

2023 AAF-Akron Club Achievement Entry: Club Operations

The year was about rebuilding. It has been a boots on the ground approach all year round to reach out and engage with members and prospects to get them excited to be together again and contribute to the ad community. It was also the year of the woman!

A. LONG-RANGE PLANNING *(Exhibit 1)*

Our President selected these ambitious goals for our 2022-2024 term:

- Increase participation/attendance in the American Advertising Awards
- Increase membership/participation of diverse persons/organizations
- Increase student membership/participation, specifically outside of our local college
- Establish a more secure financial future and leadership succession for upcoming years

Goal 1: Increase participation and attendance in the American Advertising Awards *(Exhibit 2)*

Increase student and professional participation.

Methods Used to Achieve Goal

- Promoted early on multiple platforms. Competition was open and announced at our Oct. 20 annual meeting. Call for Entries postcard mailed to 774 names in early Nov. Show postcard mailed in early Jan.
- Hosted three “How to Win an ADDY Chatty” socials in 3 other towns (Canton, Medina and Youngstown) to garner interest and answer questions. BOGO entries were drawn at each event.
- Gave away raffle prizes of free tickets to the American Advertising Awards throughout the year.
- Provided media sponsorship for DOYO Live – a marketing event in Youngstown. We attended the event and provided 2022 winners books, call for entries postcards and membership info in swag bags that went to 100 attendees from the Youngstown area.
- Reached out to 67 contacts at 10 area colleges to invite their participation.
- For the first time, we had early bird registration (save \$20) for the show.
- Mailed written invites, along with last year’s winners book, to 10 new prospects. Calls were made to members encouraging them to participate.

Results

Show attendance increased 67% – 250 attendees vs 150 attendees last year, but still down from a

prepandemic attendance high mark of 400. Entries increased 11% – 314 competition entries vs 281 last year. Surprisingly, we had the most entries in our District. Even though we had entries from two new universities, student entries plummeted 51% – 32 vs. 65 last year. Outreach to new professionals yielded 6 new entrants (only one was not a member). Support of DOYO Live didn't garner new entrants, but gave us a lot of exposure to a new market and solidified our standing with our Youngstown members who did enter and saw us at the event. Early bird registration worked really well. It cut down on 11th hour registration making the head count for catering easier. Based on what we learned this year, we're going to apply the same model to 2024 entries and have early bird entry deadlines. We're also having call for entries one week later than usual to give entrants more time and possibly increase participation. We already have next year's show booked and designs to be approved for the 2024 Awards season – the earliest ever.

Goal 2: Increase membership/participation of diverse persons/organizations (*Exhibit 3*)

Methods Used to Achieve Goal

- Foster diversity in our American Advertising Awards through diverse judges and diverse restaurant partners. LeAirra Lacey, Senior Manager of the Mosaic Center spoke about AAF's DEI initiatives and awarded our Mosaic ADDY.
- Our holiday Merry Mingle event benefited Limitless Ambition – a nonprofit run by African American women for young girls of color. To celebrate National Volunteer Month, we will be doing a brainstorm sketch session for the same nonprofit to help them brand and market a new donor cultivation event.
- Foster diversity by inviting diverse speakers: hosted a Badass Women in Design & Advertising – Welcome to the Real World panel for college students.
- Had a booth at Akron's Pride Festival to further our mission to be a part of diverse community events and meet new people. Also had a booth at a First Friday community volunteer event for nonprofits.
- We teamed up with AMA and PRSA to offer member rates to each others events.

Results

We had our first ever all-female judging team! When LeAirra spoke about DEI initiatives, there was an audible response of support for encouraging diversity in our industry. We raised \$700 for Limitless Ambition, shed a new light on a new nonprofit and received some good PR. The Badass Women in

Design panel was attended by 40 students in person and 10 remotely. It was an inspiring event where students asked great questions of the four young ad pros and want to attend more events like it. Most of the students were women so the all-female panel appealed to them. No tangible results from having booths at community events, but we did increase our presence and added a few interested people to our email list and gave out a whole lot of swag. One agency owner happened to see us at Pride and was very appreciative to see us there. We didn't boost our attendance from AMA or PRSA, but it was a nice perk for the organizations.

Goal 3: Increase student participation, specifically outside of our local college (*Exhibit 4*)

Methods Used to Achieve Goal

- For Kent State University (30 minutes from Akron)
 - Had a booth at “Kent Connections” for KSU students.
 - New departments (such as Student Media, *The Kent Stater* newspaper, TV, Black Squirrel Radio and 5 student publications) at Kent State University were invited to participate in the Awards
 - Held a *Badass Women in Design & Advertising* panel for college students at KSU.
- Most events are free for students. We promoted them on Handshake and to 67 area faculty contacts.
- Hosted an event at The University of Akron College of Business: *Build a Career that Serves Your Whole-Self*. It was for both students and professionals at any phase in their career.
- We shared thumb drives of the reel of work from the Awards competition with local colleges to show them what's being done in the area. It included all work submitted from students and professionals.

Results

28 people (including 13 students) attended the *Build a Career* event at UA. We thought the topic and location would have brought out more students. Our student membership, which was comprised of all UA students, is down 48% – 11 student members vs 21 students this time last year. Faculty say that the “COVID generation” is apathetic and slow to get back into things, but incoming freshmen want interaction. Meanwhile, the other big university in our footprint is becoming more active. We met many students at the KSU Connects event that had never heard of AAF and added 14 new students to our database. One new department at KSU participated in the Awards competition and won two ADDYs. Additionally, the Director of Visual Communication Design (who became a new member) is excited and

wants us to host an awards launch party in the fall. We just learned KSU is starting up a college chapter! Details are fuzzy, but we have offered all of our support. After years of cultivating KSU, we are starting to see progress. The *Badass Women* panel was a success at KSU as mentioned in the previous goal. We added 21 more students to our database from that event. We succeeded in increasing our visibility beyond our local college and want to take the panel on tour at various universities.

Goal 4: Establish a more secure financial future and leadership succession for upcoming years

(Exhibit 5) This is our most dire goal and it has been very challenging.

Methods Used to Achieve Goal

- Financially, we cut everything to the bone to avoid running out of funds. The board reviewed a monthly balance sheet and projection of funds to year end. We had events at free venues. Everyone paid for their own food. We cut in-person judging to save \$2,000. Almost everything we produced was donated in exchange for sponsorship promotion. Our executive director has worked for free since May of 2022 saving us \$8,600.
- Increased membership rates. We had planned to raise them in 2020 and had to pause that during the pandemic. We also instituted early bird and late registration fees for our awards show.
- Identify future leaders year-round: we have targeted our recent graduates who are 1 - 2 years out of school. Our president regularly invites them to events and participate on teams. We have invited others to audit a board meeting. We have hosted team cultivation socials. Event surveys include an area to learn more about participating on a team. A follow-up email with a one page description of our teams and activities is sent to those who are interested. A call to action for more involvement is emphasized at our annual meeting, awards show, in monthly emails, membership kits and renewals. We are trying to build up strong teams to support and fill board positions.
- Started an Applause Awards program last October – a point system to incentivize members to participate and earn their way to a free membership. The most points are given to joining the board. Each event promoted in the newsletter reminds people of the points they can earn. Prior to starting Applause, we did a 3-month version: all members received one chance to win a free \$1,200 ticket to Content Marketing World. They could earn more chances by attending events, joining a team/board, donating to our scholarship and submitting a nomination.

- Cultivate prospective leaders by inviting them to attend our District 5 Leadership Conference to give them an overview of AAF and make new connections.

Results

Succession has been a struggle. Our board is the smallest it's ever been at 6 people. Our board chair left at the beginning of the term. We have no co-chairs and are stretched thin. On the bright side, we have one new team member who is regularly attending board meetings so we will activate her to join the board. We have 7 young professionals who have been helping out with graphics, website and communications. Several other young pros have said they are ready to get more involved. A group of 12 have been invited to our 2023 D5 Conference in April. Last year, 2 members attended our virtual D5 Conference and are still helping out. 18 members earned additional chances to win the CMW ticket and one is still a very active team member. Financially, we are now in a much better position with a net income of \$20,690 following the Awards. But the belt tightening will continue as we won't see any substantial income for the rest of the year.

B. ANALYSIS OF MEMBER NEEDS *(Exhibit 6)*

Goal: Reconnect with members to increase participation and contribute to the health of the club.

Our members don't attend many events (except for the Awards show) or participate. Our surveys reveal that networking, socials and awards are what matter to them most. We're using the Applause Awards as an incentive to increase participation.

Methods Used to Achieve Goal

- We offered many opportunities for members to connect in-person. Ten of our 25 events were devoted to networking. We hosted brewery socials in different towns where our members are located:
 - St. Paddy's Day Cheers with Peers (4 attendees)
 - Coffee Member Meetup for new and current members (4 attendees)
 - Get Connected. Do Cool Sh!t. Make Your Mark event to learn how to team up with AAF (10 attendees)
 - Inauguration Party for our new president (12 attendees)
 - Youngstown Cheers with Peers (13 attendees), Canton Cheers with Peers (20 attendees)
 - How to Win an ADDY Chatty in Medina (7 attendees), Canton (4 attendees) and Youngstown
 - Merry Mingle: Holiday Charity Networking event (50 attendees)
- Our annual meeting was held in October and featured: a new award called the Penny Award (named

after our first president and founding member James Penfield “Penny” Seiberling) that recognized the achievements of an individual under 40. Volunteer of the year, vendor of the year and board chair recognition were also awarded. Our goals and new initiatives were announced.

- New Account Portal: Through our vendor constituent relationship management system (NEON), we customized a new and improved dashboard for account holders. Members and registered users can easily update their profile, manage their membership, register for events, sign up to volunteer and more.
- Reconnected through various personalized communication:
 - When a new member joins, they receive a welcome call and VIP kit with info on how they can get more involved. We connect on LinkedIn and social.
 - Mailed handwritten thank you notes from the board to renewing members and partners.
 - Periodically call and email inactive members to invite them to events and see how they are doing.
 - Directly asked for their help and to join teams.
 - Sent post event thank you emails from the president with survey info.
- Monthly team meetings are treated as socials and promoted via website, e-newsletter and social media.

Results

They’re not coming out in droves, but people are attending more socials. Our biggest one was in Canton where 20 people who we hadn’t seen in a long time showed up. Our annual meeting was attended by 40 – disappointing given we had a great young ad pro who we wanted the membership to come out and celebrate. We’ve received several positive responses from sending welcome kits and written notes. We’re seeing an uptick in members saying they want to get more involved. However, our membership growth remains flat. We currently have 99 members compared to 104 last year. We upgraded a silver member to gold – our first in several years. After a pandemic hiatus, we had four agencies return, five new individuals joined and 11 young professionals joined. We have seen that young professionals are our most engaged group. The future of the club lies with them and we are working to activate them on teams and join the board.

C. LEADERSHIP ORGANIZATION AND DEVELOPMENT *(Exhibit 7)*

Goal: Rebuild and maintain a strong board with supporting teams.

AAF-Akron is comprised of six board members: president, vice president, and chairs for communications, awards, programs and education. The president also serves as membership chair until that position gets

filled. The board, along with the executive director, manages club operations and long-term planning with their teams. We are the leanest we've ever been and should have twice the number of board members.

Our board chair left at the start of the term and none of our co-chair positions have been filled. Treasurer and partnership positions have been vacant for years and have been assumed by the ED until we can find interested members. Our mostly creative-based membership shy away from financial positions. Our paid accountant does take the pressure off not having a treasurer.

Our yearly board retreat focuses on how everyone can work together to achieve our goals for the new term. The president sends the agenda in advance and each chair presents their action plan for the year.

Particular attention is paid to board accountability: "we know life happens, but we need your commitment to be ambassadors." We are only into the first year of our 2-year term and the board is mostly absent.

Many miss board meetings and events. At the retreat, they were given a board contract to sign that highlights their obligations. We can't afford to "fire" anyone because we have so few board members.

We returned to our old style of having mandatory chair reports at every board meeting. We were using a "Level 10" format that board members skated through. We use Google calendar and Slack for daily board communications. Minutes are posted in Google docs and shared.

Methods Used to Achieve Goal

- Proposed a board challenge that rewards each board member with \$100 gift card if they attend one board meeting and one event each month for one year. They get one free pass.
- Board members are spotlighted in the monthly newsletter along with a call to action to join their team. It is important to feature their day job along with fun facts about each individual.
- Board recognition program: the BBMA's – also known as the Bitchin' Board Member of the Month Awards. Each month the BBMA (the letter "B"), along with a \$35 gift certificate, is given to a distinguished board member, partner or team member who embodies the tenets of Bitchin' service: bad*ss, initiative, tenacious, champion, hero, inventive and noteworthy. Partners and teams are eligible.
- Made it personal: celebrate birthdays and hosted a holiday party for the board, teams and past presidents.
- Continually promoting and making asks to develop new team members and board members via newsletters, social media and at events. Updated board and team member descriptions to one page.

Results

- We are understaffed. Members don't seem to have the capacity anymore. The board incentive hasn't helped.

We've offered board members the option to Zoom in, but they don't take advantage of that. The president feels like she is yelling into a black hole.

D. FISCAL MANAGEMENT (*Exhibit 8*)

Goal: Stay afloat!

The pandemic took its toll on our cash flow. We had to be really frugal. We raised member dues, partnered with sponsors to increase our bottom line and strictly limited our payment for venues, food and speakers.

Methods Used to Achieve Goal

- Based on the previous year's income and expenses, a new budget is drafted for our June retreat.
 - We review a monthly financial snapshot that highlights our current total expenses and income vs our budget along with projections to year's end.
 - To keep expenses low, we find partners to donate almost everything we need, including catering.
 - The large sponsors who used to donate \$6,500 to be a presenting partner have been nonexistent.
 - In early July, we offered sponsorships ranging from \$100 to \$2,500+ to attract more, smaller partners.
 - We raised our membership rates. When members renew, they receive a discounted renewal rate.
 - Giving Tuesday campaign: to fundraise for our 501(c)(3) nonprofit: Susan B. Kosich Charitable Fund
 - a scholarship to benefit Northeast OH students pursuing a degree in a communications-related field.
- Added the Fund to Foundation Directory, earned a Gold Seal of Transparency from Candid and joined AmazonSmile.

Results

- Despite lower tiered sponsorship packages, very few signed up citing economic challenges.
- American Advertising Awards is our only non-dues income generator. Other event income is negligible.
 - \$65,425 of in-kind services were donated to the show – a 4% increase from last year's \$63,000.
 - Entries, show attendance and duplicate trophy orders raised \$36,600 – a 23% increase from last year's \$29,800. After expenses, our net profit was \$20,145 – a 124% increase from last year's \$9,000.
- The membership hike proved to be a good incentive. 39 members renewed before the deadline.
- Our first Giving Tuesday campaign raised \$650. The total raised for the year: \$1,433.
- Despite the rocky start to the year, a good awards turn out combined with cutting expenses, has left us with \$23,460 in the bank and no debt. With projected expenses, we can start paying our ED something and still have around \$5,000 left at year's end.

Exhibit 1 — 2022-2024 Goals

Board Retreat

www.aafakron.com



2022 Retreat

Annual Retreat Agenda

Friday, June 10, 2022

1

1:00	Welcome/ Good News
1:15 – 1:30	Budget Talks
1:30 – 2:00	Goals and Plans for 2022-2023
2:00 – 2:45	Events and Programming - Annual Meeting/Penny Awards - American Advertising Awards - Return of Portfolio Review - Calendar of Events
3:00 – 3:15	Break
3:15 – 4:00	Committee Reports/Reviews - Education - Communications - Membership
4:00 – 4:30	CLEVER PRESENTATION
4:30 – 4:45	NEW WEBSITE DEBUT
4:45 – 5:00	Open Forum/Closing Thoughts
5:00 – 5:30	Break/Packup
5:30 – 7:30	Beers with Peers Event

Retreat Location:

Penguin City Brewing
460 E Federal St,
Youngstown, OH

Time:

1:00-5:00PM

Event Location:

Steel Valley Brew Works
7401 Market St,
Youngstown, OH

Time:

5:30-7:30PM

Board Members

- Garrick Black
- JD Dumire
- Dave Flynn
- Matt Hogan
- Daniel Kearsay
- Brianna Kelly
- Michael Pontikos
- Cecilia Sveda

2022/23 TERM GOALS:

- **Increase participation/attendance in Local American Advertising Awards** show, both from past and new attendees.
- **Increase participation/attendance at events** throughout the year by non-members and members, including committee and board members.
- **Increase membership/participation of diverse persons/organizations**, both by direct reach outs and more inclusive programming and events.
- **Increase membership/participation of students**, specifically outside of U Akron, both by direct reach outs and increased partnerships with universities.
- **Establish a more secure financial future and leadership succession** for upcoming years.

