



2021-2022 Club Achievement : Cornerstone Initiatives

Overview

“Journey to Inclusion” was the guiding principle established by the board and its executive committee for 2022/2023. With many of the board members returning to their roles for a second term, we were able to carry out initiatives started in the previous year. These initiatives promoted advertising, education, diversity & inclusion, and government outreach.

We established a Code of Conduct for all events. This Code enforces our committed to providing a safe, and welcoming environment for everyone, regardless of gender, sexual orientation, ability, physical appearance, age, race, or religion. ([Exhibit A](#))

DIVERSITY & MULTICULTURALISM

This year AAF Austin continued its commitment to promoting and highlighting the importance and value of diversity in our industry. We expanded our focus to include disability and accessibility issues. This encompassed consideration of these issues in strategy, UX design, purchasing, and even venue consideration.

Inclusion Solutions : Coloring Outside the Margins

April 27, 2022 | Virtual Event

Kyla M. Jones, Associate Director of RAPP Diversity Strategy Practice

Event Details: A first in a series from AAF Austin, member agency GSD&M partnered with sister company RAPP (an Omnicom agency), to present a program designed to promote inclusion in strategy and thought leadership. “Mobility Solutions” have become more prominent in the market but consumers with disabilities argue there is still a huge gap in authentic market representation and equitable CX solutions. In commercial

efforts, brands almost always prioritize the experience of able-bodied consumers, while unconsciously marginalizing the experience of persons with disabilities. This program featured three individuals who participated in the study and recounted their experiences. Their stories were vulnerable, honest, and eye-opening, making this an impactful presentation.

Target Audience: Advertising professionals from up-and-comers to seasoned veterans. Entry fees for AAF members, inclusion activists, students, and young professionals were waived. All others were asked to make a \$10 donation directly to Special Olympics of Texas.

Method of Promotion: Social media, emails, AAF Austin site ([Exhibit B](#))

Results: 171 registrants. This program was recorded and can be found on our YouTube channel. The event included closed captioning as well as an ASL interpreter. ([Exhibit C](#))

Diverse Vendor Showcase

December 6, 2022 | Virtual & In-Person Event

Event Details: Diverse-owned vendors are frustrated by their lack of relationships with ad agencies, who they say often work with companies the agencies have an existing relationship with. This makes 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.

AAF Austin and local agency GSD&M partnered to host 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.

Registrants have continued access to vendor reels. ([Exhibit D](#))

Target Audience: Diverse Vendors, Austin AND National Advertising Community

Method of Promotion: Promoted through AAF Austin social channels and GSD&M and Omnicom internal channels. Expanded reach by including The Omnicom Advertising Collective as a sponsor. ([Exhibit E](#))

Results: Day 1: 68 virtual attendees. 68 in-person attendees. Days 2 & 3: 51 buyers registered. 58 vendors registered. 81 meetings set. ([Exhibit F](#))

We were thrilled with the ratio of vendors to buyers. 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 G](#))

The event received press from AdAge who attended the event in-person. ([Exhibit H](#))

Inclusion Solutions : Rethinking User Personas for Inclusion

February 21, 2023 | Virtual Event

Cindy Brummer, CEO & Creative Director at Standard Beagle Studio

Event Details: Designers need a new framework for creating user personas—one which emphasizes behaviors over demographics to be more inclusive and guard against biases. Brummer reviewed the common pitfalls of typical personas and why they fall short. She then walked through a better framework for creating personas and how designers can use this in their everyday work. Participants engaged in a lively Q&A session.

Target Audience: AAF Members & non-members, Ad 2 members & non-members, Advertising professionals & students

Method of Promotion: Social media, emails, AAF Austin site ([Exhibit I](#))

Results: 81 registrants. ([Exhibit J](#))

ADVERTISING EDUCATION

AAF Austin continues its commitment to support the next generation of advertising professionals by encouraging our members to give back and help students in their journey towards careers in the industry.

How to Get a Job

November 9, 2022 | Virtual Event ([Exhibit K](#))

Chip Peck, Associate Director Talent Acquisition RPA

Jocelyn S. Lai, Global Head of Talent Acquisition Duolingo

Matt Berndt, Senior Manager Job Seeker Experience Indeed

Event Details: AAF Austin hosted a webinar event with a panel of experienced recruitment and talent attraction professionals who shared their tips and advice for college students considering careers in advertising and related fields.

Target Audience: A free webinar for advertising students in the Austin / Central Texas vicinity

Method of Promotion: AAF Texas State social media outlets, emails

Results: 53 students from Texas State and University of Texas attended the initial webinar. The recording was then shown to additional Texas State students increasing the viewership to 200+. ([Exhibit L](#))

AD2 Mentorship Program

Ad 2 Austin, in conjunction with AAF Austin, hosts an annual program that pairs students with professionals in the Austin area. The goal is to provide students with a mentor to guide them as they start their career as well as provide supporting programs to drive additional value to students. Our team has a very close relationship with Texas State so we utilized that relationship with their advertising club to reach students looking for mentorship. In order to recruit mentors, we created a draft for our board members so that they could easily and directly reach out to their network via LinkedIn

Target Audience: Advertising students

Method of Promotion: Social media, emails, AAF Austin site ([Exhibit M](#))

Results: The program kicked off in January 2023.

PROFESSIONAL DEVELOPMENT

AAF Austin strives to have a component of professional development at the core of our program calendar. Over the course of the year, we hosted several in-person events as well as free webinars with valuable professional development content. In the spirit of inclusion, we were considerate in choosing venues that were accessible for all in-person events. We also continued to offer virtual events knowing they can offer more flexibility when it comes to accessibility. In addition to our AAF Austin events, the club also planned for Advent10n which will be hosted in Austin from April 12 - 15, 2023. ([Exhibit N](#))

Big Wigs

October 14, 2022 | In-Person Event

Event Details: Big Wigs is about paying homage to the talented professionals behind the scenes who aren't typically recognized for their hard work and achievements. ([Exhibit O](#)) The Big Wig's committee took lead from the board's guiding principle for the year: "Journey to Inclusion". For the event, the "journey" focused on the career path for our members. The event was held at Wanderlust and featured a live band after the awards

ceremony. This was the first time AAF Austin offered NFTS as a digital award to supplement the physical awards. This was an incredible innovation for the chapter. [\(Exhibit P\)](#) We received overwhelmingly positive feedback from attendees.

Target Audience: AAF Austin members & vendors

Method of Promotion: Social media, emails, AAF Austin site [\(Exhibit Q\)](#)

Results: 207 tickets sold. Gross sales of \$10,612 and a Net Profit of \$6,700. [\(Exhibit R\)](#)

A New Era for TV Advertising

June 8, 2022 | In-Person Event

Lauren Fry, Chief Revenue Officer at Simulmedia

Alicia Scherr, Senior Manager of Brand Media at The Zebra

Dave Kersey, Chief Media Officer at GSD&M

Bonnie Rohan, Creative Director at Material

Event Details: AAF Austin gathered an all-star panel of media industry leaders to explore how streaming platforms have changed TV creative, the rise of alternative ad measurements, how economic headwinds will impact TV advertising, whether TikTok makes sense for brands, and much more. Lively conversation and valuable insights on what's new and what's next for television advertising.

Target Audience: AAF Members & non-members, Ad 2 members & non-members, Advertising professionals

Method of Promotion: Social media, emails [\(Exhibit S\)](#)

Results: 36 tickets sold. [\(Exhibit T\)](#)

Navigating the Metaverse

February 27, 2023 | In-Person Event

Noor Naseer, VP of Media Innovations and Technology at Basis Technologies

Event Details: A new evolution of the web is impending, big tech platforms and global businesses are investing billions to help define a new world, the Metaverse, that promises emerging capabilities beyond current physical and digital experiences.

Target Audience: AAF Members & non-members, Ad 2 members & non-members, Advertising professionals

Method of Promotion: Social media, emails [\(Exhibit U\)](#)

Results: 60 registrants / 35 attendees [\(Exhibit V\)](#)

AAF Austin + UK AEG “Branding Arms” Take-Over at SXSW UK House

March 11, 2023 | In-Person Event

Event Details: “AAF Austin is dedicated to building community and collaboration between our members and further. This event is an exciting opportunity for creatives in Austin to connect with a global network,” says Cindy Brummer, AAF Austin Co-President.

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. ([Exhibit W](#)) 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 X](#))

Target Audience: AAF & Ad 2 club members & non-members

Method of Promotion: Social media, emails ([Exhibit Y](#))

Results: We’re excited about kicking off this inaugural event and hope to make it an annual occurrence. Thus far, the connections established with UK AEG and AAF National have spotlighted AAF Austin on the national and global stage.

GOVERNMENT RELATIONS

AAF Austin continues to foster relationships with Texas legislators to promote awareness and advocate for pro-advertising legislation. Our newly relaunched website also includes a dedicated page that highlights how AAF Austin actively works on behalf of our members to impact legislation that governs the advertising industry and directly affects member livelihoods. ([Exhibit Z](#))

Day at the Capitol

March 1, 2023 | Virtual Event

Event Details: This is the 3rd annual Day at the Capitol, this year including all of District 10. Stephanie Price, the D10 Immediate Past Governor, led the D10 Government Relations team in expanding the AAF Austin

model into a district-wide Day at the Capitol.

The need for advocacy and our grassroots effort were on display more than ever this year with the proposal of two privacy bills that are highly supported by the Texas Speaker of the House, Dade Phelan. HB4 focuses on how companies collect and monetize personal data. HB18 gives parents more control over their children's online activity. Our Texas chapters worked closely with AAF National to distribute talking points to legislators. [\(Exhibit AA\)](#) AAF Austin, along with seven other Texas AAF chapters, signed a letter to legislators regarding HB4.

This event featured the AAF District 10 Government State Representatives providing an overview of how each state legislature works and pertinent legislation under consideration. Clark Rector, EVP of Government Affairs for AAF National, discussed important issues of taxation and privacy. GSD&M CEO Duff Stewart talked about how agencies and brands must stay involved in issues affecting our communities and industry. D10 Executive Director Kevin Dobbs generously reached out for district sponsorship to cover expenses for Texas Day at the Capitol.

Target Audience: Texas & District 10 membership of AAF and Ad 2 clubs

Method of Promotion: Social media, emails, AAF Austin site [\(Exhibit BB\)](#)

Results: Texas Day at the Capitol had 70 registered attendees from across Texas, Arkansas, Louisiana, and Oklahoma. Members met with legislators or staffers from over a dozen offices. [\(Exhibit CC\)](#) AAF Austin signed onto AAF National legislator letter which is a shining example of our grassroots mission. [\(Exhibit DD\)](#)

AMERICAN ADVERTISING AWARDS

February 17, 2023 | In-Person Event [\(Exhibit EE\)](#)

Event Details: Austin thrives on creativity and AAF Austin absolutely loves recognizing and honoring that creativity. A match this perfect deserves to be celebrated. Every year, we put our heart and soul into an awards show that celebrates the creative pulse that keeps our local ad industry alive.

