

## 2022-2023 National Club Achievement Competition

*Category of Entry: Club Operations*

### **INTRODUCTION**

Business activity in the Austin area continues to boom in 2022 and beyond after the local economy shrugged off the debilitating grip of the coronavirus pandemic over the past year and rebounded strongly. Austin has great potential for more growth attracting more advertising, marketing and technology talent from top corporations in and out of the market. With learnings from last year, Ad 2 Austin's Operations strived to drive collaboration and grow our club to match the growing market while also bringing back normalcy of in-person events again. Through the ups and downs, the operations team was determined to build back the interactions that were missed in the previous year and focused on 3 goals:

### **GOALS FOR THE 2022-2023 YEAR**

- I. **Keep the board engaged:** This should be fun! And we want team members to be motivated and supported throughout the year to better set up the club for success in the coming years.
- II. **Increase membership:** Continue to find and recruit new members throughout the year. Create a formal welcome packet for new members to understand the benefits of the club and find more ways to engage.
- III. **Be good stewards of the business:** Support strong fiscal responsibility through a detailed budget breakdown and sponsorship evolution.

**I. Goal 1:** Keep the board engaged: This should be fun! And we want team members to be motivated and supported throughout the year to better set up the club for success in the coming years.

#### ***Method 1: Executive team and board layout, no teams of one***

**Strategy:** A strong team is essential to a successful board year and since Ad 2 is a volunteer based organization, team involvement can become touch and go. With that in mind the largest focus for the operations team this year was not having any teams of one to allow adequate support across teams, starting with a restructuring of the board hierarchy which included VPs dedicated to each committee, clear committee leads and additional support members with a focus on Comms and Sponsorship (Exhibit 1). Our outreach for

these teams consisted of recruiting from the past year's board based on interest and capabilities, as well as connections through the incoming president's network.

**Execution:** To start, the operations team conducted 1:1 interviews with all past year's committee chairs to get a better understanding of what their hopes for the future of Ad 2 are as well as understand where they see themselves fit in the 2022 - 2023 board year. The president also tapped personal contacts in her network outside of the typical agencies and sales companies in Austin to help differentiate and expand members - a primary focus for our DE&I efforts this year. Other than utilizing the current contacts, LinkedIn searching was done based on people's locations and roles.

**Results:** Ad 2 Austin recruited an executive team that consisted of two VP's focused on different initiatives and committees throughout the club. The first VP served as the liaison to the president for the Programs, Education, Membership and Sponsorship committees, while the second VP worked directly with the Comms, Public Service, and Diversity teams. Each committee was assigned at least two chairs, while work-heavy committees needed three to four. The team also added the Historian role to the executive team to help with overall organization of internal communication and tracking by executing calendar invitations, slack reminders, and meeting minutes. Across all roles, a total of 25 board members were recruited (Exhibit 2). And by recruiting from new sources and companies, we found that we were able to pull together an even more diverse board than before. We kicked things off with a formal Board retreat at the end of July 2022 (Exhibit 3). The Ad 2 executive team found recruitment to be a success because there were not any team's of one but recruitment wasn't without any challenges. There was a drop off in chair engagement about halfway through the year which required certain chairs to be removed from the board and new members hand-raised to step into lead roles as they became available. With consistent recruitment efforts and 1:1 calls with prospects, the president was able to successfully recruit new members to fill roles as members resigned. We realized that a board of 25 people might have been too large to manage and that people feel less inclined to step into leadership roles knowing there were others on the team to step in. By the end of 2022 year, the board had naturally adjusted and right-sized to a board of 19 with newly established leads across almost all committees (Exhibit 4). The team used the Mid-Year board retreat (Goal II, Method 4) to re-engage chairs



who may have lost focus and to set expectations for the second half of the year. The retreat ended with much enthusiasm, and leads began kicking off new programs and being more hands-on weeks after – a success!

***Method 2: College partnerships***

**Strategy:** To continue to support Ad 2 Austin’s programs and membership, the executive team determined a need to increase partnerships with colleges in the Austin area, specifically with AAF University of Texas which sits in the center of the city and has had low engagement compared to the AAF Texas State chapter.

**Execution:** Last year, the AAF Austin chapter recruited a professor at Texas State, Clay Craig (Exhibit 5). This contact allowed the club to immediately start the board year with a close partnership with the Texas State Advertising Club with momentum from the year previous. Janet Hagedorn, AAF Texas State Club President, was recruited as the Ad 2 Austin Education Lead, which gave us established communication with the AAF TXST club for events, mentorship, and speaking engagements. The team also reached out to contacts at The University of Texas at Austin, and was able to connect with Jenny Buschhorn, Advertising Program Head and AAF NEEC Chair (Exhibit 6).

**Results:** The Texas State partnership continued to be the most successful partnership throughout the year, as we saw in years past. The president and VPs spoke at various AAF TXST chapter meetings (Exhibits 7-10), and held one-on-ones with students to review resumes and search for jobs/internships. We had 106 Texas State students who signed up for our joint AAF TX State and Ad 2 membership and continuous events with Texas State throughout the year. There was progress made with the University of Texas because the club identified a contact and was able to connect, but timing moved slowly and the executive team is currently only scheduled for one speaking engagement to come at the end of April. This will prove to be good timing to recruit for the next fiscal year.

***Method 3: Transition planning for incoming president***

**Strategy:** As the Ad 2 board year came to its halfway point, the operations team pivoted to transition planning for the 2022 - 2023 board year. To do this, the team intended to use the executive board structure to transition a vice president to the president role in the coming year. The operations team created transition documents last fiscal to help the incoming president better understand a roadmap to presidency, what worked

and what didn't work, and ways to move the board moving forward which we will adapt to include relevant learnings and wants for 2023-2024.

**Execution:** The executive team is structured with two Vice Presidents (VP's) so that each of the VP's can gain more experience in the overall board structure and operations and so that there would be a clear successor for the presidency. The operations team will also be using the past year's president's onboarding document and schedule (Exhibit 11) as a base.

**Results:** With the executive team structure, the first VP was given the opportunity to accept the presidency for the following board year and begin transition planning for their executive team and board. The operations team also started to create a short list of rising stars for executive team consideration, including things like involvement at events, hand raising to lead projects, and attending district and national events (Exhibit 12-14). We are setting up one-on-ones with those respective board members to gauge interest for next year and to figure out which roles need to be recruited for in the next term.

**II. Goal 2:** Increase membership: Continue to find and recruit new members throughout the year. Create a formal welcome packet for new members to understand the benefits of the club and find more ways to engage.