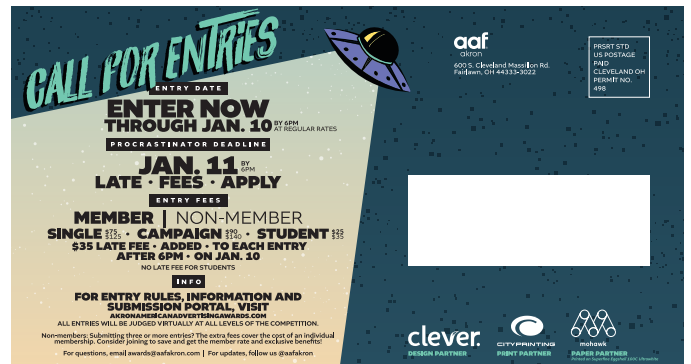
LAST UPDATED 04/10/2022

Exhibit 2 — Increase Participation in the Awards

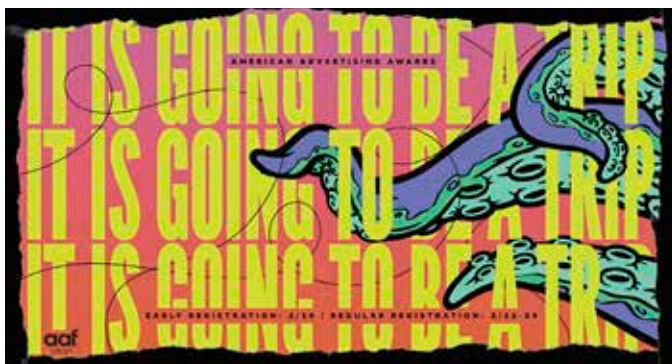
Promoted early



The Awards were announced at our Oct. 20 Annual Meeting and the competition site was open.



Call for Entries postcards mailed 2 months before the entry deadline.



The show postcard mailed just after the new year.

Exhibit 2 — Increase Participation in the Awards

Hosted Win an ADDY Chatty series in different cities

2023 AMERICAN ADVERTISING AWARDS

Call for Entries is now open through Jan. 11, 2023



Thursday, November 10, 5:30-7:30pm

[Akronym Public House](#)

5121 Buehlers Drive • Medina, OH 44255

Join us for a lively chat about the American Advertising Awards. We know entering the competition can be confusing. But if you have questions, we have answers. Need a refresher on navigating the competition site? Need advice on what category to choose? Never entered before? No problem. We're here to help!

Can't attend? You'll have more opportunities.

We're taking the "Win an ADDY Chatty" on the road. Join us on [Dec. 8 at Steel Valley Brew Works in Youngstown](#) and [Jan. 5 at Royal Docks in Canton](#).

All attendees will be entered into a drawing for a BOGO entry!

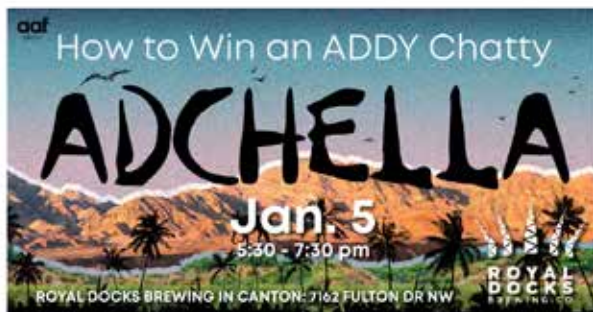
[Check out the entry rules, categories, see who's judging and more.](#)

I'M ATTENDING

Call for Entries is open now through Jan. 11, 2023

HOW TO WIN AN ADDY CHATTY IN CANTON

Last chance to win a BOGO



Thursday, January 5, 5:30-7:30pm

[Royal Docks](#)

7162 Fulton Dr. NW • Canton, OH 44718

Join us for a lively chat about the American Advertising Awards. We know entering the competition can be confusing. But if you have questions, we have answers. Need a refresher on navigating the competition site? Need advice on what category to choose? Never entered before? No problem. We're here to help!

All attendees will be entered into a drawing for a BOGO entry!

I'm Attending

AAF-Akron

November 9, 2022

Tomorrow! Join us for a lively chat about the American Advertising Awards. Entering the competition can be confusing, but if you have questions, we have answers. Need a refresher on navigating the competition site? Need advice on what category to choose? Never entered before? No problem. We're here to help!

Can't attend? You'll have more opportunities.

We're taking the "Win an ADDY Chatty" on the road. Join us on [Dec. 8 at Steel Valley Brew Works in Youngstown](#) and [Jan. 5 at ...](#) [See more](#)



5

1 share

AAF-Akron

November 10, 2022

We're here in [#Medina](#) @akronympublichouse! Join us in their cozy lounge from 5:30-7:30. You might win a BOGO entry to the American Advertising Awards 🍷



4

Exhibit 2 — Increase Participation in the Awards

DOYO Live sponsorship

LOCAL INDUSTRY EVENT

DOYO Live Marketing Conference

Presented by Lift Marketing



Thursday, December 8, 10am - 6pm

Steel Valley Brew Works

7401 Market Street • Youngstown, OH 44512

Located in Southern Park Mall

DOYO Live is a fun, upbeat, day-long marketing event featuring top local speakers presenting their expertise on the how-tos of marketing, creative design, and sales.

SAVE \$10 PROMO CODE: AAF

Register [here](#).

Join AAF-Akron after the conference for the DOYO happy hour.

[LEARN MORE](#)



Exhibit 2 — Increase Participation in the Awards

Reached out to 10 area colleges

Student American Advertising Awards open now - Jan. 11

Yahoo/AAF_Ed... ☆



Cecilia Sveda <minxdesign@sbcbglobal.net>

Mon, Nov 14, 2022 at 8:27 PM ☆

To: Cecilia Sveda

Cc: Brianna Kelly, JD Dumire

Bcc: Michael Pontikos, David Flynn, Melissa Olson, Janice Troutman, Brittny J. Dewerth, Anthony J. Samangy, Alexa K. Fox, Jennifer Yokoun, Andrea M. Ferraro, Sinclair Elizabeth, Evan Bailey, Kristin Dowling, York Chance, wwardell@kent.edu, Eugene Starr, Scott Kessler, bob kelemen, Julie A. Cajigas, Juan Eduardo Contreras Barberena, McKenna Lovelace Vietmeier, Justin Hayes, Daniel Alenquer, Daniel Kearsey, Joan Inderhees, Valora Renicker, kogrady@kent.edu, Amy Reynolds, Dave Middleton, Patrick Ruebensaal, Bob Louis, heemari@hiram.edu, yux@hiram.edu, pentec1@hiram.edu, ryanct@hiram.edu, GencE@hiram.edu, shicktj@hiram.edu, dmc dona1@ashland.edu, wschalle@ashland.edu, ikaltenb@ashland.edu, kbrubake@ashland.edu, khovsepi@ashland.edu, cmahar@ashland.edu, dmonetz@ashland.edu, kpitten@ashland.edu, lrussel8@ashland.edu, Andrew Rudd, mmattes1@kent.edu, teleproductions@kent.edu, nmurphy9@kent.edu, rroach@kent.edu, jtanner4@kent.edu, coi@kent.edu, kdilley@kent.edu, emetzga1@kent.edu, schriste@kent.edu, agolde10@kent.edu, astayer3@kent.edu, mande125@kent.edu, stroyano@kent.edu, syoung93@kent.edu, kflack@kent.edu, abrodsky@kent.edu, jande157@kent.edu, rrolnick@kent.edu, cpusate1@kent.edu, Minx Design, Jacob Farrar, laimour1@kent.edu Hide

Hello!

I hope your semester has been going well as the last few weeks are coming up really fast.

It's American Advertising Award season again and I encourage your students to participate. We had a student win a National ADDY this year! She won a silver at the District level and went on to win a [National Silver ADDY](#). Anything is possible.

The 2023 competition is virtual and makes it easy for students to submit as there are no physical entries to drop off.

Online entries will be accepted now - January 11, 2023.

Any work completed during the spring 2022 semester can also be submitted even if the student graduated in May. That individual can still submit his or her work as a student at student rates. Please note, there is an often overlooked category just for copywriting so be sure to review the entry categories.

[Check out the entry rules, categories, see who's judging and more.](#)

For the first time, we have an all female panel of judges! You can read about these topnotch pros on our website.

If you would like last year's winners books for your students and 2023 call for entry postcards, please LMK. I'm happy to drop them off and answer any questions you might have.

I hope you find value in sharing this with your students!
Earning an ADDY will definitely be noticed by prospective employers.

Best wishes,
Cecilia
AAF-Akron
Executive Director
330.990.9426



Exhibit 2 — Increase Participation in the Awards

Early bird registration for the show



2023 AMERICAN ADVERTISING AWARDS

Early bird registration deadline: February 10 (save \$20)
Regular registration (February 11 – 24)

Join us for our 78th American Advertising Awards as we celebrate the creative spirit of excellence in advertising! We invite you to network with your industry peers, enjoy food from area restaurants, view the gallery of work, receive a unique swag bag and join us for an after party on stage with dessert and stage bar. You don't want to miss THE event of the year! We will have a live stream option so you can watch from the comfort of your home.

4:30–7:00 PM AdverTasting

- Featuring
- Big E's BBQ
- Dine! Food Speaks Wine
- El Patron Tequila & Cusine
- Hibachi Express Diner Style
- Saffron Patis in the Valley
- Waterloo Restaurant & Catering
- Cash Bar (credit cards accepted), Creative Gallery

7:00–8:30 PM Award Show

Emcee: Garick R. Black, II

- DATE**
Feb 24, 2023
- TIME**
4:30 pm - 10:30 pm
- COST**
\$10-\$110
- MORE INFO**
Read More
- LOCATION**
Akron Civic Theatre
182 S. Main Street, Akron, OH 44308

REGISTER



aaf AAF-Akron
February 1 - 10

It's going to be a trip!
Join us for Adchella - the 2023 American Advertising Awards - on Feb. 24.
You can save \$20 if you register early! Early bird pricing ends Feb. 10 at 11:59 pm, so don't delay!
Learn more at [https://www.aafakron.com/2023-american-advertising-...](https://www.aafakron.com/2023-american-advertising-)



Exhibit 2 — Increase Participation in the Awards

Mailed invites to new prospects along with last year's winners book

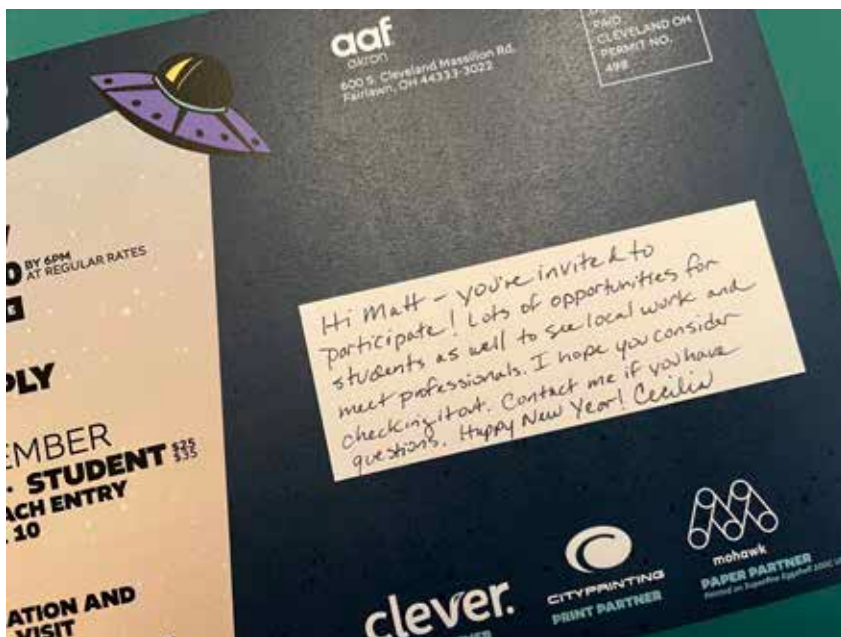


Exhibit 2 — Increase Participation in the Awards

Most entries in District 5

Competitions

ADD COMPETITION Expand All Status: Active and Completed

Name	Tag	Status	Entrants	Entries	Revenue
▼ American Advertising Awards 2022-2023 (Professional) ♥ Mark as Favorite Configure Competition Copy Link to Begin Entry	Set by Owning Club	Active	44	282	22962.50 USD
▼ American Advertising Awards 2022-2023 (Student) ♥ Mark as Favorite Configure Competition Copy Link to Begin Entry	Set by Owning Club	Active	19	32	905.00 USD

Current Timezone: Eastern Standard Time

District 5 Update

- American Advertising Awards

			2023	Variance #	Variance %
	<u>Professional</u>	<u>Student</u>	<u>Total</u>		
Akron	282	32	314	32	111%
Cincinnati	201	15	216	15	107%
Cleveland	223	3	226	-21	91%
Columbus	231	23	254	25	111%
Dayton	152	19	171	-37	82%
Lexington	102	29	131	-30	81%
Louisville	192	26	218	-151	59%
Toledo	155	35	190	47	133%
West Virginia					
	1538	182	1720	-120	

Exhibit 2 — Increase Participation in the Awards

2024 Concept in the works!



great advertising is a **conversation**.
talking with, not talking at.



Exhibit 3 — Increase Participation of Diverse Groups

Foster diversity in the American Advertising Awards: Judges

First all-female team to judge Awards! 🙌



AAF-Akron <info@aafakron.com>
To: Jo Person

If you're having trouble viewing this email, you can [see it online](#).



Call for Entries is open now through Jan. 11, 2023

2023 AMERICAN ADVERTISING AWARDS JUDGES

Meet the Powerhouse Team



Left to right: Tiffany Andrews, Julie Major, Danielle Salley

Tiffany Andrews

Sales and Marketing Administrator, Myrtle Beach Convention Center

Julie Major

VP, Group Creative Director, MMGY Global

Danielle Salley

Associate Interactive Director, Chernoff Newman

[Judge's Bios](#)

Exhibit 3 — Increase Participation of Diverse Groups

Foster diversity in the American Advertising Awards: Mosaic ADDY



Exhibit 3 — Increase Participation of Diverse Groups

Philanthropic, multi-organizational event

DATE
Nov. 30 2022
Expired

TIME
6:00 pm - 8:30 pm

COST
\$10

MORE INFO
Read More

LOCATION
Waterloo Restaurant & Catering

WEBSITE
<https://www.waterloorestaurant.com/>

REGISTER



MERRY MINGLE

5th Annual Holiday Charity Networking Event

Join AAF-Akron, National Sales & Marketing Executives (NSME) and the Akron Area Chapter of the American Public Relations Society of America (PRSA-Akron) for our annual holiday networking event to benefit [Limitless Ambition](#).



Limitless Ambition uses creative approaches to help girls and young women overcome boundaries to their success. Built and led by women, the nonprofit preserves and promotes the visions of emerging women who have been discouraged from pursuing their goals. By providing resources, training, and support, they assist these women in developing limitless ambitions. They are staffed by hardworking, sincere women who have seen how important these support stunts

6-8:30pm
Brief presentation by Limitless Ambition

TICKETS
\$10/person (you don't have to be a member of any of the hosting organizations to attend)
Association members receive \$1 off drinks.

All ticket sales and a portion of food and drink sales benefit Limitless Ambition.

5TH ANNUAL HOLIDAY CHARITY NETWORKING EVENT Merry Mingle raises \$700 for Limitless Ambition



Thanks to everyone who attended Merry Mingle! Members of AAF-Akron, the National Sales & Marketing Executives (NSME) and the Akron Area Chapter of the American Public Relations Society of America (PRSA-Akron) raised \$700 to benefit [Limitless Ambition](#). All ticket sales and a portion of food and drink sales were donated to the charity. Special thanks to our venue partner, [Waterloo Restaurant & Catering](#).



