

## **CLUB OPERATIONS OVERVIEW**

Our re-energized board members stepped up to the plate, providing opportunities on digital platforms while taking advantage of and creating new opportunities for in-person interaction when possible. We also remained committed to maintaining financial stability in an uncertain economic environment. In the 2022 – 2023 year as a club we saw growth - growth in the amount of in person events, growth in the number of American Advertising Awards Entries and growth in overall membership.

### **Early Communications (Long-Range Planning)**

To help improve overall cohesion of the new board, a Board Planning Session was held on Saturday, July 16th. In the preceding weeks, AAF-Houston President Dylan Moore had one-on-one scheduled phone conversations with each incoming and returning board member to discuss what areas of the organization they felt they could best contribute to, and any suggestions or concerns they may have.

### **Board Planning Session, Saturday, July 16th**

AAF-Houston kicked off the club year off with an in-person Board Planning Session - our first in person meeting in over a year! The full day event was held in the offices of LOVE Advertising, and all attendees were greeted with newly branded AAF-Houston items and goodie bags. Board members were provided with an opportunity to present their plans and goals for their respective areas and receive feedback from the group as-a-whole. Also in attendance were Professor Larry Kelley from the University of Houston and Marisol Dominquez-Watson, from Connexion Research. Marisol was involved in our public service campaign. Communications Chair Kelley Robinson was presented with the Spirit of AAF-Houston award. Club President Dylan Moore shared his vision and goals for the upcoming year – continue to work towards the membership goal of 250 previously introduced by Ray Schilens, Immediate Past President; bring meaningful programming, events and activities to the membership and Houston advertising community overall; show value and benefits of membership to current and potential members and sponsors and be profitable doing so.

## Membership Recruitment & Retention

In 2020, the board voted to adopt a “rolling membership” plan, so that when someone joins, they receive a full 12 months of membership before it is up for renewal. We received a great deal of positive feedback on that and will continue to implement the rolling membership model. When the club year began in July, we focused on the continuation of in-person events and activities. It was a mixed bag – some people were anxious to re-engage in person, but others were (and are) still hesitant to meet in large groups.

- With a focus on networking, these “Beers With Peers” (and in one case Cheers with Peers) events were held at no or minimal cost to the club and provided welcome opportunities to see friends and colleagues in person. We also used the opportunity to promote membership and incentives for membership renewals. In December we teamed with several other creative and marketing clubs to host In Cahoots in addition to our own “Cheers With Peers” holiday happy hour and food drive for the Houston Food Bank. Based on the success of this event and other collaborative efforts with similar organizations, we will continue this type of programming in the future.
- We adapted a national Why Join AFF brochure, available as a resource on the AAF national website, to a local version, still highlighting the value of membership in a national organization, including the various discounts offered to members by our national partners.
- Membership Chair Brian Bearden made personal outreach calls to anyone who attended an event – in person or virtually – who was not already a member, to gauge their experience and encourage them to consider joining.
- As entries came in for the American Advertising Awards, any non-member entrants were personally contacted to remind them of the member discount, which was offered to them retroactively if they wanted to join and save.
- We kept our luncheon and monthly event dates on the same timeframe, the third Wednesday of the month.

We did see an increase of almost 11% increase in membership numbers while retaining current members.

Considering companies and individuals were still cautious about expenditures, we are pleased with this progress. We are also encouraged that our membership is balanced between Group and Individual Members and consider that a sign that our efforts to diversify our membership are providing results.

February 2022 Membership - 188

February 2023 Membership – 208 (+20; 10.6% increase)

### **Commitment to Education**

Team leaders Robyn Harris and Kate Nilsen successfully planned and hosted a 2-day in-person Student Conference which drew 60 students and educators from 7 schools across Texas, Oklahoma, Arkansas, and Louisiana, and netted the club around \$3,900. The board also voted unanimously to once again contribute \$5,000 to the Advertising Education Foundation of Houston Student Scholarship. In addition, we voted to award \$1,000 each to the NSAC teams representing the University of Houston and Texas A&M University.