***Method 1: Welcome Email***

**Strategy:** One of the hardest challenges is understanding what your membership gets you when you join Ad 2. In order to combat this, we created a welcome email to formally welcome new members to the organization (Exhibit 15).

**Execution:** When someone joins, we provide new members with a list of helpful links to different parts of our website such as events, the job board and sponsorship. This also helps to acclimate to Ad 2 Austin and make sure we are connected with them on Slack. We are currently sending out emails to all new members within 48 hours of adding them to our membership database and slack channels.

***Method 2: Committee Interest Email***

**Strategy:** We wanted to continue to build the pipeline of engagement after a welcome email so we also created a committee interest email to let them know how to increase their engagement (Exhibit 16).

**Execution:** Included in the email was information on all of the committees Ad 2 Austin has to see if there are any that they want to join. We realized that some new members may not be aware that Ad 2 has committees and that there are opportunities to get involved beyond just being a member, so this helps to solve that problem and increase involvement. We are currently sending out to all new members one week after they receive their welcome email.

***Method 3: Invite new members to Board meetings + HH Email***

**Strategy:** After new members have received their welcome email and committee interest email, we send an invite out to encourage members to attend board meetings and happy hours as a way to get involved and meet other members (Exhibit 17).

**Execution:** An email gets sent to new members a few days before the board meeting. We let them know that typically there is a hangout happy hour after that we all attend to catch up with one another and meet new members. This gives new members a way that they can meet others, helps them see what Ad 2 Austin does, and opens up ways for them to get involved further.

***Method 4: Mid-Year Retreat***

**Strategy:** In order to re-engage the board, the operations convened a virtual collaborative session in a mid-year retreat to re-orient toward the work the team did at the beginning of the year, understand our audience, and ways the club could better serve our membership.

**Execution:** First the team outlined our priorities for the meeting, the agenda with time blocking, and who would lead each section (Exhibit 18). Our Website and DEI chairs both requested time slots to present to the broader team as well. Once the team aligned on the agenda and content, the team created slides (Exhibit 19) and locked in details with the board via email and slack (Exhibits 20-21). The team used the WeWork space (Exhibit 22) which made the session feel very professional and collaborative. Viant sponsored our breakfast and lunch, similar to our initial board retreat at the start of the year, kicking off the day with coffee and breakfast tacos. Attendance was fantastic, with 16 out of the 19 board members attending in-person and two members attending virtually. We focused our agenda on getting to re-know each other given people on the board had changed, a lookback at the successes and challenges we faced in 2022, updates across the Website

and DEI initiatives, as well as a discussion around our revenue goals. The team left feeling refreshed, inspired, and with a few more fun facts about each other.

**Goal 2 Results:** In June of 2022 we started out with 58 members. Through our efforts to engage with our membership and create a solid foundation of experiencing the club, we've been able to increase peer referrals. This year we were able to increase our membership by 4 members even with turnover throughout the year, an 6.9% increase from 2021-2022.

**III. Goal 3:** Be good stewards of the business: Support strong fiscal responsibility through a detailed budget breakdown and sponsorship evolution.

***Method 1: Board Year Budget***

**Strategy:** The operations team set out to create a detailed budget report at the beginning of the year based on the past year's income, expenses and the projected growth in the coming year.

**Execution:** The detailed budget document was created via Google Sheets for real-time tracking and collaboration with AAF Austin (Exhibit 23). In order to also budget for upcoming conferences and larger scale events, the team also broke down expenses and actuals of Mid-Year Retreat, ADMERICA, and 32 Under 32. The president worked closely with AAF Austin's Treasurer who is responsible for financial planning, budgeting and reporting. By working closely with the rest of the Executive Committee and Committee Vice Presidents, we worked to assure the financial stability of the organization and strategized on how to hit our overall Ad 2 Austin revenue goal of \$4,000.

**Results:** After reviewing with the AAF Austin Treasurer, adjustments were made to the budget, particularly around our 32 Under 32 event projections given learnings from last year. We also cut down the number of conference passes we were able to include within budget for Mid-Year Retreat, ADVENT10N, and ADMERICA. With delayed programs at the start of the year due to board member drop off and recruitment of a new lead, we did not drive any revenue outside of membership dues in the first half of the year. With the challenges of program profitability, the executive team turned to focus on bolstering 32 Under 32 sponsorships in the spring, and finding programs in the second half that we could charge for, such as the Mentorship Program, Trivia Night. The team also used time at our Mid-Year Retreat to brainstorm as a group

on ways to drive incremental revenue outside of sponsorships, such as creating Ad 2 Austin merchandise, including raffles or silent auctions at events, or having QR codes for donations at events, especially at larger programs like 32 Under 32 (Exhibit 24).

### ***Method 2: Sponsorship***

**Strategy:** To pivot profitability of the club away from our programs, the executive team worked with the sponsorship team to create sponsorship packages for 32 Under 32 early in the year and create a contact sheet for potential sponsors to reach out to.

**Execution:** The sponsorship team kicked things off early this year by meeting with the AAF Austin Sponsorship lead to strategize on packaging for 32 Under 32. We built unique sponsorship package opportunities and ideated on new ways to entice sponsors to sign on, such as adding an after party (Exhibit 25). The team set higher goals for sponsorship in order to hit our revenue goal for the year which was taken into account when creating the packages. We also divided up which companies AAF vs. Ad 2 would prospect to avoid cannibalizing efforts, especially with Austin being the host city for ADVENT10N this year and various sponsorship requests across local AAF events such as the American Advertising Awards and Big Wigs (Exhibit 26). And finally, the team requested for all Ad 2 members to notate their place of work to see which companies might be inclined to participate and support given member involvement.

**Results:** Event costs were covered via sponsorship, but no revenue was made as we used the budget to cover bar tabs. Unlike last year, we didn't have annual sponsors which gave us reason to pivot the focus to 32 Under 32. With early established packages, we could turn to these ideas for various events throughout the year, and begin to lock partners in early, which we did with Viant locking in a \$3,000 sponsorship in March and GSD&M \$500 as a part of their annual sponsorship with AAF Austin. The next push for sponsors will be when nominees are announced, specific to companies with employees that have made the list, and then a final push when the winners are announced. We also offered "Congratulations Packages" to companies to buy for their winners which drive additional income, and we intend to do this again. We hope to exceed our goals in order to leave next year's board with some money in the bank so that they are better set up for future success.