Limitless Ambition uses creative approaches to help girls and young women overcome boundaries to their success. Learn more about how you can help [Limitless Ambition](#).

Exhibit 3 — Increase Participation of Diverse Groups

Foster diversity through diverse speakers



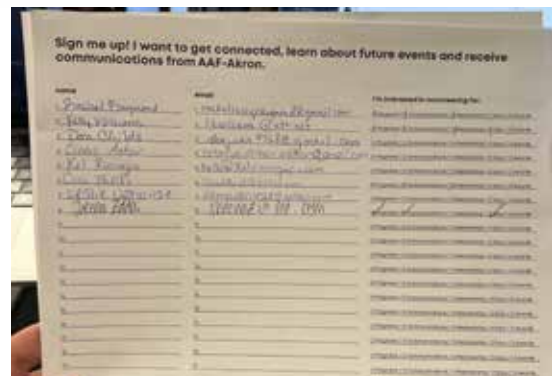
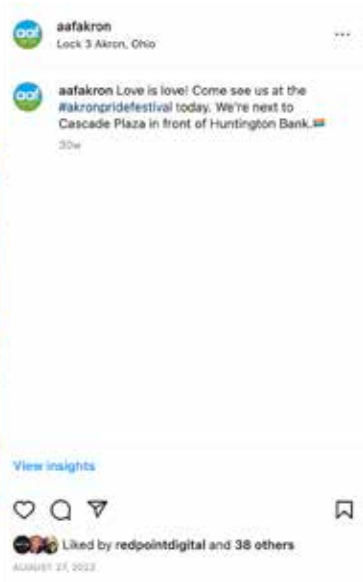
Badass Women in Design & Advertising: Welcome to the Real World at Kent State University.



Badass Women in Advertising: Build a Career that Serves Your Whole-Self at The University of Akron.

Exhibit 3 — Increase Participation of Diverse Groups

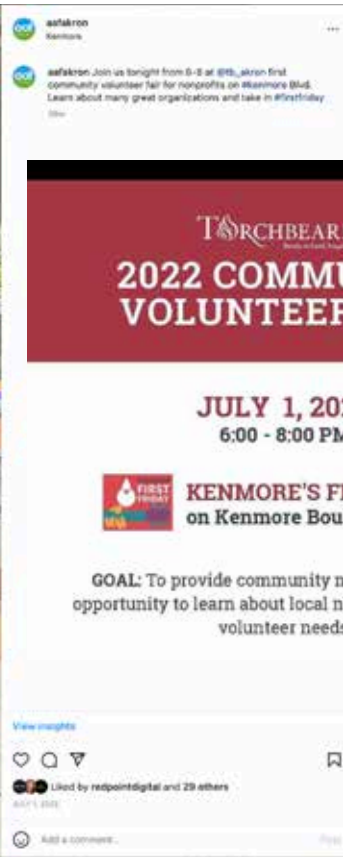
Foster diversity through attending community events



Akron Pride Festival

Exhibit 3 — Increase Participation of Diverse Groups

Foster diversity through attending community events



First Friday in Kenmore

Exhibit 3 — Increase Participation of Diverse Groups

Professional courtesy member rates from other marketing groups



This week from our friends at PRSA Akron

VIRTUAL ROAD TRIP

LEARN FROM SOCIAL MEDIA EXPERT SHON CHRISTY

Thursday, October 27, 12:00pm

Via Zoom

Just in time for your 2023 planning, social media expert Shon Christy will share the latest developments in identifying audiences, new platforms, metrics/analyses, resource prioritization, and how to test fit your social media plan to your organization's broader communications strategy.

Shon will take us on a virtual road trip of sorts leading us onto the social media superhighway navigating the straightened course to success. What do you need to know to convince the CEO that social is working... or not? How do you fit business strategy to content creation? Just who are you trying to reach and how will you know (when you are successful)? Is Web 3.0 really a thing?

And, for those who crave interactivity, we'll play Shon's Social Media Bingo during the presentation! Just print the Bingo card and when you hear Shon touch on a topic on your card, check it off. Surprise for whoever yells "Bingo" first! (We will be updating the card in a few days, this is just a sample!)



Tickets

\$10 PRSA Member Ticket

\$15 Non-Member Ticket

\$10 Affiliate Association Member Ticket (includes AAF-Akron members)

\$5 Student Ticket

[Learn More](#)

REGISTER

LOCAL INDUSTRY EVENT



The National Sales & Marketing Executives™ (NSME™)
51st Annual Accent on Excellence Event™ Awards are Honoring
2023 Executive of the Year:

Nicholas Browning, Mahoning Valley/Akron/Canton Region President of Huntington Bank
Outstanding Community Leader

Jeannine Marks, President & CEO of Stewart's Caring Place

2023 Achievements in Excellence™ Awards Recipients:

Tyler Adams Junior Achievement of North Central Ohio	Justin Allen Nico Maggioni	Dustin Burgess Dustin Burgess Insurance Group, LLC
Edvige Rita Camardo KeyBank	Paula Chapman-Jones Williams Hardware Flooring	Jessica Chodacek Lufkin Real Estate
Joyce Miller DeMio Akron Canton Airport	Michael Eid Ohio Works Improvement	Colleen Flowers Grubbe Inc. Auto Buffet Wash/Wax
Rusty Funkhouser The Johnson Print Company	Maribeth Graham Sprink, Sale Insurance, independently	Steve Grossenbaugh Beveridge Networks
Jeff Humphrey Pruco	Janice Jekkel The Do Store	Greg Kalkay New Business Marketer
Eddie Kee The Employment Co.	Janet Kendall White Berkshire Group, Inc.	Jeff Kline Kline Emergent, LLC
Justin Leonard Executive Global Group	A. Elizabeth Orley Innovative Global Group	Kelly Parkowski Orlando
Rachel Rexroad LorenCPA, LLC	Anne Richards Specialty Order Creation and Merchandising	Thomas Still SAC3 Consulting
Michael Tocchi Pro Auto Wash		

The Exceptional Sales and Marketing Collegiate Award:
Maxwell Littlejohn and Joseph Walsh,
The University of Akron, Co-Winners

Tuesday, February 28, 2023

\$125 per person (Non-Members), \$95 for NSME Members
Corporate tables available

Black Tie Optional/Cash Bar RSVP by February 21, 2023

Join our friends at NSME as they celebrate the "best of the best" sales and marketing professionals!

Tuesday, February 28, 5:00–8:30 pm

Guys Party Center

500 E. Waterloo Rd. • Akron, OH 44319

***NSME is extending member rates to AAF-Akron Members. A special code will be sent to members next week.

Register

Exhibit 4 — Increase Student Participation beyond Akron

Attended "Kent Connections" event that welcomed new students



Hello Kent City & University Partners!

You are receiving this email because you are invited to participate in Kent Connections during KSU Kickoff 2022. Kent Connections is back for it's second year and is better than ever! Below are the key details/logistics you'll need to be prepared for the event. Please read carefully.

All KSU Kickoff events and the staff and students who participate in them will adhere to [Kent State's Safety Principles](#).

- [Please review the Kent State Safety Principles prior to your arrival.](#)

- **Kent Connections** – "Where the City and the University Come Together" | Tuesday, August 23 | City Green near the [Esplanade Arch](#)
 - 4:00 p.m. Event Begins | 7:00 p.m. Event Ends (Event setup begins at 3:00 p.m.)
- **Who is the event for?**
 - All new first-year and transfer students from this year's incoming cohort.
 - Yes, upper class students may want to join the fun and we won't turn them away.
 - Approximately 4,000+ students may pass through this event. This event is optional for students, but we anticipate a great turnout.



Sign me up! I want to get connected, learn about future events and receive communications from AAF-Akron.

name	email	the interested in
Lisa Cook	lcook@kent.edu	<input type="checkbox"/> AAF-Akron
Yui Kashi	ykashi@kent.edu	<input type="checkbox"/> AAF-Akron
Rita Pimental	rpimental@kent.edu	<input type="checkbox"/> AAF-Akron
Hannah Weil	hweil@kent.edu	<input type="checkbox"/> AAF-Akron
Zoe Edwards	zedwards@kent.edu	<input type="checkbox"/> AAF-Akron
Grace Baker	gbaker@kent.edu	<input type="checkbox"/> AAF-Akron
Madison Hinkle	mhinkle@kent.edu	<input type="checkbox"/> AAF-Akron
Leah Stokes Smith	lstokes@kent.edu	<input type="checkbox"/> AAF-Akron
Lucy Patten	lpatten@kent.edu	<input type="checkbox"/> AAF-Akron
...



Exhibit 4 — Increase Student Participation beyond Akron

Untapped Kent State departments were invited to enter the Awards



The Schools of Communication Studies, Emerging Media and Technology, Information, Media and Animation and Visual Communication Design make up the College of Communication and Information at Kent State University.

Our students want to pursue their interests and engage with their peers – and we are here to help them do just that. Our degree programs at the most relevant fields today, we'll prepare you for the new information and digital media landscape.

Whether you're a designer, writer, speaker or tech expert, you can develop creative, analytical, and design skills through our cross-curricular approach and courses that give you the tools to succeed and grow – and still graduate on time.



NABJ
 Affiliated with the National Association of Black Journalists, our student provides reporting and programming on behalf of Black journalists nationwide.



FROM PRODUCTION TO SCREEN
 Top Productions trains students on industry standard video equipment to work on the production and coverage of University events and Mid-American Conference games for ESPN, FOX Sports and numerous other, it sports broadcast and custom engineering projects. Visit www.kent.edu/collegeofcommunication for more.



PRSSA
 Award-winning chapter of the Public Relations Student Society of America with strong networking, community travel and professional development opportunities.



Franklin Advertising
 Advertising-focused professional development with agency tours, leader series, and to NYC for Advertising Week and more.



Student Media


There is no need for you to wait until you take a certain class or reach a specific standing. If you want to get involved in **Student Media**, there's a place for you, with 1400+ students across the university working for us 10 months. Join the students who come daily to create news and entertainment that feeds the Kent State community – whether you're reporting news or sports, making a radio show, designing or illustrating or writing behind the scenes.



Exhibit 4 — Increase Student Participation beyond Akron

Hosted Badass Women panel at Kent State University

aaf akron
 HOME ABOUT EVENTS SCHOLARSHIPS AWARDS BLOG MEMBERS [JOIN](#) CONTACT




BADASS WOMEN IN DESIGN & ADVERTISING

Welcome to the Real World


A partnership with Kent State University's School of Design (School of Design)

Key Attractions: This one-of-a-kind evening "kick-off" for you, design and you, really opens up an opportunity to meet other students, professionals and you, in the industry.


Meet our young pros:




Megan Cash
is a graphic design and marketing professional with a passion for visual communication and storytelling. With over 10 years of experience working in agency, corporate, in-house and freelance positions, she brings a unique set of skills, business practicality and expertise that could not be taught in a classroom. She is currently a full-time design student at the Kent State University and also managing her portfolio of freelance work, which can be found on her website and on Behance. To stay motivated and inspired, she reads a variety of books, listens to podcasts and follows industry influencers on social media.



Neil Masten
is a student at Kent State University's School of Design. She grew up with a passion for all things creative. In 2022, she became an intern at a local advertising agency. She has worked on a variety of projects, including branding, advertising and social media. She is currently a full-time design student at Kent State University and is also working on her portfolio of freelance work. She is passionate about design and is always looking for new challenges and opportunities.



Lauren Steen
is a graphic design and marketing professional with a passion for visual communication and storytelling. She is currently a full-time design student at the Kent State University and is also working on her portfolio of freelance work. She is passionate about design and is always looking for new challenges and opportunities.



Lashana Parkerson
is a student at Kent State University's School of Design. She is currently a full-time design student at Kent State University and is also working on her portfolio of freelance work. She is passionate about design and is always looking for new challenges and opportunities.


DATE
Mar 09, 2023

TIME
11:30am - 12:50pm

COST
Free

MORE INFO
View Event


REGISTER



This event is free and open to all.
It will be held in room 210 of the DT Hall campus.
[View Event](#) | [View Event](#) | [View Event](#)

This event will also be broadcast via Microsoft Teams. It will be held in all registered courses.

Parking:
Please park in the DT Hall Campus of Kent State University. The design innovation hub has a covered parking area in the building. A sign for the event will be on the right side of the building. The sign for the event will be on the right side of the building.



Event Location: 210 DT Hall

Partnered with KSU.
They provided the venue, tech support and graphics.
We provided the speakers and promoted it.

Exhibit 4 — Increase Student Participation beyond Akron

Kent State University student surveys from Badass Women panel

What did you think?

Was the time of day convenient? Yes No
If no, please provide suggestions: _____

Overall effectiveness of the presentation:
 Badass Okay Meh

Did you learn something useful?
 Yes No

Do you want to see future Badass Women panels?
 Yes No

What other topics would you like to see?
I'd like to get more out there as an undergraduate student in graphic design.

Add any other comments:
Interviews + workshops recommendation/info?

Please add me to your eblast list.
Name: Haley Santos
Email: hsantos@kent.edu

Are you interested in getting involved with AAF?
 Absolutely! No, my plate is full

Please contact me at:
hsantos@kent.edu
hsantos.0406@icloud.com

SAVE THE DATE!
Creative Campfire: May 17, 5:30pm at the Nightlight in Downtown Akron
This interactive event includes exercises to uncover and improve your natural creative thinking. It's for everyone and not just creatives.

Thank you for attending today!
We appreciate your time and feedback.

What did you think?

Was the time of day convenient? Yes No
If no, please provide suggestions: _____

Overall effectiveness of the presentation:
 Badass Okay Meh

Did you learn something useful?
 Yes No

Do you want to see future Badass Women panels?
 Yes No

What other topics would you like to see?
1. Advice on building portfolio
2. Preparing for job search

Add any other comments:
I would like to know more about sources that can help graphic designers improve their skills

Please add me to your eblast list.
Name: Alina Sam
Email: mhmandan6@kent.edu

Are you interested in getting involved with AAF?
 Absolutely! No, my plate is full

Please contact me at:
mhmandan6@kent.edu

SAVE THE DATE!
Creative Campfire: May 17, 5:30pm at the Nightlight in Downtown Akron
This interactive event includes exercises to uncover and improve your natural creative thinking. It's for everyone and not just creatives.

Thank you for attending today!
We appreciate your time and feedback.

What did you think?

Was the time of day convenient? Yes No
If no, please provide suggestions: _____

Overall effectiveness of the presentation:
 Badass Okay Meh

Did you learn something useful?
 Yes No

Do you want to see future Badass Women panels?
 Yes No

What other topics would you like to see?
More about transitioning freelancing + intercollegiate/summer work

Add any other comments:
I'd love to visit - meet members! Don't think we asked about freelancing

Please add me to your eblast list.
Name: Terri Stefanek
Email: tstefanek@gmail.com

Are you interested in getting involved with AAF?
 Absolutely! No, my plate is full

Please contact me at:
tstefanek@gmail.com

SAVE THE DATE!
Creative Campfire: May 17, 5:30pm at the Nightlight in Downtown Akron
This interactive event includes exercises to uncover and improve your natural creative thinking. It's for everyone and not just creatives.

Thank you for attending today!
We appreciate your time and feedback.

Add any other comments
Very helpful for me, a woman design student who needed some advice about life after school!

Please add me to your eblast list.
Name: Jenna Fader
Email: jfader@kent.edu

Comments from some of the 40 surveys returned.

Exhibit 4 — Increase Student Participation beyond Akron

Badass Women social media

David Flynn (He/Him) · 1st
Idea Guy | Art Director | Graphic Designer | Professor | Creative Thinking S...
1d · Edited · 🌐

What a great night celebrating National Women's Month with four "BadAss Women of Advertising"! Thank you Megan Cash, Lauren Green, Kali Madden and LeKesha Marie Parkman for a wonderful panel, your wisdom, humor and experience was appreciated by students and industry veterans. And thanks to Brianna Kelly for moderating, and AAF Akron and Kent State University for hosting!



You and 22 others · 1 comment · 3 reposts

👍 Love · 💬 Comment · 🔄 Repost · 📤 Send

Tell them what you loved...

Most relevant ▾

Kali Madden (She/Her) · 1st
Content Coordinator | Graphic Designer | UA Alumni | Delta Zeta Alum...
1d · Edited · 🌐

Thankful for the opportunity!

