event, we googled "top women in Dallas advertising" and the result was "The 10 Most Beautiful Women in Dallas" instead of finding women who are producing thought-provoking and innovative work, breaking through barriers to create something new, or forging partnerships that drive growth. We believe *ambition, work ethic, creativity, and leadership* are qualities to celebrate and elevate. We believe when you get 25 incredible women in a room, great things happen. We believe it's time that the nation recognizes our city as the talented advertising market that we are...**and so the AAF Dallas Shining Star program lives on.** In 2018, women from Southwest Airlines, PepsiCo, BRDO, The Richards Group, DREAM Fund, Spectrum Reach, The Marketing Arm, and many more were recognized.

Since launching this program, we are proud to say we've seen a shift in AAF leadership with a board makeup of 65% women.

[REGISTER HERE](#)



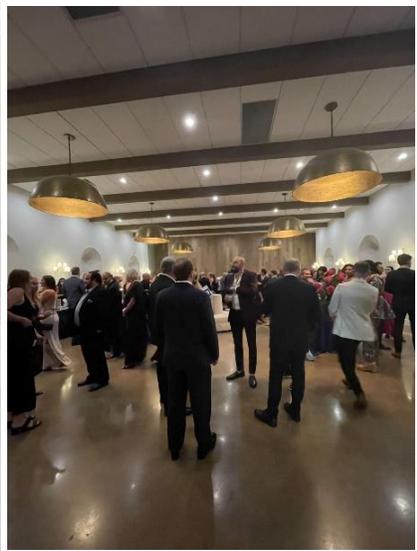
Event Photos











Shining Stars Sponsors

A	B	C	D	E	F	G	H	I	J	K
Company	Contact Name	Contact Email	Contact Phone	Sponsorship/Table	Amount	2020 Payment	Invoice 1	Resent Invoice	Paid	Payment Type
Stratistry	Angie Yarbrough	ayarbrough@stratistry.com	214.912.8716	Bronze Sponsor/Split Table with Center Reach	\$1,100		8/2/2021		X	Amex #1016
Launch Agency	Michael Boone	MBoone@launchagency.com	972-818-4100 ext 101	Drink Sponsorship	\$2,250	\$1,500	7/27/2021		X	Check #6833
3Headed Monster	Shon Rathbone	shon@3headedmonster.com	214-207-1813	Drink Sponsorship & Table	\$5,250		7/28/2021		X	Amex #1118
Pandora/SXM Media	Craig Schumacher	cschumacher@pandora.com	312.543.6451	Gold Sponsor	\$2,750		8/10/2021		X	Amex #1007
The Infinite Agency	Tim McCarthy	tim@thefiniteagency.com		Individual Ticket	\$175		7/30/2021		X	Visa #7731
Uptown Marketing	Martina Brugnoni	martina@uptownmarketing.com		Individual Ticket	\$175		8/9/2021		X	Visa #3337
Jodi James	Jodi James	james@studiotribe.com		Individual Ticket	\$175		8/12/2021		X	MC #2039
Merida Consulting	Jennifer Blundell	jblundell@meridaconsultingllc.com		Individual Ticket	\$175		8/17/2021		X	MC #1645
Callber Collision	Emily Lohec	emily.lohec@callbercollision.com	214.733.7175	Individual ticket (4)	\$700		8/20/2021		X	Visa #3131
AdChat	Patty Harrison	patty@adchatdfw.com	214-697-1372	Inkind Sponsor	n/a					N/A
Avocados from Mexico	Elisabeth Zuerker	ezuerker@augustineagency.com>	972-597-2671	Silver Sponsor	\$2,250		8/9/2021		X	Amex #3001
Callber Collision	Melissa Brown	melissa.brown@callbercollision.com	214.733.7175	Silver Sponsor	\$2,250		8/12/2021		X	Visa #3131
Johnson & Sekin	Chris Sekin	chris@johnsonandsekin.com	214.244.0690	Silver Sponsor	\$2,250		8/17/2021			
Center Reach Communication	Tracy Henderson	tracy@centerreachcommunication.com		Split Table with Yarbrough	\$900		8/2/2021		X	Amex #7398
31000ft	Carter Keith	Carter@31000ft.com		Table	\$1,700		7/26/2021		X	Amex #3005
Saatchi & Saatchi	Rosalyn James	rosalyn.james@saatchi.com	832-229-6239	Table	\$750	\$950	7/27/2021		X	Amex #4003
White Pants	Brian Bethel	brian@whitepantsagency.com		Table	\$1,700		7/27/2021		X	Amex #2007
The Marketing Arm	Hilary Watson	hwatson@themarketingarm.com	928-581-5903	Table	\$1,700		7/28/2021		X	MC #0944
ISP Studios	Caroline Cook	caroline@ispstudios.tv	214.924.6481	Table	\$1,800		8/4/2021		X	ck #4339
RAZ IMPORTS INC.	Laurel McEuen	laurel.mceuen@gmail.com	817 - 614 - 7979	Table	\$1,700		8/11/2021		X	Amex #1569
Plot Twist Creativity	Michael Norton	MichaelNorton@plottwist.com		Table	\$1,700		8/12/2021		X	Visa #2156
T-Mobile	Jodi Shelley	Jodi.Shelley@t-mobile.com		Table	\$1,800		8/11/2021		X	MC #9944
Pizza Hut	Pam Mitchell	pam.mitchell@yum.com	469.474.3472	Table	\$1,800		8/11/2021		X	Amex #1007
Spark Foundry	Susan Eberhart	susan.eberhart@publicismedia.com		Table	\$1,700		8/12/2021		X	Amex #4004
Strategar	Yareli Esteban	yareli@strategar.com	469.791.0443	table (1/2) and ad	\$1,000		8/10/2021		X	MC #3535
Digitas	Brandi Rand	ms.brpowers@gmail.com		Individual Tickets (2)	\$350		9/7/2021			
Quadratic	Lysbet Zimmerman	lysbet.zimmerman@quadraticinsights.com		Table	\$1,700		9/8/2021		X	Visa #0513
					\$42,050	\$2,450	\$44,500			

