



CLUB OPERATIONS

AAF Nebraska’s mission is to advocate, educate, inspire, and bring an inclusive sense of community to the advertising professionals of Nebraska so that we, and future generations, can continue to do the work we love. AAF Nebraska educates members, policy makers, the media and the public on the value advertising brings to our community. The club’s image is projected through all aspects of the federation: members, the board of directors, our Executive Director, sponsors, communications, public service, community outreach, programming, special events, government relations, award programs and club management.

CLUB OPERATION GOALS

Long Range Planning Objective – Setting the stage to become AAF Nebraska started in March of 2020. Discussions for merging AAF Lincoln and AAF Omaha started with both organizations’ leadership meeting regularly to insure a smooth transaction for the merger. Leading up to the merger AAF Omaha offered AAF Lincoln members the opportunity to participate in all AAF Omaha virtual professional development programming at no cost throughout the 2020-21 club year. On March 23, 2021, after club wide surveys and member voting, our clubs announced the merger of the two local chapters of AAF. In July of 2021, the two organizations officially merged allowing this union to strengthen and grow the AAF mission across Nebraska. The AAF Nebraska board has striven this year to continue to work with focus groups evaluating the federation’s mission to reach and engage with advertising professionals and industry students across the state. The pandemic proved that the AAF Nebraska can function virtually allowing benefits to members throughout the state. Long range planning continues to focus on AAF Nebraska reaching members across the state. Again, this year, as nominations open for the club’s board of directors, the nomination team will seek diverse candidates for leaders from all four corners of Nebraska. A four-year Executive Board succession plan in place that promotes continuity and stability for our club at the highest level. We will continue to plan our operational budget two years out, filling our offerings with virtual and in person events while adding more in-person programming in Lincoln.



Our President with the support of the Executive Board established the following goals that were worked throughout the year by our full board of directors:

1. Demonstrate and highlight that AAF Nebraska is living its mission and beliefs through purposeful outreach, events, programming, and initiatives. Continue to weave diversity, equity, and inclusion into the culture of the club through membership recruitment, educational opportunities, and community resources.
2. Create a two-year strategic plan focused on that we became a state organization (in July 2021). Plan included: membership structure, branding, new market outreach, programming/event opportunities
3. Create the ADvisory committee. Appoint at least four members to serve a one-year term. ADvisory Committee members should have board experience at the local, district or national AAF level.
4. Devise a short and long-term plan to increase membership by 1 to 2%. This includes increasing diverse membership from agencies, corporate marketing departments, media representatives, and vendors.
5. Increase member engagement by way of event attendance and/or direct contact by board members. The goal is to have at least 75% of our membership engage in at least one event.
6. Recruit committee members for all committees to foster growth in club leadership and prospects. Each committee should have 3 to 5 committee members, plus two co-chairs.
7. Conduct club operations survey (September) and membership exit survey (as needed). Share results with the full board. Address concerns or changes within a timely manner.
8. Continue the Member AdPerks program by engaging local businesses and club members to contribute prizes and increase promotion of “perks” to members.
9. Provide unique opportunities to our members and the community for professional development and networking - both virtually and in person events throughout the year. Begin to build events outside the Omaha market - host one event in Ashland/Gretna, two in Lincoln, and build a plan to engage ambassadors in other markets to build for years to come.
10. Continue to research, test, and produce financially successful special events and create new innovative virtual events such as AdReads, panel discussions, trivia social hours and networking events.
11. Continue to offer in-person, virtual, and/or hybrid professional development and educational programming at a reduced rate for members with successful attendance of 25 or more attendees.
12. Continue to research, develop, and communicate membership benefits on a local and national level that impact all members and member companies.
13. Build upon the success of AAF Nebraska’s signature college student conference, Meet the Pros. Explore and build a communications and resource plan for each college or trade school in Nebraska and surrounding states; promote to students as young as 8th grade.
14. Maintain the club’s cash reserves and continue to look at creative cost reduction in annual overhead costs.
15. Secure sponsors to provide \$15,500 cash donations along with in-kind products and services donations.