**CONCLUSION**

Although the year wasn't as we envisioned at the beginning of the year, we learned to pivot to increase the value toward the future of the club. With adjustments to board members and more clearly defined roles and responsibilities, we are set up for better succession planning come 2023-2024 and have already identified rising stars to be considered for the next year's executive team and committee leads. And just like what the team learned in the Mid-Year Retreat, we "celebrated the small victories" throughout the year: chairs who became best friends, teams who came together even from far apart, and we "collaborated to #win" which is a true success in our books.

Exhibit 1: Ad 2 Austin Board Retreat

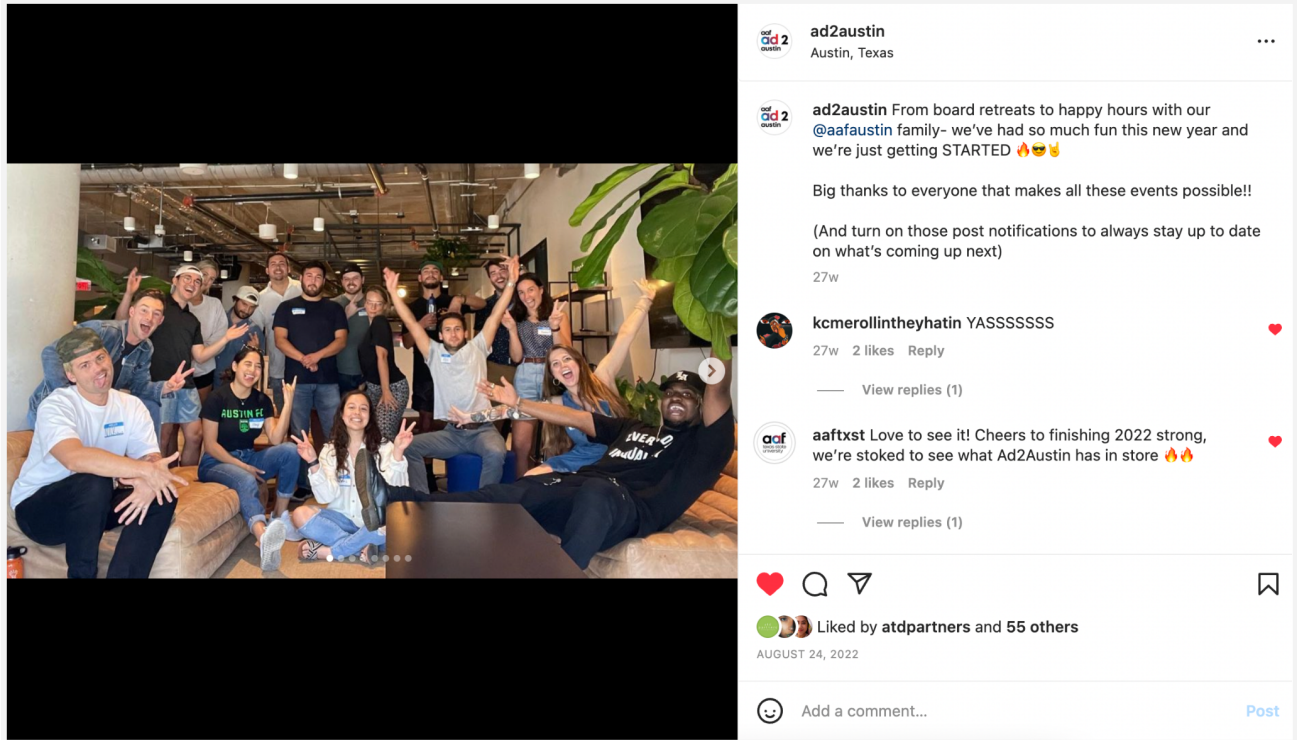


Exhibit 2: Executive Team Structure

## Meet Your Executive Team





 <p><b>Victoria Garcia Galarza</b> <i>President</i></p>	 <p><b>Travis Doggett</b> <i>First Vice President</i> <i>Membership, Programs, Sponsorship, Education</i></p>
 <p><b>Jessica Tran</b> <i>Immediate Past President</i></p>	 <p><b>KC Nkalari</b> <i>Second Vice President</i> <i>Comms, Public Service, Web, Diversity</i></p>