Sponsorship Type	Company	Contact Name	Contact Email	Paid	Logo	Fulfillment 1	Completed	Fulfillment 2	Completed	Fulfillment 3	Completed	Fulfillment 4	Completed	Fulfillment 5	Completed	Fulfillment 6
Drink Sponsor	Launch Agency	Michael Boone	MBoone@launchagency.com	X		Bar Signage	Received	Cocktail Napkins		2 Full Page Ad		Logo on Website/Event/Program		Social Thank You		Full Page Ad
Full Ad	31000FT	Carter Keith	Carter@31000ft.com	X		Full Page Ad	Received									
Drink Sponsor	3Headed Monster	Shon Rathbone	shon@3headedmonster.com	X	x	Bar Signage	Received	Cocktail Napkins		Full Page Ad	Received	Logo on Website/Event/Program		Social Thank You		
Bronze Sponsor	Stratistry	Angie Yarbrough	ayarbrough@stratistry.com	X	x	Logo on Website	Received	Thank you during event								
InKind Sponsor	Ad Chat	Patty Harrison	patty@adchatdfw.com	X		Logo on Website	Received	Thank you during event								
Silver Sponsor	Avocados from Mexico	Elisabeth Zuerker	ezuerker@augustineagency.com>			1/2 page ad	Received	Logo on Website/Event/Program		Thank you during event						
Gold Sponsor	Pandora/SXM Media	Craig Schumacher	cschumacher@pandora.com	X		Full Page Ad	Received	Logo on Website/Event/Program		Thank you during event		Thank you on Social Channels				
1/2 Ad	Strategar	Yareli Esteban	yareli@strategar.com	X		1/2 AD	Received									
Silver Sponsor	Callber Collision	Emily Lohec	emily.lohec@callbercollision.com	X		1/2 page ad	Received	Logo on Website/Event/Program		Thank you during event						
Silver Sponsor	Johnson & Sekin	Chris Sekin	chris@johnsonandsekin.com	X		1/2 page ad	Received	Logo on Website/Event/Program		Thank you during event						
InKind Sponsor	Kendra Scott	Kelsey Gwyn	Kelsey.gwyn@kendrascott.com					Logo on Website/Event/Program		Thank you during event						
Bronze Sponsor	Goodway Group	Rachael Zanni	rzanni@goodwaygroup.com					Logo on Website/Event/Program		Thank you during event						

Attendee List (Partially Captured)

A	B	C	D	E	F
Sponsorship	Table #	Company	Name	Email	Dietary
	1	Plot Twist	Bo McCord	BoMcCord@plottwist.com	
	1	Plot Twist	Chris Smith	ChrisSmith@plottwist.com	
	1	Plot Twist	Dave Kroencke	DaveKroencke@plottwist.com	
	1	Plot Twist (Recess Editorial)	Jason Payne	payne@recessedit.com	
	1	Plot Twist	Kevin Reid	KevinReid@plottwist.com	
	1	Plot Twist	Kim Alexander - Winner	KimAlexander@plottwist.com	
	1	Plot Twist	Matt Butcher	MattButcher@plottwist.com	
	1	Plot Twist	Michael Nortman	MichaelNortman@plottwist.com	
	1	Plot Twist	Wendy Mayes	WendyMayes@plottwist.com	
	1	Plot Twist	Zak Alexander	zak.alexander@gmail.com	
Silver Sponsor	2	Avocados From Mexico	Stephanie Bazan - Winner	sbazan@avocadosfrommexico.com	
Silver Sponsor	2	Avocados From Mexico	Miguel Molina	mmolina@avocadosfrommexico.com	Vegetarian
Silver Sponsor	2	Avocados From Mexico	Ivonne Kinser	ikinser@avocadosfrommexico.com	
Silver Sponsor	2	Avocados From Mexico - Augustine Agency	Jeff Roberts	jroberts@augustineagency.com	
Silver Sponsor	2	Avocados From Mexico - Augustine Agency	Jim Vasquez	jvasquez@augustineagency.com	No Dairy
Silver Sponsor	2	Avocados From Mexico	Ana Ambrosi	aambrosi@avocadosfrommexico.com	
Silver Sponsor	2	Avocados From Mexico	Alvaro Luque	aluque@avocadosfrommexico.com	
Silver Sponsor	2	Avocados From Mexico	TBD		
Silver Sponsor	2	Avocados From Mexico	TBD		
Silver Sponsor	2	Avocados From Mexico	TBD		
Drink Sponsor	3	Launch Agency	Megan Lucy Neal - Winner	mineal@launchagency.com	
Drink Sponsor	3	Launch Agency	Alexa Perez - Winner		
Drink Sponsor	3	Launch Agency	April Steinbach		
Drink Sponsor	3	Launch Agency	Andrew Reimherr		
Drink Sponsor	3	Launch Agency	Ashleigh Gerleman		
Drink Sponsor	3	Launch Agency	Diane Seimetz Duncan		Vegan
Drink Sponsor	3	Launch Agency	Isaac Swedlow		
Drink Sponsor	3	Launch Agency	Ben Day		Gluten Free
Drink Sponsor	3	Launch Agency	Michael Boone	MBoone@launchagency.com	
Drink Sponsor	3	Launch Agency	David Wilgus		
Gold Sponsor	4	SXM Media/Pandora	Sofie Reid		