Further goals for the year to aid in the transition of becoming a statewide organization included the following:

1. Secure all event dates two months in advance to allow ample event promotions. Creative assets to be completed no later than six weeks in advance.
2. Develop consistent, creative, and timely communication with members and non-members, increasing social media engagement using the content calendar and plan.
3. Each committee will contribute at least one monthly update to be used in communications such as social media and AdMuse e-newsletter.
4. Develop the clubs Google Calendar to be used by the community and membership. Include club operations, as well as local community events that align with AAF's mission and programming.
5. Promote the national AAF Mosaic Center for Multiculturalism's programming to address the ad industry's diversity initiatives, including the Most Promising Multicultural Students Program and the Mosaic Awards, among others.
6. Award scholarships through the University of Nebraska Foundation and the Creighton University Foundation. Build upon the scholarship program to include new scholarships.
7. Devise a long-term plan to offer more student resources for college students creating an annual event in Lincoln.
8. Continue to develop the student mentor program(s): Scholarship Mentor Program and College Mentor Program for students seeking advertising professionals as mentors.
9. Host the American Advertising Federation Awards Nebraska in line with the national branding and guidelines. Increase both professional and student entries in the American Advertising Awards Nebraska competition by 5%. Create a local Mosaic Award for AAF Nebraska's local competition.
10. Review monthly the AAF National club achievement criteria incorporating into overall AAF NE committee goals.

Analysis of Member Needs Objective - Promote ongoing communication between the AAF Nebraska board and membership to: a.) maintain the health of AAF Nebraska, b.) strengthen the club's unified voice, c.) promote greater participation at club events, d.) increase retention and recruitment of members, e.) adjust planning to reflect members' desires and stimulate interest in club activities and f.) use our platform to bring diversity and equity to our industry at a local level.

Leadership Organization and Development Objective - To enhance membership recruitment, retention and involvement through strong program development and an organizational structure that will foster the growth of current and prospective club leaders and motivate them to enhance club offerings and performance.

Fiscal Management Objective - To practice sound fiscal

management procedures; develop and maintain an annual budget which details income projections for club activities; increase income through events, programs, sponsorships, and new memberships, streamline operations to reduce expenses, and continually provide up-to-date budget information to the board.

METHODS FOR ACHIEVING GOALS

Long-range Planning Tactics - The AAF Nebraska Executive

Board starts off each year with a meeting between outgoing and incoming Executive Boards to lay the groundwork for the upcoming year. This step helps with long-term planning by getting the leaders of the club to analyze club activities and budget to ensure what's being presented to the incoming board is both realistic and necessary for the club to be successful.

This meeting informs the creation of our annual plan, which lays out our collective goals for the upcoming year. The plan is presented to incoming board members at our annual board retreat (EXHIBIT - Retreat Agenda). At the retreat, the board reviews the plan, discusses the state of the club, reviews board responsibilities, and discusses budgeting.

Our goals for the year are revisited at the monthly Executive Board and Board of Directors meetings and revised as needed to make sure AAF Nebraska is meeting the needs of members, while also maintaining an annual budget.

Priority Club Goals in the 2021-2022 marketing plan - Increase membership by 1 to 2%;

recruit committee members for each committee to foster growth and diversity in club leadership and member prospects; conduct ongoing surveys to understand our members; plan all special events to virtual or in-person; maintain a minimum of 25 attendees at virtual professional development events; Secure sponsors to provide cash donations of \$15,500; secure all event dates two months in advance; create consistent, creative and timely communication with members and non-members with increased social media engagement; provide unique opportunities for our members and the community for professional development and networking; create outreach to those who are underrepresented in the advertising community to show our industry values of diversity and inclusion.

	A	B	C	D	E	F	G	H	I
1	American Advertising Federation Nebraska								
2	Budget July 1, 2021 through June 30, 2022								
3	Budget proposed September 2, 2021 (budget Income/Expense & Difference)								
4	Actual Numbers July 1, 2021 - February 2, 2022				Proposed budget to be reviewed September 2, 2021 & Voted/Approved on October 7, 2021				
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Exhibit - Budget

