



2021-2022 Club Achievement : Club Operations

OVERVIEW

AAF Austin's Executive Committee has had challenges at every corner, and we have met them with innovation, collaboration, and inclusion.

With no incoming President identified, Cindy Brummer (2021 - 2022 President) consulted with district leadership while at the January 2022 mid-year retreat. Together, they proposed a new Co-President structure to candidate Helena Abbing, which would provide a framework to share the duties. Since Cindy and Helena had successfully collaborated as Government Relations co-chairs, they were confident about this partnership.

As they planned their July Board Retreat, "Journey to Inclusion" emerged as the overarching theme. This played out in many ways: inclusion of the board in more operational decisions, a commitment to providing better accessibility and inclusion in our events and programming, and our continuing journey to grow and better serve our members. ([Exhibit A](#))

Goal 1: Inclusion

In early planning for our Cornerstone events, we identified a way to weave the Journey to Inclusion theme throughout in the following way:

- **Big Wigs** // Journey theme is focused on the career path of our members
- **American Advertising Awards** // Journey theme is "You've arrived" to convey an elevated "Platinum Experience"
- **Advent10n** // Journey theme focusing on the various chapters within D10 coming together to celebrate in Austin

AAF Austin and local agency GSD&M partnered again to host the Diverse Partner Summit. *(Exhibit B)* This program brought together small and diverse vendor partners, agencies and clients, encouraging introductions and interaction with the hope that agency and client contacts become more aware of available diverse vendor partners for inclusion in future bids. We showcased and celebrated their crafts, talents, creativity and work they produce. This three-day event was a mix of panels as well as 15-minute virtual 1:1 meetings with potential partners. We were thrilled with the improved ratio of buyers to vendors. The 1:1 format for the meetings provided a more robust and worthwhile experience for all involved. We received positive feedback across the board. *(Exhibit C)* The event received press from AdAge who attended the event in-person. *(Exhibit D)*

AAF Austin is leading the way in new technology by being the first chapter in the country to offer NFTs to winners at our Cornerstone events in addition to the traditional physical awards. *(Exhibit E)* We collaborated with AAF Austin member Jenaro Diaz, founder of DJNR/Minero.io, who developed virtual 3D replicas of the awards that recipients can get minted. Jenaro is working with D10 to expand this technology at the district level.

The District's decision to bring Hall of Fame and D10 Mosaic Awards to Austin during Advent10n *(Exhibit F)* further solidified our inclusion theme. This efficiency enables more people across the district to participate more fully. The Advent10n programming includes three tracks: Innovation, Creative and Community. Our goal is for all of our programming to have an inclusion and community component.

AAF Austin has had much deeper involvement with our District leadership and appreciates the massive support we have received in addition to our monthly President and State Rep calls. Advent10n planning has enjoyed great support from Current Governor Crystal Gonzales and Conferences/Conventions Chair, Candy Pittman. Day at the Capitol has expanded to a district-wide event based on our Texas Day at the Capitol model and is led by Immediate Past Governor Stephanie Price. *(Exhibit G)* This year's event was particularly relevant to the grassroots mission of our organization. AAF Austin was among eight Texas AAF chapters who signed on to a legislator letter from AAF National regarding HB4. This legislation focuses on how companies collect and monetize personal data. AAF Austin was instrumental in bringing this bill, as well as HB18 to the attention of our national colleagues, and worked to help legislators understand the impact of this legislation on our industry. *(Exhibit H)*

Second-year board member and Big Wigs Chair Kat Thay, a British expat, has spearheaded a SXSW collaboration with Brit House and UK Advertising Export Group (UK AEG), elevating AAF Austin to the national stage. She coordinated with Steve Pacheco, President/CEO AAF, and Dawn Reeves, EVP Member Services and Programs, at AAF National. They were excited to hear about this opportunity and have been supportive of this effort. Pacheco promoted the event to AAF National Board Members and Corporate Members who attended SXSW. We're excited about the success of this inaugural event and hope to make it an annual occurrence. *(Exhibit I)*

Our connection with Ad 2 President Victoria Garcia Galarza has strengthened, with better communication about budgets and expectations. We've reached out to support their 32 Under 32 event planning, attended their board retreat, and discussed strategies for their succession planning.

After one of our programs early in the year, two younger members brought it to our attention that they were made to feel uncomfortable by another attendee. The board immediately took action and defined a Code of Conduct which is now published on our website. This includes a form to report the incident as well as a method for anonymous reporting. We are dedicated to making our events a safe and inviting environment for everyone. *(Exhibit J)*

To better communicate and engage with our members, we revived a long-dormant monthly email Newsletter in January. *(Exhibit K)* We were pleasantly surprised when a call to action for a creative team to lead the 2024 American Advertising Awards in our February newsletter resulted in a former company member reaching out for information. We have already had a kickoff call and we anticipate converting them back as members and getting an early start to planning for next year's event. This success story is a reminder that the effort to consistently connect with our members pays off.

Early in the year our long-time Operations Manager Debra Cleveland indicated that she wanted to retire, but thankfully volunteered to stay on through the American Advertising Awards to train our new hire. We recruited two board members to join the search committee, and were thrilled when we found Carla McElhaney, a great candidate who seemed a perfect fit. Unfortunately, as much as she loved working with us, she has given her notice, finding the role as not a good fit. We had decided to change the job title to Executive Director, taking

lead from the Dallas chapter, and we believe our job description was accurate, however, our current search will go back to the Operations Manager title and the job description will have more emphasis on the administrative duties. The huge time commitment necessary to administer the American Advertising Awards was far beyond what Carla was expecting, so we're considering pulling that into a separate role. We're also considering outsourcing some of the administrative duties to a virtual assistant.

Goal 2: Make Money

We started off the year with less money in the bank than usual, due to a slow rebound in attendance for events during the pandemic. We approached the year optimistic that we would continue to see improvement in attendance. This informed our second goal: Make money. This has been particularly challenging due to the economic downturn, as well as the cannibalization of sponsorships we've experienced by hosting Advent10n. New board member Jake Hay has been a shining star on this year's board. He developed a partnership deck, implemented a CRM system, and has consistently worked to bring in much-needed sponsorships. *(Exhibit L)* His efforts have been noticed by our community. From AAA Silver Sponsor Mary Preussel from Workbook: *"Hi Jake, I finally had a chance to sit down and concentrate on the deck you sent. It is super organized this year, well done!"*

With a returning chair for the American Advertising Awards, better governance over expenses, and leveraging in-kind sponsorships, we were able to improve profits vs. last year. While cash sponsorships were down due to the current economic situation, our members have an improved appetite for in-person events. In turn, ticket sales were the saving grace for our profitability goals.