This year's theme played off of the board's guiding principle for the year: "Journey to Inclusion". The "journey" was the arrival to the elevated "Platinum Experience" that was the award show. Venue selection was extremely important this year, as we wanted to elevate the experience without the hefty price tag. We landed on the Bullock Texas History Museum. The Museum offered a nice balance of a theater with excellent show capabilities as well as an elegant setting for a cocktail and social gathering, which reduced our need to spend a lot for decor. We had multiple red carpet and picture opportunities for winners to celebrate their success and

share their excitement. Taking our lead from their popularity at this year’s Big Wigs, AAF Austin used NFTs as a digital supplement to the physical awards. [\(Exhibit FF\)](#)

Our goal was to keep pricing affordable, particularly for students, while keeping it line with the rising costs reflected by higher vendor and venue fees. We raised ticket prices by \$5 over last year’s pricing:

Members \$105 Non-Members \$120 Student Members \$55 Non-Student Members \$60

In addition, to keep costs in line, we opted for an elegant array of hors d’oeuvres to eliminate the need for a more expensive catered dinner. Instead of selling VIP tables, we created a VIP section within the theater for the awards program, selling seats in the first 3 rows in blocks of 4 at a higher premium (\$450-\$500). We sold the extra VIP seats in Rows 2 and 3 that did not fall within the 4-block framework for \$115-\$120 per seat. The exact price was dependent on the exact location of the seat.

Target Audience: Advertising professionals & students in Austin & vicinity

Method of Promotion: Social media, emails, AAF Austin site [\(Exhibit GG\)](#)

Results: 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 and professional and student entries were down, our members have an improved appetite for in-person events. Attendance increased from 158 last year to 217 this year. In turn, tickets sales were the saving grace for our profitability goals. [\(Exhibit HH\)](#)

Professional Entries : 280	Total Revenue from Professional Entries : \$36,607.64
Student Entries : 52	Total Revenue from Student Entries : \$3,115.00
Tickets Sold : 217	Total Revenue from Tickets (Net) : \$29,019.48

Comments from attendees included: “Great venue, it was elegant and just the right size for our group”, “Loved the free parking, so easy!”, “The sound was great, I could hear everything!” [\(Exhibit II\)](#)

In all of our cornerstone initiatives, AAF Austin strives to find balance and serve our membership, and continue our grassroots mission focused on the health of our industry. AAF Austin provides a mix of virtual and in-person events to build and keep connections, foster a sense of community, and increase inclusivity.

Exhibit A Code of Conduct

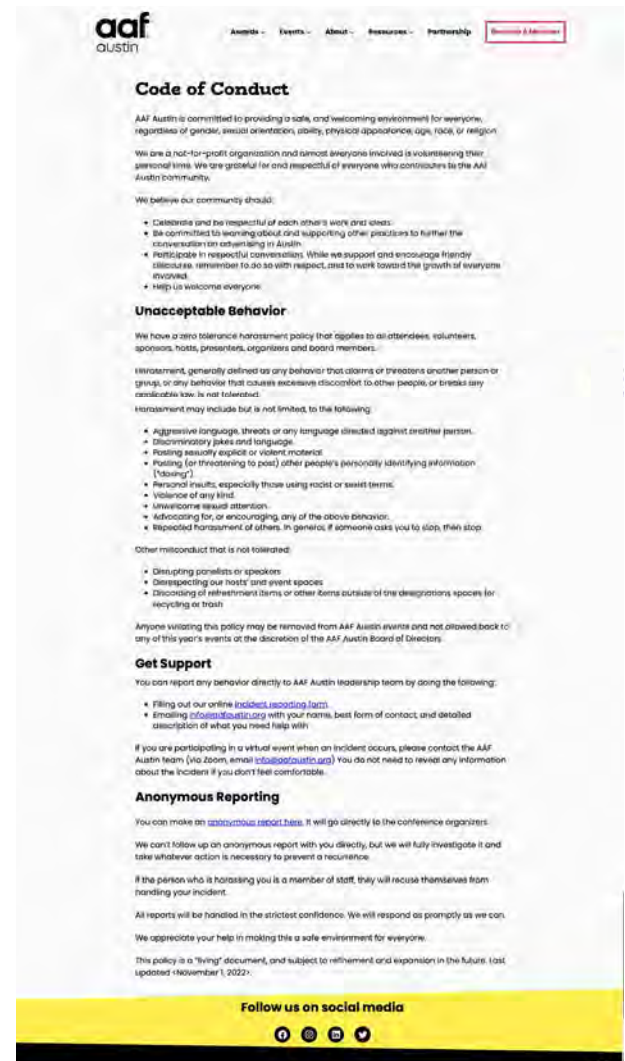


Exhibit B Inclusion Solutions // Event Details & Promotion

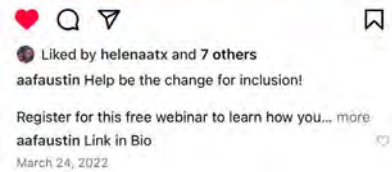


Exhibit C *Inclusion Solutions // Results*





Inclusion Solutions

"Coloring Outside the Margins"

April 27th, 2022 | 12PM - 1PM CST

Kyla M. Jones Associate Director
RAPP Diversity Training Practice

Register Today

RAPP | **aaf** alliance

TOPIC:
ACCESSIBILITY

Your Event Sales Recap

Inclusion Solutions, ended on April 27, 2022

You did it! The doors are closed and your attendees are headed home. You can finally take a deep breath and celebrate all you've accomplished. As you start thinking about your next event, check out your event recap – and a few tips from us on how to make your next event even better than the last.



Tickets sold

171

37% through Eventbrite Channels (Top channel: Event Discovery Platform)

Eventbrite channels: Channels provided by Eventbrite to drive incremental ticket sales, like our event discovery platform, mobile app, and distribution partners.



Your top cities for ticket buyers

- Austin
- Dallas
- Los Angeles

Organizers grow ticket sales by targeting their most engaged audiences. Next time, consider focusing your marketing efforts in these top cities.

Tips to help you grow your next event:

- How to use Eventbrite's Analytics tool
- Event-Goer Insights: How to Craft an Event Page That Sells
- Boost Sales at Every Stage of the Event Marketing Funnel

Want to learn more about your event to help you improve for next time?

[Review Full Recap](#)

The top screenshot shows a Zoom Webinar interface. The main window displays a host speaking. On the right, a sidebar shows 'Participants (109)' with a list of attendees including 'Sami Khamesi (Host)', 'Nic Climer L. (Co-host)', 'Kyla', 'Anna Johansson, PLV (ph)', 'Devlin O'Loughlin', 'Invis', and 'Mike AI'. A chat window is open at the bottom right, showing a message from 'Sami Khamesi (Host)' that says 'for us to leverage in an interactional approach, an interactional approach needs to be implemented in a way that the industry needs to be...'. The middle screenshot shows a Zoom Meeting interface. The main window displays a host speaking. On the right, a sidebar shows 'Participants (14)' with a list of attendees including 'Sami Khamesi (Host)', 'Nic Climer L. (Co-host)', 'ven Harris', 'Anna Johansson, PLV (ph)', 'Devlin O'Loughlin', 'Invis', and 'Mike AI'. A chat window is open at the bottom right, showing a message from 'Sami Khamesi (Host)' that says 'it will take you down, or they would just assume automatically. I wanted a way, like everyone in the wheelchair'. The bottom screenshot shows a Zoom Meeting interface. The main window displays a host speaking. On the right, a sidebar shows 'Participants (11)' with a list of attendees including 'Sami Khamesi (Host)', 'Nic Climer L. (Co-host)', 'Kyla', 'Anna Johansson, PLV (ph)', 'Devlin O'Loughlin', 'Invis', and 'Mike AI'. A chat window is open at the bottom right, showing a message from 'Sami Khamesi (Host)' that says 'But unfortunately it's not a unique experience, to see you there a little bit about your experience around that. Yeah.'.

eventbrite

View Your Event

Home

Events

My Eventbrite

Account

Help

Event ended

Inclusion Solutions

Wed, Apr 27, 2022 12:00 PM

View your event

Basic info

Details

Tickets

Publish

Dashboard

Dashboard

Tickets Sold

171/500

0 paid • 121 free

Page Views

1116

402 from Eventbrite

Guest page views

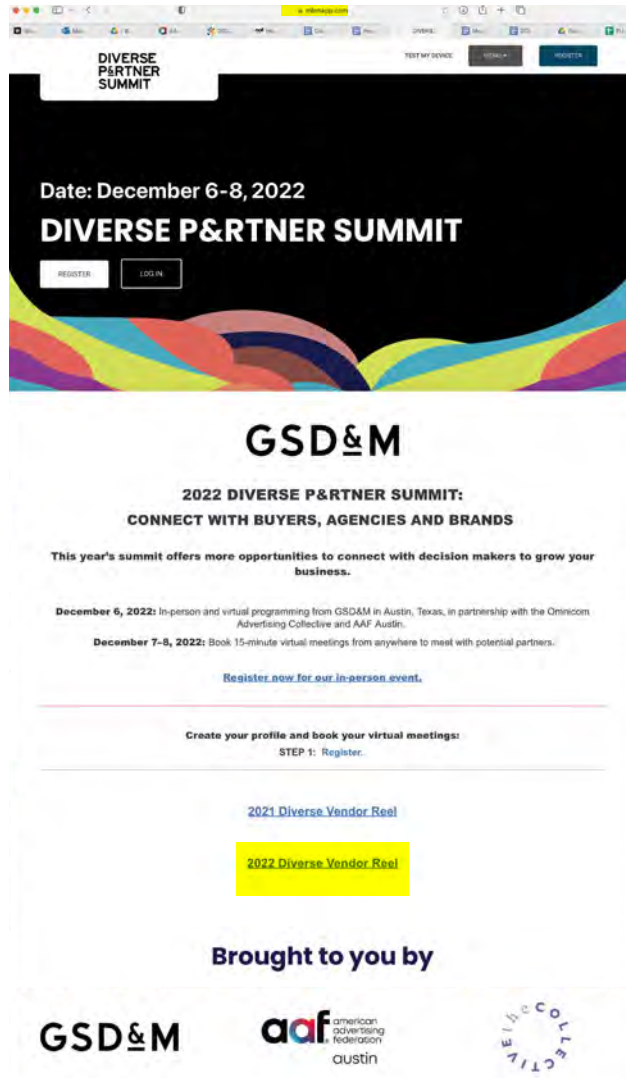
Share

Event URL

<https://www.eventbrite.com/e/inclusion-solutions-tickets->

Sales by ticket type

Exhibit D *Diverse Partner Summit // Vendor Reels*



The image is a screenshot of a web browser displaying the homepage for the Diverse Partner Summit. The browser's address bar shows the URL "diversepsummit.com". The website has a dark header with the event name "DIVERSE PARTNER SUMMIT" in white. Below this, the dates "Date: December 6-8, 2022" and the event title "DIVERSE P&RTNER SUMMIT" are prominently displayed. There are "REGISTER" and "LOG IN" buttons. A colorful, abstract graphic of overlapping circles in shades of red, orange, yellow, and blue is at the bottom of the header. The main content area is white and features the "GSD&M" logo. It announces the "2022 DIVERSE P&RTNER SUMMIT" and provides details about the in-person and virtual programming. It also includes a link to "Register now for our in-person event." and a section for creating a profile and booking virtual meetings, with a link to "STEP 1: Register." Below this, there are two links for "2021 Diverse Vendor Reel" and "2022 Diverse Vendor Reel", with the latter highlighted in a yellow box. The footer section, titled "Brought to you by", features the logos for "GSD&M", "AAF American Advertising Federation austin", and "The Collective".