### **“Join The Team” Volunteer Recruitment Program**

Board member Dylan Moore developed a “Join The Team” volunteer recruitment campaign, aligned with the Team concept for committees. Promoted through social media and e-mail newsletters, the campaign has yielded good results - including a volunteer who designed our American Advertising Awards Show Program, another who will be interviewing and writing “member spotlights,” and a new Public Service Team Leader.

### **Take Full Advantage of District and National Resources**

AAF-Houston continued our commitment to be more involved with, and to take full advantage of the resources offered by District 10 and the AAF National organization not only at the club level but to the membership as well. We feel this can be a great member retention tool and attract some of our Not-Yet-Members. We adapted a national Why Join AAF brochure, available as a resource on the AAF national website, to a local version, still highlighting the value of membership in a national organization, including the various discounts offered to members by our national partners.

### **Planning and Executing the 2022 District 10 Conference - Advent10n**

At the June Board Planning Session, the opportunity to serve as the host city for the 2022 District 10 Conference was presented. After discussion and research, our board voted unanimously to accept the challenge. Immediate Past Chair Kay Krenek and President-Elect Candy Pittman served as Team Leaders, with a full committee of volunteers coordinating accommodations, speakers' agenda, entertainment and the NSAC.

### **FINANCIAL OVERVIEW (FISCAL MANAGEMENT)**

A 2022 - 2023 club year budget was presented at the Board Planning Session. At the time, we were optimistic that the worst of the pandemic was behind us, and that the economy would soon be on the rise, with people ready to fully get back to in-person events. We were able to have a full and active year of programs providing value to our membership, and a commitment to education, diversity and inclusion. To continue our push for in-person events, every month the club hosted an in-person event whether it was a luncheon or evening activity. Most of the outdoor/ happy hour networking events were at little or no cost to the club thanks to sponsorships. With a relatively healthy balance, and reduced overhead for programs, we opted to continue to support education with contributions to scholarships and support of NSAC programs. We also invested in the education and training of our current and future leadership by paying for their attendance at various District 10 and Central Region events. And we continued to support worthwhile efforts such as the Mosaic Awards and National and District Day at The Hill. In all, we were able to meet the needs of our club, leadership and membership while basically breaking even.

### **GOALS & RESULTS**

Several major goals for the 2022-2023 club year were presented at the Board Planning Session. We wanted to make sure that we kept our membership and maintaining fiscal responsibility at the core of our goals.

#### **GOAL: Grow and Diversify Our Membership**

**METHOD:** At our June Planning Session, we identified audience and industry segments we felt had been under-represented recently. One of those was Media. We developed several ideas to bring members of the

media community back to the table. The Houston Business Journal was offered and accepted an annual sponsorship opportunity in exchange for providing several ads on behalf of the club throughout the year – the club placed ads to support: a call for entries to the American Advertising Awards, congratulations to the Houston American Advertising Awards winners with a directive to see all winners on our website, and a This is AAF Houston ad that focused on meet the new board, call for members and volunteers. Clear Channel Outdoor agreed to provide 4 physical and 20 digital boards promoting two campaigns - Call for Entries and Get Your Tickets for the American Advertising Awards. We asked OutFront Media to be a presenting sponsor and speaker at one of our monthly luncheons. And finally, Eddie Martini, President of iHeart Media Houston, was presented with our 2023 Silver Medal.

**RESULT:** Participation from media outlets across several platforms increased dramatically, though we did not achieve our goal of 250 members (yet!), we did expand our membership by 11%. In addition, our efforts to provide programs of interest and value, and partner with similar organizations, helped us reach new audiences.