Exhibit 3: Ad 2 Austin 2022-2023 Board

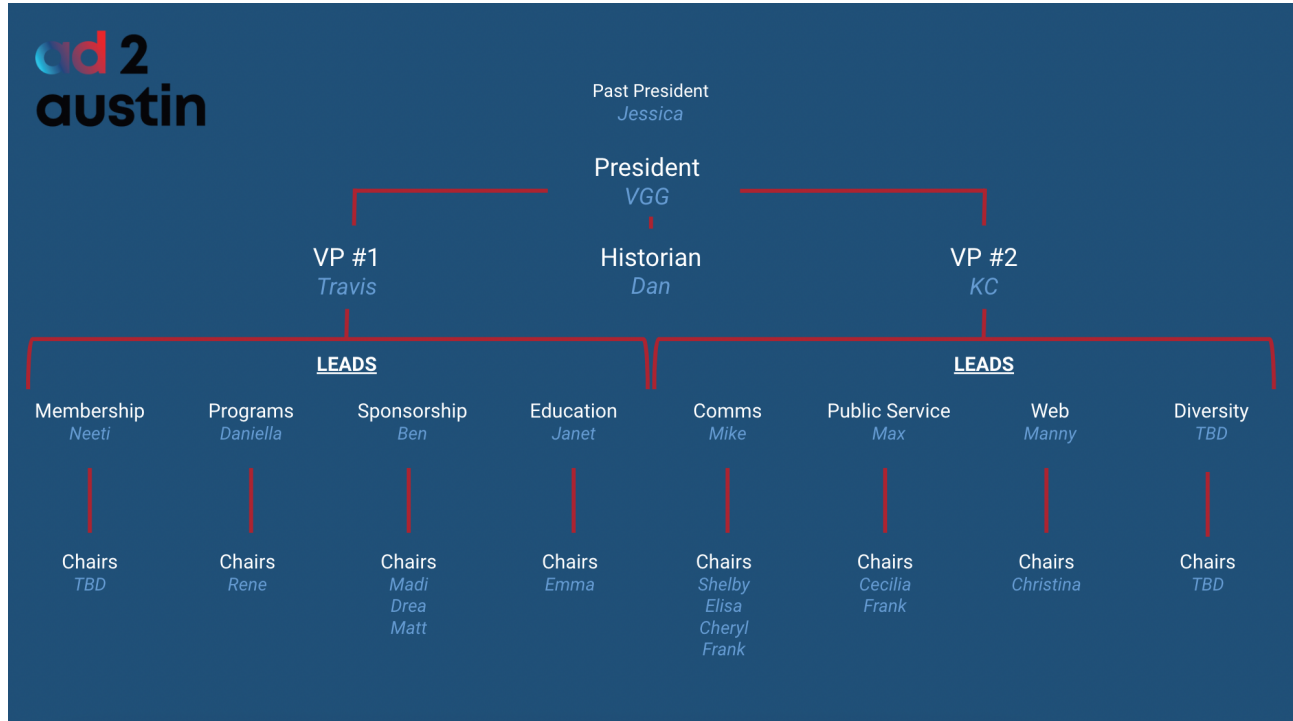


Exhibit 4: Ad 2 Austin 2022-2023 Board changes, Mid-Year Retreat

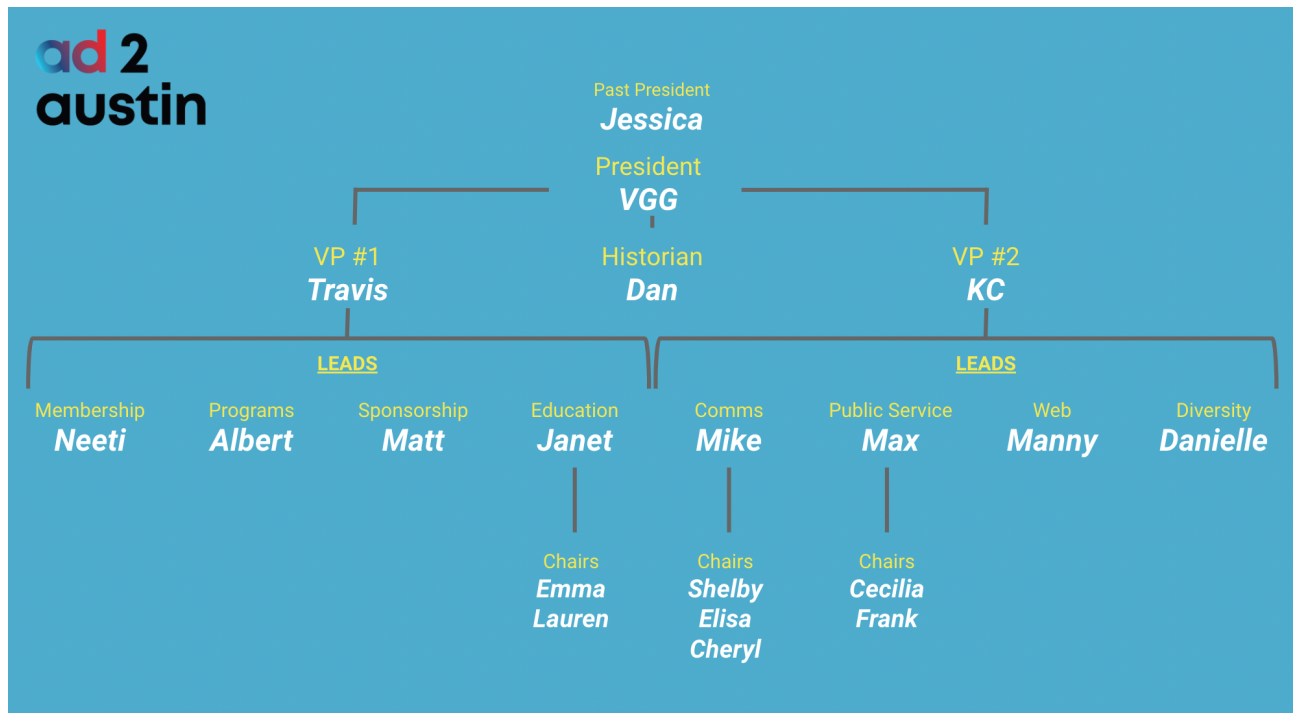




Exhibit 5: Clay Craig, AAF Advertising Education Vice President

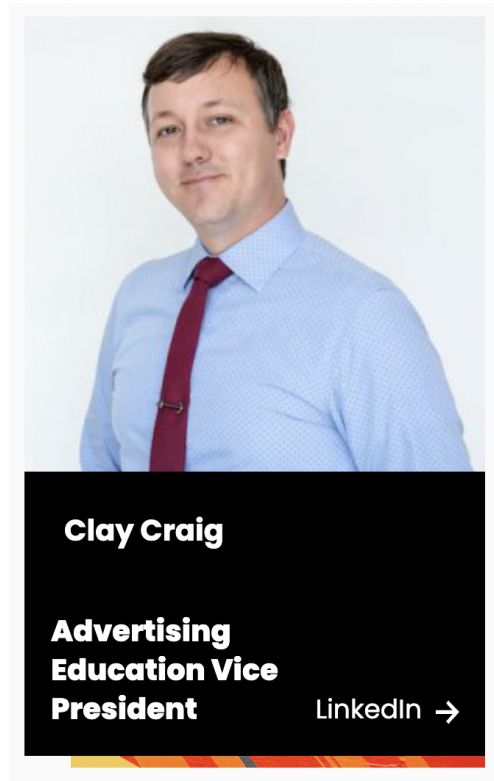


Exhibit 6: Jenny Buschhorn, Advertising Program Head and AAF NEEC Chair

## Jenny Buschhorn

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Email: [jl283@txstate.edu](mailto:jl283@txstate.edu)

Office: Lampassas 202

Courses

MC 3367 Introduction to Advertising

MC 4307 Advertising Campaigns

MC 4317 Advertising Account Planning

Jenny Buschhorn specializes in Account Planning and Advertising Campaign development at Texas State University. Buschhorn has a BS and MA in Advertising with concentration in marketing from The University of Texas at Austin.

Exhibit 7: Networking Workshop at Texas State with Travis Doggett and KC Nkalari

**TONIGHT  
TONIGHT  
TONIGHT**

**TUESDAY, SEPTEMBER 27  
OLD MAIN 320 @ 6:30 PM**

**Networking Workshop**

with Ad 2 Austin vice presidents:  
Travis Doggett & Kelechi (KC) Nkalari

We'll be sharing tools for starting  
productive conversations and  
connecting with industry pros!

aaf  
texas state  
university

**aافتxst**  
Old Main (Texas State University)

**aافتxst** Today is the day! Ad 2 Austin Vice Presidents, Travis Doggett & Kelechi (KC) Nkalari, will be leading us through a networking workshop. Come make connections and eat pizza in OM 320 at 6:30 PM!