2021-2022 AAF Nebraska Board Retreat Agenda			
Time	On Screen	Who	What
4:00:00 PM		Teri	Welcome, Grab a drink & snacks
4:05:00 PM		Chris, Lisa, Kelli	AAF National/District Overview
		Chris, Lisa, Kelli	AAF Benefits, Web and Resources review
4:25:00 PM		Teri	Introductions: Name, Title, Business, Chair Position, Why you joined AAF
4:35:00 PM		Ann	Club Mixer - Ann emailed Andy Boyle 7/22
5:15:00 PM		Teri	Federation Overview & History
		Ann	Club Goals, Responsibilities, Involvement & Descriptions
		Jenna	Club Services & Mission
		Daryl	Committee Plan for Year, Building Team, Cross Committee Collaborating
		Cassi	Membership Recruitment, Team Work
5:30:00 PM		Ann/Teri	Master Calendar Review, Where to Find
		Teri	Leadership Conference Attendance
		Ann	Organizational Details: Slack, Drive, Google Calendar, Website Review
		Ann	Reminder to Set Committee Meetings
5:45:00 PM		Teri	Committee Breakout Rooms
5:55:00 PM		Teri/Ann	Questions & Wrap & End
6:00:00 PM		Ann	Slack & Google Drive Tutorials - for those who would like to stay on (https://api.slack.com/start/overview) or here (https://youtu.be/m2JuAa6-ors)
			End

Exhibit - Retreat Agenda

Analysis of Member Needs Tactics - One of AAF Nebraska's goals for 2021-2022 was to promote ongoing communication across the club through consistent communication and through member feedback. Our members and non-members receive a monthly newsletter providing information on upcoming events, industry updates, member news, and other industry-related news (EXHIBIT - newsletter). AAF Nebraska reaches out to members in a variety of ways to invite feedback about the club and member offerings including short event surveys at the end of AAF Nebraska sponsored events (EXHIBIT- Event Survey). A formal survey is also provided after our Meet the Pros educational event. The Executive Director, who has a long-standing relationship with most of our members, receives calls throughout the year from members with feedback and suggestions.

This year leadership took a boots on the ground approach securing new memberships from agencies and advertising professionals in Lincoln, Nebraska. Monthly, our President and Executive Director have made personal appointments during day-long visits in Lincoln with current and prospective members. These meetings have been valuable in getting to know the Lincoln market and how our local, now statewide organization can benefit members in Lincoln and throughout the state. We met with leaders from other member trade organizations in Lincoln to collaborate on upcoming programming. Out of these meetings we have developed a new program for the Associated General Contractors of America Nebraska Building Chapter and will be working with the Lincoln chapter of the American Marketing Association in conjunction with our ONBrand conference in July. We renewed 50% of AAF Lincoln's 2020-2021 membership and have gained 12 additional new memberships from Lincoln professionals due to in-person and individual Zoom meetings with prospective new members in the Lincoln market.

Leadership Organization and Development Tactics - The AAF Nebraska Board of Directors consists of 21 individuals. The Executive Board is made up of the chairperson, president, 1st vice president, and 2nd vice president. Along with the executive director, they conduct general club management and direct long-range planning for the club. The remaining 17 positions are the committee chairs, who provide leadership for each club committee team. Eight of our nine committees have two co-chairs, which has improved board involvement, communication, and meeting attendance. Each co-chair reaches out to members to join their committee team as part of our efforts to foster growth and diversity in club leadership and member prospects. Each committee is asked to submit a written report prior to each board meeting, so if



EVENTS



Network at AdConnect
Friday, March 4, 2022
4:30 - 6:30 p.m.
Legends Aksarben | 6920 Pacific Street

Member Perk! AAF Nebraska Members - please join us for AdConnect, a free night to help you **Connect. Network. Relax.** (Just \$10 for non-members.)

- Share ideas
- Search out career opportunities

Exhibit - Newsletter



Exhibit - Event Survey

neither co-chair can attend, the board can still carry out business in their absence. (EXHIBIT - Board Committee Report).

At the annual board retreat, each board member received their committee's objectives and responsibilities, as well as budget goals. In addition, at the first membership meeting of the year, a "State of the Club" address was presented to members outlining the plan for the year, club goals and president expectations.