During our July Board Retreat, our Membership chairs set a goal to increase membership rates. *(Exhibit M)* They audited similarly sized chapters and found that our rates were below market, since we had not adjusted them in over five years. They collaborated with Programs and Partnership chairs to be thoughtful in this exercise. We were adamant that our programs remain free to members, and made a membership push before rates increased February 1. We are also please to see that our individual memberships had an increase of 12% while our company memberships had an increase of 20%.

- April 2022: 1020 Individual Members // 24 Company Members
 - February 2023: 1142 Individual Members // 29 Company Members
-

Goal 3: Improve systems for better support of the board

Despite grand plans coming out of board retreat, our educational programming has not had as consistent a cadence as we had hoped. Taking on the huge task of hosting Advent10n, put additional pressure on our volunteer teams. Despite these hurdles, we have hosted 14 professional development and social networking events for the year. (*Exhibit N*)

Our Executive Committee had a strategy session on a Saturday in December where we developed a new framework for our board based on District 10 structure. It breaks out various committees reporting to Immediate Past, Current, 1st Incoming and 2nd incoming Presidents. This takes some of the pressure off of the current President and provides valuable experience to the 1st and 2nd incoming presidents. We had a great discussion with our board, who provided some valuable feedback which will be incorporated for final review and approval. (*Exhibit O*)

Cindy implemented the Entrepreneurial Operating System (EOS) in our board meetings. This structure utilizes a dashboard that improves accountability, measures key performance indicators, creates space for people to speak up earlier when struggling, and defines clear action items. This has helped us keep meetings to one hour, including the closing action of rating the meeting from 1 - 10. (*Exhibit P*) Thus far, our meetings have averaged 9.6 on a scale of 1 to 10. Our board has overwhelmingly embraced this new structure. Members submit their board reports the week prior, and they are consolidated and distributed for review ahead of the meeting so we can focus on issues and next steps. We mentioned this new structure at one of the President's Idea Exchange (PIE), and were inundated with requests to share our dashboard format, which we did!

Speaking of the President's Idea Exchange, we gleaned a concept from another AAF chapter, who implemented a Past President's Council. We have since invited over a dozen former AAF Austin and Ad 2 Presidents and had our first meeting in February. We are hopeful that the wisdom and familiarity with the organization and with the

President's role will provide us additional support and involvement. [\(Exhibit Q\)](#)

Goal 4: Launch new and improved, re-branded website

In 2022, we completed our initiative to launch the new AAF Austin website. This was truly a community effort. In 2021, we engaged with volunteers from Austin-based UX in ATX to help us step outside of the current site and identify areas for improvement. This team of UX designers spent 6 months in research and design, and team member Adrienne Yang donated her own artwork give AAF Austin a completely unique look and feel. The main homepage image illustrates the course of the lower Colorado River that runs through downtown Austin and features a mosaic of imagery representative of our diverse community. [\(Exhibit R\)](#)

After hand-off from the design team, member company Standard Beagle volunteered its team's time to build the design into a new Wordpress website. The site was modernized by using the Gutenberg block editor, the information architecture was tightened and made more user friendly, and we are now better able to promote our events and communicate with our members.

Summary:

Our Executive Committee has become much closer, meeting every other Friday morning, and Co-Presidents Cindy and Helena meet alternate Friday mornings to walk Town Lake and discuss issues and brainstorm solutions. [\(Exhibit S\)](#) With much of our board returning and the addition of some younger board members, we have an engaged group who are working across committees to support one another. We've had frank discussions about capacity and mental health, and continue to strive for better balance and support of our board, while providing value and a safe environment for our members.

Exhibit A Board Retreat // Journey to Inclusion

2022 - 2023 AAF Austin Board

Returning:

- Co-President Cindy Brummer
- Incoming Co-President Helena Abbing
- Immediate Past President Ana Leen
- AAF's Chair Stacy Scarsella
- Big Wigs Co-Chair Kai Thuy
- Club Achievement Chair Jessica Phillips
- Communications Co-Chair Lara Cattlin
- DE&I/Mosaic Chair - Moses Munoz
- Education Chair Clay Craig
- Membership Co-Chair Alyssa Gonzales
- Membership Co-Chair Katie Dickerson
- Programs Chair John Daly
- Programs Chair Dave Kersey
- Public Service Chair Maddy Marziani
- Treasurer Anita Trapp

Incoming board members:

- Ad2 President - Victoria Garcia Galarza
- Communications Co-Chair Molly Lochridge
- Big Wigs Co-Chair Sharon Clark
- Education Co-Chair Dr. Natalie Brown-Devlin
- Government Relations Chair - Danny Kent

New board positions:

- AdverT1on Co-Chair Emily Vinson
- AdverT1on Co-Chair Emily Knight
- Partnership Chair - Jake Hay

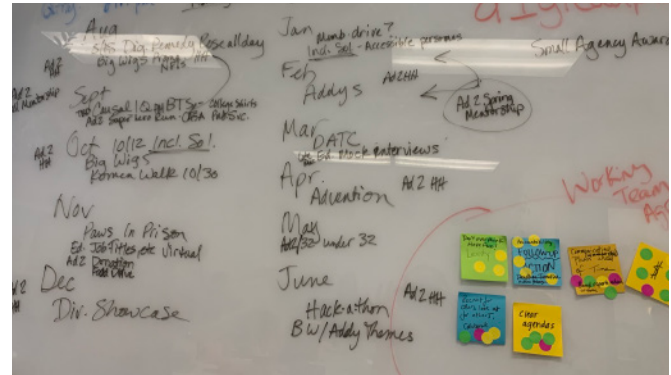


Exhibit B Diverse Partner Summit // Event Details



Hi Jessica,

Thank you for registering for the Diverse Partner Summit at GSD&M on December 6. [Here is the agenda.](#)

- In-person attendees:
 - COVID-19 PRECAUTIONS: If you are feeling ill, please refrain from attending the in-person event. All employees and visitors to GSD&M must be vaccinated. Proof of vaccination required at check-in. Masks are available at the front desk for those who would like one.
 - Parking instructions: Use the surface lot at the intersection of Wood St. and 6th St.
- Virtual attendee link:
 - <https://us06web.zoom.us/j/86153586575?pwd=WGcWVjdCWjdZcm5lYS9PenV6OWZSdz09>
 - Meeting ID: 886 3162 0540
 - Passcode: gsd&m
 - Please note: Virtual meeting will end at 4:00 P.M. CT.