DIVERSE PARTNER SUMMIT

Date: December 6-8, 2022

DIVERSE P&RTNER SUMMIT

REGISTER LOG IN

GSD&M

2022 DIVERSE P&RTNER SUMMIT:
CONNECT WITH BUYERS, AGENCIES AND BRANDS

This year's summit offers more opportunities to connect with decision makers to grow your business.

December 6, 2022: In-person and virtual programming from GSD&M in Austin, Texas, in partnership with the Onlincom Advertising Collective and AAF Austin.

December 7-8, 2022: Book 15-minute virtual meetings from anywhere to meet with potential partners.

[Register now for our in-person event.](#)

Create your profile and book your virtual meetings:
STEP 1: [Register.](#)

[2021 Diverse Vendor Reel](#)

[2022 Diverse Vendor Reel](#)

Brought to you by

GSD&M **AAF** American Advertising Federation austin **THE COLLECTIVE**

Exhibit E Diverse Partner Summit // Promotion



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?](https://us06web.zoom.us/j/86153586575?pwd=WGdWVjZCZWJkZm5lYS9PenV6QWZScz09)
[pwd=WGdWVjZCZWJkZm5lYS9PenV6QWZScz09](https://us06web.zoom.us/j/86153586575?pwd=WGdWVjZCZWJkZm5lYS9PenV6QWZScz09)

Meeting ID: 886 3162 0540

Passcode: gad&m

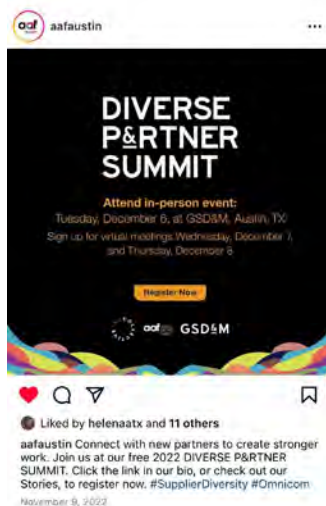
Please note: Virtual meeting will end at 4:00 P.M. CT.

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!

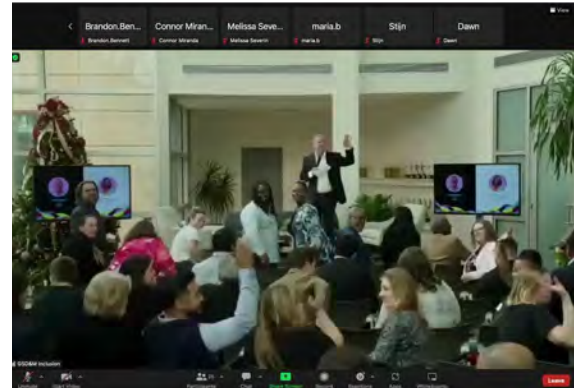
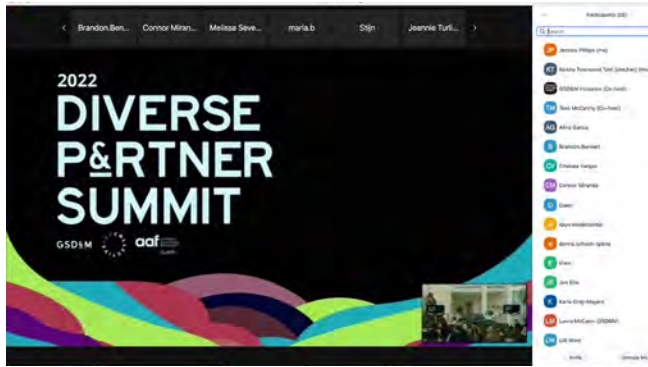
Thank you to our sponsors!



GSD&M



Exhibit F Diverse Partner Summit // Virtual & In-Person Attendees



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 G 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

Exhibit H 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 Slam 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 in, 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 Liodice 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, 70% 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 email; 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

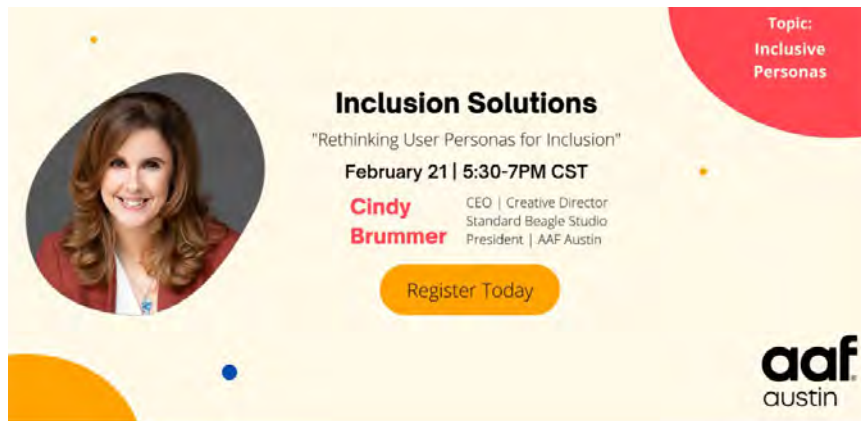
To help build those relationships, the Austin, Texas-based agency is incorporating a matchmaking event to connect diverse-owned vendors with agencies as part of its annual Diverse Partner Summit taking place next month. Agencies will have an opportunity to schedule 15-minute virtual meetings with diverse 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 creating 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 I Inclusion Solutions // Event Details & Promotion



Inclusion Solutions
"Rethinking User Personas for Inclusion"

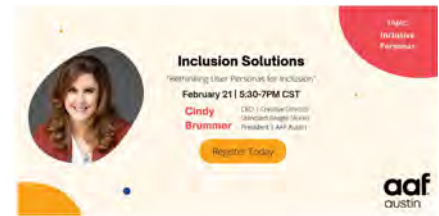
February 21 | 5:30-7PM CST

Cindy Brummer CEO | Creative Director
Standard Beagle Studio
President | AAF Austin

[Register Today](#)

Topic: Inclusive Personas

aaf austin



Inclusion Solutions
"Rethinking User Personas for Inclusion"

February 21 | 5:30-7PM CST

Cindy Brummer CEO | Creative Director
Standard Beagle Studio
President | AAF Austin

[Register Today](#)

Topic: Inclusive Personas

aaf austin

Don't miss this Inclusion Solutions program!

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.

Whether you're a seasoned professional or game changing up-and-comer, you can create a positive impact and make a difference.



Inclusion Solutions
"Rethinking User Personas for Inclusion"

February 21 | 5:30-7PM CST

Cindy Brummer CEO | Creative Director
Standard Beagle Studio
President | AAF Austin

Topic: Inclusive Personas

aaf austin

Liked by helenaatx and 12 others

aafaustin Are you ready for the 2nd installment of the Inclusion Solutions Series? Join us as we welcome Cindy Brummer, CEO & Creative Director of... more

January 31

EVENT DATE & TIME

Tuesday, February 21
5:30-7:00PM CST

LOCATION

Virtual. A link will be provided in advance of the event.

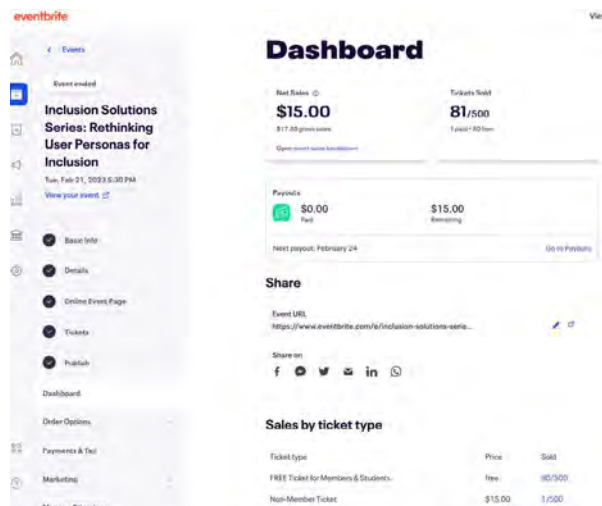
TICKETS

Members & Students: FREE
Non-Members: \$15

[Register Now](#)



Exhibit J Inclusion Solutions // Registrants



eventbrite

Dashboard

Inclusion Solutions Series: Rethinking User Personas for Inclusion
Tue, Feb 21, 2023 5:30 PM
[View your event](#)

Next Sale: \$15.00
\$17.00 gross sales
[Open event series here](#)

Tickets Sold: 81/500
1 paid / 80 free

Payments:
Paid: \$0.00
Remaining: \$15.00
Next payout: February 24
[Go to Payouts](#)

Share
Event URL: <https://www.eventbrite.com/e/inclusion-solutions-series-...>
Share on: [f](#) [t](#) [i](#) [in](#) [v](#)

Sales by ticket type

Ticket type	Price	Sold
FREE Ticket for Members & Students	Free	80/500
Non-Member Ticket	\$15.00	1/500