**GOAL: Show Value to Members and Sponsors**

**METHOD:** Demonstrating the value of membership, participation and sponsorship was another goal presented by Club President Dylan Moore at the beginning of the club year. A local photography studio was approached and agreed to sponsor our membership drive event and provide free professional headshots to all new and existing members during the event, which was very well attended. An All-Star Supporter Award was created to recognize companies and individuals for their efforts and contributions to the club (such as allowing us to host our annual retreat or monthly board meetings at their offices) and presented to representatives of those companies in person at monthly luncheons, as well as shared via e-mail and social media. An ad in the Houston Business Journal highlighted Special Awards, Best of Shows and Gold Addy Winners and event sponsors, and directed traffic to a website featuring all of the winners, sponsors, event photos and the full show program. Event and annual sponsors and group members are regularly highlighted in e-mail and social media posts and recognized at in person events.

**RESULT:** Our members saw more recognition for their work and efforts to improve our industry.

**GOAL: Increase leadership opportunities by engaging more non-board members on committees/teams.**

**METHOD:** We continued our “Join The Team” program that has helped to successfully connect us with a number of volunteers in a variety of areas. Our Financial, Programs, Communications, American Advertising Awards and Advention teams all receive support from non-board member committee members.

**RESULT:** We have had current leaders step up to serve in their same position next year and we have had new interest from new members interested in serving on the board or on a committee for the 2023-24 year.

**GOAL: Improve Leadership Succession**

**METHOD:** We continue to find this a challenging prospect, but we have had success in several areas. Through networking and talking to those that are actively involved in the club we have begun asking about interest in leadership positions within the club.

**RESULT:** The President, President-Elect, Vice President, Our Treasurer, Ad 2 Liaison, Advertising Education & Student Conference, American Advertising Awards and Program and the AAF Houston Night of Diversity chairs have all committed to serving the organization for the 2023-24 term. We have also identified and committed individuals to committee positions for our major events.

**GOAL: Remain Financially Responsible and Provide Financial Transparency**

**METHOD:** Our Treasurer Joni Verdina has worked with our Executive Director Patty Eldridge to accomplish this goal. We have cut costs as needed and invested wisely in education, leadership and worthwhile causes. Through securing sponsorships for our networking events, luncheons and major events and ensuring we effectively communicated event timing and registrations to our membership, we were able to maintain a profitable year and grow the club. We receive and vote on concise monthly statements at each board meeting, and those reports are always available to board members online. Our Alice B. Rogers Education Fund, which is not included in that monthly

statement, is also reported monthly and continues to show healthy gains.

**RESULT:** We have raised over \$50,000 in profit for the club allowing us to offer more to our membership. We have been able to increase our donation to our scholarship fund with board approval. All board members feel encouraged by the strength of our club and are energized for the upcoming year.

**GOAL: Provide Value to Our Membership and Sponsors**

**METHOD:** This last year we have made sure to provide programs that would cover a range of topics and interest. The American Advertising Awards Show continues to offer the biggest opportunity for networking among guests and sponsors alike. It is still considered “The” event of the year for the advertising community. The monthly luncheons provide a great platform for professional development and education.

**RESULT:** Sponsors have found this opportunity to work well for them as well. Due to great feedback from our membership and board we will also continue to have several evening events (beside the awards show) to accommodate those who find it difficult to get away for daytime programs.

**GOAL: Better Utilize and Participate in AAF Tenth District and National Resources**

**METHOD:** We have seen great success in this area. Our board voted to invest the funds needed for board members to attend as many leadership events as were available. Three AAF Board Members and two Ad 2 board members attended the D10 Club Officer’s Training in Dallas, June 18 ,2022. Also, in June was ADmerica in Nashville. Both our President and President Elect attended the multi-day event. In November, three members of the Executive Committee attended the D10 Leadership Summit in Dallas. Our leadership participates in the monthly President’s Call.

**RESULT:** Our chair elect serves as the District 10 Conferences and Conventions chair, and is able to share timely information and her experience working with district 10. As a result, we have had more members attend district leadership events and we have 5 members attending advent10n in April of 2022, the most involvement we have has in a few years.