There is one Executive Board member assigned to mentor each committee. This system helps ensure that committees have the support they need to achieve the club's objectives and foster growth of the club's future executive leaders. Board meetings allowed all board members to engage in important discussions and give input on future planning. Leaders left meetings prepared to talk about all the club offers to members and prospects and passionate about recruiting others to join committees and attend events. The unprecedented challenges of functioning the previous year in full virtual capacity prepared us to adapt and invent new approaches to function with activities, yielding a successful year of club member engagement.

Fiscal Management Tactics - Initial planning for the annual budget begins prior to the new club year, during the transition meeting between the outgoing and incoming Executive Boards. Thorough analysis was completed for each area of the club to decide which events will be carried into the upcoming year. The Executive Board outlines a realistic budget that ensures the club will remain fiscally responsible. The budget was then presented to the entire Board of Directors at the retreat. Each board member is required to analyze their projected numbers and bring up any concerns. The board then votes on the budget, setting financial goals for each committee.

The budget spreadsheet was continuously updated with actuals and reviewed at each month's board meeting. A complete review of each budget line item is held annually, midway through the fiscal year. This helps ensure board members know what is needed throughout the year to meet their profit goal.

Community Outreach October 7, 2021 Board Meeting Report

Co-Chairs: [Shana Boyd](#), Erin Clark
Cassie Warren, board advisor

Committee Members:

- Dana [\(4/4/21\)](#) (1/1/2021/Three)
- Adam Turner (1/1/2021/Three)
- Natalie Hadley (Outlook Business Solutions)
- Jazmyin Brown [\(4/4/21\)](#)
- Jennifer Enders-Toft (Lamar Advertising)

Accomplishments since last meeting:

Goals

- Add 10 people to our speaker's bureau
 - we have currently added 3 and have tasked our committee to reach out to 4 personal contacts by 10/23
- Education
 - Junior high, high school, college outreach
 - Strive for at least 2 speaking engagement at each education level within Omaha and Lincoln (5 total)
 - Cassie Warren - Omaha Millard North Career Day 10/21
 - Three other events in progress
 - Develop relationships with university professors
- Non-profit
 - Strive for at least 2 speaking engagement or partnership with a Omaha and Lincoln non-profit
 - Working on details for a opportunity with Partnership 4 Hope that Ann provided us
 - We've identified 6 organizations and assigned committee members to make initial connections before our October meeting
- Diversity and Inclusion

Exhibit - Board Committee Report

During the 2021–2022-year, revenue was generated by membership dues and the following cornerstone initiatives and events:

- **Meet the Pros** - Meet the Pros is a two-day educational event designed for advertising, public relations, graphic design, and communications college students. This year we were able to take the two-day event back to an in-person opportunity for students focusing on providing high-quality speakers from a wide range of backgrounds, creative fields, and skill sets, as well as one-on-one sessions with professionals. 110 attendees and over 75 professionals took time to participate to make Meet the Pros a success. The event surpassed its profitability responsibilities to AAF Nebraska by raising more than \$6,000. In addition to our Meet the Pros annual event we started laying the groundwork for another student event to be held in Lincoln on the University of Nebraska Lincoln campus for at least the next three years.
- **ONBrand** - The ONBrand conference was developed by leaders from local chapters of AAF, AIGA, AMA and PRSA. By partnering with local leaders, the energy and effort behind the event provides a unique perspective for each attendee for professional development. The conference was originally designed as a unique gathering of professionals to work, create, support, and promote strong brands from across our state. This was accomplished, but with a slight shift to a virtual event for the pandemic year. With three keynotes, six breakout sessions, sponsorship, and opportunities for connection in a virtual space our execution was dynamite. Our main goal focused on connectivity rather than a true source of income for the year. Each of the four organizations received \$1,100 in net income from ONBrand and their individual share of the event sponsorships. AAF Nebraska netted \$3,800 from the conference. (EXHIBIT X)
- **Educational Events** - AAF Nebraska offered 16 educational professional development events featuring topics on the state of Digital Marketing and Social Media, Sports Marketing as well as host of webinars discussing diversity, equity and inclusion. These events averaged well above our goal of 25 registrations each. Several of the professional development educational programs had more than 45 attendees. (EXHIBIT - Event Graphics).