Like · 2 · Reply

Posts by LeKesha Marie

LeKesha Marie Parkman · 1st
Graphic Designer * Artist * Writer
Reshared from AAF-Akron · 1h · 🌐

It was such an honor to be on this panel and I appreciate the experience. Thank you David Flynn & AAF-Akron for having me!



Badass Women in Design & Advertising
aafakron.com · 3 min read

You and 6 others · 1 comment

👍 Celebrate · 💬 Comment · 🔄 Repost · 📤 Send

Give your good wishes...

Most relevant ▾

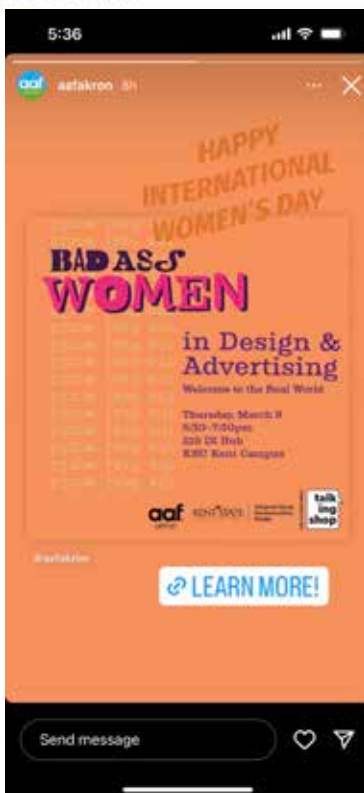
Cecilia Sveda · You
Executive Director at American Advertising Federation - Akron
now · Edited · 🌐

Thank you LeKesha for inspiring all of us with your badassery!!

Like · Reply

Lead the conversation by turning your comment into a post.

Repost



5:36

aaf aafakron 3h

HAPPY INTERNATIONAL WOMEN'S DAY

BADASS WOMEN

in Design & Advertising
Welcome to the Real World

Thursday, March 9
5:30-7:30pm
219 DI Hub
KSU Kent Campus

aaf KENT STATE School of Visual Communication Design talking shop

LEARN MORE!

Send message



BADASS WOMEN

in Design & Advertising
Welcome to the Real World

Thursday, March 9
5:30-7:30pm
219 DI Hub
KSU Kent Campus

aaf KENT STATE School of Visual Communication Design talking shop

👍 Like · 🗨️ Comment · 🔄 Repost · 📤 Share

👤 Liked by helpdesk@kent.edu and 28 others



Exhibit 4 — Increase Student Participation beyond Akron

Badass Women on Handshake

The screenshot shows the Handshake interface for an event. The event title is "Bad*ss Women in Design & Advertising: Welcome to the Real World" on Thursday, March 9th, 2023, from 5:30 pm to 7:30 pm EST. The event is in partnership with Kent State University School of Visual Communication Design. The description says: "Hey students! The real world is coming faster than you think. Are you ready? Here's your opportunity to learn from young professionals who work in the industry. This free event will also be broadcast via Microsoft Teams. A link will be sent to all registered attendees. To learn more and register, visit: <https://www.aafakron.com/events/badaas-women-in-design-advertising/>".

The RSVPs section shows 2 Registered and 0 Invited attendees. A "View RSVP List" button is present.

The RSVPs list includes the following entries:

Name	School	Major	Grad Date	RSVP Date
 Hayley Fajerski (Alumni)	Kent State University	Communication Studies - Applied Communication	December 2021	3/9/23
 Sherif Howard (Alumni)	Kent State University	Sport Administration	May 2022	3/9/23

Filters on the left include Search (Keyword) and Schools (+ Add Schools, Kent State University (2)).

Handshake

You have a new notification

Hello Cecilia,



The University of Akron approved your event: [Bad*ss Women in Design & Advertising: Welcome to the Real World](#)

Where: Janik Drive, Kent, Ohio 44240, United States

Handshake

You have a new notification

Hello Cecilia,



Kent State University approved your event: [Bad*ss Women in Design & Advertising: Welcome to the Real World](#)

Handshake

You have a new notification

Hello Cecilia,



Stark State College approved your event: [Bad*ss Women in Design & Advertising: Welcome to the Real World](#)

Where: Janik Drive, Kent, Ohio 44240, United States

Exhibit 4 — Increase Student Participation

Build a Career that Serves Your Whole-Self hosted at University of Akron



HOW TO BUILD A CAREER THAT SERVES YOUR WHOLE-SELF

PRESENTED BY LIZ MAYER

Partner of Ominichannel Commerce and Marketing at **The Partnering Group, Inc.** (a retail and CPG growth consultancy) and Creator of **Work & Whim** (a community focused on content to empower women to build a life that is as productive as it is playful)

Presentation begins at 5:30pm

The University of Akron
College of Business, Goodyear Classroom 286
250 S. Broadway St. • Akron, OH 44325

In this upcoming event, Liz will inspire you to build a career that serves your whole-self, or as she likes to say, your whole-as*

Her approach is based on accepting the simple truth that YOU are the talent in your life. And once you start treating yourself like the talent you are, and the manager of this precious talent, you stop relying solely on your boss to manage you, or your company to develop you, and start empowering yourself to design a whole-as* career you're proud of!

She will teach you how to build self-confidence that empowers you to manage your own career. She will discuss the importance of personal values and boundaries in order to feel at-home at-work, whether you're in the office or virtual. And she will offer tips on connecting within and outside your company in order to develop your capabilities and your relationships.

DATE

Sep 29 2022

TIME

5:30 pm - 6:30 pm

COST

\$10-\$25

MORE INFO

Read More

LOCATION

The University of Akron College of Business, Goodyear Classroom 286
250 S. Broadway Street, Akron OH 44325

WEBSITE <https://uakron.edu/cba/>

REGISTER



Exhibit 4 — Increase Student Participation

Build a Career that Serves Your Whole-Self student surveys

What did you think?

- Were you satisfied with the venue? yes no
- Was the location convenient? yes no
- Was the cost to attend reasonable? yes no
- Was the time of day convenient? yes no
- If no, please provide suggestions.

Overall effectiveness of the presentation:
 Bad*ss Okay Meh

Did you learn something useful?
 Yes No

What other topics would you like to see?

Putting your values into effect

Add any other comments

Please add me to your mailing list.

Name _____
Company _____
Address _____

Are you interested in participating on a team?
 Yes No

Please contact me at
Candewild@gmail.com

Thank you for attending today!
We appreciate your time and feedback.

BUILD A CAREER 9.29.22

What did you think?

- Were you satisfied with the venue? yes no
- Was the location convenient? yes no
- Was the cost to attend reasonable? yes no
- Was the time of day convenient? yes no
- If no, please provide suggestions.

Overall effectiveness of the presentation:
 Bad*ss Okay Meh

Did you learn something useful?
 Yes No

What other topics would you like to see?

- FROM STUDENT → CAREER
- HOW TO SELL YOURSELF
- HOW TO CHALLENGE YOURSELF & FIND PEOPLE TO CHALLENGE YOU

Add any other comments

THANK YOU FOR YOUR TIME!

Please add me to your mailing list.

Name SYDNEY MEIGHEN
Company STUDENT @ AKRON
Address sydney.meighen@gmail.com

Are you interested in participating on a team?
 Yes No

Please contact me at _____

Thank you for attending today!
We appreciate your time and feedback.

You too!

BUILD A CAREER 9.29.22

What did you think?

- Were you satisfied with the venue? yes no
- Was the location convenient? yes no
- Was the cost to attend reasonable? yes no
- Was the time of day convenient? yes no
- If no, please provide suggestions.

Overall effectiveness of the presentation:
 Bad*ss Okay Meh

Did you learn something useful?
 Yes No

What other topics would you like to see?

- Steps to building a design portfolio
- How to market yourself

Add any other comments

GOOD ASS JOB!
(😊)

Please add me to your mailing list.

Name _____
Company _____
Address _____

Are you interested in participating on a team?
 Yes No

Please contact me at
cjhoncsics@gmail.com

Thank you for attending today!
We appreciate your time and feedback.

BUILD A CAREER 9.29.22

Add any other comments

and love the content + the presentation.
Liz had a great presentation.

Exhibit 4 — Increase Student Participation

Shared thumb drives of Awards reel to local colleges

GALLERY PRESENTED BY

NARRATIVE DIGITAL MEDIA

ADCHELLA X aaf akron

PROFESSIONAL SUBMISSIONS

2023 American Advertising Awards Gallery Reel

AAF-Akron
15 subscribers

Subscribe

0 Like Comment Share Download Clip

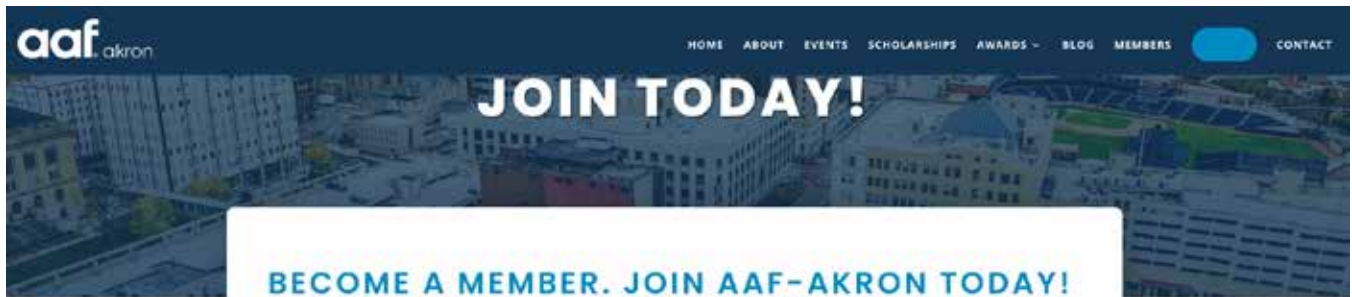
19 views Mar 1, 2023

282 professional entries and 32 student entries were submitted to our 2023 American Advertising Awards. If you missed viewing the work on the Formatech TV displays at the show, you can view all the work here! Please note, all videos were cut to 15 seconds. Special thanks to our Gallery Reel Partner, Narrative Digital Media and graphics by Clever.

To date, 3 colleges will be sharing our Awards competition reel on their in-house monitors and video walls.

Exhibit 5 — Establish a Secure Financial Future

Raised membership dues



BECOME A MEMBER. JOIN AAF-AKRON TODAY!

AAF is a national organization connecting you to 40,000 members of more than 200 clubs nationally. AAF National advocates for advertisers and protects your rights. Your AAF-Akron membership – whether it be individual or through your company, organization or college – connects you to the entire advertising community and provides you with great opportunities for networking, education and valuable discounts.

Please note that our rates are increasing Jan. 1, 2023. Join or renew before January 1, 2023 and save on your membership.

Membership Type	Current Cost	Cost After 1/1/2023
Student	\$35	\$45
New Professional	\$55	\$90
Non-Profit	\$55	\$125
Past President	\$95	\$125
Professional	\$145	\$190
Silver	\$400	\$550
Gold	\$650	\$800

**DON'T WAIT!
MEMBERSHIP
DUES ARE
INCREASING.**

2023 MEMBERSHIP DUES

On **1/1/23**, AAF membership dues are **increasing** for all tiers.

2023 MEMBERSHIP DUES

Students: \$35 → \$45
New Pro: \$55 → \$90
Non-Profit: \$55 → \$125
Past Pres: \$95 → \$125
Pro: \$145 → \$190
Silver: \$400 → \$550
Gold: \$650 → \$800

2023 MEMBERSHIP DUES

We haven't raised membership rates in years. Our costs keep rising and it's time for a small rate increase.

2023 MEMBERSHIP DUES

Join or renew **before 1/1** and lock in the current rate for another year!

2023 MEMBERSHIP DUES

QUESTIONS?

aafakron.com/get-involved
 or
membership@aafakron.com

INFO@AAF Akron.COM

Exhibit 5 — Establish a Secure Leadership Succession

Team cultivation socials

Looking to make an impact in the marketing, advertising, or design industry?

GET INVOLVED

TEAM UP TONIGHT!



June 20, 5:30–7:30pm



Akronym Brewing

58 E. Market Street • Akron, OH 44308

Are you looking to connect with local professionals and make some amazing new friends?

Learn how you can get involved with next year's Student Portfolio Review (led by the redoubtable *Lenny Spengler*), the American Advertising Awards (led by our national award-winning chair, *JD Dumire*) and more. Stop in and learn all about our plans and help shape our future!

As a bonus, members who attend will earn an extra chance to WIN A FREE TICKET VALUED AT \$1,499 to Content Marketing World 2022!

I'M ATTENDING!

GET INVOLVED!

AAF-Akron Team Meet Ups



Are you looking to connect with local industry professionals? Want to develop your skills or lend your talents? Or just want to know what goes on behind the scenes? Join us at one of our team meet ups.

American Advertising Awards Team Meet Up

Wednesday, November 15, 6:00pm

Akronym Brewing

58 E. Market Street • Akron, OH 44308

To RSVP, contact Awards Chair, JD Dumire at awards@aafakron.com.

Communications Team Meet Up

Thursday, November 16, 5:30pm

Ohio Brewing

2250 Front Street • Cuyahoga Falls, OH 44221

To RSVP, contact Communications Chair, Matt Hogan at communications@aafakron.com.



COMMUNICATIONS TEAM MEETING

Comms Team Meetup



Wednesday, September 21, 5:30–7:00pm

Pav's Creamery

2162 Front Street • Cuyahoga Falls, OH 44221

Are you looking to connect with local industry professionals? Want to develop your communication skills or lend your talents? Stop in and get the scoop at our next communications team meet up!

I'M ATTENDING!

Exhibit 5 — Establish a Secure Leadership Succession

One page team descriptions with responsibilities



AMERICAN ADVERTISING AWARDS

- 1. Ceremony Set Up**
 - Set up for the show on the day of the event at the Akron Civic Theatre (Friday, Feb. 24)
- 2. Registration Table**
 - Check attendees in
- 3. Ceremony Clean Up**
 - Clean up and break down event materials

PROGRAMS

- 1. Help plan events**
 - Brainstorm topics, ideas
 - Find/schedule speakers
 - Find venues
 - Set up for event (arrive at least 30 minutes early)
 - Greet people
 - Check in attendees
 - Clean up after the event
- 2. Create event graphics**
 - resize graphic for social media and website

COMMUNICATIONS

- 1. Post on AAF-Akron's social media channels**
 - Facebook, Twitter, Instagram, LinkedIn
- 2. Write copy**
 - Press releases
 - Social content
 - Post events to other community websites
- 3. Update website**
 - Post events to website
- 4. Create social media graphics**
 - Post events to website
- 5. Photograph events**
 - Post to social

MEMBERSHIP

- 1. Reach out to members at least twice a year**
- 2. Reach out to prospective members**
- 3. Engage with members at events**
- 4. Encourage student involvement**
- 5. Brainstorm membership campaigns/events**
- 6. Assemble Welcome Kits**
- 7. Update membership profiles**

EDUCATION

- 1. Help plan student events**
 - Brainstorm topics, ideas
- 2. Build on relationships we have with other colleges**
- 3. Student Engagement**
- 4. Plan portfolio review**

PARTNERSHIPS

- 1. Reach out to past and potential sponsors**

HOW DO YOU BENEFIT?

- 1. Resume Builder:** Make professional and personal connections for life.
- 2. Networking:** Build relationships that can move your career forward.
- 3. Professional Development:** Opportunity to learn. You do things you might not have otherwise tried. Learn skills.
- 4. Have a Voice:** You'll have a voice in what AAF does. You'll elevate your profile in the community.
- 5. Give back:** Gain satisfaction from giving back to your industry and the community.
- 6. It's just fun!**

BUILD RELATIONSHIPS FOR LIFE

BE INSPIRED GET CONNECTED MAKE YOUR MARK

Learn more: visit aafakron.com or email director@aafakron.com.



TEAM MEMBER RESPONSIBILITIES

- **Attend a monthly team meeting**
 - Communication via Slack
 - Most work can be done remotely
- **Attend club activities if possible** (average once a month)
 - Serve as an ambassador for AAF
- **Commitment**
 - You're not bound to a certain time frame
- **Time**
 - Expect to spend 6 to 10 hours per month depending on your task (includes monthly meeting and AAF events)

Exhibit 5 — Establish a Secure Leadership Succession

Follow-up event emails from the president



INAUGURATION PARTY

THANKS FOR JOINING ME!