Don't forget to [register now](#) for virtual networking on December 7 and 8.

VIRTUAL MEETING REGISTRATION STEPS:

STEP 1: [REGISTER](#).

STEP 2: [BOOK MEETINGS](#) - Scheduling opens 11/16.

STEP 3: ATTEND MEETINGS - Log in [here](#).

STEP 4: INCLUDE NEW PARTNERS IN UPCOMING PROJECTS!

Thank you to our sponsors!

GSD&M



aaf american
advertising
federation
austin



Exhibit C Diverse Partner Summit // Feedback

From: Amy Silverman <amysilverman@synergem.com>
Sent: Wednesday, December 7, 2022 3:00 PM
To: Max Rutherford (GSDM) <Max.Rutherford@gsdm.com>
Subject: Thank you

Hi Max,

It has been a while since we last spoke (in fact many years) and I just wanted to thank you very much for including us in the Diverse Partner Summit today.

I had a really good meeting with Helena Abbing and I'm hoping to open up some doors again for Synergem and GSD&M.

Also this summit was so well executed virtually. The ability to request a meeting was really great along with the actual interface and software for the meetings. I also really appreciate all the communications and reminders as well!

So thank you again Max! It was great!

Happy Holidays,

Amy

From: Julie Koellner <julie@remedyreps.com>
Sent: Wednesday, December 7, 2022 4:40 PM
To: Max Rutherford (GSDM) <Max.Rutherford@gsdm.com>
Subject: Thank you, Max

Max, hello there!

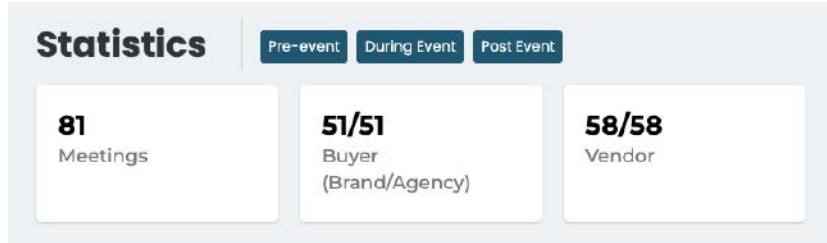
Well, I made it back to Dallas and didn't want the day to escape without me saying a big THANKS to you and your team. This was a wonderful event (as usual) but somehow this one felt really special. I love the idea of the one on one meetings afterwards! I had my first one today but have scheduled a bunch for tomorrow. That was such a good idea!

I hope you have Friday off work and that you've got something relaxing scheduled.

Wishing you and your team a wonderful holiday season, and I'll look forward to seeing you again in 2023.

Warm regards~

Julie



Subject: BPRVPD0003 Stats

Here are stats from yesterday:

Attached is the MBM stats image:
 51 buyers registered
 58 vendors registered
 81 meetings set

And yesterday's stats:
 117 registered to attend in-person
 68 actual – signed in

68 registered to attend online
 Approx. 40 actual (varied throughout the afternoon)

Exhibit D Diverse Partner Summit // AdAge Article

ACCORDING TO A NEW STUDY BY OMNICOM'S GSD&M, 46% OF RESPONDENTS REPORT THEIR COMPANY DOES NOT HAVE ENOUGH RELATIONSHIPS WITH AGENCIES

By Alesia Stam, from AdAge



Diverse-owned vendors are frustrated by their lack of relationships with ad agencies, who they say often work with companies they have an existing relationship with, making it harder for diverse-owned vendors to win business.

According to a new study by Omnicom's GSD&M, nearly three-quarters of diverse-owned vendors say this is the situation they regularly find themselves, with 46% of respondents also reporting their company does not have enough relationships with agencies.

Among the key complaints are being hired only to handle African American communication, feeling the time and energy of the RFP process wasn't worth it, advertising turnover making nurturing relationships tricky, and frustrations with the "triple bid" process—in which three or more agencies compete for a particular job or contract.

There's been a push by the industry to help brands work with diverse suppliers. This summer, [advertising trade groups released guidelines for suppliers](#). Created by the American Association of Advertising Agencies (4As) and the Association of National Advertisers along with its Alliance for Inclusive and Multicultural Marketing (AIMM), the guidelines were "designed to help buyers and sellers see the landscape through a more focused lens, advance engagement, and promote greater investment in the diverse supplier community," ANA CEO Bob Liodio said when they were released. The previous guidelines targeted at marketers were [released in May](#).

Ad Age Best Places to Work

The study was sent to more than 1,187 diverse-owned vendors in Omnicom's agency vendor database at the end of October.

Of those surveyed, 79% said their company received little or no feedback when they were not awarded a project and 62% said the intent or scope of a project would change during bidding, requiring companies to send out multiple rounds of proposals.

"What we heard from the open-ended questions is that the door is not even being open to [diverse vendors]," said GSD&M chief inclusion officer Keisha Townsend Taitt. "People aren't responding to their emails; there's just no relationship." [Townsend Taitt was named GSD&M chief inclusion officer](#) earlier this year, rounding out the agency's nine employee-led resource and affinity groups and the agency's Vendor Diversity Program.

Ad Age Small Agency Conference & Awards

To help build those relationships, the Austin, Texas-based agency is incorporating a matchmaking event to connect diverse-owned vendors with agencies as part of its annual Diverse Partner Summit taking place next month. Agencies will have an opportunity to schedule 15-minute virtual meetings with diverse companies across the country that match the type of work they are looking for.

"We want to remove the box that small and diverse partners have been in," said Townsend Taitt. "They're more than a box to check when it's a mandate for the agency or a client. They're more than just producing work for the communities that they're a part of, and they're not any less than any other

GSD&M is striving to increase the number of diverse vendors used by its clients. During the bidding process ahead of the summit, GSD&M asks all vendors crewing for production to ensure representation equity within the crew by meeting the goal of at least 40% minority talent. So far in 2022, 15.5% of the agency's total vendor spend was awarded to 45 certified woman- and minority-owned businesses.

But in order to see true progress, Max Rutherford, GSD&M's VP of vendor partner diversity, is calling for other agencies to recognize the importance of including and utilizing diverse suppliers.