Exhibit - ONBrand Graphic

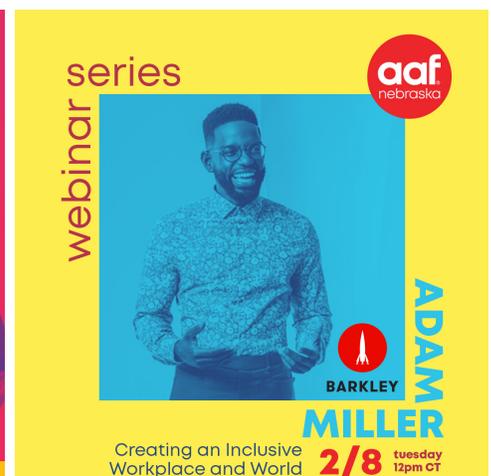


Exhibit - Event Graphics

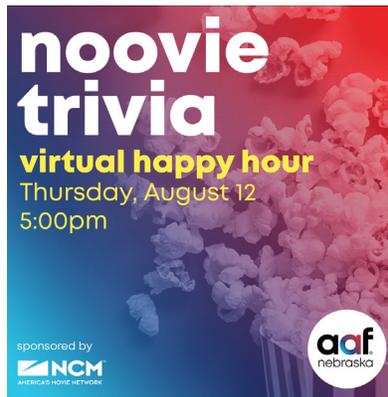
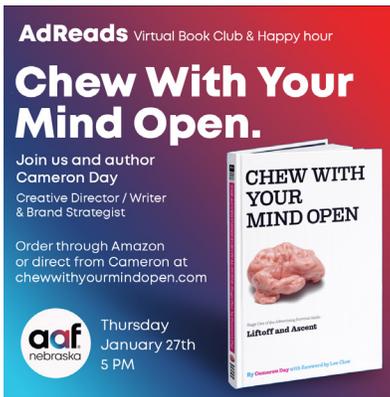


Exhibit - Event Graphics

In addition to our educational events and programs on relevant topics, AAF Nebraska hosted social events providing members the opportunity to network with their peers and have fun. These events include:

- **Virtual AdWars** was a huge success with 8 teams consisting of a total of 63 participants. The event raised just more than \$716 (including Special Events committee sponsorship dollars), which exceeded the committee's goal. Feedback and overall attitude from attendees were positive. (EXHIBIT - AdWars).
- **Boom! Roasted Award Night** – In its ninth year. The Boom! Roasted event was a success with more than 56 attendees. Boom! Roasted has become an annual award dinner honoring our Ad Pro and Ad Rookie of the year, capped off with the roast of two Nebraska advertising professionals. This lighthearted event raised more than \$700 (including Special Events committee sponsorship dollars) for AAF Nebraska. (EXHIBIT - Boom! Roasted).
- **Holiday Party** – The annual celebration boasts a total of 78 attendees. A raffle and silent auction were a huge success in raising \$4,575 funds for AAF Nebraska and \$390 for AAF Nebraska's Public Service partner. The committee maintained the successful online auction model created for the previous year's virtual holiday social, allowing those not able to attend in-person an opportunity to participate in the auction. (EXHIBIT - Holiday Party).
- **Bowl-A-Rama** – Our annual Bowl-A-Rama is a team building activity our members look forward to each year. This year we reschedule the event from January to March due to COVID-19 safety concerns. Eleven teams participated allowing the club to raise more than \$800 (including Special Events committee sponsorship dollars) for AAF Nebraska. (EXHIBIT - Bowl-A-Rama).
- **Membership** - Membership dues are the most consistent source of income. The club places great emphasis on retaining current members and recruiting new members. Our goal this year was to maintain membership, but also to increase total membership by 1% to 2%. Through our membership committee's diligent recruitment efforts, in addition to the merger of AAF Omaha and AAF Lincoln, now forming AAF Nebraska, we met our recruitment efforts and increased our membership by 34% over last year. (EXHIBIT - Membership)
- **Sponsorship** - To help meet our budget goals, AAF Nebraska put together several packages for overall sponsorship of the club and club events. Our goal this year was to raise at least \$15,500 in sponsorships- we have secured \$17,200, 10% more than we had set for our goals this year. (EXHIBIT - Sponsorship)