Thank you all so much for coming out on Tuesday to share a drink and connect with AAF-Akron! I really enjoyed meeting everyone and I am so excited for all the big things we have coming up this year!

As always, AAF-Akron (and myself!) will continue to be a great resource for everyone in the Greater Akron Ad community. Whether you are looking for a job, an intern, a vendor or a new employee or just to make a connection with some other great professionals, we are here for you!

And, of course, we are always looking for new board and team members to help lead our organization at every level. If you have any interest in getting more involved or learning more about the inner working of AAF-Akron, please reach out to me at president@aafakeron.com.

To help us serve you better, please complete this short survey.

Save the date for our Canton Cheers with Peers on Aug. 10 at Royal Dock!



See you soon!
Brianna Kelly

[Contact me](#)



CANTON CHEERS WITH PEERS

THANKS FOR JOINING US!

Just wanted to send a quick thank you to everyone for coming out last week to Royal Dock! On our Happy Hour tour of cities this summer, Canton was a GREAT stop.

AAF-Akron is only as successful as the people around us. From recent grads to past presidents, you all really showed up and it did not go unnoticed.

Want to have a say in AAF-Akron events (and where we have them?) The best way is to become a board member or join one of our teams. We are looking for people for every area – communications, membership, programs, website, American Advertising Awards – you name it! There is something for everyone (at every commitment level).

Make sure to save the date for our [Badass Women in Advertising Series](#) on Sept. 29, but if you have any questions or comments before then, please reach out to me. It's an open door – er, email – policy and I love meeting up for a coffee or a beer anytime!



Talk to you soon!
Brianna Kelly
[Contact me](#)

To help us learn how we can serve you better, please fill out this short survey.

Members, complete this survey and earn extra chances to win a free main conference ticket to [Content Marketing World 2022](#). Winner will be announced on Aug. 29.

Getting Involved with AAF-Akron!

Yahoo/AAF_C... ☆

 **Brianna Kelly** <brianna@prntentertainmentgroup.com>
To: Brianna Kelly
Cc: Cecilia Sveda, Garrick Black

 Tue, Nov 1, 2022 at 7:07 PM ☆

Hello, hello!

If you are getting this email - you may already help us out with things or have attended an event with us - but mostly, it means you have at some point said the words "I would like to get more involved with AAF-Akron."

We are actively looking to get more people on our team and there are SO many ways to get involved and help us out. We - myself and our VP, Garrick Black - are going to be hosting a few informal meet ups where we can get to know you better and see where your skills/interests fit in best!

We are currently have openings in everything from helping plan events, working on membership programs and recruitment, social media and email, the American Advertising Awards and more.

Or even just helping design or write copy for these individual committees and events! (Like I said, SO many ways to get involved!)

If you are interested in getting in on these - likely a coffee or a happy hour-type situation - let me know and we will send out a follow up with dates and times.

Hope to hear from you soon!

Brianna
AAF-Akron President and Membership Chair

Brianna Kelly
Marketing Manager
Prnt Entertainment Group
w 330-310-1905 | c 217-314-5409
v Brianna@PrntEntertainmentGroup.com

Exhibit 5 — Establish a Secure Leadership Succession

Call to actions to join the board/teams

GET INVOLVED

Do Cool Sh*t! Have Fun.



Team Up with Our Award-Winning Board

Are you looking to connect with local industry professionals? Learn how you can get involved with next year's portfolio review, the American Advertising Awards and more. Here's your chance to meet people, make things happen and shape our future!

JOIN A TEAM

- American Advertising Awards
- Communications
- Education
- Membership
- Partnership
- Programs
- Student Engagement

AVAILABLE BOARD POSITIONS

- American Advertising Awards Co-Chair
- Education Co-Chair
- Membership Chair & Co-Chair
- Partnership Co-Chair
- Programs Co-Chair
- Student Engagement Chair
- Treasurer

For more information, contact director@aafakron.com.

Call to action at annual meeting.



Call to action in monthly newsletter.

Exhibit 5 — Establish a Secure Leadership Succession

Call to actions to join the board/teams in member welcome kit



Congratulations!
You've joined a great organization!

What's next?

GET INVOLVED

The best use of your membership is to get involved! Attend events and meet people. Join or audit a team. Help with a special project. Check out a board meeting.

We always need the help and insight of members. It's a great way to make connections, learn a few skills and have your voice heard about what you want from your organization.

JOIN A TEAM

- American Advertising Awards
- Communications
- Education
- Membership
- Partnership
- Programs
- Student Engagement

AVAILABLE BOARD POSITIONS

- American Advertising Awards Co-Chair
- Communications Co-Chair
- Education Co-Chair
- Membership Chair & Co-Chair
- Partnership Co-Chair
- Programs Co-Chair
- Student Engagement Chair
- Treasurer

For more information, contact ed@aaafair.com

BE INSPIRED GET CONNECTED MAKE YOUR MARK

aaf airson
Building Relationships For Life

Member welcome kit.

Exhibit 5 — Establish a Secure Leadership Succession

Content Marketing World member incentive promotion

CONTENT MARKETING WORLD 2022

AAF-Akron members have the chance to win a FREE conference ticket valued at \$1,499!



September 13-16

Huntington Convention Center of Cleveland

300 Lakeside Avenue • Cleveland, OH 44113

\$100 off your registration

Whether you're a newbie or a pro, there's something for every marketer at Content Marketing World 2022. But hurry, early bird rates end 6/24.

BONUS: Save an extra \$100 on your CMWorld registration by using this special code: **AAFAKRON**. REGISTER NOW and save!

Win a FREE conference ticket!

1. All current AAF-Akron members receive one chance to win a free main conference ticket to Content Marketing World 2022!

2. Members can earn more chances to win. Attend our [events](#) from now through Aug. 26 and earn one chance per event

3. Become an active team member before Aug 26 = two chances

4. Become an active board member before Aug 26 = four chances

5. Donate any amount to the [Susan B. Kosich Charitable Fund](#) in support of the Susan B. Kosich Endowed Scholarship for Marketing Communications = one chance

We'll add all of your chances to the drawing and announce the winner on August 29.

*Membership must be current at the time of the drawing on August 29 to be eligible.

LEARN MORE & REGISTER

The winner's company interviewed her about her experience at CMW.

CONTENT MARKETING WORLD

Congrats to AAF-Akron member Rachel Wilson. She won the free conference ticket giveaway!



September 13-16

Huntington Convention Center of Cleveland

300 Lakeside Avenue • Cleveland OH 44113

Didn't win the big ticket?

AAF-Akron members can still receive a \$100 discount. [Email](#) us for your discount code.

LEARN MORE & REGISTER

CMW 2022_points

1	A	B	C	D	E	F
First Name	Last name	Company	Event	Points Awarded		
3	Alexander	Sprungle	Secret Creative	Member Meetup 6.15	1	
4	Jacob	Scott		Team Up 6.20	1	
5	Jacob	Scott		Portfolio Review Team	2	
6	Rob	Palowitz	Palo Creative	Youngstown Cheers	1	
7	Steve	Plummer	Palo Creative	Youngstown Cheers	1	
9	venue survey responses					
12						
13	Rachel	Wilson		Inauguration	1	
14	Jacob	Scott		Inauguration	1	
15	Tom	Scott		Inauguration	1	
16	Rhys	Pine		Inauguration	1	
17	Melissa	Olson		Inauguration	1	
18	Todd	Kamenicki		Inauguration	1	
20	Rachel	Wilson		Canton Cheers	1	
21	Josh	Weisgarber		Canton Cheers	1	
22	Joe	Smithberger		Canton Cheers	1	
23	Natalie	Metzgar		Canton Cheers	1	
24	Luke	Messner		Canton Cheers	1	
25	Kali	Madden		Canton Cheers	1	
26	Russ	Kern		Canton Cheers	1	
27	Dhonna	Faust		Canton Cheers	1	
30	Rachel	Wilson		Pride Festival, volunteer	1	
31	Ebony	Owens-Culouglu		Comms team	2	
34	Rob	Palowitz		Penny Nomination	1	
35	Jacob	Scott		Penny Award Team	2	



CONTENT MARKETING WORLD EVENT Q&A WITH R. WILSON

September 23, 2022

Our Art Director, Rachel Wilson, had the opportunity to attend Content Marketing World last week in Cleveland. The event showcased knowledgeable experts across a range of content marketing topics from SEO to UX to blogging and more. Luckily for us, Rachel came back to tell us all about it and answer our questions! [Read More](#) →

Exhibit 5 — Establish a Secure Leadership Succession

Applause Awards – member rewards point program

2022-2023 APPLAUSE AWARDS

November 3, 2022



New for AAF-Akron Members

Earn points throughout the year by doing things you would do normally — attend events, enter the *American Advertising Awards*, and more. This friendly, point-based competition allows us to recognize and reward our members' service and engagement with the club.

We'll keep track of your points from Oct. 2022 – Oct. 2023. We'll tally up the results and recognize our top-tier earners with great prizes, like a free individual membership, at our 2023 Annual Meeting.

This new program was announced at the *2022 Annual Meeting*. Members in attendance each received 20 pts for attending.

Start earning your points!

- Be an Active Board Member - 40 pts
- Host an AAF-Akron Event - 40 pts
- Be an AAF-Akron Speaker - 40 pts
- Be an Active Committee Member - 25 pts
- Sign Up/Renew Membership - 25 pts
- Give to Susan B. Kosch Charitable Fund - 20 pts
- Attend the Annual Meeting - 20 pts
- Attend the American Advertising Awards - 20 pts
- Volunteer at the American Advertising Awards Show - 15 pts
- Submit to the American Advertising Awards - 20 pts
- Nominate someone for Silver Medal/Penny Award - 20 pts
- Update info on Member Directory - 10 pts
- Attend an AAF-Akron Event - 10 pts
- Bring a friend to an AAF-Akron Event - 5 pts
- Comment on or share an AAF-Akron Social Post - 2 pts

PRIZE LEVELS

- 200 pts: free individual membership!
- 150 pts: gift cards to our restaurant partners
- 100 pts: AAF swag

If you'd like to sponsor the Applause Awards, please contact director@aafakron.com.

APPLAUSE AWARDS FOR MEMBERS



Earn a free individual membership.

Earn points throughout the year by doing things you would do normally — attend events, enter the *American Advertising Awards*, and more. This friendly, point-based competition allows us to recognize and reward our members' service and engagement with the club.

We're keeping track of your points from Oct. 2022 – Oct. 2023. We'll tally up the results and recognize our top-tier earners with great prizes, like a free individual membership, at our 2023 Annual Meeting.

This new program was announced at the *2022 Annual Meeting*.

[Learn More](#)

Exhibit 6 — Analysis of Member Needs

Reconnect to increase participation through monthly socials

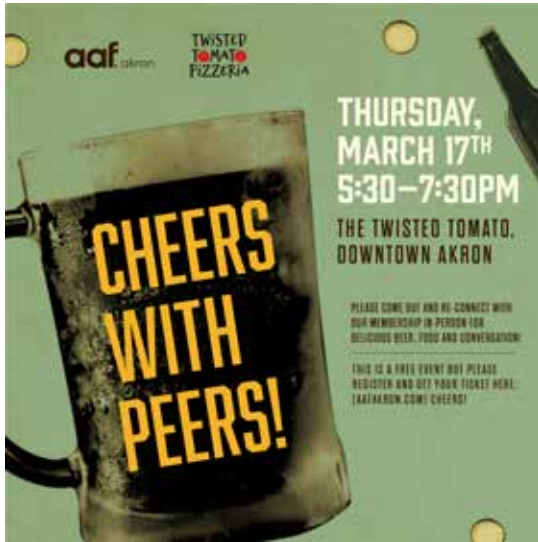



Exhibit 6 — Analysis of Member Needs

Reconnect to increase participation through monthly socials



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WEDNESDAY, JUNE 15, 2022 AT 8 AM – 9 AM

Member Meetup at Akron Coffee Roasters

Akron Coffee Roasters

About Discussion

Details


- 3 people responded
- Event by AAF-Akron
- Akron Coffee Roasters
- Duration: 1 hr
- Public · Anyone on or off Facebook

Join us at our Member Meetup to meet some fellow AAF-Akron folk cup of coffee! Grab a cup and meet us at the outdoor seating! We're... See more

Professional networking Akron, Ohio

MEMBER MEETUP

Start Your Day with AAF



June 15, 8:00–9:00am
*** AKRON**
COFFEE
ROASTERS

Akron Coffee Roasters
30 N. High Street • Akron OH 44308

Join us at our Member Meetup to meet some fellow AAF-Akron folks and enjoy a damn fine cup of coffee! Grab a cup and meet us at the outdoor seating! *We'd love to see you there!*

Registration not required for this free event, but it'd be great to know if you're attending!

Members, attend this event and earn an extra chance to WIN A FREE TICKET VALUED AT \$1,499 to Content Marketing World 2022!

I'M ATTENDING!

Exhibit 6 — Analysis of Member Needs

Reconnect to increase participation through monthly socials

Get Connected.
Do Cool Sh*t!
Make Your Mark.

Learn more about teaming up with AAF-Akron.

June 20
5:30-7:30pm
Akronym Brewing
58 E. Market St.
Downtown Akron

aaf akron



Celebrate AAF-Akron President-Elect Brianna Kelly

Inauguration PARTY!

Tuesday, July 19th | 5:30-7:30PM
Akronym Brewing
58 E. Market St. Akron, OH 44308

aaf akron



Exhibit 6 — Analysis of Member Needs

Reconnect to increase participation through monthly socials



Exhibit 6 — Analysis of Member Needs

Penny Award at the Annual Meeting



THE PENNY AWARD

Submit nominations by Thursday Sept. 1st

aaf akron

HOME ABOUT US EVENTS SCHOLARSHIPS AMERICAN ADVERTISING AWARDS PENNY AWARD BLOG CONTACT US MEMBERS JOIN TODAY



RECOGNIZING YOUNG PROFESSIONALS IN THE AD COMMUNITY

The Akron Chapter of the American Advertising Federation (AAF) Akron invites the community to submit nominations for its inaugural Penny Award. The AAF Akron Penny Award recognizes young professionals, under 40 in the Greater Akron area who have made outstanding contributions to the local advertising community. **Nominations may be submitted at aafakron.com. The deadline is 09/01/2022.**

NOMINATE AN EXCEPTIONAL CANDIDATE

The AAF Akron special committee will select the winner among all submissions during a closed session vote on 09/20 September 2022. The deadline to submit a nomination is Friday, September 2, 2022. To nominate a candidate please fill out the form below.



AWARD CRITERIA INCLUDE:

- CONTRIBUTION TO THEIR COMPANY**
How have you gone above and beyond the ordinary to make a difference in your company's success?
- CREATIVE ABILITY**
How have you used your creative skills to solve a problem or improve a process?
- CONTRIBUTIONS TO THE COMMUNITY**
How have you used your skills to benefit the community or the industry?



NOMINATION FORM

Form fields include: Name of Candidate, Nominating Office, Current Position/Title, Date of Birth, Email Address, Telephone Number, and a large text area for comments.

Exhibit 6 — Analysis of Member Needs

Penny Award at the Annual Meeting

AAF-AKRON ANNUAL MEETING

The Penny Award



Thursday, October 20, 5:30pm
Knight Stage at The Akron Civic Theatre

182 S. Main St. • Akron, OH 44308

Join us for a quick update on the happenings at AAF-Akron: highlights of what we've accomplished over the last year and where we are headed, as well as a chance to meet your new president and board! We'll be celebrating Autumn Bland Hudson, our first Penny Award recipient, and recognizing our Volunteer of the Year and Partner of the Year.



Tickets

AAF-Akron Members: \$15

Non-members: \$30

Student Members: \$10

RSVP Deadline for Caterer: Oct. 17, 5pm

Dress: business casual



Exhibit 6 — Analysis of Member Needs

Volunteer of the Year



Winner could not be present at the annual meeting to accept his award so we did a surprise visit and recorded it for the event.