Exhibit E NFTs // AAA & Big Wig Awards

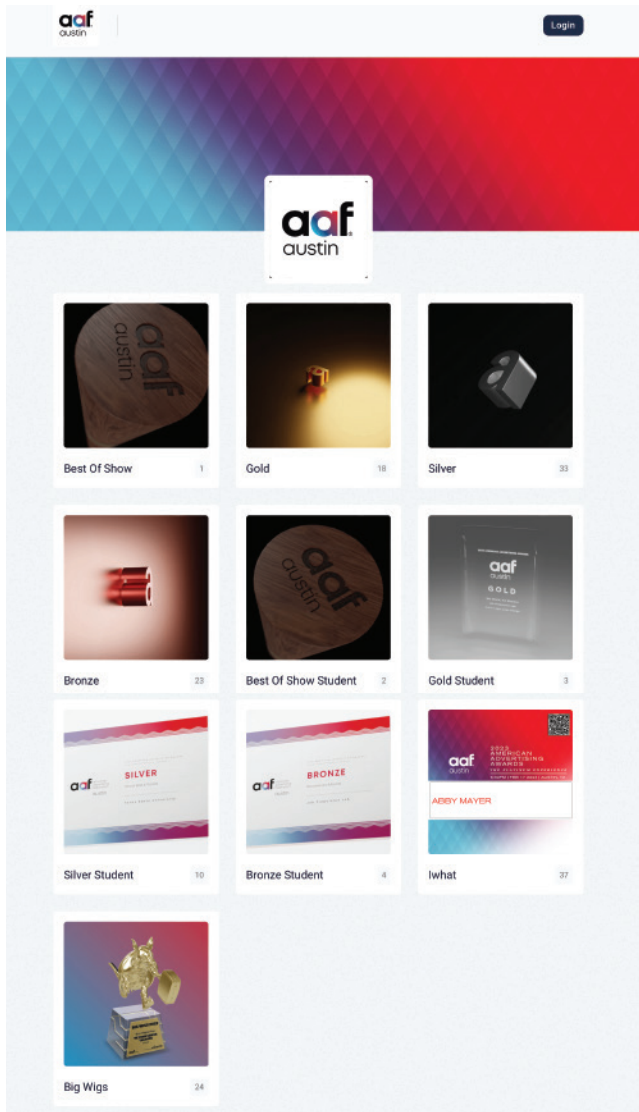


Exhibit F Advent10n in Austin



Exhibit G Day at the Capitol // Expanded Across D10

Day at the Capitol - REGISTER NOW
 AAF Tenth District <kdobbs@aaf10.org>
 Wed 2/22/2023 9:30 AM
 To: Jessica Phillips <jphillips@clampitt.com>



Day At The Capitol

Wednesday, March 1st, 2023 | 11:00a - 2:00p

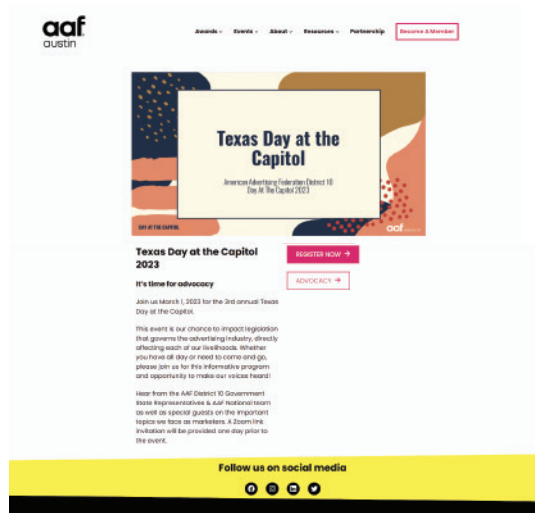
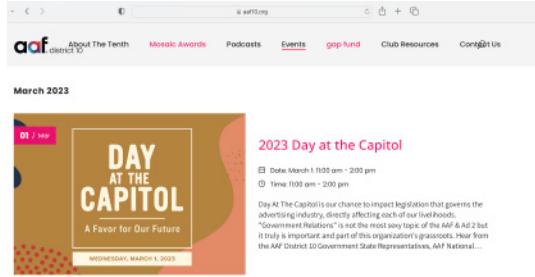
Day At The Capitol is our chance to impact legislation that governs the advertising industry, directly affecting each of our livelihoods.

"Government Relations" is not the most sexy topic of the AAF & Ad 2 but it truly is important and part of this organization's grassroots. Hear from the AAF District 10 Government State Representatives, AAF National team, as well as special guests on the important topics we face as marketers.

Join us to listen and learn about how this impacts what we do in our day-to-day jobs, brands and as business owners.

REGISTER NOW

DO A FAVOR FOR THE FUTURE OF THE ADVERTISING INDUSTRY. HELP MAKE OUR VOICES HEARD.



Name	Email	Club
Kevin Dobbs	kdobbs10@gmail.com	Tenth District
Crystal Gonzalez	crystalgconz@gmail.com	Tenth District
Laurel McEuen	laurel.mceuen@gmail.com	Tenth District
A.B. Barrera	abarrera@abjagraphics.com	Tenth District
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Mark Thomas	mthomas@okpress.com	Oklahoma City
Macey Thompson	maceythompsonstunt@gmail.com	

REGISTRANTS ACROSS D10 : PARTIAL LIST

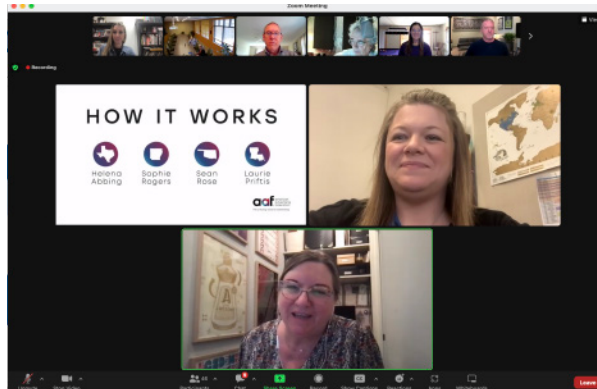
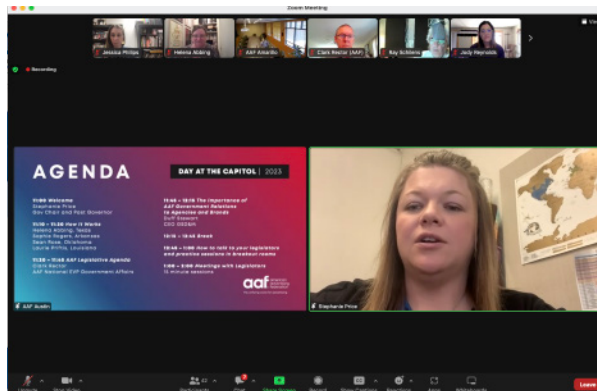