Exhibit K *How to Get a Job // Event Details*

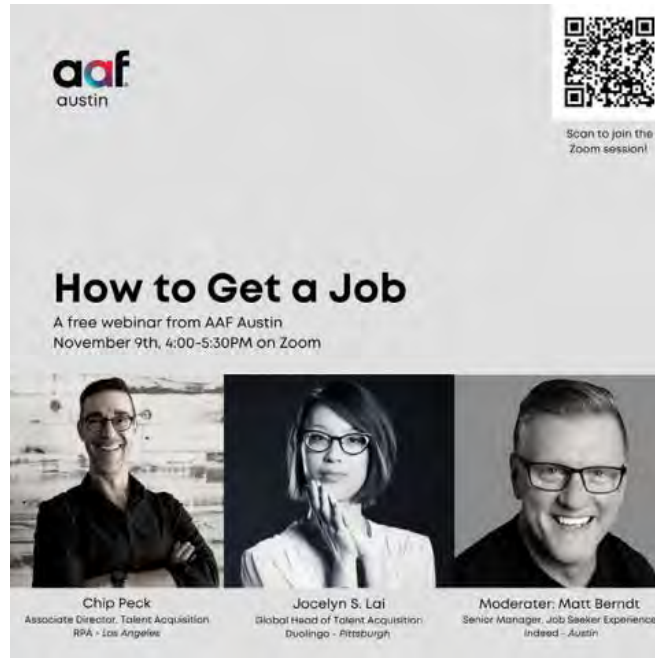


Exhibit L *How to Get a Job // Attendees*

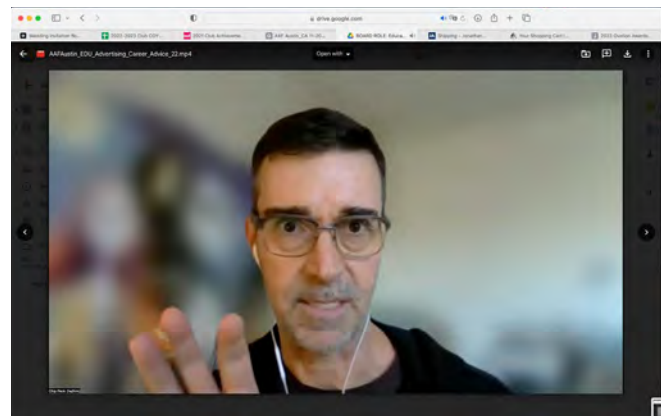
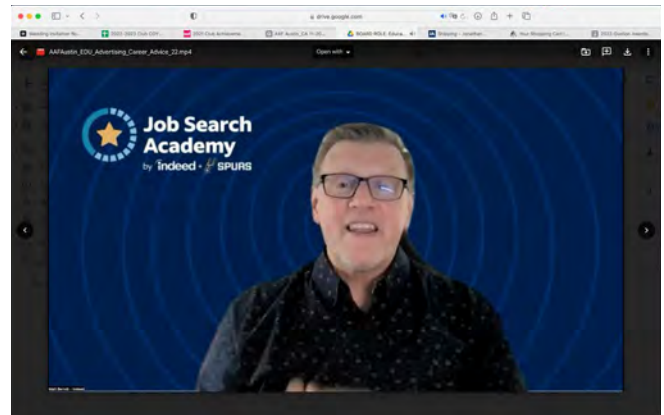
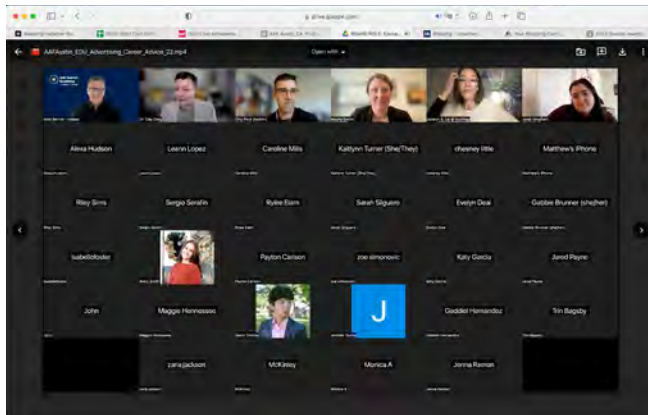


Exhibit M Ad 2 Austin Mentorship Program

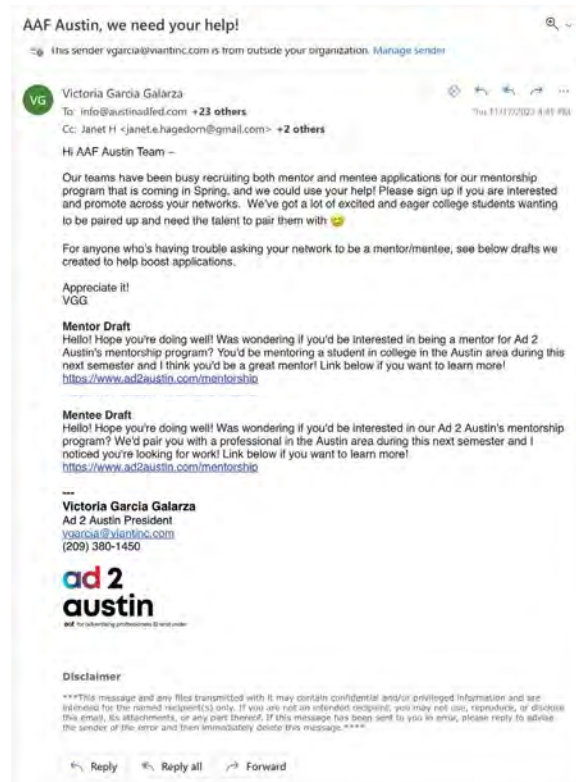
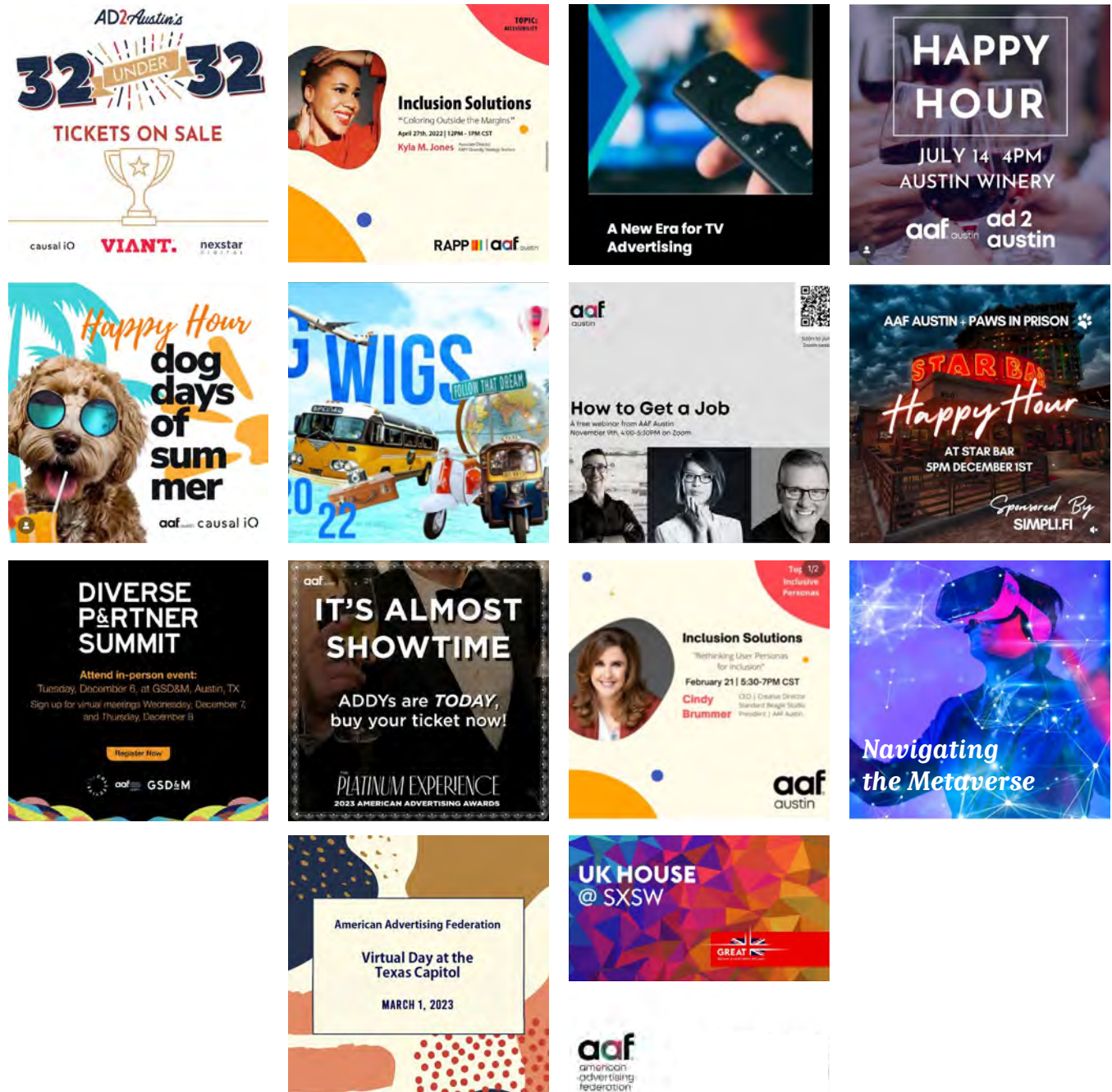


Exhibit N AAF Austin Hosted 14 Events



Planning for Advent10n in Austin (April 2023)