**GOAL: Renew our Commitment to Ad 2 and Help Bridge the Transition from Student, to Young Professional to Professional Levels.**

**METHOD:** At the Board Retreat in July, the importance of the Ad Clubs at the collegiate level and Ad 2 was reinforced. We are making sure we promote any activity Ad 2 is hosting and have co-hosted their Trivia Night event, usually in May. We promoted their Bowl Your Ads Off event in December as well.

**RESULT:** We continue to co-brand events such as Beers with Peers and Member Appreciation Happy Hours. In addition, some of our board members have been guest presenters at the University of Houston Ad Club meetings. We want to continue strengthening these bonds and relationships and as well as work together to reach out and promote involvement with more area colleges and universities.

Overall, we committed to the goals set at our leadership retreat and saw great results. We grew membership by 10%. We offered more than one opportunity per month for our membership to connect and be celebrated. We were able to give student a n in person platform to network and learn how to execute a successful ad campaign for a real-life client. Most importantly we have secured the future for our club by having profitable events and keeping succession planning top of mind for our board of directors.



RESOURCES & EXHIBITS  
CLUB OPERATIONS



**aaf houston** AAF-Houston  
Published by Candy Pittman · July 9, 2022 · 🌐

Lots of great ideas and things are happening at this years board retreat! Huge thank you to **Harris County General Store Barbecue Co.** for feeding the team! The food was delicious!



[See insights and ads](#) [Boost post](#)

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**aaf houston** Write a comment...

**Harris County General Store Barbecue Co.**  
Thanks for having us!! We're always here to serve. 🌟

Love Reply Hide 34w

**RESOURCES & EXHIBITS 2022 - 2023 BUDGET  
FORECAST & ACTUAL TO DATE**

Sponsorships for our monthly events is still a challenge although we have been able to create customized Sponsorship Packages to fit the needs of the sponsor. While we continue to recruit event-specific sponsors, we have created an Annual Sponsorship Catalogue where companies can pick and choose what events and at what level they would like to participate. To date, 3 companies have signed Annual Sponsorship Agreements which provide the sponsor with year-around exposure to our membership and substantial financial and in-kind support to the club. With growth in membership, a successful American Advertising Awards and Student Conference, our club has been able to maintain a financially sustainable position while remaining committed to providing value, supporting education and growth of our leadership for the future