Exhibit H Day at the Capitol // Legislation



Texas Data Privacy and Security Act, HB 4 (Capriglione)

- ∞ **Texas consumers and businesses alike need clear, reasonable rules of the road for privacy.** Texans deserve meaningful privacy protections. As we work in good faith to comply with new privacy requirements across the several states, clear standards in Texas will support those efforts while also establishing clear expectations for consumers. Reasonable standards that permit routine, well-accepted data practices, such as data-driven advertising, will create impactful privacy protections for Texans and preserve the benefits of responsible data use that accrue to consumers, businesses, and the entire Texas economy.
- ∞ **Reasonable data-driven advertising practices deliver more than \$30,000 in value to consumers per year.** A recent study shows that companies' data-driven advertising practices provided a subsidy of \$30,000 per year in free and discounted entertainment, information, and other services to consumers.¹ Texas should not create a new \$30,000 tax on consumers by impeding data-driven advertising—the engine that drives that value.
- ∞ **Texas should prioritize harmonization with other state privacy laws.** Given Texas's interest in building on Virginia's privacy law (VCDPA), HB 4 contains several opportunities to harmonize its provisions with those in Virginia. Seeking more uniformity with Virginia will limit confusion for businesses and meaningfully enhance privacy protections for Texans. Uniform privacy rights and requirements across states reduce compliance costs and ensure that consumers have the same privacy rights no matter where they live. HB 4 should be updated to better align with the VCDPA.
- ∞ **HB 4's should align its definitions with those of the VCDPA.** To help ensure Texas businesses are not overburdened with the costs of compliance related to new privacy requirements, HB 4's definitions should be harmonized with the VCDPA. For example, HB 4's definition of "sale of personal data" should be "the exchange of personal data for monetary consideration," rather than "the exchange of personal data for monetary or other valuable consideration." Absent uniformity across definitions, HB 4 will harm Texas businesses without providing commensurate benefits to Texas consumers.
- ∞ **Certain demographic data serves important purposes and should not be subject to opt-in consent requirements.** Certain demographic data would be characterized as sensitive data under HB 4. This data includes race and ethnicity data and religious affiliation data that can be used to reach consumers for a plethora of beneficial reasons. For example, the bill's opt-in consent requirements for sensitive data processing could affect religious organizations looking for donations from those who express interest in causes related to a particular religious affiliation. Because the sensitive data opt-in requirement would inhibit companies from accessing vital information to benefit Texans, it should be removed from HB 4.

¹ J. Howard Beales & Andrew Stivers, *An Information Economy Without Data*, 2 (2022), <https://www.privacyforamerica.com/wp-content/uploads/2022/11/Study-221115-Beales-and-Stivers-Information-Economy-Without-Data-Nov22-final.pdf>.

March 2, 2023

Representative Giovanni Capriglione
EXT E1. 506 Texas House of Representatives
P.O. Box 2910
Austin, TX 78768

Representative Oscar Longoria
Chair of the Texas House Committee on Business & Industry
CAP 4N.4 Texas House of Representatives
P.O. Box 2910
Austin, TX 78768

Representative Cody Vasut
Vice Chair of the Texas House Committee on Business & Industry
EXT E2.712 Texas House of Representatives
P.O. Box 2910
Austin, TX 78768

RE: Texas HB 4 – Oppose

Dear Representative Capriglione, Representative Longoria, and Representative Vasut:

On behalf of the advertising industry, we provide suggested changes to Texas HB 4.¹ We and the companies we represent, many of whom do substantial business in Texas, strongly believe consumers deserve meaningful privacy protections supported by reasonable government policies. However, we are concerned that state efforts to pass privacy laws will only add to the increasingly complex privacy landscape for both consumers and businesses throughout the country. We and our members therefore support a national standard for data privacy at the federal level. As presently drafted, HB 4 contains provisions that are out-of-step with privacy laws in other states. We therefore

¹ Texas HB 4, 88th Legis. Reg. Sess. (2023), located [here](#) (hereinafter, "HB 4").

Exhibit J Code of Conduct

AAF Austin

Awards - Events - About - Resources - Partnership [Become A Member](#)

GREETINGS FROM

Resources

Becoming a member of AAF Austin means joining an organization of local professionals and corporations with a common interest in furthering advertising in the Austin area.

Jobs

Scholarships

Internships

Publications and Education

Agency Directory

Government Relations

National Student Advertising Competition

Code of Conduct

AAF Austin

Awards - Events - About - Resources - Partnership [Become A Member](#)

Code of Conduct

AAF Austin is committed to providing a safe, and welcoming environment for everyone, regardless of gender, sexual orientation, ability, physical appearance, age, race, or religion.

We are a not-for-profit organization and almost everyone involved is volunteering their personal time. We are grateful for and respectful of everyone who contributes to the AAF Austin community.

We believe our community should:

- Celebrate and be respectful of each other's work and ideas.
- Be committed to learning about and supporting other practices to further the conversation on advertising in Austin.
- Participate in respectful conversation. While we support and encourage friendly discourse, remember to do so with respect, and to work toward the growth of everyone involved.
- Help us welcome everyone.

Unacceptable Behavior

We have a zero tolerance harassment policy that applies to all attendees, volunteers, sponsors, hosts, presenters, organizers and board members.

Harassment, generally defined as any behavior that alarms or threatens another person or group, or any behavior that causes excessive discomfort to other people, or breaks any applicable law, is not tolerated.

Harassment may include but is not limited, to the following:

- Aggressive language, threats or any language directed against another person.
- Discriminatory jokes and language.
- Posting sexually explicit or violent material.
- Posting (or threatening to post) other people's personally identifying information ("doxing").
- Personal insults, especially those using racist or sexist terms.
- Violence of any kind.
- Unwelcome sexual attention.
- Advocating for, or encouraging, any of the above behavior.
- Repeated harassment of others. In general, if someone asks you to stop, then stop.

Other misconduct that is not tolerated:

- Disrupting panels or speakers.
- Disrespecting our hosts' and event spaces.
- Discarding of refreshment items or other items outside of the designations spaces for recycling or trash.

Anyone violating this policy may be removed from AAF Austin events and not allowed back to any of this year's events at the discretion of the AAF Austin Board of Directors.