Exhibit O *Big Wigs // Event Details*

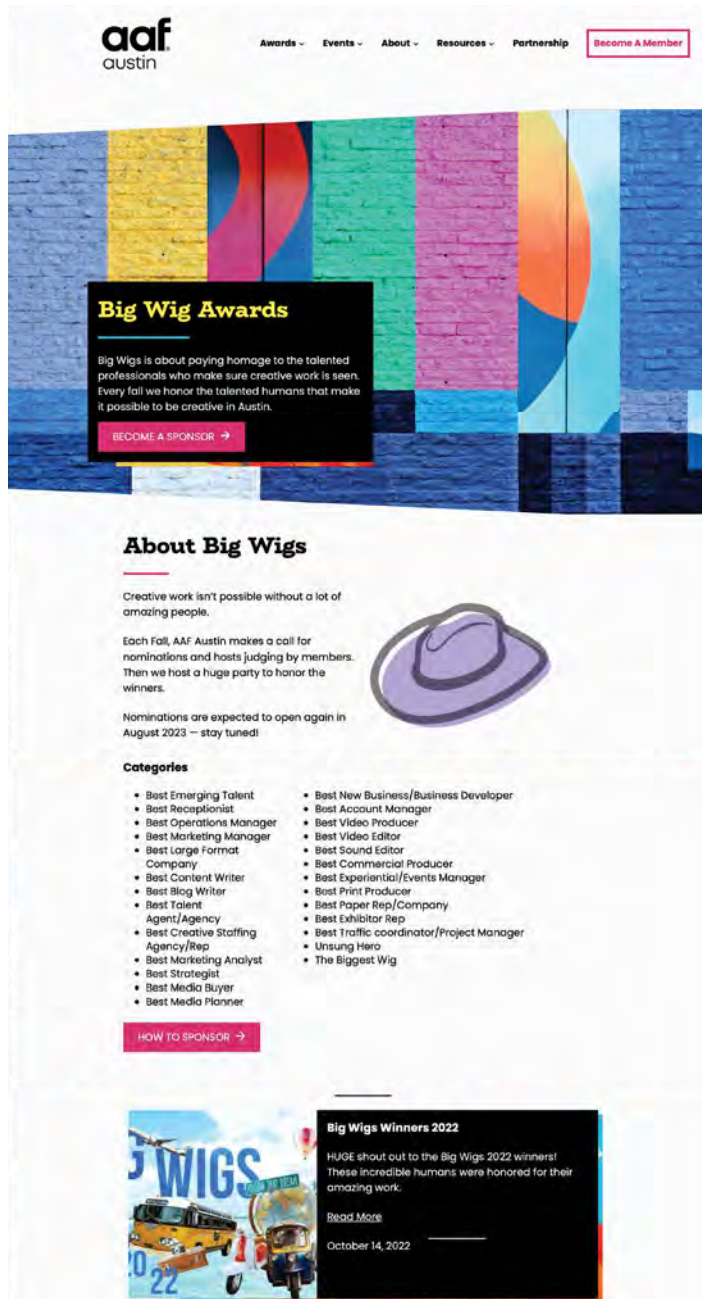


Exhibit P *Big Wigs // NFTs*

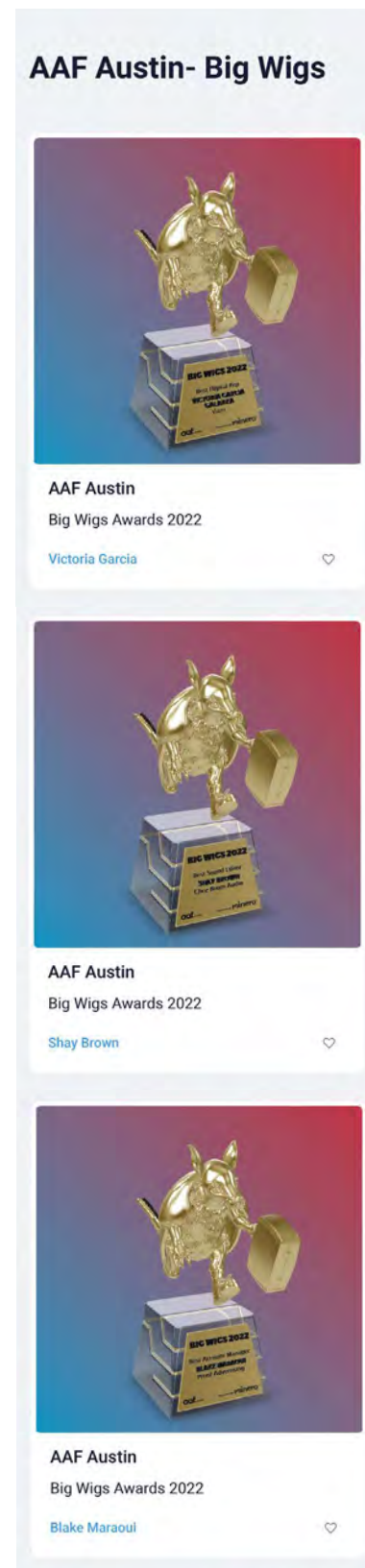


Exhibit Q Big Wigs // Email & Social Promotion



Do you have a new sense of wonderment for the world at your feet and fresh air? A new appreciation for stepping out the front door for more than checking the mail or taking the trash out?

Come wander with us on The Journey toward this year's Big Wigs celebration!

The first stop on the itinerary is nominating your colleagues, co-workers, teachers, mentors, and friends for a Big Wig award. Share the joy of the journey as much as the final destination by nominating them now.

[Nominate Now](#)

New to AAF Austin or Ad 2 Austin?

Big Wig Awards is a yearly ceremony that celebrates the talented crew members that bring Austin's creative work to light. Big Wigs honors local professionals in every category and recognizes their contributions to our industry. Unlike the American Advertising Awards, this is not about the end product or the creative, this is about those indispensable colleagues it takes to get it out the door and into the world.

[How This Works](#)



Hello Jessica,

BIG WIG's 2022 is *next* month! How time flies.

The Austin Advertising industry event of the season, the opportunity to celebrate the best in the business, the night to get together and let your hair down with your peers, colleagues and co-workers.

To show you just how much **we want you there**, we are offering you **early access to [BIG WIGS 2022 tickets](#)**.

The event will be held at Wanderlust Wine East on Wednesday, October 12th, 6.30-8.30pm.

Early Bird ticket prices are \$45 for AAF members and \$55 for non-members. Tickets include delicious food, tasty drinks and free parking.

Extra Limited-Time Offer: Apply code **EARLYBIGWIG** at checkout and you will **receive an additional 10% discount!**

[COUNT ME IN](#)

See you There!



Hello Jessica,

Voting ends in 2 DAYS. Please cast your vote for your favorite Big Wigs.

Big Wigs honors the local professionals who do extraordinary work in every category. It's a celebration of their many contributions to our industry.

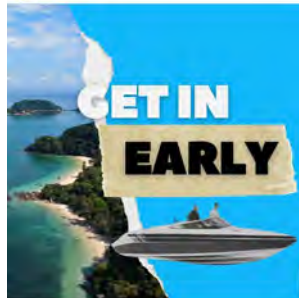
Vote for your colleagues or other ad pros to help them get the recognition they deserve.

[CAST YOUR VOTE NOW](#)

A huge thank you to all of our Big Wigs sponsors:



aafaustin



8 likes

aafaustin Get your week started right, and grab your early bird tickets!

<https://buff.ly/3DI2sgf>
aafaustin link in bio

aafaustin



8 likes

aafaustin Time for you to 🗳️ in your winners! Voting now open

aafaustin Link in bio
September 10, 2022

aafaustin



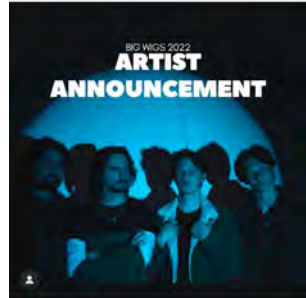
8 likes

Liked by helenaatx and 13 others

aafaustin Are you ready for Big Wigs? Have you secured your tickets? Are you ready for Wanderlust on Wednesday, October 12th, 6.30-8.30pm... more

View 1 comment
October 1, 2022

aafaustin



10 likes

aafaustin 🎉 We're proud to announce that Austin band Vision Arcade will be playing at Big Wigs 2022! 🎉 ... more

October 2, 2022

aafaustin



8 likes

Liked by helenaatx and 36 others

aafaustin Let's give a HUGE shout-out to all of the Big Wigs 2022 Winners!!! 🏆 🏆 🏆

aafaustin



8 likes

Liked by helenaatx and 36 others

aafaustin Let's give a HUGE shout-out to all of the Big Wigs 2022 Winners!!! 🏆 🏆 🏆

Exhibit R Big Wigs // Tickets & Sponsors

Sales by ticket type

Ticket type	Price	Sold
Member	\$105.00	120/200
Non-Member	\$120.00	48/200
Member Student	\$55.00	11/100
Non-Member Student	\$60.00	9/100
VIP First Row Blocks of Four Seats	\$500.00	2/4
VIP Second Row Blocks of Four Seats	\$475.00	3/4
VIP Third Row Blocks of Four Seats	\$450.00	1/5
VIP Second Row Single Seats	\$120.00	3/3
VIP Third Row Single Seats	\$115.00	2/2

*Cash Sponsorships		
GSD&M	3,500.00	to be invoiced
Infillion	1,000.00	received
Workbook	1,000.00	not yet received
ATD Partners	500.00	received
KORTX	500.00	received
lookthinkmake	500.00	received
	7,000.00	

In-Kind Sponsorships - Cash Value		
PopShorts	4,000.00	
Plaid Pony	2,500.00	
API	5,000.00	
Clampitt	5,000.00	
Minero	5,000.00	
Integ	5,000.00	
Xtreme Xhibits	1,000.00	
10 Pillar	TBD	
VO Talent	1,200.00	

Re: Addy stats coming this afternoon!

Jake Hay <jake@popshorts.com>

Mon 2/20/2023 10:27 AM

To: AAF Austin <info@austinadfed.com>; Helena Abbing <helena.abbing@gsdm.com>

Cc: Jessica Phillips <jphillips@clampitt.com>; Stacy Scarsella <stacy@plaidponyproductions.com>; Anita Trapp <acabraltrapp@gmail.com>; Cindy Brummer <cindybrummer@standardbeagle.com>

Hi All,

I have the following as it relates to who was in-kind vs paid and what size of ad they received. Some in-kind sponsorships were worth considerably more than the ad size but I'm not sure what those quotes would have been otherwise. Stacy or Jeanine might have more insight on what our costs would have been without the in-kind.

\$1500+ level

Full-page ads:

PopShorts (In-kind - ~\$4,000 value for the reel)

Plaid Pony Productions (in kind)

GSD&M (paid)

API (in kind)

Clampitt (in kind)

Minero (in kind)

Integ (in kind)

\$1000 level

Half-page ads:

Xtreme Xhibits (in kind)

Workbook (paid)

Infillion (paid)

Lookthinkmake (paid)

\$500 level

Quarter page ads:

ATD Partners (paid)

Rachel (in kind)

Rob (in kind)

10 Pillar (paid)

KORTX (paid)

Exhibit S A New Era of TV Advertising // Promotion

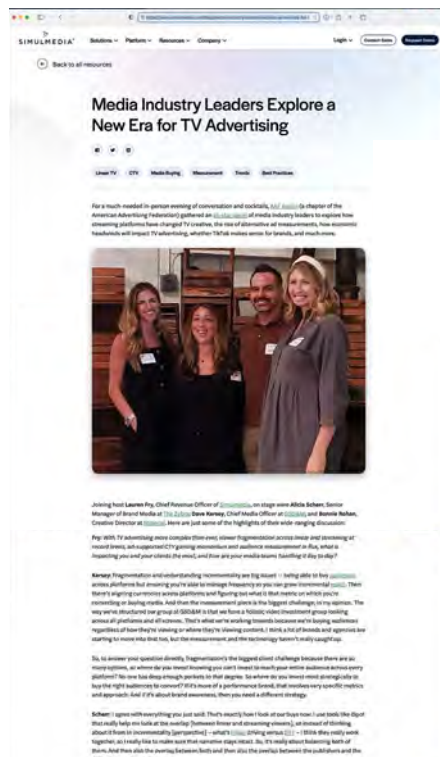
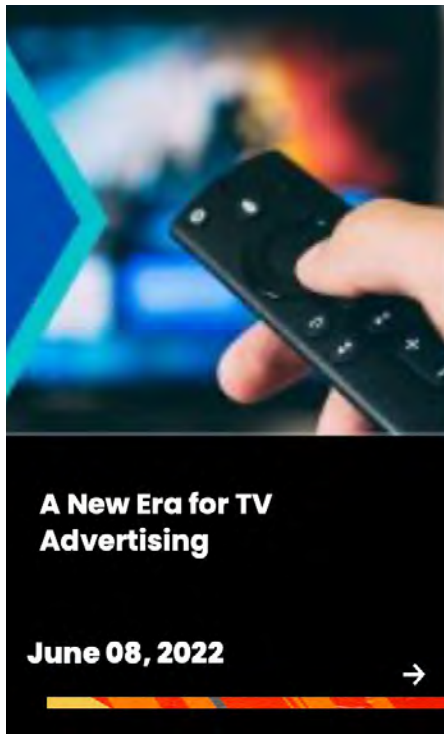


Exhibit T A New Era of TV Advertising // Results

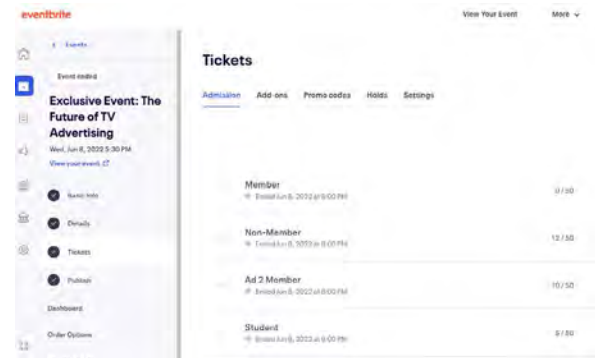


Exhibit U Navigating the Metaverse // Event Details



Welcome to the Metaverse

A new evolution of the web is impending. Big tech platforms and global businesses are investing billions to help define a new world, the Metaverse, that promises emerging capabilities beyond current physical and digital experiences.

During this session we'll discuss:

- What is the metaverse?
- How the metaverse is being built and for what purposes
- Which audiences are early adopters, and which ones are next
- What are branded experiences and how to prepare for advertising in the Metaverse

Enjoy 2 complimentary drinks from Basis Technologies as well as networking with fellow local advertising professionals.