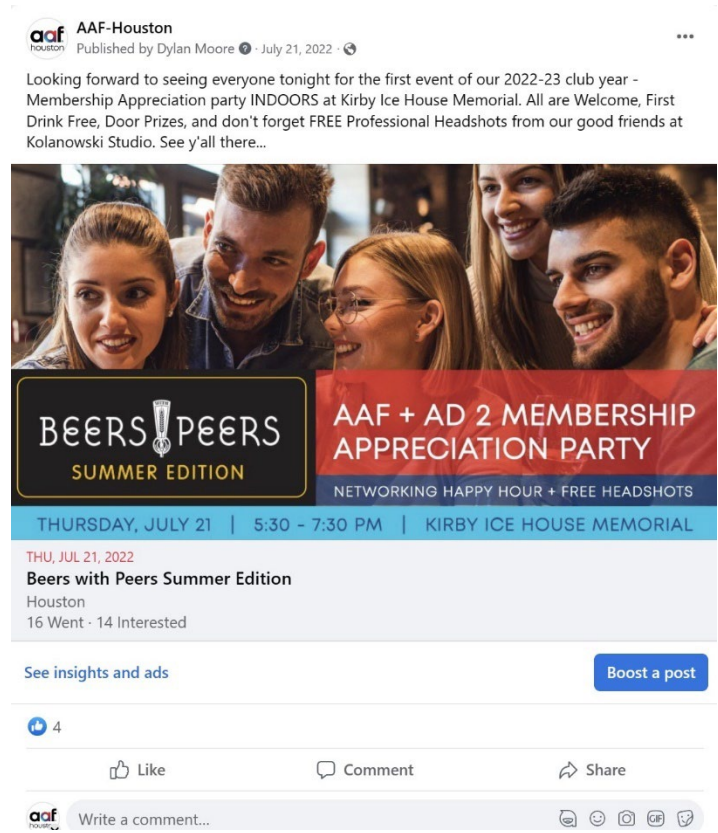
**2022-2023 Projected Budget Summary**

<b>JULY 1, 2022 BALANCE</b>	<b>\$</b>	<b>87,967</b>	Optimistic Goals
<b>MEMBERSHIP</b>			
Corporate Memberships	\$	10,000	+2,500
Individual Memberships (175)		34,000	+3,125
Membership Gross Income`		44,000	
Membership Fees - District & National (250)		(-12,500)	
<b>Membership Net Income</b>	<b>\$</b>	<b>31,500</b>	<b>+5,000</b>
<b>AMERICAN ADVERTISING AWARDS</b>			
Entry Income (425 @ \$135)	\$	57,375	+10,000
Entry Fees, Trophies, etc.		(-24,000)	
<b>Entries Net Income</b>	<b>\$</b>	<b>33,375</b>	
Event Income (300 Tickets Sold)		45,000	+6,250
Sponsorships		18,000	
<b>Event Income Total</b>	<b>\$</b>	<b>63,000</b>	
Event Expenses Total		60,000	
<b>Event Net Income (Loss)</b>	<b>\$</b>	<b>3,000</b>	
<b>American Advertising Awards Net Income</b>	<b>\$</b>	<b>36,375</b>	<b>+15,000</b>
Diversity & Inclusion Event			
<b>Net Income</b>	<b>\$</b>	<b>5,000</b>	<b>+5,000</b>
<b>STUDENT CONFERENCE PROFIT</b>			
<b>Net Income</b>	<b>\$</b>	<b>7,500</b>	
<b>LUNCHEONS &amp; MISC. EVENTS</b>			
<b>Net Income</b>	<b>\$</b>	<b>0</b>	
<b>ADDITIONAL SPONSORSHIP INCOME</b>	<b>\$</b>	<b>6,000</b>	<b>+4,000</b>
<b>ADDITIONAL OPERATING EXPENSES</b>	<b>\$</b>	<b>(-84,000)</b>	
<b>2022-2023 CLUB YEAR NET PROFIT/LOSS</b>	<b>\$</b>	<b>2,375</b>	<b>+31,750</b>
<b>JUNE 30, 2023 BALANCE</b>	<b>\$</b>	<b>90,342</b>	<b>121,717</b>



**RESOURCES & EXHIBITS MEMBERSHIP OUTREACH & PROGRAMMING**

The TEAM concept and volunteer recruitment campaign helped bring energetic new members to our group. Creative solutions to networking, fundraising and programming helped keep AAF- Houston an important part of our community.





We remained committed to providing content of interest and value to our membership, while continuing our support of education and community.