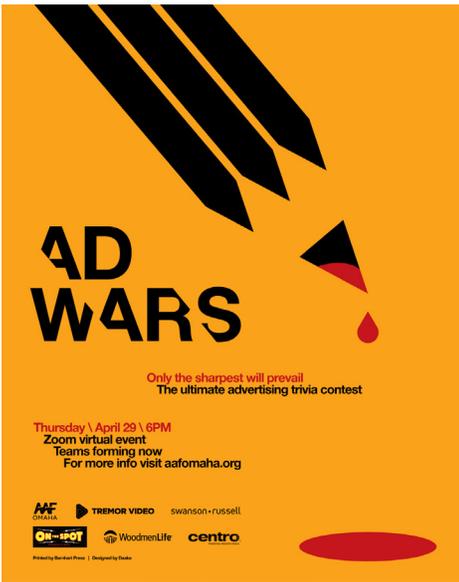


Exhibit - AdWars



Exhibit - Boom! Roasted

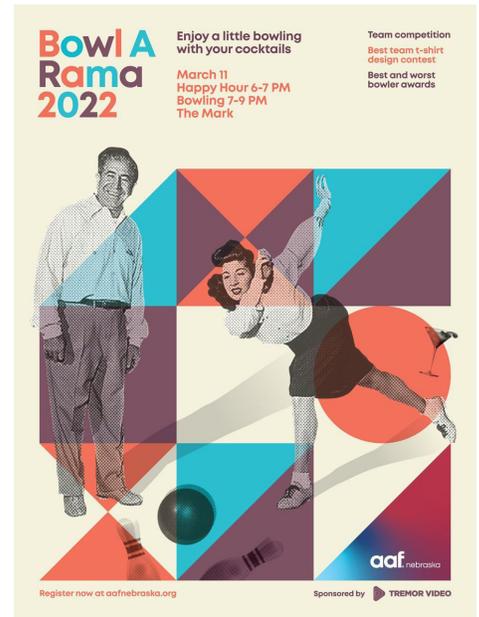


Exhibit - Bowl-A-Rama



Exhibit - Holiday Party

New & Renewing AAF Members
New members highlighted
July 1 - November 30, 2021 (updated as new members join and current members renew)

NAME	BUSINESS	TITLE	EMAIL
Kelli Britten	University of Nebraska - Lincoln	Assistant Professor of Practice	kelli@unl.edu
New member to be added soon	Bozell		
Rod Coleman	Bozell	Head of Paid Media	rcoleman@bozell.com
Christine Dunn	Bozell	Project Manager	cdunn@bozell.com
Mike Gilloon	Bozell	Director of Strategic Communication	mgilloon@bozell.com
Laura Spaulding	Bozell	Manager of Corporate Communications	lspaulding@bozell.com
Barry Haire	National CineMedia	Account Director	barry.haire@ncm.com
Kayleigh Oxford	Buildertrend	Lifecycle Marketing Strategist	kayleigh.oxford@buildertrend.com
Lauren Schuster	Bailey Lauerman	Head of Business Development	lschuster@bine.email
Marlee Cowdrey	Bailey Lauerman	Copywriter	mcowdrey@bine.email
Josh Trecartin	Bailey Lauerman		jtrecartin@bine.email
Brenna Doherty	Bailey Lauerman		bdoherty@bine.email

Exhibit - Membership



Exhibit - Sponsorship

Long-range Planning Results - Through long-range planning, AAF Nebraska has met many of the club goals established for this year. Highlights include exceeding virtual education event goals by 30% (on average); securing \$17,200 in sponsorship dollars to offset operational costs. Continued communication with members and prospects via social media outlets and email; providing educational elements in our programming and events and maintained our cash reserves by minimizing club spending.

Analysis of Member Needs Results – In September, our board of directors reviewed all data collected in the federation’s membership survey allowing us to know the importance of our members’ needs. Member event attendance was tracked during the year with a goal of 75% of our members attending at least one event during the year – this goal was successfully met by member engagement at virtual and in-person events – 77% of our membership attended at least one event throughout the year. Our membership number is strong with an increased membership at 34% over last year.