Exhibit 6 — Analysis of Member Needs

Penny Award at the Annual Meeting



Partner of the Year

Exhibit 6 — Analysis of Member Needs

New Account Portal

AAF-Akron
507 followers
1mo · 🌐

The new Account Portal is officially live! 🎉

Check it out at <https://lnkd.in/gEEZimGt> ...see more

Good morning

Member Name & Photo

Registered Events

Membership

Welcome!

Donation

Apply to volunteer

Jeff Dumire and 5 others

1 comment · 2 reposts

Like Comment

Organic impressions: 131 Impressions Hide stats

Organic stats ⓘ

Targeted to: All followers

131 Impressions	6 Reactions	4.58% Click-through rate	1 Comment
2 Reposts	6 Clicks	11.45% Engagement rate	

aafakron ...

aafakron The new Account Portal is officially live! 🎉

Check it out at <https://aafakron.app.neoncrm.com/login>

You'll notice we have a new and improved dashboard to manage your AAF-Akron account.

With this update, you can now more easily:

- Update your profile.
- Manage your membership.
- View transaction history and download and print receipts.
- Quickly register for upcoming events.
- Sign up to volunteer and more!

With our reward program launching soon, now is the perfect time to get familiar with your new account portal!

<https://aafakron.app.neoncrm.com/login>

7w

Exhibit 6 — Analysis of Member Needs

New Account Portal

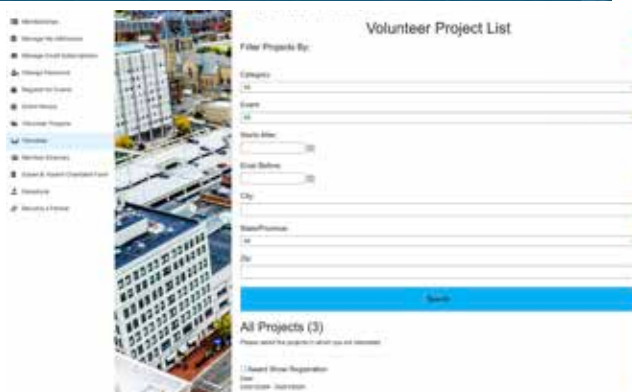
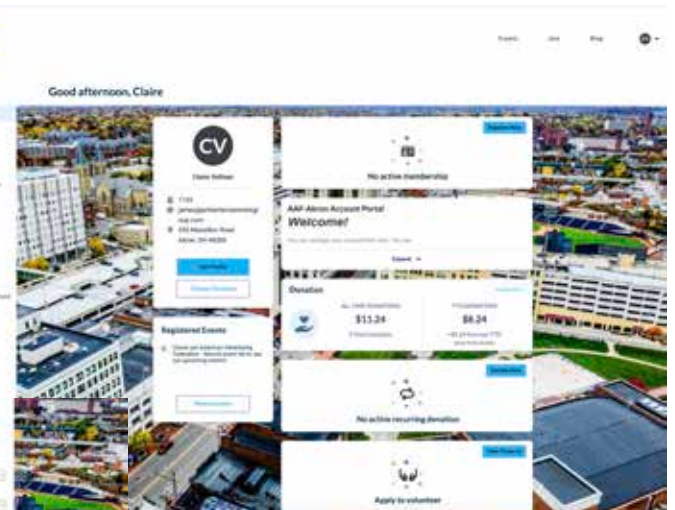
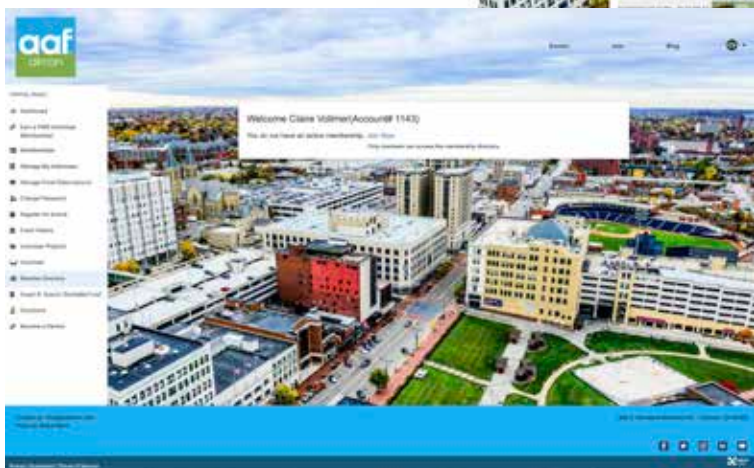
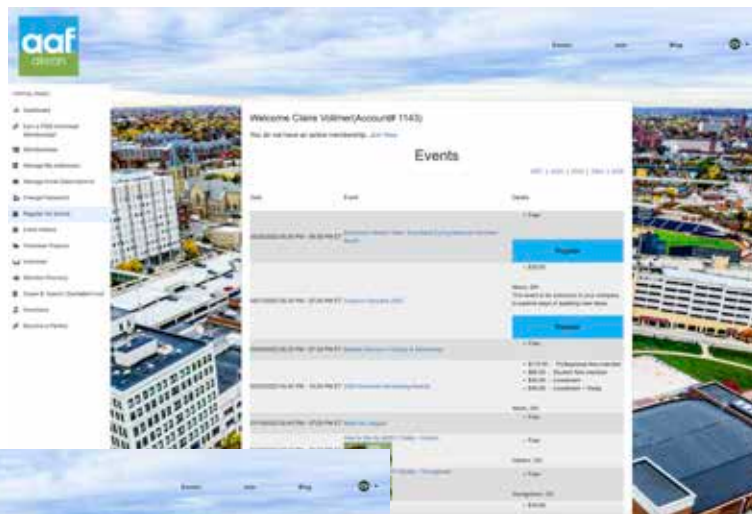
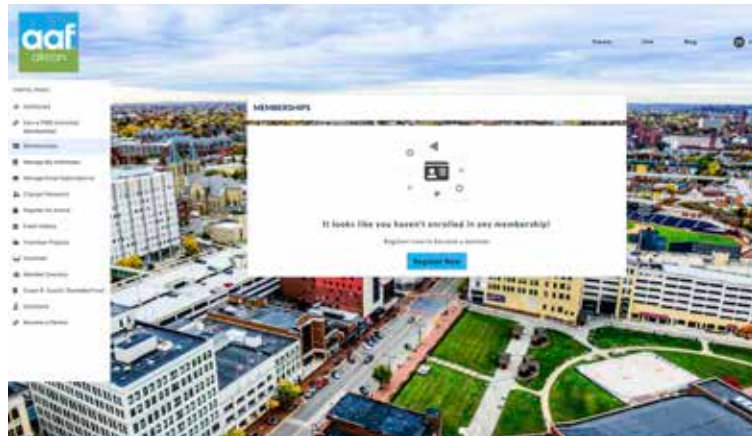
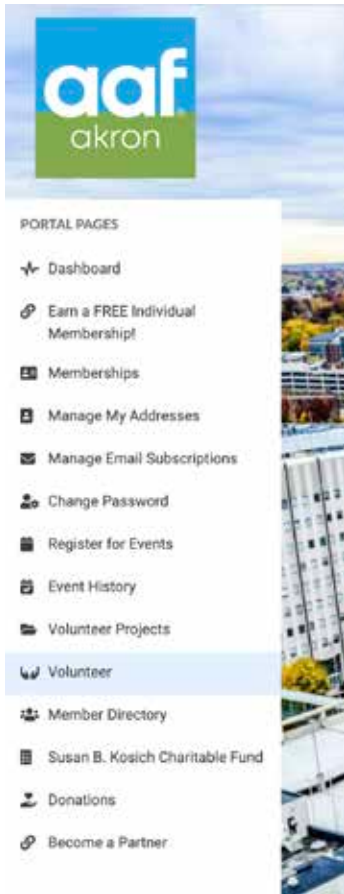


Exhibit 6 — Analysis of Member Needs

Thank you notes from the board to renewing members and partners




Member renewal and partner thank you cards.

Exhibit 7 — Leadership Organization & Development

Board Retreat

www.aafakron.com



2020 Retreat
Succession Planning
2020–2022

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LEADERSHIP PATHWAYS

Succession planning is an essential part of AAF-Akron’s success and continued growth. With careful planning and preparation, AAF-Akron can manage the changes that result from a transfer of leadership as well as the ongoing changes that occur regularly when board members leave the organization. The following chart is our long range plan and is flexible. Positions are open to discussion moving forward.

POSITION	2022-24	2024-2026	2026-2028
Executive Director	Cecilia Sveda	Cecilia Sveda	Cecilia Sveda
Chairman	Daniel Kearsley	Brianna Kelly	Garrick Black
President	Brianna Kelly	Garrick Black	(?)
VP	Garrick Black	(?)	(?)
Treasurer	(?)	(?)	(?)
Treasurer Co-Chair	(?)	(?)	(?)
Secretary	(?)	(?)	(?)
ADDYs	Jeff Dumire	(?)	
ADDYs Co-Chair	(?)	(?)	
Programs	David Flynn	(?)	
Programs Co-Chair	(?)	(?)	
Membership	(?)	(?)	
Membership Co-Chair	(?)	(?)	
Communications	Matt Hogan	(?)	
Communications Co-Chair	(?)	(?)	
Partnership	(?)	(?)	
Partnership Co-Chair	(?)	(?)	
Education	Michael Pontikos	(?)	
Student Engagement Chair	(?)	(?)	
Web Chair	(?)	(?)	
Web Co-Chair	(?)	(?)	

www.aafakron.com



2022 Retreat
2022 Board Contacts
2022–2024

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EXECUTIVE COMMITTEE

Brianna Kelly
President/
Membership Chair
Marketing Manager
Pritt Entertainment Group
W: 330-310-4905
C: 717-314-5409
brianna@prittentertainmentgroup.com

Garrick Black
Vice President/
Communications
Web Chair
Executive Creative Director
Noir Creative
W: 234-542-4166
C: 330-730-4001
garrick@noircreative.net

Daniel Kearsley
Chair of the Board
Senior Graphic Designer
Kent State University
W: 330-672-0291
C: 216-870-3847
dkearsley@kent.edu

Cecilia Sveda
Executive Director (EB)
Creative in Chief
Minx Design
C: 330-990-9426
minxdesign@sbcglobal.net

OFFICERS

**** VACANT ****
Treasurer
Title
Company
C:
email

**** VACANT ****
Secretary
Title
Company
C:
email

COMMITTEE CHAIRS

**** VACANT ****
Membership Chair
Title
Company
C:
email

**** VACANT ****
Membership Co-Chair
Title
Company
C:
email

David Flynn
Programs Chair
The University of Akron
C: 330-666-1431
dflynn@flynnndesign.com

**** VACANT ****
Programs Co-Chair
Title
Company
C:
email

Jeff (JD) Dumire
ADDY Chair
Creative Director
DesignxJD
C: 330-329-6411
jldumire@live.com

**** VACANT ****
ADDY Co-Chair
Title
Company
C:
email

Matt Hogan
Communications
Chair
Director, Content
TRIAD
C: 330-575-0414
ryanrimmele@gmail.com

Michael Pontikos
Education Chair
Owner
Sokitnop Design
Senior Lecturer
Youngstown State University
C: 330-559-4335
mgs@sokitnopdesign.com

**** VACANT ****
Education Co-Chair
Title
Company
C:
email

**** VACANT ****
Partnership Chair
Title
Company
C:
email

Exhibit 7 — Leadership Organization & Development

Board Retreat

www.aafakron.com

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aaf akron 2022 Retreat
Annual Retreat Agenda
 Friday, June 10, 2022

DETAILED AGENDA:

- **WELCOME + One Piece of Good News From Everyone**
- **Budget Items**
 - Cecilia to Present
- **Goals and Plans for 2022-2023**
 - New Meeting Structure
 - Board Accountability
 - Succession (+ Backups/Help for Items)
 - Recruiting
- **Events/Programming**
 - Schedule for Rest of the Year
 - Master Events Ideas List
 - Annual Meeting - Penny Award @ Annual Meeting (Dan Running)
 - American Advertising Awards Items
 - Bring Back Portfolio Review (Lenny Running)
- BREAK -----
- **Committee Reports**
 - Committee Goals (Page 3)
 - Education Committee
 - Updates/Plans
 - Comms Committee
 - Updates/Plans
 - Membership Committee
 - Membership Programs (Points Program + Mentorship)
 - Changes in tier names? Other changes from National?
- **Clever Presentation**
 - American Advertising Awards Themes and Concepts
- **New Website Debut**
- **Open Forum/Closing Thoughts**

OFF TO BEERS WITH PEERS! (DRIVE TIME 15 MINS.)

LAST UPDATED 06/10/2022

www.aafakron.com

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aaf akron 2023 Retreat
Executive Director Contract
 2023 –2024

Position

The AAF-Akron Executive Director will provide strategic and operational guidance for AAF-Akron's board and execution of its mission. This is a part-time position. The Executive Director reports to the Board of Directors at the monthly board meetings. The Executive Director is an ex-officio member of the board and all committees. The Executive Director will be evaluated annually through a process jointly developed by the Officers and The Executive Director.

Responsibilities

- Provide guidance to the board
- Help develop, maintain, energize, and support a strong board of directors
- Expand revenue through sponsorships and partnerships
- Assist board in planning and executing a long-term strategy for growth and success
- Maintain official records and ensure compliance with governmental regulations
- Meet with the board monthly
- Attend AAF-Akron functions
- Attend AAF District 5 conference
- Attend AAF National conference when budget is feasible
- Ensure ongoing chapter excellence
- Prepare at least one submission per year for AAF club achievement awards
- Be a stable and continuous presence through organizational change and growth
- Tracking time so decisions can be made annually regarding position

Compensation

The Executive Director will be paid as an independent contractor and issued a 1099 at year end. Monthly compensation will be \$787.50. AAF-Akron agrees to indemnify the ED while performing duties on behalf of the organization as part of our current D&O insurance coverage.

Signed

 Executive Director / Date

 Board President / Date

LAST UPDATED 06/10/2022

www.aafakron.com

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aaf akron 2020 Retreat
Board Meetings & Policies
 2020 – 2022

BOARD MEETINGS

Held the **fourth Tuesday of each month** at 5:30 at a location to be determined beforehand. If the meeting has to change dates, it will be announced at least a week prior to date below.

2020-21 BOARD MEETING DATES	
July 26	Jan. 24
Aug. 23	Feb. 28
Sept. 27	March 28
Oct. 25	April 25
Nov. 23	May 23
Dec. Holiday Party	June Retreat

REMINDERS

A reminder about each meeting will be sent on Slack one week prior to the meeting. Each committee chair is responsible for submitting and presenting his/her report at each meeting.

MINUTES

The secretary will record minutes and distribute them via slack. Reports distributed at the meeting will be attached if possible.

MEMBERSHIPS

We do not barter memberships in exchange for donated services, etc. It devalues the membership for paying members. There are no free rides for board or committee members. We can give out free tickets, as we see fit, to events to compensate and thank individuals for donations.

REIMBURSEMENTS

Expenditures above small office supplies require board approval. Please save receipts and email to treasurer and cc president and vice president for reimbursement.

PROMOTIONAL COPY

All copy will go through Communications committee for final edits so we have consistent messaging and voice throughout all AAF-Akron communications.

LAST UPDATED 06/10/2022

www.aafakron.com

6

aaf akron 2022 Retreat
Annual Retreat Agenda
 Friday, June 10, 2022

2022/23 TERM GOALS + ACTIONABLE PLANS:

- **Increase participation/attendance in Local American Advertising Awards show, both from past and new attendees.**

- **Increase participation/attendance at events throughout the year by non-members and members, including committee and board members.**

- **Increase membership/participation of diverse persons/organizations, both by direct reach outs and more inclusive programming and events.**

- **Increase membership/participation of students, specifically outside of U Akron, both by direct reach outs and increased partnerships with universities.**

- **Establish a more secure financial future and leadership succession for upcoming years.**

LAST UPDATED 06/10/2022

Exhibit 7 — Leadership Organization & Development

Board commitment



2023 Retreat

Board Member Commitment

July 1, 2022 – June 30, 2023

3

I, _____ understand that as a member of AAF-Akron, I have a responsibility to ensure that the organization does the best work possible in pursuit of its goals. I believe in the purpose, and I will act responsibly and prudently as its steward. My behavior as a board member will be consistent with the values and mission of the organization.