23w

**trace.wade47** Man, would have loved this. I didn't see it until 10pm. Is there a schedule of the upcoming events?

22w Reply

View replies (1)

Liked by goshdoggett and 12 others

SEPTEMBER 27, 2022

Add a comment... Post

Exhibit 8: Creative Workshop with KC Nkalari

**ad2austin**  
Austin, Texas

**ad2austin** One of the ways our Ad 2 Austin team have been investing back in the next generation has been through creative workshops with our friends over at @texasadgroup from @utaustintx and @aافتxst from @txstate

There's no better gift than knowledge, and having the ability to impart lessons, tips, tricks and guidance to those just getting started on their own path of discernment has been SO REWARDING 🥰💖

Look out next year for more chances to attend and be a part of these amazing marketing mind melds 🍷

Big thanks to @goshdoggett and @kcmerollintheyhatin for spearheading the conversations this last semester on networking and self branding!

11w

**janethagedorn** Always a party 🎉

11w 1 like Reply

Liked by britta\_erickson and 44 others

DECEMBER 20, 2022

Add a comment... Post



Exhibit 9: Self Branding Workshop at Texas State with KC Nkalari

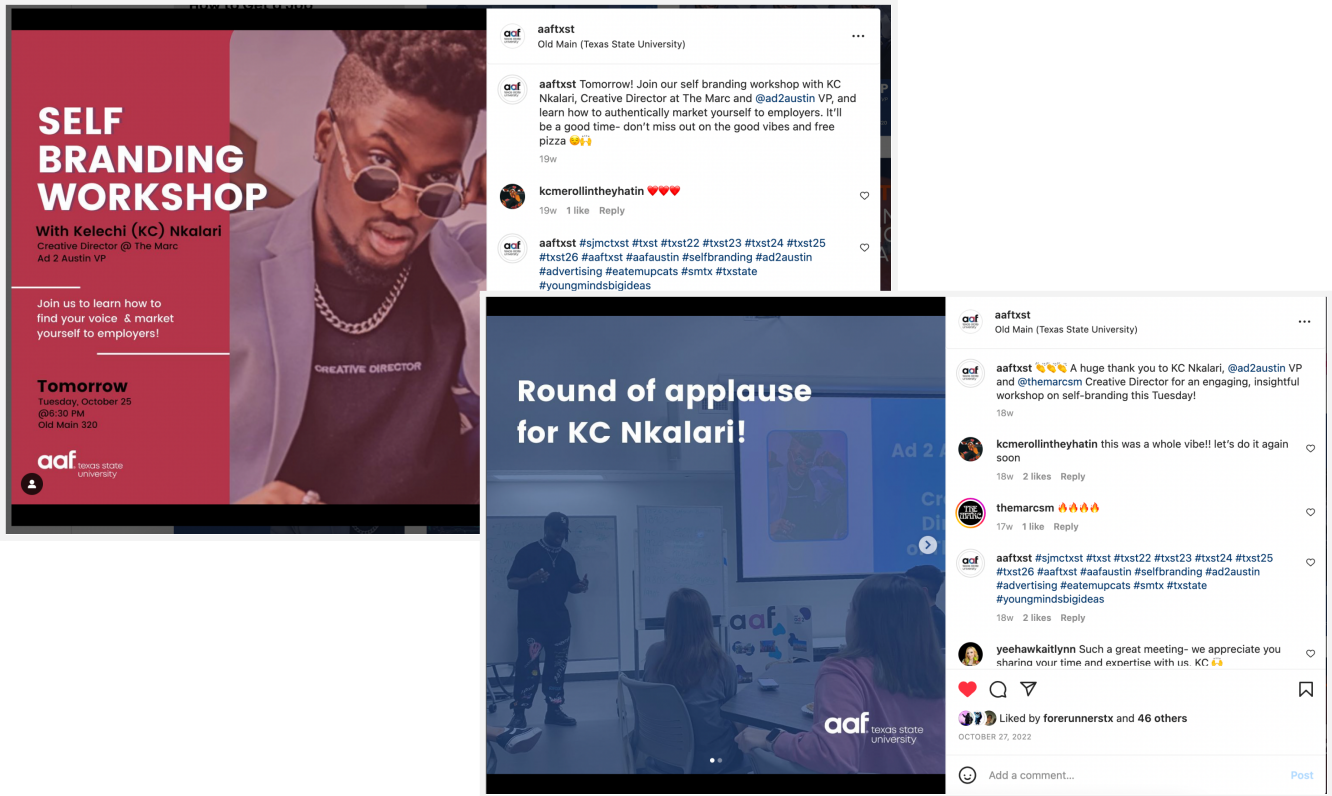
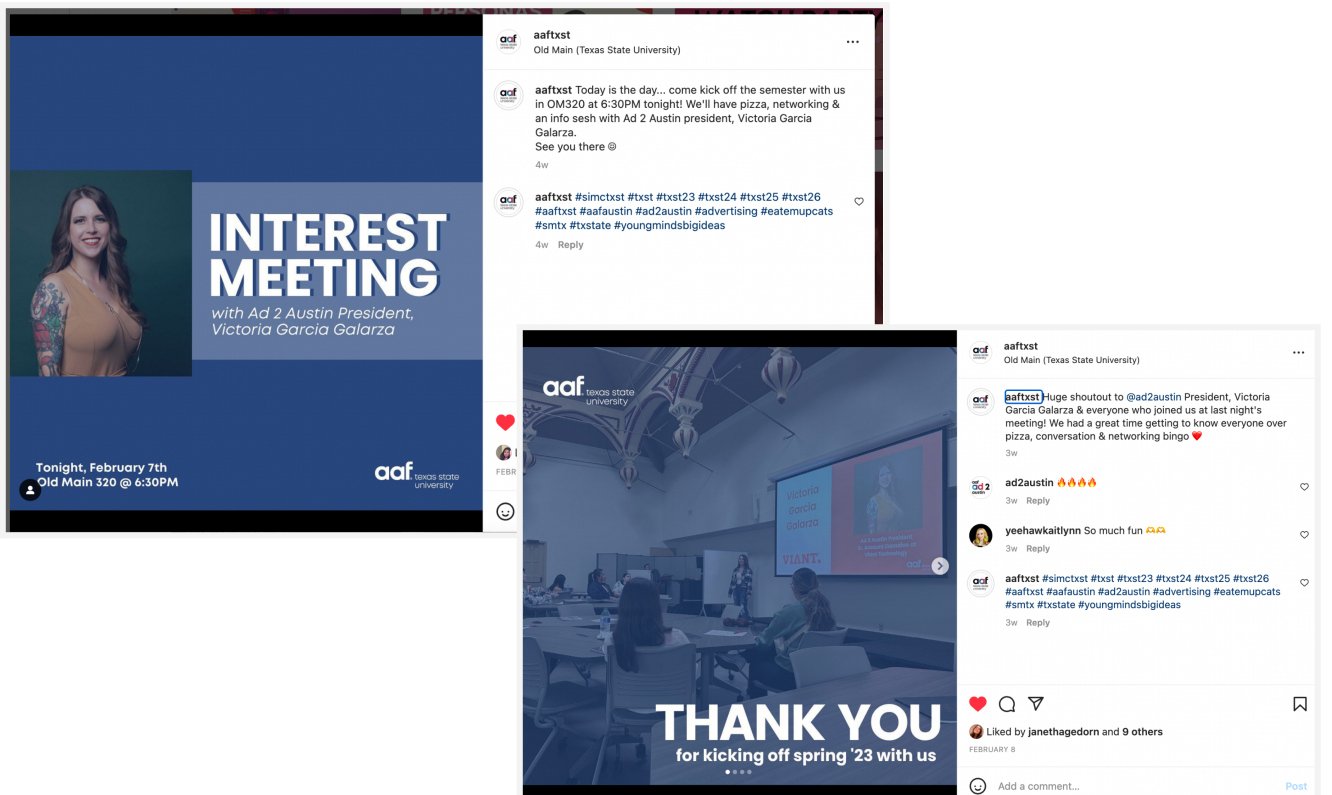