Get Support

You can report any behavior directly to AAF Austin leadership team by doing the following:

- Filling out our online [incident reporting form](#).
- Emailing info@aaftx.org with your name, best form of contact, and detailed description of what you need help with.

If you are participating in a virtual event when an incident occurs, please contact the AAF Austin team (via Zoom, email info@aaftx.org). You do not need to reveal any information about the incident if you don't feel comfortable.

Anonymous Reporting

You can make an [anonymous report here](#). It will go directly to the conference organizers.

We can't follow up on an anonymous report with you directly, but we will fully investigate it and take whatever action is necessary to prevent a recurrence.

If the person who is harassing you is a member of staff, they will recuse themselves from handling your incident.

All reports will be handled in the strictest confidence. We will respond as promptly as we can.

We appreciate your help in making this a safe environment for everyone.

This policy is a "living" document, and subject to refinement and expansion in the future. Last updated November 1, 2022.

Follow us on social media

[f](#) [@](#) [in](#) [v](#)

Exhibit K Monthly Membership Newsletter



NEWSLETTER | January 23, 2023

Hello, Jessica!

We wanted to kick off 2023 by reaching out to our membership and friends to thank you for your interest and participation in AAF Austin and Ad 2 Austin (our 32-and-under division). We've heard that one of your main reasons for joining the American Advertising Federation is for the networking, so we've got lots of opportunities planned and many ways to get involved.

Helena Abbing
Cindy Brummer

AAF Austin 2022 – 2023 Co-Presidents

UPCOMING EVENTS

AAF Austin 2023 American Advertising Awards to be held Friday, February 17
We look forward every year to the [American Advertising Awards](#), and you won't want to miss this year's event at the Bullock Texas State History Museum. This gorgeous venue boasts art and architecture in the perfect elegant space to celebrate Austin's best and brightest creative talent. Bonus: free overnight on-site parking garage.

[Buy Tickets](#)

Inclusion Solutions Series: Rethinking User Personas for Inclusion on Tuesday, February 21 (Virtual Event)

AAF Austin Co-President Cindy Brummer, CEO & Creative Director of Standard Beagle Studio, will go over the common pitfalls of typical personas and why they fall short. Attendees will be introduced to a better framework for creating personas and how designers can use this in their everyday work.

Agenda:

- Virtual happy hour & networking 5:30 – 6pm
- Intro/Program 6pm – 6:45pm
- Q&A 6:45 – 7pm

This event is FREE for AAF Austin Members and Students, and \$15 for Non-Members.

[Reserve Your Spot](#)

Day at the Texas Capitol on Wednesday, March 1

One thing you may not know is that one of the primary reasons our organization was formed was to create a grassroots collective to advocate for our industry. It may not be the most sexy aspect of our organization, but it helps safeguard our jobs and the health of our industry. [Learn more.](#)

AAF Austin to host Advent10n April 12-15

This event includes professional programming, the District 10 Evening of Excellence, and the National Student Advertising Competition (NSAC). The District 10 Hall of Fame and Mosaic Awards will also be held during this event and those tickets are discounted when you register for [Advent10n](#). **EARLY BIRD PRICING ENDS 2/1!**

[Buy Tickets](#)

MEMBERSHIP

AAF Austin membership rates set to increase February 1

We have not adjusted our pricing in over ten years, and we are comparable or below other major market AAF chapters. If you are not yet a member or are due to renew, act now!

[Join or Renew](#)

RESOURCES

Job Board

Interested in posting or finding jobs in the industry? Check out our [job board](#).

GET INVOLVED

Sponsorships

Interested in Sponsorships? [Learn more.](#)

Volunteer

Interested in volunteering? [Contact us.](#)

Board

Interested in joining our 2023 – 2024 Board of Directors? [Let us know.](#)

For more information about AAF Austin, visit [aafaustin.org](#).



NEWSLETTER | February 14, 2023

Hello, friend of AAF Austin!

As always, thank you for your interest and participation in AAF Austin and Ad 2 Austin (our 32-and-under chapter). Please join us this **Friday, February 17** for the 2023 American Advertising Awards. This event is not to be missed! See below for more of the great programming we have lined up for you.

Helena Abbing
Cindy Brummer

AAF Austin 2022 – 2023 Co-Presidents

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[Buy Tickets](#)

Inclusion Solutions Series: Rethinking User Personas for Inclusion on Tuesday, February 21 (Virtual Event)

A free event for members where Cindy Brummer, CEO & Creative Director at Standard Beagle Studio, will review common pitfalls of typical personas and show us how to create a better framework for creating personas.

[Reserve Your Spot](#)

AAF Austin Presents: Navigating the Metaverse on Monday, February 27

Members enjoy free admission to this engaging event at Native Hostel with two complimentary drinks, courtesy of Basis Technologies. Explore the future of advertising in the Metaverse with Noor Naseer from Basis Technologies.

[Reserve Your Spot](#)

Day at the Texas Capitol on Wednesday, March 1 (Virtual Event)

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[Reserve Your Spot](#)

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[Buy Tickets](#)

ANNOUNCEMENTS

AAF Austin call for 2024 American Advertising Awards Creative Volunteers

Is your agency interested in developing the 2024 theme and creative materials? [Contact AAF Austin](#) to learn more about this opportunity

RESOURCES

Job Board

Interested in posting or finding jobs in the industry? Check out our [job board](#).

GET INVOLVED

Membership

Interested in becoming a member of AAF Austin? [Learn more.](#)

Sponsorships

Interested in Sponsorships? [Learn more.](#)

Volunteer

Interested in volunteering? [Contact us.](#)