EVENT DATE & TIME

Monday, February 27
5:30-7:30PM CST

LOCATION

Native Hostel
807 East 4th Street
Austin, TX 78702

TICKETS

Members: FREE
Students: \$10
Non-Members: \$35

[Reserve Now](#)



Meet Noor Naseer, VP of Media Innovations and Technology at Basis Technologies

Noor Naseer leads custom client education and innovative strategy sessions for Basis Technologies' strategic accounts. She guides clients on how to improve and evolve media plans to accommodate emerging consumer and adtech trends. She provides guidance on emerging inventory, target options, ad formats, data types and partnerships.

Noor has written for and been cited in industry outlets including Adweek, MediaPost, Advertising Week and Multichan.

Basis
Technologies

aaf american
advertising
federation
austin

Exhibit V Navigating the Metaverse // Attendees



Exhibit W AAF Austin + Brit House SXSW Collaboration // Planning



01. ACTION PLAN

02. COMMS STRATEGY

03. QUESTIONS

<

INTRO

>

aaf

american
advertising
federation

A

ADVERTISING
ASSOCIATION

ROUNDTABLE Questions

COMMS FOR VIP INVITE

SAT 11TH - 10am - 11am
UK/USA Roundtable
UKAEG & AAF roundtable looking at the business challenges for agency leaders
(in association with Austin Chamber of Commerce)

Industry guests to be curated by both associations


HOW MANY PEOPLE TO INVITE? 20 FROM THE UKL
TABLE CAPACITY
OWNER OF VIP LIST

IMPORTANT DOCS

- FULL SAT AND SUN AGENDA
- ROUNDTABLE QUESTIONS -
- BRANDING ARMS AGENDA
- PRODUCTION TIMELINE
- VIPS
- UK AGENCIES
- UK HOUSE WEBSITE

TO DO

- PRESS RELEASE - WHY ARE WE DOING THIS? - SS
- EVENTBRITE - SS
-



The image shows a promotional poster for 'Branding Arms' on a blue background. At the top left is a yellow flower icon. To its right, the words 'BRANDING ARMS' are written in large, white, bold, sans-serif capital letters. Below this, the date 'SUNDAY 12TH MARCH' is written in white capital letters. Underneath the date, the time '5pm - 7pm -' is followed by the text 'The Branding Arms @UK House take-over (Courtyard ideally)' in white. The next line reads 'UKAEG & the American Advertising Federation present the only meet-up for SXSW attendees working in content creation/branding.' Below this is a line with a left-pointing arrow, '← KING SEACH AAF AND RUPERT DANIEL', and a right-pointing arrow '→'. The following paragraph states 'Shai Weiss is Chief Executive Officer at Virgin Atlantic has been invited to speak (brand point of view) Or Efe Obada <https://g.co/Kgs/1rJkK7>' in white, with the URL in blue. The next line says 'AC is looking to host a fashion show in AR during the event (Wow item)'. Below that is the text 'Invite only event. Names must be on the door using UKAEG Eventbrite account. (AAF Eventbrite)'. The final line at the bottom reads 'Catering and drinks to be provided for guests (UKAEG)'.

[illegible]

Exhibit X AAF Austin + Brit House SXSW Collaboration // AAF National Support

From: Steve Pacheco <SPacheco@aaf.org>
Date: Wednesday, March 1, 2023 at 1:38 PM
To: Kat Thay <kat@katandcarter.com>, Dawn Reeves <dreeves@aaf.org>
Cc: Cindy Brummer <cindybrummer@standardbeagle.com>, Helena Abbing (GSDM) <helena.abbing@gsdm.com>, Shonagh Speirs <shonagh@cultcopy.co>, Dawn Reeves <dreeves@aaf.org>
Subject: Re: AAF - SXSW - UK Ad Association -

Kat:

Here are some people who should receive our invite to SxSW activities.....

Current AAF Board Chair

Tiffany R. Warren (she/her)
EVP, Chief Diversity & Inclusion Officer
Sony Music Group
25 Madison Avenue
New York, NY 10010
tiffany.warren@sonymusic.com

Current AAF Board Vice Chair

Helen Lin
Publicis Groupe

Chief Digital Officer
375 Hudson Street, 14th Floor | NY, NY 10014
helen.lin@publicis.com

AAF Corporate Members

Jack Bamberger
Global Chief Revenue Officer
[captify.com](https://www.captify.com)

in  

Brad Hunter
Industry Relations @
TikTok
bradley.hunter@tiktok.com

Christy Cooper
Director of Social Media & Content
christy@meta.com

Meta

Advertising industry leaders (and friends of the AAF) who plan to be at SxSW

Ryan Linder
EVP, Global Chief Marketing Officer
Stagwell

ryan.linder@stagwellglobal.com
W: stagwellglobal.com
Pronouns: He/Him/His

steve pacheco
president & ceo

aaf american advertising federation
spacheco@aaf.org | 202.898.0989 x317
1101 K Street NW | Suite 420 | Washington DC 20005
[linkedin](#) | [instagram](#) | [facebook](#) | [twitter](#)

Exhibit Y AAF Austin + Brit House SXSW Collaboration // Promotion



ADVERTISING
ASSOCIATION

UK ADVERTISING
EXPORT GROUP

AAF & UK ADVERTISING ROUNDTABLE – PARTICIPANT BRIEF

CREATIVITY, COLLABORATION, AND GROWTH: THE FUTURE OF THE CREATIVE ECONOMY AND WHAT THAT MEANS FOR BRANDS.

The AAF and UKAEG (UK Advertising) are coming together at SXSW to host a roundtable discussion to explore how marketers can drive creativity, growth, and collaboration.

We would be delighted to host you and have you participate in this conversation.

Please see below some notes to guide you through the session – Don't hesitate to get in touch if you have any questions or require any further information.

KEY DETAILS

Date – Saturday, March 11th

Venue – UK House at SXSW, 208, W 4th Street, Austin, SXSW

Timings:

9.15 am – Arrive for introductions
9.30 am – Take seat and welcome speech for UK Government
9.45 am – Moderator opens the roundtable
10.45 am – Moderator summary presented
11.00 am – 11.15 am – Vox Pox recordings for social and PR coverage
11.15am – UK House sessions begin – Full details can be found here

Contact:

Kat Thay
kat@katandcarter.com
512-708-0218



SXSW 2023

**AAF & UKAEG to host "The Branding Arms"
take-over at UK House at SXSW**



ADVERTISING
ASSOCIATION

UK ADVERTISING
EXPORT GROUP

FOR IMMEDIATE RELEASE

AUSTIN, TX, February 10, 2023 –The American Advertising Federation and UK Advertising represented by The UK Advertising Export Group announce the first ever "Branding Arms" activation event on Sunday 12th March 5-7pm, at UK House at SXSW, W 4th Street, Austin.

Guest speaker: Efe Obada, NFL, defensive end for the Washington Commanders.

In the spirit of friendship, creativity and culture. The AAF and UKAEG are uniting global brands and the advertising community, from the UK and the USA, for conversation, networking and relationship building.

More opportunity for networking is needed during SXSW, in particular between friends and allies in the industry, potential clients and those with a shared interest in advertising, strategy, and global

Exhibit Z AAF Austin Website // Government Relations Page



Join the Grassroots

Share your information and help us create a network of members who will contact legislators.

AAF Austin Legislative Action Survey

About You

Name (required)

First Last

Email (required)

Company

Home Address

Street Address

Address Line 2

City State

ZIP Code

Phone

Do you personally know or have you had contact with any of your legislators?

Yes ☐

No ☐

Who is your legislator?




Submit

Questions? Suggestions? Need Anything?

We'd love to hear from you. We're here to help. Fill out the form below and we'll be in touch!

General Feedback / Question

Submit →










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.

JOIN NOW →

Follow us on social media



info@austintaded.com

Built by Standard Beagle

Scholarships

Publications and Education

Jobs

Government Awareness

Internships

Contact

Join Committee

Board Members

Big Wigs Award Show

American Advertising Awards

Code of Conduct

Legallies

↑
Back to top

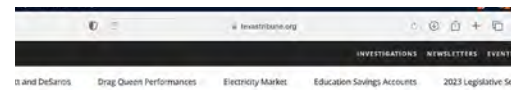
Exhibit AA Day at the Capitol // HB4 Talking Points



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-Nov-22-final.pdf>.



TEXAS LEGISLATURE 2023

Speaker Dade Phelan endorses Medicaid expansion for new mothers, repeal of "tampon tax" in first batch of 2023 priorities

The leader of the state House also threw his support behind bills to crack down on how companies handle private data and to protect children from "addictive algorithms" by digital companies.

BY JAMES BARRAGÁN FEB. 23, 2023 UPDATED: 5 PM CENTRAL



Dade Phelan on the first day of his second term as speaker of the Texas House on Jan. 10, 2023. On Thursday, he released Jordan Vanderhaar for The Texas Tribune.

Sign up for The Brief, The Texas Tribune's daily newsletter that keeps readers up to speed on the most essential Texas news.

House Speaker Dade Phelan on Thursday unveiled four of his priority bills for the Democratic goals like the extension of Medicaid

Southlake Republican Giovanni Capriglione also got a nod of confidence from Phelan on his push to crack down on how companies collect, and in many cases, monetize people's personal data. The issue has been a pet project of Capriglione's for years but this session the bill — House Bill 4 — received a low bill number, indicating the strong support of House leadership.

Phelan is also supporting a push by sophomore Republican Shelby Slawson of Stephenville to give parents more control over kids' online activity by requiring companies to give those parents access to a minor's privacy and account settings and limiting the collection of a minor's data.

In recent interviews, Phelan has indicated a willingness to take on tech companies to protect the privacy of children and to prevent them from mental health issues that he said stem from "predatory algorithms" that are "taking advantage of our youth."

The priorities come as Phelan has taken heat from a small number of the most right-wing members of his chamber after he appointed a few Democrats to chair House committees, in keeping with the chamber's tradition. On Twitter, the state GOP's chair, Matt Rinaldi, reacted to Phelan's announcement with a question: "Is this real?"

Notably, none of the four priorities Phelan announced are on Lt. Gov. Dan Patrick's list of 30 priorities, which included some controversial issues, like banning certain types of transition-related medical care for transgender youth and banning certain books that his supporters deem "obscene," supported by far-right social conservatives. The Senate, which is led by Patrick and is seen as more aligned with far-right social conservatives, has over the past decade clashed with the House, which has grown more socially conservative in recent years but is still seen as more aligned with the more business-oriented wing of the GOP.

Phelan's list of priorities also did not include any of Abbott's emergency items. But Phelan and Abbott are considered to be more politically aligned, and the House leader is expected to hit some of Abbott's other priorities, like increasing school safety and boosting funding for border security, in his other priority bills.