Exhibit 10: Interest Meeting at Texas State with Victoria Garcia Galarza



## Exhibit 11: Ad 2 Austin Onboarding Doc

### Who We Are

Ad 2 Austin is an organization of young professionals and students 32 and under whose ultimate goal is to foster an ad community. Ad 2 Austin is a wayfinder for the diverse group of Austin advertising students and young professionals and helps people find their way in the advertising space.

**Mission:**

- Provide relevant content to Austin young professionals & students
- Build membership and participation of Ad 2 and AAF Austin to the organization early on in their careers
- Connect students to Ad professionals and mentors.
- Provide young professionals an opportunity for leadership and growth
- Provide a community to young professionals and students and other people and network
- Highlight the diversity that's always present in Austin and strive for diversity Austin advertising

**Main Resources**

The following are the main resources our team uses for communication. Please make sure you're joined on the slack and have notifications turned on.

- Email
- G-Drive
- Slack
- 2022 - 2023 Board Year Calendar
- 2022 - 2023 Board Contact Sheet
- Creative Brief - *should be submitted at least 6 weeks before event*

### Committees

**Executive Team**

The executive team are the drivers of the club and its success. The president's role should be focused on high-level club planning and strategic success of the club. The VP's roles are stewards of the club and drive the vision of the club and its programs.

- VP 1: Travis Doggett
- VP 2: KC Nkalari

**Roles and Responsibilities**

**Overarching**

- Manage assigned committees; joining their committee meetings, pushing along goals and programs
- Keeping the executive team in the loop on activities with committee members. Pushing and/or flagging information toward leadership if needed
- Serving as an advisor and leader for the club's committees and programs
- Viewing programs and expenses with fiscal responsibility toward club profitability

**In Your First Month**

- Help plan board retreat with
- Join AAF/Ad 2 Club Officer Training at SMU on June 18

**Quarterly**

- Have 1:1 check-ins with club chairs - making sure they're feeling good about membership and their role and flagging any bandwidth issues
- Outline any big vision items that can be pushed on in the next quarter
- Support the president in overarching goals and building president capacity

### Committees

**Programs**

The programs team is responsible for supporting successful execution of all of Ad 2's events. The committee will be in charge of fully planning happy hours and 32 Under 32 as their main events. For all other committee events, programs serve as the venue finder, zoom admin, and planner that will drive clarity for any events that need more logistics support.

**Roles and Responsibilities**

**Overarching**

- Collaborate closely with other committees to ensure logistical success of the event: venue liaison, sound/equipment, zoom link (if applicable), registration supplies, drink tickets, catering, drink tab, etc.
- Communicate with AAF to make sure our events are on their radar and our events don't overlap with theirs.
- Work closely with the membership and communications team to plan and run 32 Under 32.

**In Your First Month**

- Align on 3-4 overarching yearly goals
- Schedule monthly or bi-weekly committee meetings
- Lock program calendar for 2022 - 2023

**Quarterly**

- Check-in with your yearly goals. Are you on track? Do you need to revise?
- Keep up with venue [contacts in a form](#)

**Monthly - examples of tasks and may grow/shrink based on a committee's needs/goals**

- Run monthly committee meetings with solid notes and action items
- Review yearly programs calendar and flag any committees that need to get a brief/information to the team if you haven't received it 6 weeks before the event
- Join all events to help with check-in and logistics
- Update slack with upcoming events and send email out to board members
- Work with membership team to make sure events are included in monthly newsletters

Signature

\_\_\_\_\_

may grow/shrink based on a committee's needs/goals  
 meetings, making sure that action items are being  
 chairs  
 committee meetings  
 email/text with committee chairs to make sure  
 accountable with getting creative briefs in on time  
 collaboration  
 any leadership meetings they're unable to go to  
 email - plus for driving engagement with the board  
 committees where needed



Exhibit 12: Ad 2 Austin at Club Officer Training in Dallas



ad2austin

ad2austin Club Officer Training this weekend was a huge hit! We represented Ad 2 Austin with one of the biggest groups in attendance.

This could be you, learning from and supporting the amazing talent in the Austin area. Apply for our open board positions at the link in our bio!

37w

janethagedorn killin it @emmassubjectiveworld

37w Reply


Like Comment Share

Liked by djdigitaldre and 43 others

JUNE 20, 2022

Add a comment... Post

Exhibit 13: Ad 2 Austin at the D10 President's Summit in Dallas



ad2austin  
Dallas, Texas

ad2austin The team attended the D10 Presidents' Leadership Summit in Dallas this past weekend where they met with other AAF and Ad 2 Chapter leaders across the district.

They were able to find innovative ways to improve the efficiency of the organization and will be able to implement new tactics inspired by learning what works for other districts.

16w

samyyysam Very cool!!

16w 2 likes Reply

kcmerollintheyhatin

16w 3 likes Reply

hewatson

16w 1 like Reply

theworldwarrior Well alohahowdy @ad2austin and @thatairldxnelle

Like Comment Share

Liked by djdigitaldre and 56 others

NOVEMBER 14, 2022

Add a comment... Post

Exhibit 14: Matt Noblitt, Sponsorship Lead, representing Ad 2 Austin at Mid-Year Retreat in Tampa Bay



Exhibit 15: Membership Welcome Email

**Email 1: Welcome**

Oh behalf of Ad2 Austin, I would personally like to welcome you to our chapter! We are so happy to have you.