Leadership Organization and Development Results – Our list of goals may look overwhelming for a volunteer organization however, through collaboration the dedicated AAF Nebraska leadership saw success with the club and its engagement statewide. With a sound committee structure of more than 55 committee volunteers we have thrived the past year allowing AAF Nebraska to be a strong force throughout the state (EXHIBIT - Board Photo).

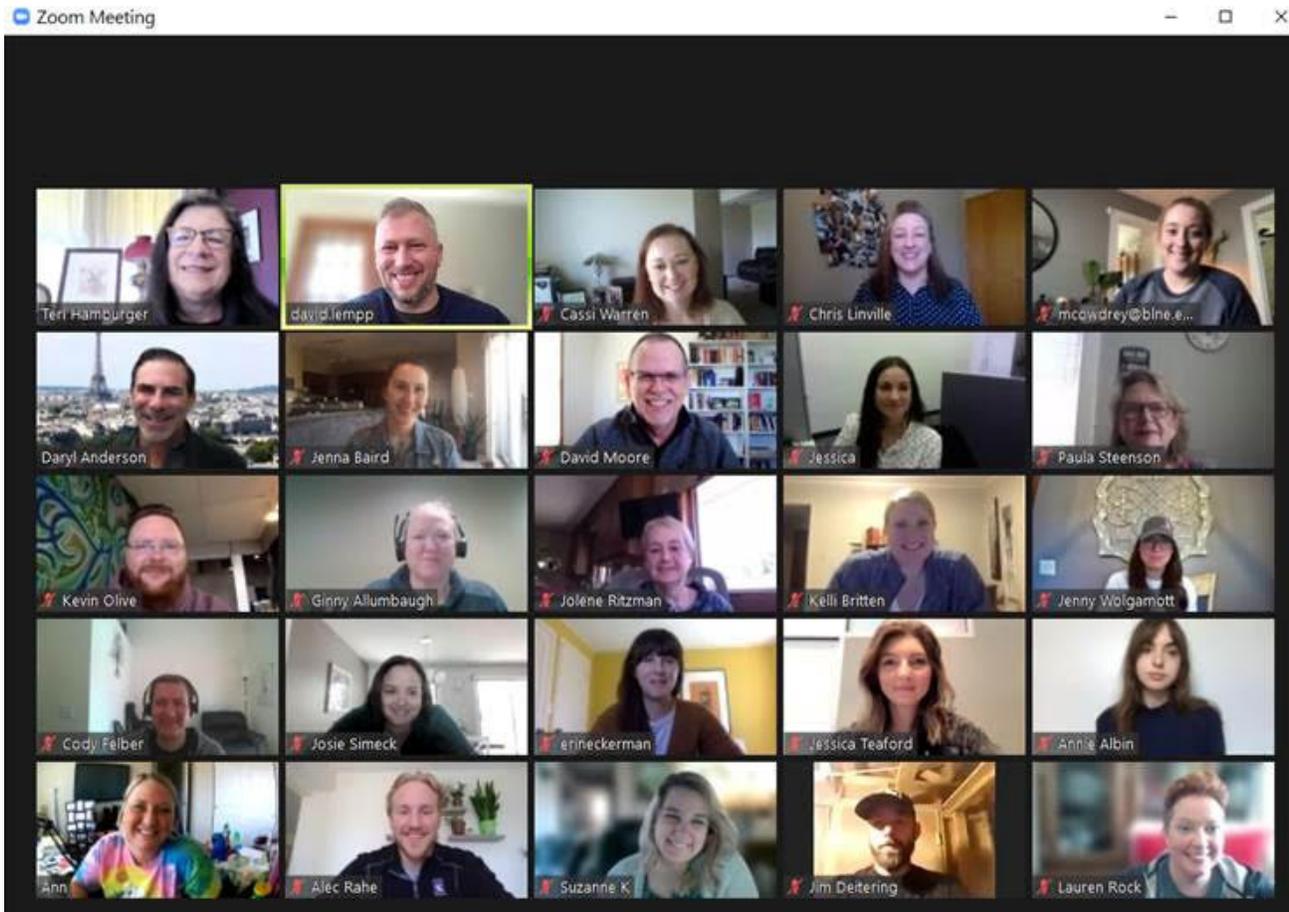


Exhibit - Board Photo