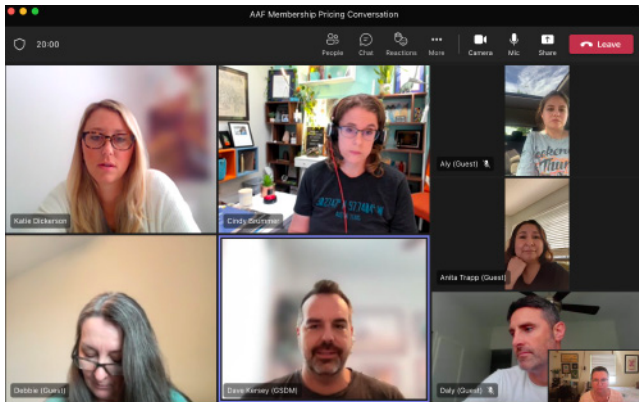
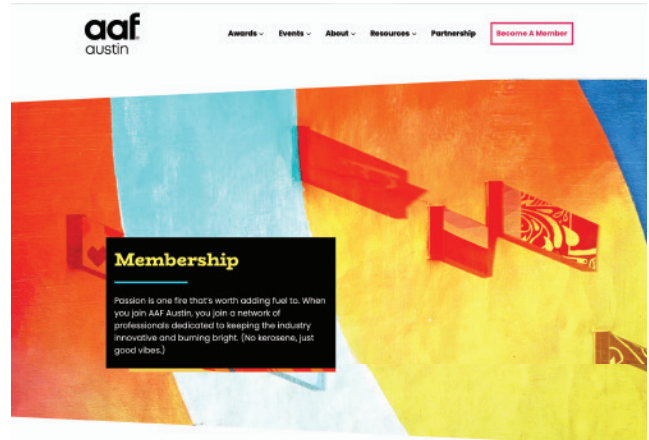
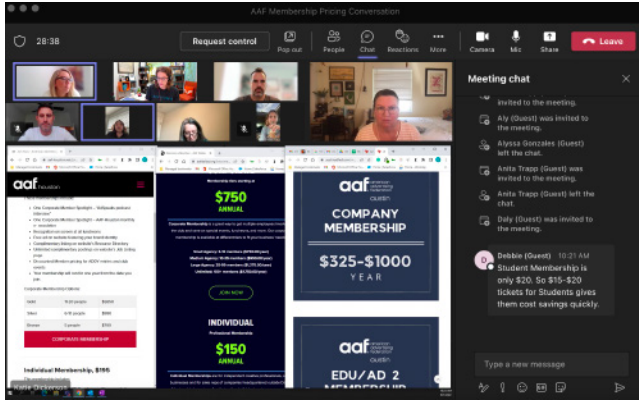
Board

Interested in joining our 2023 – 2024 Board of Directors? [Let us know.](#)

Also, please visit our friends at [AIGA Austin](#).

For more information about AAF Austin, visit [aafaustin.org](#).

Exhibit M Membership Rate Increase // Planning & Implementation



Why Join?

- Connect with leaders in the Austin advertising industry
- Spend less money with discounts on programming
- Never run out of opportunities with access to the latest job listings
- Includes membership/benefits of District 10, along with National AAF
- Grow your team with unlimited posting of your company's job openings
- Attend Happy Hours that serve up free drinks and career development
- Expand your RL network through AAF Austin committees & events
- Supercharge your expertise with speaker events and workshops
- Have fun

Membership Fees

Individual

Company

EDU/AD2

\$150 per year

- Substantially discounted member rates for programs and American Advertising Awards entries
- Unlimited, free job listings
- Member of AAF National and AAF District 10

For independent creatives, small businesses and solos reps based outside Austin. Benefits include substantially discounted Member Rates for programs and American Advertising Awards entries, unlimited free jobline listings, and all the benefits of being a member of AAF National and AAF District 10. Non-transferable and solely for individual use.

Individual - \$125
Join Now >

\$400 per year

- Substantially discounted member rates for programs and American Advertising Awards entries
- Unlimited, free job listings
- Member of AAF National and AAF District 10

For a firm or in house group. Your company HR department or the individual employees of your company must submit their contact information to info@ustad.com to be included as members of the Austin Advertising Federation.

2-9 Employees - \$225
Join Now >

\$75 per year

- Discounted member rates for programs and American Advertising Awards entries
- Member of AAF National and AAF District 10

Ad 2 Austin Membership - Open to professionals 32 and younger. One year of membership in Ad 2 Austin, AAF Austin, AAF National and AAF District 10. Student Membership - For registered full-time students. One year of membership in AAF Austin, AAF National and AAF District 10. Educator or Non-Profit - Membership for qualified full-time instructors and non-profit employees. One year of membership in AAF Austin, AAF National and AAF District 10.

Student Membership - \$30
Join Now >

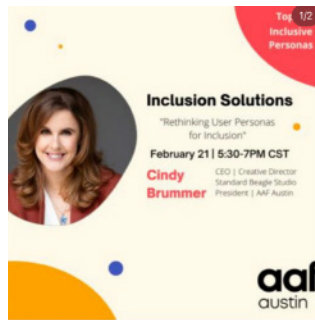
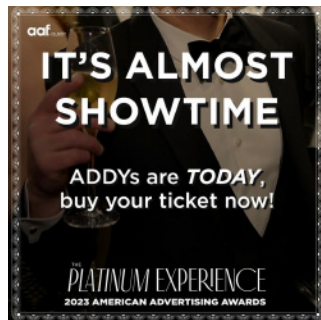
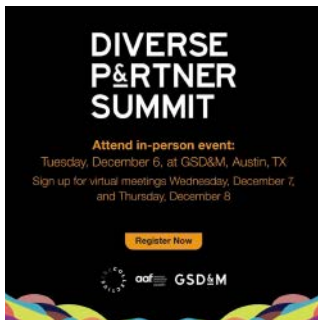
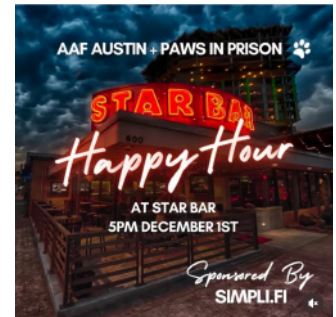
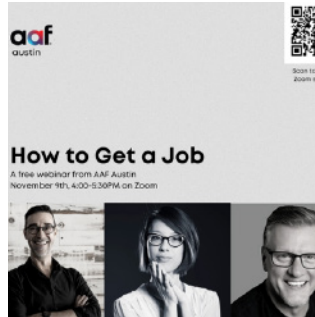
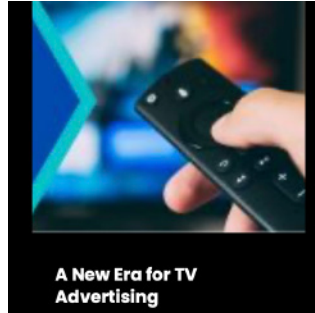
From: Debra Cleveland <debra@ustad.com>
 Date: Tuesday, December 13, 2022 at 6:12 PM
 To: Helena Abbing (GSDM) <helena.abbing@gdm.com>
 Cc: Katie Dickerson <Katie.Dickerson@basn.net>, Cindy Brummer <cindybrummer@standandbeagie.com>, Austin AAF <aaf@ustad.com>, Alyssa Gonzales <alyssagonzales1@gmail.com>, Lara <laracastan123@gmail.com>, Moly Lochridge <moly@ken.media>, cindy@ken.media
 Subject: Re: Membership Rates Increase Letter