As you know Ad 2 Austin is a not-for-profit organization that connects professionals and students interested in advertising, marketing, and design aged 32 and under in the Austin area. Our members have access to exclusive career-advancing opportunities such as mentorship, workshops, networking events, job listings, and more.

We are so excited about everything to come. **You should have received an email inviting you to join us on Slack.** This is the best way to communicate with all of us and stay up to date on the latest and greatest. *If you did not receive an email from Slack please reach out to me.*

Here are some helpful links to get you started:

1. [Austin Ad2 Events Calendar](#)
2. [Sponsorship](#)
3. [Job Board](#)

Please don't hesitate to reach out with any questions.

Have a great day!

Best,  
Neeti Butala



Exhibit 15: Committee Interest Email

**Email 2: Committee Interest**

Hi,

We are so happy to have you as a part of Ad2 Austin. As you may know, we have several committees that work on different aspects of our mission. Our committees cover a range of areas, including Programs (event planning), sponsorship, communications, and public service, Web team, Membership, Diversity and Education.

We feel that your skills and expertise could be an asset to Ad 2 Austin, and we would be excited to have you join us. If you are looking to get more involved and are interested in joining one of our committees, please let me know which one you would like to join and I can get you connected with the right committee.

If you're unsure which committee would be the best fit for you, don't worry, we can discuss your interests and skills to find the right fit.

I look forward to hearing from you and working together to advance our organization's mission.

Best,

Neeti Butala

Exhibit 16: Invitation to Board Meeting Email

**Email 3: Invitation to Board Meeting**

Hi,

As a valued member of our organization, I wanted to invite you to join our upcoming board meeting. Our board meetings are a nice opportunity for us to come together to all about what's going on in Ad2 Austin and hang out. We usually try to go for a HH after.

Our board meetings are held on the 3rd Tuesday of every month at 6:30 pm and are typically 1 hour] and we usually go somewhere for a HH afterwards. We currently hold our meetings [insert location, e.g. virtually via Zoom].

If you're interested in joining our board meetings, please let me know and I will send you the meeting details for our next meeting. We would be happy to have you join us!

Best,

Neeti Butala

## Exhibit 18: Executive Team Mid-Year Retreat Planning Agenda

### 2022-2023 Ad 2 Austin Mid-Year Retreat Planning Agenda

#### RETREAT DETAILS

**DATE:** Sunday, 1/22

**TIME:** 10am - 2pm

**FOOD:** breakfast and lunch sponsored by Viant

**LOCATION:** WeWork Barton Springs

#### AGENDA OUTLINE

- Get to re-know each other
  - Get facts from each person
    - Everyone gets their own slide
  - Ice breaker
    - Do we make it into a BINGO game?
    - Would I lie to you?
- Looking back on 1st half of the year
  - What we did well
    - Headshot Happy Hour
    - 32U32 Sponsorship Packages
    - Recruitment and membership growing
    - Board re-alignment/re-filling roles
    - Supporting AAF
    - Budget review
    - Feedback from the group?
  - Do better in the future
    - Collaboration across committees
      - New comms brief format
    - More working sessions/meetings with committees between board meetings
    - Get general members more involved
      - Put in bio on socials to rep your role
    - Feedback from the group?
- Looking ahead to the rest of the year - view of the calendar
  - Sunday, 1/22: Mid-Year Retreat
  - TBD: Team Bonding Night
  - Feb: ???
  - March: Club Achievement Books Due
  - March: ???
  - 4/13-4/16: ADvent10n in Austin
  - May: 32 Under 32
  - 6/3-6/6: ADMERICA in St. Louis
- Web - Manny session
  - Get an outline from him on what he wants to show

### 2022-2023 Ad 2 Austin Mid-Year Retreat Planning Agenda

- Working session time
  - Club Achievement Books
  - Comms Timeline
  - Public Service
  - 32 Under 32
    - Framed plaques instead of trophies? Do ourselves - graphic designer. Print them on nice paper and frame
    - Ask Minero if they are still going to cover this cost for us - Start a thread to talk about what this looks like - Add \$350 for videography

#### RETREAT AGENDA

TIME	ITEM	Lead
10:00 - 10:20 am	CHECK-IN AND COFFEE/TACOS	ALL
10:20 - 10:30 am	WELCOME AND AGENDA	VGG
10:30 - 11:00 am	ICE BREAKER: GET TO RE-KNOW EACH OTHER	ALL
11:00 - 11:30 am	<b>PRESENTATION</b> Looking back on 1st half of the year <ul style="list-style-type: none"> <li>• What we did well               <ul style="list-style-type: none"> <li>◦ Headshot Happy Hour</li> <li>◦ 32U32 Sponsorship Packages</li> <li>◦ Recruitment and membership growing</li> <li>◦ Board re-alignment/re-filling roles</li> <li>◦ Supporting AAF</li> <li>◦ Budget review</li> </ul> </li> <li>• Feedback from the group?</li> </ul> Do better in the future <ul style="list-style-type: none"> <li>• Collaboration across committees               <ul style="list-style-type: none"> <li>◦ New comms brief format</li> </ul> </li> <li>• More working sessions/meetings with committees between board meetings</li> <li>• Get general members more involved               <ul style="list-style-type: none"> <li>◦ Put in bio on socials to rep your role</li> </ul> </li> <li>• Feedback from the group?</li> </ul>	VGG
11:30 - 11:45 pm	WEB	Manny
11:45 - 12:00 pm	DE&I	Danielle
12:00 - 12:45 pm	LUNCH	ALL

12:45 - 1:00 pm	<b>CALENDAR OF EVENTS</b> <ul style="list-style-type: none"> <li>• Looking ahead to the rest of the year - view of the calendar               <ul style="list-style-type: none"> <li>◦ TBD: Team Bonding Night</li> <li>◦ 2/17: AAA's                   <ul style="list-style-type: none"> <li>▪ Looking for help with sponsorship!</li> <li>▪ COMPLETE FIRE SALE</li> </ul> </li> <li>◦ March: Club Achievement Books Due</li> <li>◦ 4/13-4/16: ADvent10n in Austin                   <ul style="list-style-type: none"> <li>▪ Lead/Chair?</li> <li>▪ Volunteers</li> </ul> </li> <li>◦ 5/4 or 5/11: 32 Under 32</li> <li>◦ 6/3-6/6: ADMERICA in St. Louis</li> </ul> </li> </ul>	
12:30 - 1:30 pm	<b>WORKING SESSION</b> <ul style="list-style-type: none"> <li>• Club Achievement Books</li> <li>• Comms Timeline</li> <li>• Public Service</li> <li>• 32 Under 32               <ul style="list-style-type: none"> <li>◦ Programs and Sponsorship</li> </ul> </li> </ul>	All
1:30 - 1:50 pm	CONTENT BREAK	KC
1:50 - 2:00 pm	CLOSING REMARKS	VGG