As part of my responsibilities as a board member:

- 1 I will, to the best of my ability, represent the organization and act as an ambassador.
- 2 I will attend the majority of all board meetings and AAF events throughout the year.
- 3 I will RSVP on Slack for board meetings in advance to the president and vice president. If I cannot attend, I will submit a report and make sure my co-chair can attend. If I miss 3 or more board meetings, I know to expect a call from the president to re-evaluate my commitment!
- 4 I will act in the best interests of the organization, and excuse myself from discussions and votes where I have a conflict of interest.
- 5 I will participate in making decisions on issues, policies and other board matters.
- 6 I will work in good faith with other board members as partners towards achievement of our goals.
- 7 Should there come a time where I am no longer able to fulfill my obligations, it will be my responsibility to resign my position as a member of the Board of Directors.
- 8 I understand that this is a 2 year commitment.
- 9 We highly recommend you attend the District 5 Leadership Conference (If applicable)
*** Every board member needs to be a member of AAF-Akron and current in their dues to be able to vote on issues, etc.**

Signature/Date:

Member, Board of Directors

Thank you for your commitment to AAF-Akron!

Exhibit 7 — Leadership Organization & Development

One page team descriptions with responsibilities



AMERICAN ADVERTISING AWARDS

- 1. Ceremony Set Up**
 - Set up for the show on the day of the event at the Akron Civic Theatre (Friday, Feb. 24)
- 2. Registration Table**
 - Check attendees in
- 3. Ceremony Clean Up**
 - Clean up and break down event materials

PROGRAMS

- 1. Help plan events**
 - Brainstorm topics, ideas
 - Find/schedule speakers
 - Find venues
 - Set up for event (arrive at least 30 minutes early)
 - Greet people
 - Check in attendees
 - Clean up after the event
- 2. Create event graphics**
 - resize graphic for social media and website

COMMUNICATIONS

- 1. Post on AAF-Akron's social media channels**
 - Facebook, Twitter, Instagram, LinkedIn
- 2. Write copy**
 - Press releases
 - Social content
 - Post events to other community websites
- 3. Update website**
 - Post events to website
- 4. Create social media graphics**
 - Post events to website
- 5. Photograph events**
 - Post to social

MEMBERSHIP

- 1. Reach out to members at least twice a year**
- 2. Reach out to prospective members**
- 3. Engage with members at events**
- 4. Encourage student involvement**
- 5. Brainstorm membership campaigns/events**
- 6. Assemble Welcome Kits**
- 7. Update membership profiles**

EDUCATION

- 1. Help plan student events**
 - Brainstorm topics, ideas
- 2. Build on relationships we have with other colleges**
- 3. Student Engagement**
- 4. Plan portfolio review**

PARTNERSHIPS

- 1. Reach out to past and potential sponsors**

HOW DO YOU BENEFIT?

- 1. Resume Builder:** Make professional and personal connections for life.
- 2. Networking:** Build relationships that can move your career forward.
- 3. Professional Development:** Opportunity to learn. You do things you might not have otherwise tried. Learn skills.
- 4. Have a Voice:** You'll have a voice in what AAF does. You'll elevate your profile in the community.
- 5. Give back:** Gain satisfaction from giving back to your industry and the community.
- 6. It's just fun!**

BUILD RELATIONSHIPS FOR LIFE

BE INSPIRED GET CONNECTED MAKE YOUR MARK

Learn more: visit aafakron.com or email director@aafakron.com.



TEAM MEMBER RESPONSIBILITIES

- **Attend a monthly team meeting**
 - Communication via Slack
 - Most work can be done remotely
- **Attend club activities if possible** (average once a month)
 - Serve as an ambassador for AAF
- **Commitment**
 - You're not bound to a certain time frame
- **Time**
 - Expect to spend 6 to 10 hours per month depending on your task (includes monthly meeting and AAF events)

Exhibit 7 — Leadership Organization & Development

Board spotlights in newsletters

BOARD SPOTLIGHT

Matt Hogan
Communications Chair



What I'm watching: *A League of Their Own* (It's so good)
Where you'll find me: A local board game shop (Undertill Games and Sapphire City)
My favorite discussion topics: Trending Movies, TV Shows, D&D
Matt is on his second year of serving on the board. If you'd like to learn more about AAF-Akron and how you can get involved with the comms team, Matt would be thrilled to hear from you! He can be reached at communications@aafakron.com.

BOARD SPOTLIGHT

Jeff (JD) Dumire
American Advertising Awards Chair



What I'm watching: *Ancient aliens*
Where you'll find me: In front of my computer
My favorite discussion topic: Environmental influence of design
Day job: Senior Exhibit Designer at Formatech Exhibits and Owner/Designer at DesignxJD
JD has served on the board for three years. Earlier this year, he won the prestigious [Chic Davis Memorial Award](#). If you'd like to learn more about how you can get involved with the American Advertising Awards, JD would love to hear from you! Drop him a line at awards@aafakron.com.

BOARD SPOTLIGHT

Brianna Kelly
President and Membership Chair



What I'm watching: Whatever documentary just came out.
Where you'll find me: A local brewery (Usually Missing Falls or Akronymf!)
My favorite discussion topics: True crime, food, Packers football and my cat.
Brianna has been serving on the board for four years. If you'd like to learn more about AAF-Akron and how you can get involved at any level, Brianna would love to hear from you! She can be reached at president@aafakron.com.

BOARD SPOTLIGHT

Michael Pontikos
Education Chair



What I'm watching: "90 Day Fiancé" (guilty pleasure!), James Bond movies
Where you'll find me: In front of my computer and walking our dog "Gertie"
My favorite discussion topic: Anything design related and anything baseball related, especially baseball cards!
Day job: Senior Lecturer at Youngstown State University and Branding Consultant at [Sckitnop Design](#).

Michael has served on the board for four years. If you'd like to learn more about how you can get involved with the education team and help students, Michael would love to hear from you! Drop him a line at education@aafakron.com.

BOARD SPOTLIGHT

Dave Flynn
Programs Chair



What I'm watching: *Elementary*
Where you'll find me: Design and painting studio
My favorite discussion topic: Anything but sports
Day job: Full Professor of Practice at [Myers School of Art](#) at The University of Akron and Creative Director at [David Flynn Design](#).

Dave became programs chair 2 years ago, but he's no stranger to AAF. Back in 1989, he designed the American Advertising Awards material and award. If you'd like to learn more about how you can get involved with programs, Dave would love to hear from you! Drop him a line at events@aafakron.com.

Join Dave at his Programs Team Meet Up
Tuesday, December 6, 5:30pm

Missing Falls
540 S. Main Street • Akron, OH 44311

Exhibit 7 — Leadership Organization & Development

Board recognition and celebrations



Bravo Matt!



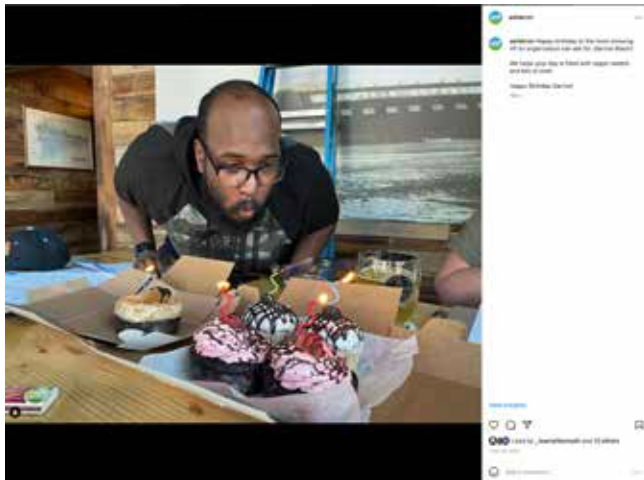
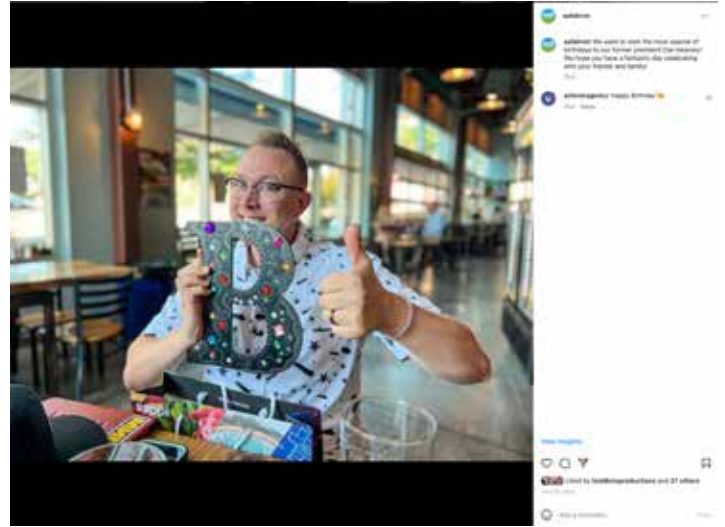
Bitchin' Board Member
of the Month Award

- BADASS**
- INTELLIGENT**
- TENACIOUS**
- CHAMPION OF COMMS**
- HERO**
- INVENTIVE**
- NOTEWORTHY**

AAF-Akron recognizes you for taking over comms and organizing the sh*t out of it! We thank you for your **BITCHIN'** service!

Exhibit 7 — Leadership Organization & Development

Board recognition and celebrations



Board birthday celebrations.

Exhibit 7 — Leadership Organization & Development

Board recognition and celebrations



Board holiday celebration with team members and past presidents.

Exhibit 8 — Fiscal Management

Budget for the new fiscal year

AAF-AKRON 2022-2023

JULY 26, 2022

Revenue

CHECKING: \$4492 (June 28: \$4925)
KOSICH: \$7000

Account	Current	Budget
ADDY Award Show	\$0.00	\$8,000.00
ADDY Submissions	0.00	20,000.00
ADDY Duplicate Awards	0.00	3,000.00
ADDY D5 Forwards	0.00	100.00
ADDY Partnerships	0.00	1,000.00
ADDY Student Partnerships	0.00	700.00
Presenting Partnership	0.00	2,500.00
Programs Partnership	0.00	1,000.00
Membership Dues	255.00	8,000.00
Programs Revenue		1,200.00
Total Income	\$255.00	\$45,500.00

Expenses

Expenses ADDYs

Account	Current	Budget
ADDY Rental (Civic)	\$0.00	\$3,000.00
ADDY Trophies (+ dupes)	0.00	4,500.00
Postage/Shipping/Mail Service	0.00	800.00
Advertising (swag, billboards, buttons)	0.00	0.00
Food	0.00	0.00
Judge's Gifts	0.00	200.00
Software Fees	0.00	7,000.00
D5 Forward Fees	0.00	2,000.00
Travel	0.00	0.00
Valet (not doing)	0.00	0.00
Livestream	Noir	0.00
Winners Book (paper/delivery)	0.00	400.00
Caterware	0.00	200.00
Total Expenses ADDYs	\$0.00	\$18,100.00

Expenses Programs

Account	Current	Budget
Food	\$0.00	\$200.00
Speaker Fees (Trivia/Cocktails)	0.00	0.00
Venue	0.00	0.00
Postage/Shipping/Mail Service	0.00	0.00
Speaker Gifts	0.00	100.00
Advertising	0.00	0.00
Annual Meeting		
Rental (Civic)	0.00	1,000.00
Awards	0.00	500.00
Food + Décor	0.00	0.00
Total Expenses	\$0.00	\$1,800.00

EXPENSES FOR REST OF YEAR

\$3,061 QB/Schulte/NEON/SiteGround
(EB fees suspended May-Dec \$6300)

\$3,240 National dues estimate

\$140 (\$20/month bank fee for low balance)

\$6,441 expenses for rest of year (\$1,949 deficit)

\$4,492: current checking

Expenses Membership

Account	Current	Budget
Advantage Cards/mail/print	\$0.00	\$300.00
Other initiatives	0.00	0.00
Welcome Kits	18.50	250.00
Total Expenses	\$18.50	\$550.00

Expenses Education

Account	Current	Budget
Student Events/Initiatives	\$0.00	\$500.00
Total Expenses	\$0.00	\$500.00

Expenses Communications

Account	Current	Budget
Boost Posts	\$0.00	\$100.00
Total Expenses	\$0.00	\$100.00

Expenses Operations

Account	Current	Budget
Accounting	\$275.00	\$5,500.00
Quickbooks	58.71	705.00
Board Meetings	\$0.00	\$0.00
Insurance	0.00	1,200.00
Club Achievement	0.00	235.00
D5 Conference	0.00	2,500.00
D5 Dues	0.00	600.00
National Conference	0.00	2,500.00
National Dues	0.00	4,500.00
Donations	0.00	300.00
Kosich Charitable Fund	0.00	0.00
Executive Director Fee	0.00	9,450.00
Gifts (BBMA, etc)	0.00	500.00
Website (Siteground))	18.00	647.00
Zoom	0.00	150.00
NEON	149.00	1,788.00
Printing (misc)	0.00	300.00
Total Expenses	\$500.71	\$30,875.00

Total Actual vs Estimated Revenue **\$255.00** **\$45,500.00**

Total Actual vs Estimated Expense **\$519.21** **\$51,925.00**

Exhibit 8 — Fiscal Management

Monthly snapshot of finances

AAF-AKRON 2022-2023

MARCH 28, 2023

Revenue

Account	Current	Budget
ADDY Award Show	\$11,655.00	\$8,000.00
ADDY Submissions	23,867.00	20,000.00
ADDY Duplicate Awards	618.15	3,000.00
ADDY D5 Forwards	487.28	100.00
ADDY Partnerships	600.00	1,000.00
ADDY Student Partnerships	0.00	700.00
Credit Card Rewards	395.21	
Presenting Partnership	0.00	2,500.00
Programs Partnership	0.00	1,000.00
Membership Dues	10,115.76	8,000.00
Programs Revenue	825.00	1,200.00
Total Income	\$48,563.40	\$45,500.00

Expenses

Expenses ADDYs

Account	Current	Budget
ADDY Rental (Civic)	\$2,603.72	\$3,000.00
ADDY Rental (High Tops)	\$397.32	\$400.00
ADDY Trophies (+ dupes)	2,512.50	4,500.00
Postage/Shipping/Mail Service	865.04	800.00
Advertising (swag bags)	1,088.92	0.00
Food/caterware	210.81	200.00
Nametags	16.00	0.00
Judge's Gifts	89.55	200.00
Software Fees	6,220.00	7,000.00
D5 Forward Fees	2,620.00	2,000.00
Travel	0.00	0.00
Valet (not doing)	0.00	0.00
Livestream	Sponsor: Noir	0.00
Winners Book (delivery)	79.98	400.00
Total Expenses ADDYs	\$16,703.84	\$18,500.00

Expenses Programs

Account	Current	Budget
Food	\$52.58	\$200.00
Speaker Fees (Trivia/Cocktails)	0.00	0.00
Venue	0.00	0.00
Supplies	22.68	100.00
Postage/Shipping/Mail Service	0.00	0.00
Speaker Gifts	0.00	100.00
Advertising	0.00	0.00
Annual Meeting		
Rental (Civic)	1,000.00	1,000.00
Awards	351.63	500.00
Food + Décor	56.48	0.00
Total Expenses	\$1,483.37	\$1,900.00

CHECKING: \$20,000 (Feb: \$16,608)

KOSICH: \$8,852 (Feb: \$8,852)

EXPENSES FOR REST OF YEAR

\$1,341 NEON
 \$528.39 QB
 \$2,745 Schulte
 \$1,000 Civic: Annual Meeting
 \$375 Silver Medal Awards
 \$3,000 National Dues
 \$600 Insurance
 \$795 Admerica: Brianna, EB?
 \$xxx Admerica: hotel, airfare
 \$1,300 Excelsior deposit
\$11,648.39 total expenses

\$8,351.61 balance
 – EB charge \$400 x 9 months

\$4,751.61 balance at year end

Expenses Membership

Account	Current	Budget
Advantage Cards/mail/print	\$0.00	\$300.00
Other initiatives	0.00	0.00
Welcome Kits	196.29	250.00
Total Expenses	\$196.29	\$550.00

Expenses Education

Account	Current	Budget
Student Events/Initiatives	\$0.00	\$0.00
Total Expenses	\$0.00	\$0.00

Expenses Communications

Account	Current	Budget
Boost Posts	\$0.00	\$100.00
Total Expenses	\$0.00	\$100.00