READ MORE

Exhibit BB Day at the Capitol // Promotion

Day at the Capitol - REGISTER NOW
AAF Tenth District <kdobbs@aaf10.org>
Wed 3/22/2023 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.**

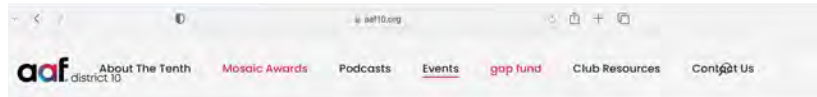
What to Expect:

- Hear from AAF National Government Relations Lead, Clark Rector
- D10 Government State Reps from Arkansas, Louisiana, Oklahoma & Texas will share state specific updates.
- A Corporate Speaker for how the Government relates to the advertising industry.
- Learn how to talk with your Legislative Representative.
- From 1-2pm CST, meet with your local Legislator.

But wait, there's more...

We will also have an opportunity to virtually meet with legislators that represent your local market. They are the voice on your behalf on topics like taxes and privacy policies.

All are welcome! This is a great Board Member & membership benefit so please pass the word. A Zoom link invitation will be provided one day prior to the event so please register in advance.



March 2023



2023 Day at the Capitol

Date: March 1: 11:00 am - 2:00 pm
Time: 11:00 am - 2:00 pm

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...

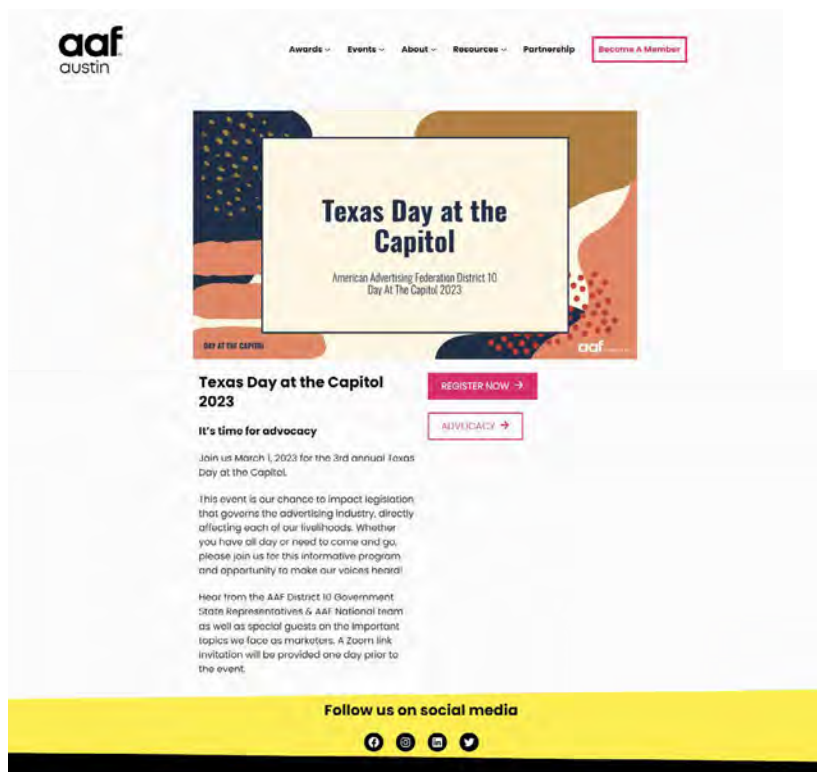


Exhibit CC Day at the Capitol // Results

Name	Email	Club
Kevin Dobbs	kdobbs10@gmail.com	Tenth District
Crystal Gonzales	crystaldemott@gmail.com	Tenth District
Laurel McEuen	laurel.mceuen@gmail.com	Tenth District
A.B. Barrera	abarrera@alphagraphics.com	Tenth District
Stephanie Price	sprice@wtamu.edu	Tenth District
Laurie Priftis	laurie@williamscreativegroup.com	Shreveport-Bossier
Kristina Myers	Kristina.myers@rittercommunications.com	Northeast Arkansas
Jody Reynolds	jody@expioconsulting.com	Amarillo
Madison McQuary	mcquary@agencyhabitat.com	Ad 2 Fort Worth
Dirk W Johnston	dirk.johnston@newschannel10.com	Amarillo
Dirk W Johnston	dirk.johnston@newschannel10.com	Amarillo
Danny Kent	dkent@5dshowservices.com	Austin
Cindy Brummer	cindybrummer@standardbeagle.com	Austin
Jake Hay	jake@popshots.com	Austin
Helena Abbing	helena.abbing@nsd.com	Austin
Vanessa L. Villafuerte	classicbeautyco2013@gmail.com	Corpus Christi
Jimmy Asa	jasa@dallas.org	Dallas
Brandi Rand	brandi.rand@gmail.com	Dallas
Hilary Wink	h.wink@aaf-dallas.org	Dallas
Angeline	angelito@staynoticed.com	Dallas
Giselle Saucedo	giselle.saucedo@gmail.com	Dallas/Ft Worth
Kerri Esposito	kerriew19@gmail.com	East Texas
Sabrina Sturtevant	sabrina.savantstudio@gmail.com	Northeast Arkansas
Sophie Rogers	sophie.rogers@optusinc.com	Northeast Arkansas
Drew Hancock	drew.hancock@kai8.com	Northeast Arkansas
Tracey Steele	tracey@artadvertising.com	Northeast Arkansas
Sean Rose	sean@vipofok.com	Oklahoma City
Ray Claxton	rcay@ou.edu	Oklahoma City
Mark Thomas	mthomas@okpress.com	Oklahoma City
Macey Thompson	maceythompsonunt@gmail.com	

REGISTRANTS ACROSS D10 : PARTIAL LIST

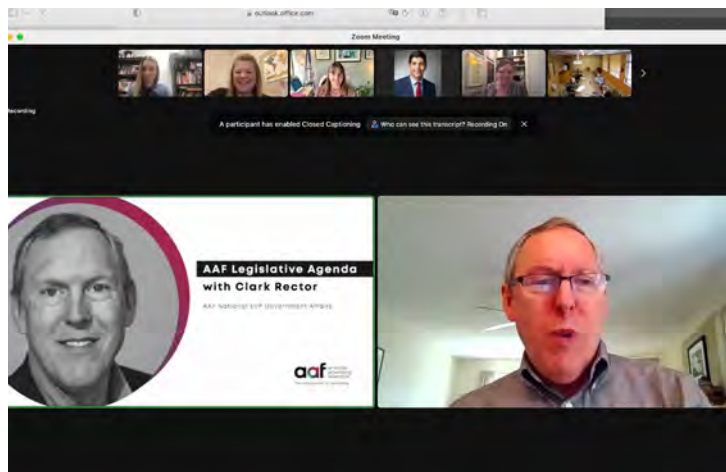
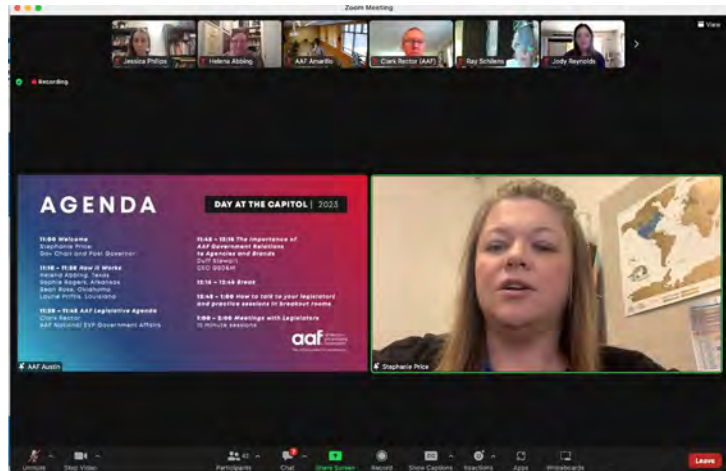


Exhibit DD Day at the Capitol // Legislator Letter



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").

From: Clark Rector <crector@aaf.org>
Date: Thursday, March 2, 2023 at 11:55 AM
To: haleyannmattlack@gmail.com; vgarcia@viantinc.com; haleyannmattlack@gmail.com; lukembryant.business@gmail.com; mcquary@agencyhabitat.com; mcquary@agencyhabitat.com; adtwohouston@gmail.com; adtwohouston@gmail.com; honnah@unitedwayama.org; honnah@unitedwayama.org; cindybrummer@standardbeagle.com; cindybrummer@standardbeagle.com; habbingaaf@gmail.com; habbingaaf@gmail.com; nancy.miller@tamucc.edu; nancy.miller@tamucc.edu; hilary@aafDallas.org; hilary@aafDallas.org; austin.sandy@ktlv.com; austin.sandy@ktlv.com; michael@magnusopus.com; michael@magnusopus.com; dylan@dmmdesign.com; dylan@dmmdesign.com; cnazario@southplainscollege.edu; cnazario@southplainscollege.edu; malvarez@radiounited.com; malvarez@radiounited.com; rbullard@rgv.rr.com; rbullard@rgv.rr.com; mark.broderick@archpointgroup.com; mark.broderick@archpointgroup.com; helena.abbing@gsdm.com; helena.abbing@gsdm.com; Price, Stephanie <sprice@wtamu.edu>; Kevin Dobbs <k.dobbsd10@gmail.com>; Crystal DeMott <crystaldemott@gmail.com>
Cc: AAF Staff <AAFStaff@aaf.org>
Subject: RE: AAF Alert TX HB 4 - Letter

AAF Texas Leaders,

There is still time to sign on to this important letter to Texas lawmakers.

So far, we have agreement from

AAF-San Antonio
AAF-Austin
AAF-East Texas
AAF-Houston
AAF-Amarillo

Thank you to those club leaders for their prompt responses. If you want your club to join this letter, please send me your logo by 2pm Central/3pm Eastern.

I will make sure you get a copy of the final version for use in your recruitment and retention efforts (and Ovation Rewards entries).

Thank you,

Clark

clark rector

exp. government affairs



crector@aaf.org | 202.371.2329
1101 K Street NW | Suite 420 | Washington DC 20005
linkedin | instagram | facebook | twitter

From: Clark Rector
Sent: Thursday, March 2, 2023 9:52 AM
To: haleyannmattlack@gmail.com; vgarcia@viantinc.com; lukembryant.business@gmail.com; mcquary@agencyhabitat.com; adtwohouston@gmail.com; honnah@unitedwayama.org; cindybrummer@standardbeagle.com; habbingaaf@gmail.com; nancy.miller@tamucc.edu; hilary@aafDallas.org; austin.sandy@ktlv.com; michael@magnusopus.com; dylan@dmmdesign.com; cnazario@southplainscollege.edu; malvarez@radiounited.com; rbullard@rgv.rr.com; mark.broderick@archpointgroup.com; helena.abbing@gsdm.com; helena.abbing@gsdm.com; Price, Stephanie <sprice@wtamu.edu>; Kevin Dobbs <k.dobbsd10@gmail.com>
Cc: AAF Staff <AAFStaff@aaf.org>
Subject: AAF Alert TX HB 4 - Letter

AAF Texas Leaders,

Congratulations on a successful Day in the Capitol yesterday. I know that many of you discussed HB 4, the proposed Texas Data Privacy law, with your representatives. Later today, AAF and our allied national associations will be sending the attached letter to legislative leaders outlining our concerns with the bill and proposing suggested changes. In order to demonstrate to lawmakers that this is an issue of local, as well as national concern, we would like to have as many Texas by 2pm Central time today.