Membership Type	Member Type	Cost (annual)	Current Pricing	Current Company Size
Individual Membership Pricing	AAF	\$125.00		2-9
	AD	\$75.00		10-29
	Student	\$30.00		30-99
Company Membership Pricing	Company Size	Cost (annual)	Current Pricing	Current Company Size
	2-9	\$400.00	\$225.00	2-9
	10-29	\$750.00	\$600.00	10-29
	30-99	\$1,200.00	\$1,000.00	30-99
100+	\$1,500.00	\$1,500.00	100+	
100+	\$1,700.00			

Hi, Helena
 These are the records I can find. One interesting thing is that total membership was around 350 people during the early 2000's before company levels were added.
 From 2001-2008:
 Individual \$125
 Company \$225
 Student \$75 (very few student memberships sold over the years)
 In the year July 2008 - June 2009, these levels were added:
 Company 26-50 \$200
 Company 50+ \$1000
 From 2001-2009 Membership income was between \$19,000-\$24,000 a year.
 In 2009 the Membership levels changed to what we currently have:
 Individual \$125
 Educator or Non-Profit Membership \$75
 Student \$30
 Company 2-9 \$225
 Company 6-25 \$500
 Company 26-50 \$750
 Company 50+ \$1000
 After these levels were added, our total membership number increased because of the company levels. We have many more student members!
 Total membership income (not including Ad 2 membership income) still hovered around \$19,000 - \$24,000.
 Total income (not including Ad 2 membership income) for the last 4 years:
 2018-2019 \$19,345
 2019-2020 \$13,590
 2020-2021 \$14,191
 2021-2022 \$14,680
 We lost engagement in renewing membership due to COVID and budget cuts.
 Ad 2 Membership was \$50 in early 2010 and increased in July 2010 to \$75
 Hope this helps you as you plan.
 Debbe
 On Mon, Dec 12, 2022 at 1:46 PM Helena Abbing (GSDM) <helena.abbing@gdm.com> wrote:
 | Debbe, can you tell us last time rates were increased?
 Helena
 Helena Abbing | Sr. Print Producer
 GSDM | 1201 West 9th St | Austin, TX 78703
 P: 512.593.0922
 Fax: 512.593.0922
 Phone: aka fax - 512.593.0922
 Strength/Values: Positivity - Adaptability - Arranger - Helper - Risk Taking (often over)

From: Katie Dickerson <Katie.Dickerson@basn.net>
 Date: Monday, December 12, 2022 at 1:37 PM
 To: Helena Abbing (GSDM) <helena.abbing@gdm.com>, Cindy Brummer <cindybrummer@standandbeagie.com>
 Cc: Alyssa Gonzales <alyssagonzales1@gmail.com>, Lara <laracastan123@gmail.com>, Moly Lochridge <moly@ken.media>, cindy@ken.media
 Subject: Membership Rates Increase Letter
 Hi Cindy and Helena,
 I hope you had a great weekend! I have the proposed membership increase pricing letter posted [HERE](#).
 Does anyone know the last time we increased our dues? I wanted to include that it has been X amount of years since we raised our pricing.
 We would love your feedback prior to sending this out to our membership list. Thanks for your help,
 Katie
 Katie Dickerson
 Account Lead
 Central New York Technology

Exhibit N AAF Austin Hosted 14 Events



Planning for Advent10n in Austin (April 2023)



Exhibit R AAF Austin Website Redesign

AAF Austin is an advertising collective with a mission to connect, educate, and empower Austin's creative community.

[JOIN AAF AUSTIN](#)

Events

DIVERSE PARTNER SUMMIT

2022 DIVERSE PARTNER SUMMIT

December 12, 2022

[Learn More](#)

PLATINUM EXPERIENCE

2023 AMERICAN ADVERTISING AWARDS

American Advertising Awards 2023

February 2, 2023

[Learn More](#)

Texas Day at the Capitol

Day at the Texas Capitol 2023

March 3, 2023

[Learn More](#)

News

AAF announces dates for Day on the Hill

The American Advertising Federation has announced the dates for the 2023 Advertising Day on the Hill.

[Keep Reading](#)

Big Wigs Winners 2022

HUGE shout out to the Big Wigs 2022 winners! These incredible humans were honored for their amazing work.

[Keep Reading](#)

Texas Tech University Wins 2022 NSAC Competition

District 10's Texas Tech University won the 2022 NSAC competition, taking home top honors for their campaign for the Mito Quest 2.

[Keep Reading](#)

[View More](#)

Award Shows

AAF Austin puts on two major award shows every year including the **American Advertising Awards** and the **Big Wigs**. Austin's 2023 American Advertising Awards are about celebrating the creativity of our work. The **Big Wigs** are about celebrating the awesome humans who deserve awards for what they do.

[AAF Austin Awards](#)



Advent1On 2023

Advent1On 2023

We're bringing **Advent1On** to the Bar City!

Join advertising professionals, educators, and students from across Texas, Oklahoma, Arkansas, and Louisiana for **Advent1On** – the annual conference for the American Advertising Federation's **District 10**. Enjoy great speakers, workshops for personal and professional growth, networking, and tons of fun!

Stay tuned for more details.

[Learn more](#)

Government Awareness

AAF Austin actively works on behalf of our members to impact legislation that governs the advertising industry.

Advertising helps generate \$531.5 billion – or 15% – of economic activity in Texas. Every \$1 million spent on advertising supports 68 Texas jobs. In fact, advertising touches every part of the Texas economy.

Each year, AAF Austin hosts a **Day at the Texas Capitol** event where participants can learn about the issues affecting the advertising industry and speak directly with legislators about the issues.

[Learn More](#)



Featured Member Agencies



Become a Member

Join a network of professionals and organizations who share your love for the ad industry. It's like LinkedIn, but with human connection and free drinks.

[LEARN MORE](#)

Become a Sponsor

Lend a hand to keep the local ad scene connected, informed and thriving. Funding keeps events, scholarships and advocacy possible.

[LEARN MORE](#)

Join Our Newsletter

Stay connected and learn about the latest news and events in our community!

[JOIN NOW](#)

Follow us on social media



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- Scholarships
- Publications and Education
- Jobs
- Government Awareness
- Internships
- Contact
- Join Committee
- Board Members
- Big Wigs Award Show
- American Advertising Awards
- Code of Conduct
- Legalities

Exhibit S *Co-Presidents Walking Town Lake*