Expenses Operations

Account	Current	Budget
Accounting	\$2,350.00	\$5,500.00
Quickbooks	528.39	705.00
Bank Fee	40.00	
Board Meetings	\$36.40	\$0.00
Insurance	560.00	1,200.00
Club Achievement	0.00	235.00
D5 Conference	0.00	500.00
D5 Dues	0.00	0.00
National Conference	0.00	2,500.00
National Dues	2,940.00	4,500.00
Donations	0.00	300.00
Kosich Charitable Fund	0.00	0.00
Reimbursements	1,265.58	
Executive Director Fee	0.00	9,450.00
Gifts (BBMA, etc)	100.00	500.00
Website (Siteground)	771.50	647.00
Zoom	0.00	150.00
NEON CRM	1,490.00	1,788.00
Printing (misc)	110.48	300.00
Total Expenses	\$10,192.35	\$28,275.00

Total Actual vs Estimated Revenue **\$48,563.40** **\$45,500.00**

Total Actual vs Estimated Expense **\$28,575.85** **\$49,325.00**

suspended
3 years

Exhibit 8 — Fiscal Management

Financial Statement

Ad. Fed. Greater Akron, dba AAF-Akron

Statement of Activity
March 10, 2022 - March 28, 2023

	TOTAL
Revenue	
Duplicate Addy Trophies	618.15
Income ADDYS	0.00
Addy Awards Ceremony	11,655.00
Addy D5 Forwards	487.28
Discounts/Refunds Given	395.21
Entry Submissions	23,867.00
Total Income ADDYS	36,404.49
Operating Income	
Membership Dues	10,303.91
Total Operating Income	10,303.91
Partnerships	
ADDY Partnerships	600.00
Total Partnerships	600.00
Programs Revenue	825.00
Total Revenue	\$48,751.55
GROSS PROFIT	\$48,751.55
Expenditures	
Activity Expense	
Meeting Expense	104.51
Total Activity Expense	104.51
Administrative Expense	
Accounting Expense	2,655.00
Bank Service Charges	123.18
Board Meetings	36.40
Food Expense	79.50
Total Board Meetings	115.90
Bond Insurance	560.00
Donations	700.00
Executive Director Fee	1,575.00
Gifts	100.00
Membership & Dues Expense	0.00
National Dues	5,880.00
Total Membership & Dues Expense	5,880.00
National Conference	1,020.00
Postage & Shipping	301.68
Printing	495.97
QuickBooks Payments Fees	1,102.33
Website Expense	4,647.28
Total Administrative Expense	19,276.34

Exhibit 8 — Fiscal Management

Financial Statement

Ad. Fed. Greater Akron, dba AAF-Akron

Statement of Activity

March 10, 2022 - March 28, 2023

	TOTAL
Club Achievement entry Fees	230.00
Expense ADDYS	
Advertising	390.00
Advertising/Promotional	1,088.92
Awards/Trophies	2,982.46
Catering	147.93
Civic Theatre	4,265.46
District 5 Forward Fees	2,823.69
Events	397.32
Food Expense	418.97
Office Expense	26.48
Postage	756.81
Software Fees	6,220.00
Total Expense ADDYS	19,518.04
National Conference	657.93
Programs Expense	457.66
Professional Development Series	
Food Expense	35.95
Total Professional Development Series	35.95
Total Programs Expense	493.61
Total Expenditures	\$40,280.43
NET OPERATING REVENUE	\$8,471.12
NET REVENUE	\$8,471.12

Exhibit 8 — Fiscal Management

Financial Statement

Ad. Fed. Greater Akron, dba AAF-Akron
 Statement of Financial Position
 As of March 28, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
Huntington Checking - AAF Akron	24,133.89
Total Bank Accounts	\$24,133.89
Total Current Assets	\$24,133.89
TOTAL ASSETS	\$24,133.89
LIABILITIES AND EQUITY	
Liabilities	
Long-Term Liabilities	
Economic Injury Disaster Loan	1,000.00
Total Long-Term Liabilities	\$1,000.00
Total Liabilities	\$1,000.00
Equity	
Unrestricted Member's Equity	4,151.71
Net Revenue	18,982.18
Total Equity	\$23,133.89
TOTAL LIABILITIES AND EQUITY	\$24,133.89

Exhibit 8 — Fiscal Management

Sponsorship packages



Connect with our creative community by being front and center at the **2023 Awards Show** on Friday, February 24, 2023 at The Akron Civic Theatre.

Title Partner | \$5,000

- "Presented By: Your Company Name/logo" in promotional materials
- Onstage sponsor recognition
- 3-minute onstage presentation/speaking opportunity/promo video
- 16 event tickets with premiere seating
- 4 American Advertising Award entries
- Logo on: website, header of every e-blast through March 1, winners book, postcards
- Social media sponsor spotlights
- Full page ad on back cover of winners book
- Press release to media outlets
- Feature in AAF-Akron blog and newsletter
- Opportunity to provide sell-promo item or perk for attendees
- Opportunity to be an ADvantage Card partner

Advertiser Reception Partner | \$3,500

- Onstage sponsor recognition
- 8 event tickets
- 3 American Advertising Award entries
- Signage placement at 2 bars and in reception area
- Custom cocktail
- Full page ad in winners book
- Logo placement on website

Student Best of Show Partner | \$2,500

- Onstage sponsor recognition
- Naming rights for the 2023 Student Best of Show Award
- Sponsor presents award onstage
- 4 event tickets
- 2 American Advertising Award entries
- Half page ad in winners book
- Logo placement on website
- Funds go to the [Susan B. Kossich Charitable Fund](#) in support of the Kossich Scholarship

Mosaic Award Partner | \$2,500

- Onstage sponsor recognition
- Naming rights for the 2023 Mosaic Award
- Sponsor presents award onstage
- 4 event tickets
- 2 American Advertising Award entries
- Half page ad in winners book
- Logo placement on website

Penny Partners | \$1,000

- Limited to six with category exclusivity
- Onstage sponsor recognition
- 2 event tickets
- 1 American Advertising Award entry
- Quarter page ad in winners book
- Logo placement on website

Swag Bag Partner | \$700

- Logo on bag
- Onstage sponsor recognition
- 2 tickets to the American Advertising Awards
- Quarter page ad in winners book
- Logo placement on website

Award Category Partners | \$200

- Sponsor a category during the awards presentation
- Full size screen of your logo, a one-sentence "commercial" about your company
- Your logo as a signature on every slide in that category
- 1 event ticket

In-Kind Partners

Here's a list of items you can help us with:

- Printing
- Signage
- Event volunteers
- Media promotions
- Photography
- Video

Custom Partnership

Don't see a sponsorship that suits you? Let us know and we can create a custom package.

For more information or to reserve your sponsorship, contact Director@aafakron.com.

SPECIAL THANKS TO OUR 2023 DESIGN PARTNER!

clever.

Exhibit 8 — Fiscal Management

Sponsors

ADCHELLA PARTNERS 2023

WHAT	SPONSOR	Social Shout Out	AD FOR BOOK	AD RECEIVED	SWAG	NOTES	WEBSITE	FACEBOOK	TWITTER	DONATION
Design Partner	Clever						https://www.clever.com/	https://www.facebook.com/cleveragency/		\$20,000
Awards Partner	Excelsior Marketing		Full page				https://www.excelsiormarketing.com/	https://www.facebook.com/akronmarketing/		\$10,000
Winners Book Print Partner	Angstrom Graphics		Full page	they will place			www.angstromgraphics.com	@AngstromGraphics	@AngstromGroup	\$2,160
Winners Book Print Partner										
Winners Book Paper Partner	Sylvamo: 80% Accent Opaque Digital Smooth		Full page	new, received			https://www.sylvamo.com/us/en/ak/	@SylvamoCo	@SylvamoCo	\$530
Postcard Print Partner	City Printing		Full page	new, received			https://cityprinting.com			\$456
Postcard Paper Partner	Mohawk		Full page	new, received			https://www.mohawkconnects.com	https://www.facebook.com/mohawkfinepaper/	@mohawkpaper	\$1,000
Rack Card (member rates) Print Partner										
Gallery Display Partner	Formatech Exhibits		Full page	reprint			https://www.formatechexhibits.com	https://www.facebook.com/formatechexhibits/	@FORMATTECH_inc	\$16,425
Media Partner	Akronfile		Full page	reprint			http://www.akronfile.com	https://www.facebook.com/akronfile	@akronfilemag	\$3,000 trade
Photo Booth Partner	Puzzle		Full page	reprint			https://www.puzzle.com/	@puzzlecreativesolutions		\$2,368
Gallery Reel Partner	Narrative Digital Media		no ad				https://www.narrative-digital-media.com/	https://www.facebook.com/narrative-digital-media/	@NarrativeDM	\$1,000
Judge's Video Partner	Red Point Digital		no ad				https://redpointdigital.com/	@redpointdigital	@redpointdigital	\$1,000
Photography Partner_reception	Kaminski Studio		no ad				www.kaminski-studio.com	https://www.facebook.com/kschubert9/		\$500
Photography Partner_reception_van	Dale Dong Photography		no ad				https://www.daledongphoto.com/	https://www.facebook.com/safe_y.dong		\$500 \$175/hour
Photography Partner_winners	Tom Scott		no ad							
Livestream Partner	Noir Creative		no ad							\$400
Signage Partner	TKM		1/2 page							\$300
Swag Bag Partner	All Aboard Promotions		1/4 page				http://allaboardpromotions.com/			
Swag_Bem	Neenah		no ad				http://www.neenahpaper.com/	@NeenahPaperandPackaging	@NeenahPaper	
Swag_Bem	Better Business Bureau Akron									
Rewards Card Print Partner	Printing Concepts		1/4 page	new, received			http://www.printingconcepts.com/	@PrintingConcepts	@pprintinginc	\$275
Mascot Partner	Akron RubberDucks Baseball Club		no ad				https://www.milb.com/akron	@AkronRubberDucks	@AkronRubberDucks	
Category Sponsor_Advertising Industry Self	Minuleman Press, Youngstown		no ad				https://www.youngstown.minulemanpress.com/			\$200
Category Sponsor_Elements of Advertising	Better Business Bureau Akron		no ad				http://www.bbb.org/us/oh/akron/	@BBBAkron		\$200
Category Sponsor_Students	Cecilia Sweda									
Venue	Akron Civic Theatre						https://www.akroncivic.com/		@akroncivic	
Print Partner	Star Printing						https://www.starip.com/			\$1,000
Penny Video Partner	Monsters Unlimited									\$5,250
Advertisers	Menu									
Waterloo Restaurant & Catering	Cincinnati Chili		1/4 page	reprint			https://www.waterloorestaurant.com/		@LuvWaterloo	\$700
Saffron Patch Akron	Vegetable Golden Biryani – basmati rice with golden raisins and n		1/4 page				https://saffronpatchakron.com/			\$700
Divine	stuffed banana pepper dip		1/4 page				https://thediwinerestaurant.com/	https://www.facebook.com/Divine.food.spirits.wine/		\$700
	Jicama Salad - Jicama and cucumber spears, fresh squeezed lime juice, tajin.									
El Patron	Quesa Birria - Beef Birria, melted chihuahua cheese, toasted corn El Miagro tortillas, fresh onion and cilantro. Chile arbol salsa. Lime						https://www.elpatronquerteria.com/	https://www.facebook.com/elpatronquerteria	@patronquerteria	\$700
Big E's BBQ	Ribs, pork, brisket, Mac & Cheese, Zucchini & Squash		1/4 page				https://biges.com/		@BigEesBBQ	\$700
Hibachi Xpress Dino Style	chicken, steak, shrimp, vegetables, rice and noodles						https://hibachixpressgrill.com/	https://www.facebook.com/profile.php?id=100083236766007		\$700
After Party Partner										
Twisted Tomato Pizzeria & Beer Wall			1/4 page				https://www.twistedtomato.com/	https://www.facebook.com/TwistedTomatoPizzeria/		\$700
Advantage Card Partners										
Advantage Card Partner_confirmed	Rubber City Clothing: 10% off		1/4 page				https://www.rubbercityclothing.com/R/	@RubberCity		
Advantage Card Partner_confirmed	Waterloo Restaurant & Catering: \$20 off catering order of \$100 or more									
Advantage Card Partner_confirmed	Royal Docks Brewing Co.: 10% off \$50 purchase						https://www.docks.beer/	@royaldocksbrewing	@RoyalDocksBrew	
Advantage Card Partner_confirmed	Big E's BBQ: 10% off total order						https://biges.com/			
Advantage Card Partner_confirmed	Saffron Patch Akron: \$10 off purchase of \$50 or more. Dine-in or carry-out menu.						https://saffronpatchakron.com/			
Advantage Card Partner_confirmed	Missing Falls Brewery: \$1 off first beer OR \$2 off any appetizer						https://www.missingfalls.com/	@MissingFallsBrewery	@MissingFallsBru	
Advantage Card Partner_confirmed	Twisted Tomato Pizzeria & Beer Wall: free 12" cheesy bread with large specialty pizza purchase									
Advantage Card Partner_confirmed	Hibachi Xpress Dino Style: come in 8x and get a free snack of your choice + dessert									
Advantage Card Partner_confirmed	El Patron: free guac OR queso on the next visit; if guests come in with the card, inquire AND set up a meeting in regard to private events/catering orders, we will give them guac or queso for their event/catering order.									

36 sponsors donated a total of \$70,644 in-kind services this last year (\$65,425 specifically for the Awards show).

Exhibit 8 — Fiscal Management

Susan B. Kosich Charitable Fund (scholarship)

AAP-AKRON GIVES

GIVING SUE'S DAY



Help Our Future Leaders!

What are you doing on **Tuesday, November 29**? That day is GivingTuesday—a global day of giving where people all over the world come together to support their favorite nonprofits.

This year, the **Susan B. Kosich Charitable Fund** is participating in GivingTuesday. Our goal is to raise **\$1,000** that will help create a scholarship to benefit Northeast Ohio college students pursuing a bachelor's degree in a communications-related field. We'll only reach that goal through the kindness and generosity of people like you. Will you help?

[Add to calendar](#)

There are many ways you can get involved to help students:

1. **Shop on AmazonSmile** and choose Susan B. Kosich Charitable Fund. It's a simple way for you to support our scholarship every time you shop, **at no cost to you**. AmazonSmile will donate 0.5% of your eligible purchases to the charity of your choice. It's as easy as clicking [here](#). Pro tip: Use **Smilematic** to automatically turn your everyday Amazon purchases into AmazonSmile donations.
2. **Volunteer to be a student portfolio reviewer** (April 2023). [Email](#) us if you want to be a reviewer and notified of the date.
3. **Volunteer to be a mentor** (April 2023). [Email](#) us if you want to learn more.
4. **Make a donation.**

Everyone can have an impact! Join us on Nov. 29 by pledging your time, skills, voice and dollars to support the Susan B. Kosich Charitable Fund. Help make a lasting legacy for students in our industry.



Learn more about Susan Kosich

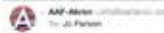
[Learn more. Donate.](#)



Thank you for providing a bright future to students!

Susan B. Kosich Charitable Fund is a 501(c)(3) nonprofit public charity. All donations are tax-deductible. 100% of all contributions fund scholarships.

Today is Giving Sue's Day!



It's Giving Sue's Day!

Your generosity will transform a student's life. Consider pledging your time, skills or dollars.

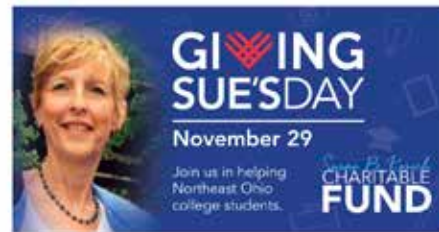
AAP-AKRON GIVES

Giving Sue's Day: Nov. 29



AAP-AKRON GIVES

Giving Sue's Day raises \$650



Thank you to everyone for making an impact!

There are many ways you can continue to help students all year-round:

1. **Shop on AmazonSmile** and choose Susan B. Kosich Charitable Fund. It's a simple way for you to support our scholarship every time you shop, **at no cost to you**. AmazonSmile will donate 0.5% of your eligible purchases to the charity of your choice. It's as easy as clicking [here](#). Use **Smilematic** to automatically turn your everyday Amazon purchases into AmazonSmile donations.
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4. **Make a donation.**

[amazon smile](#)