If you would like your club to join us on this letter, please confirm by sending me your logo asap.

I know many of you also received questions about HB 18, the children's online protection bill. I hope that we will have a similar letter expressing our concerns with that legislation soon.

I apologize for the short notice. Thank you for your prompt responses and for all you do for AAF and the advertising industry.

Clark

clark rector

exp. government affairs



crector@aaf.org | 202.371.2329
1101 K Street NW | Suite 420 | Washington DC 20005
linkedin | instagram | facebook | twitter

This email and any files transmitted with it are confidential and intended solely for the individual named. If you are not the named addressee you should not disseminate, distribute or take any action in reliance on the contents of this information. If you have received this email by mistake or have received this email in error, please notify the system manager. This communication contains confidential information and is intended only for the individual named. If you are not the named addressee you should not disseminate, distribute or take any action. If you are not the named addressee you should not disseminate, distribute or take any action. If you are not the named addressee you should not disseminate, distribute or take any action.

Exhibit EE American Advertising Awards // Event Details



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

American Advertising Awards

Each year AAF Austin recognizes outstanding work by creative professionals in our area. The American Advertising Awards reward the creative spirit alive and well in Central Texas.

[ENTER WORK](#) [BE A SPONSOR](#)

2023 American Advertising Awards

Join us for the 2023 American Advertising Awards celebration! This year's event will take place in person at the Bob Bullock Texas State History Museum, 1800 Congress Avenue, Austin, TX, 78701.



The Event

Friday, February 17
6:00pm-10:00pm

6:00pm: Doors Open/ Red Carpet/ Happy Hour
7:00pm: Dinner/ Mingle
8:00pm: Showtime
9:00pm: After Party
10:00pm: Party Wraps

SPECIAL BONUS:
Guests will be able to PARK FOR FREE OVERNIGHT at the Bullock Museum after the garage gates open at 5:00pm. Make your after Party plans now! [PURCHASE TICKETS](#)

Not sure if you're a member?
Check the list of [member companies](#) or contact info@austinaafad.com for membership status.



Please stay home if you are sick, have a fever or have recently come into contact with someone who has tested positive for COVID. We will have plenty of masks and sanitizer available for those who wish to use them. We recommend that all attendees follow COVID guidelines.

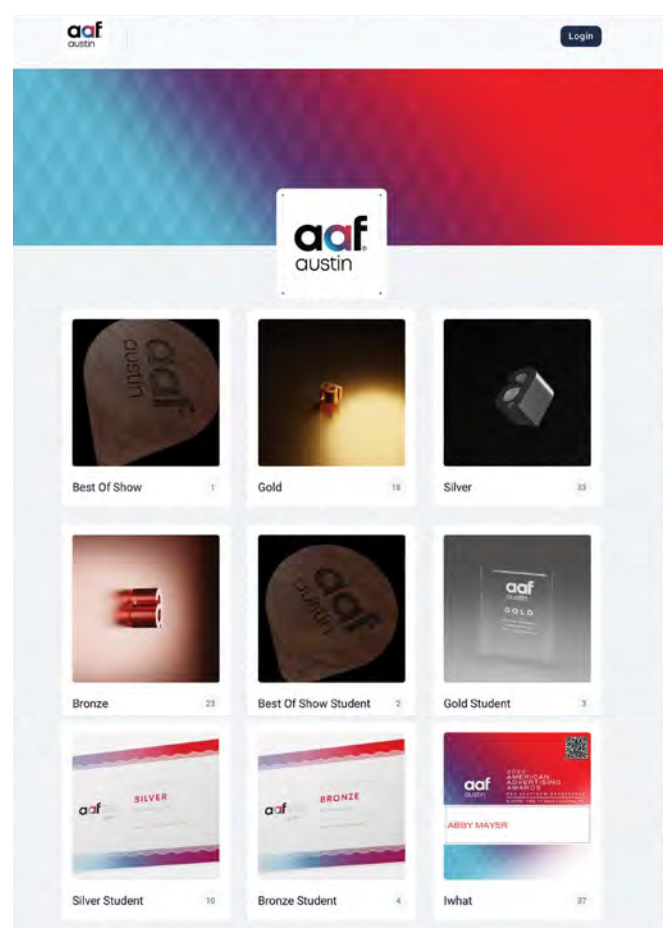
Please note that attending this event will be at your own discretion.

Entry Fees

Professional Entry Fees	Student Entry Fees
\$110 per entry for professional members	\$45 per entry for student members
\$140 per entry for professional non-members	\$55 per entry for student non-members
\$135 per late entry for professional members	\$60 per late entry for student members
\$165 per late entry for professional non-members	\$70 per late entry for student non-members

[ENTER NOW](#)

Exhibit FF American Advertising Awards // NFTs



AAF Austin Login

American Advertising Awards NFTs

NFT Title	Count
Best Of Show	1
Gold	18
Silver	33
Bronze	23
Best Of Show Student	2
Gold Student	3
Silver Student	10
Bronze Student	4
What	37

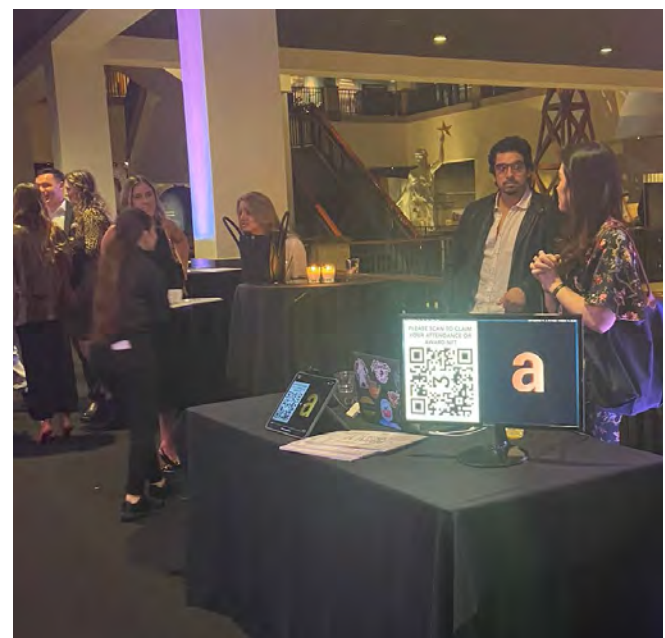


Exhibit GG American Advertising Awards // Promotion



Hi Jessica,

AAF Austin is inviting sponsors to help us celebrate at this year's American Advertising Award Show's Platinum Experience.

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting over 40,000 entries every year in local AAF Club (Ad Club) competitions. AAF Austin is your point of departure, and we want to make it an unforgettable experience by putting your brand front and center.

We have opportunities for sponsorship at a variety of levels to suit your specific needs, with benefits ranging from tickets and shout outs, to branded drinks, catering, and premiere logo placements. **Contact Jake Hay today to**

[Contact Jake Hay](#)



Hi Jessica,

It's almost time to depart for our platinum experience, and you won't want to be left behind! Make sure your work is submitted for the chance to win an award at this year's American Advertising Awards ceremony!

Entries will be accepted until 11:59 p.m. on January 5th. The clock is ticking, so don't hesitate to enter!

PROFESSIONAL ENTRY FEES:

\$135 per Entry for Professional Members

\$165 per Entry for Professional Non-Members

NOT A MEMBER? [Join now](#)

STUDENT ENTRY FEES:

\$60 per Entry for Student Members

\$70 per Entry for Student Non-Members

NOT A MEMBER? [Join now](#)

[ENTER YOUR WORK HERE](#)

DON'T MISS OUT!
JOIN US IN A NIGHT OF CELEBRATION!



Hi Jessica,

The 2023 American Advertising Awards will be a night for the books, and you don't even have to use your vacation days to attend! All you have to do is buy your ticket!

Tickets for the event are on sale now, and they'll be available for purchase all the way into February. But don't wait until the last minute! Take the first step in planning your trip and reserve your seat today!

[RESERVE YOUR SEAT](#)

Bob Bullock Texas State History Museum
1800 Congress Ave.
Austin, TX 78701

6:00pm: Doors Open/ Red Carpet/ Happy Hour

7:00pm: Dinner/ Mingle

8:00pm: Showtime

9:00pm: After Party

10:00pm: Wrap

SPECIAL BONUS:

Guests will be able to **PARK FOR FREE OVERNIGHT** at the Bullock Museum after the garage gates open at 5:00pm! Make your *after* After Party plans now!



11 likes
Liked by helenaatx and 13 others

aafaustin Are you ready to make an entrance? Show out amongst the elite advertisers at the 2023 American Advertising Awards. This is the year's go-to... more

3 days ago



11 likes

aafaustin Did you get your tickets?!! Tickets are on sale now and we want to make sure all of our VIPs are in attendance... more

January 9



14 likes
Liked by helenaatx and 14 others

aafaustin Today is the day!! Let's make sure you've checked all the boxes so you're ready for the... more

View all 2 comments



14 likes

aafaustin We'd like to shine a light on our exceptional judges for the 2023 American Advertising Awards!

January 23

Exhibit HH American Advertising Awards // Results

REVENUE					
	Entries	35,124.48		*Cash Sponsorships	
	Tickets (Eventbrite)	22,960.58		GSD&M	3,500.00 invoiced
	Cash Sponsorships*	7,000.00		Infillion	1,000.00 received
		65,085.06		Workbook	1,000.00 not yet received
EXPENSES				ATD Partners	500.00 received
	Venue (Bullock)	4,780.00		KORTX	500.00 received
	Catering (Sterling)	10,162.27		lookthinkmake	500.00 received
	DJ (KC Nkalari)	650.00			7,000.00
	Lighting (ATX Event Systems)	1,957.00		In-Kind Sponsorships - Cash Value	
	Addy Awards (Halo)	7,041.09		PopShorts	4,000.00
	Student Gold Awards (Crown)	340.99		Plaid Pony	2,500.00
	BOS Awards (Trophyology)	4,099.05		API	5,000.00
	Event Management Honoraum (Jeanine Mlton)	500.00		Clampitt	5,000.00
	Winners Book Design (Melissa Zepeda)	1,860.00		Minero	5,000.00
	Judge Gift Cards (Amazon)	1,800.00		Integ	5,000.00
	Forward Gold Wins to District	2,700.00		Xtreme Xhibits	1,000.00
	Misc (General Supplies, Wristbands, Candles, Postage)	175.18		10 Pillar	2,000.00 ?
		36,065.58		VO Talent	1,200.00
					30,700.00
	TOTAL PROFIT	29,019.48			

Sales by ticket type

Ticket type	Price	Sold
Member	\$105.00	120/200
Non-Member	\$120.00	48/200
Member Student	\$55.00	11/100
Non-Member Student	\$60.00	9/100
VIP First Row Blocks of Four Seats	\$500.00	2/4
VIP Second Row Blocks of Four Seats	\$475.00	3/4
VIP Third Row Blocks of Four Seats	\$450.00	1/5
VIP Second Row Single Seats	\$120.00	3/3
VIP Third Row Single Seats	\$115.00	2/2

Exhibit II *American Advertising Awards // Attendees*