**THE COMMUNITY COMPONENT**

THE GROWING IMPACT OF COMMUNITY INVOLVEMENT FOR BRANDS

WEDNESDAY | JUNE 15 | 11:30 AM - 1 PM | MAGGIANO'S

**every good story needs a twist.**

Wednesday, August 17  
11:30 am - 1 pm

The Ballroom at Tanglewood  
5430 Westheimer Rd

**Chris Smith**  
Principal, Chief Creative Officer,  
unrepentant metalhead

aaf houston

**2023 TRENDS IN ADVERTISING TECHNOLOGY**

WEDNESDAY, NOV. 16TH  
11:30 AM - 1:00 PM  
THE BALLROOM AT TANGLEWOOD

PRESENTED BY  
**Basis Technologies**

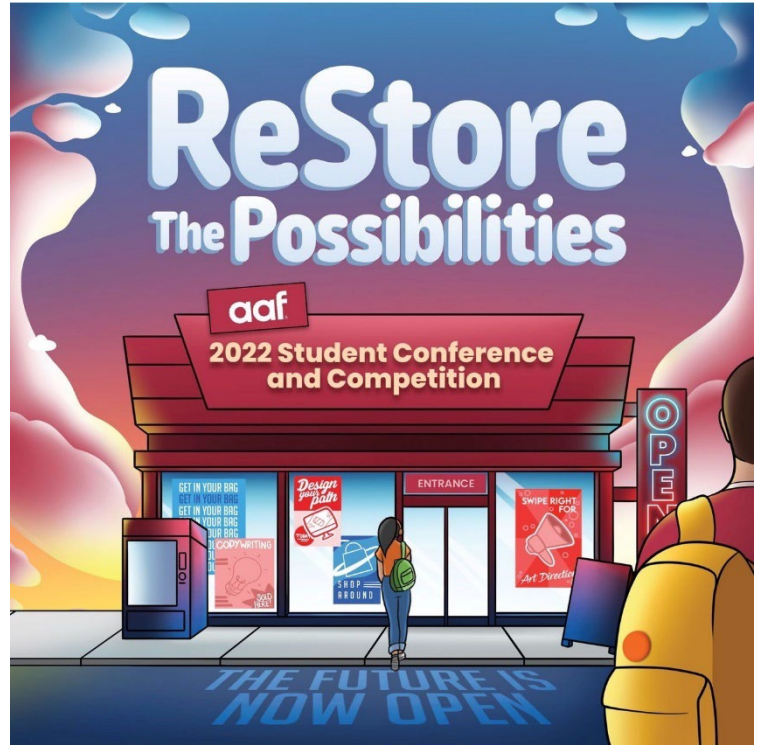
aaf houston presents

**REBOUND**

HOW THE HOUSTON ROCKETS ARE TURNING A REBUILDING CHALLENGE INTO A MARKETING OPPORTUNITY.

THE BALLROOM AT TANGLEWOOD WEDNESDAY, JANUARY 18TH 11:30 AM - 1:00 PM







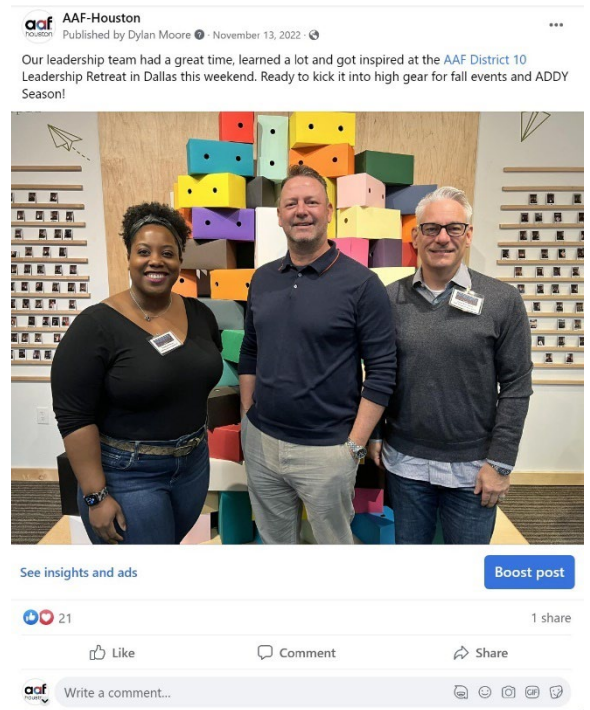
Our Mission: Possible American Advertising Awards event renewed a sense of excitement and community within our membership and core audience - and helped our club remain financially viable!

View the list of winners and event photos [HERE](#)





## 2022-2023 Club Achievement Club Operations



We have strengthened our connection with District 10, the Central Region and AAF National, participating in numerous leadership opportunities.

2022-2023 Club Achievement  
Club Operations



April 20-23, 2022, AAF-Houston hosted the District 10 conference – Advent10n! Students, educators and advertising professionals from across Texas, Oklahoma, Arkansas and Louisiana will gather in the most diverse city in the nation to celebrate education, creativity, innovation and community.

Visit the website Watch the [Video](#)