Exhibit 19: Mid-Year Retreat Deck

22-23 Ad 2 Austin Mid-Year Retreat ☆ 📄 🗑

File Edit View Insert Format Slide Arrange Tools Extensions Help Last edit was yesterday at 6:30 PM

Background Layout Theme Transition

## WELCOME TO AD 2 AUSTIN!

2022-2023 Mid-Year Retreat

### AGENDA

- 11:00-11:30 Think to Lead Workshop
- 11:30-12:00 Welcome and Sign-in
- 12:00-12:30 Icebreaker (Lunch by the House Public House)
- 12:30-1:00 Presentation (Lunch by the House)
- 1:00-1:30 Meeting
- 1:30-2:00 Lunch
- 2:00-2:30 Committee of Friends
- 2:30-3:00 Presentation
- 3:00-3:30 Virtual Break and Contact Network

**VICTORIA GARCIA CALARZA**  
*President*

What is a fun or interesting fact about your hometown?

**TRAVIS DORGETT**  
*First Vice President*

What's your favorite hobby?

**KC NKALARI**  
*Second Vice President*

What TV show or movie do you absolutely refuse to watch? Why?

**DAN HAMMOND**  
*Historian*

What's the farthest you've ever been from home?

**JESSICA TRAN**  
*Immediate Past President*

If you could only eat one meal for the rest of your life, what would it be?

**NEETI BUTALA**  
*Membership*

Name one thing you're willing to spend more money on to make sure you get the best quality.

**ALBERT PREWITT**  
*Program*

What's the best thing that has happened to you so far this week?

**MATT NOBLITT**  
*Sponsorship*

What did you want to be when you grew up when you were in elementary school?

**JANET HAGEDORN**  
*Education Chair*

Who would you most like to switch places with for a day (could be anyone - a celebrity or even an animal)?

**EMMA HERRERA**  
*Education Chair*

If you could change something in the world, what would it be?

**LAUREN MARTINEZ**  
*Education Chair*

Where are you in birth order (oldest? middle? youngest?) and do you think it affects your personality?

**MIKE MCGUIRE**  
*Communications Lead*

How many different states have you lived in?

**SHELBY ATKINSON**  
*Comms Chair*

What kind of pet do you have, and how did you choose its name?

**ELISA CALDERON**  
*Comms Chair*

If you had to listen to one song for the rest of your life, what would it be?

**CHERYL MARINA**  
*Comms Chair*

What animal do you think most closely matches your personality?

**FRANK HICKS**  
*Comms Chair*

What is your favorite thing to do when you're not working?

**MAX MAGNER**  
*Public Service Lead*

What are three items you'd take with you to a deserted island?

**CECILIA GONZALEZ**  
*Public Service Chair*

What's your favorite famous or inspirational quote?

**MANNY ESTRADA**  
*Website*

What is your favorite holiday?

**DANIELLE MARTINEZ**  
*Diversity*

What is on your bucket list?

**Ice Breaker Game!**

**ad 2 austin**

**ad 2 austin**

**REMEMBER: Goals for this year**

- **Communicate well (and receive it)**
  - 1. Develop your communication abilities (there isn't a brand here)
  - 2. How do we want our chapter to stand for?
  - 3. Establish a core value statement
- **Increase membership**
  - 1. How many new members do you want to add this year?
  - 2. Develop your recruitment strategy
- **Be a good listener and have good books**
  - 1. Develop your listening skills (there isn't a brand here)
  - 2. Develop your reading habits (there isn't a brand here)

**2022**

*Looking back on the first half of the year*

**Wins**

- Headshot Happy Hour
- ad 2 Sponsorship Packages
- Recruitment and membership growing
- Board re-alignment and re-filling roles
- Supporting AAF
- Freewater Speaker Event

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- Headshot Happy Hour
- ad 2 Sponsorship Packages
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**Opportunities**

- Collaboration across committees
- New common brief format
- More working sessions/meetings with committees between board meetings
- Get general members more involved
- Put Ad 2 Austin in bio on socials to represent your role and the org.

**Wins**

- Headshot Happy Hour
- ad 2 Sponsorship Packages
- Recruitment and membership growing
- Board re-alignment and re-filling roles
- Supporting AAF
- Freewater Speaker Event

**Opportunities**

- Collaboration across committees
- New common brief format
- More working sessions/meetings with committees between board meetings
- Get general members more involved
- Put Ad 2 Austin in bio on socials to represent your role and the org.

*Feedback from the group!*

**2022 Spend**

Month	Category	Actual	Budget	Variance
Jan 2022	Advertising	1,500.00	1,500.00	0.00
Jan 2022	Communications	1,500.00	1,500.00	0.00
Jan 2022	Education	1,500.00	1,500.00	0.00
Jan 2022	Finance	1,500.00	1,500.00	0.00
Jan 2022	Human Resources	1,500.00	1,500.00	0.00
Jan 2022	Legal	1,500.00	1,500.00	0.00
Jan 2022	Marketing	1,500.00	1,500.00	0.00
Jan 2022	Operations	1,500.00	1,500.00	0.00
Jan 2022	Public Service	1,500.00	1,500.00	0.00
Jan 2022	Technology	1,500.00	1,500.00	0.00
Jan 2022	Travel	1,500.00	1,500.00	0.00
Jan 2022	Website	1,500.00	1,500.00	0.00
Jan 2022	Other	1,500.00	1,500.00	0.00
Jan 2022	<b>Total</b>	<b>15,000.00</b>	<b>15,000.00</b>	<b>0.00</b>

**2023 Projections**

Month	Category	Actual	Budget	Variance
Feb 2023	Advertising	1,500.00	1,500.00	0.00
Feb 2023	Communications	1,500.00	1,500.00	0.00
Feb 2023	Education	1,500.00	1,500.00	0.00
Feb 2023	Finance	1,500.00	1,500.00	0.00
Feb 2023	Human Resources	1,500.00	1,500.00	0.00
Feb 2023	Legal	1,500.00	1,500.00	0.00
Feb 2023	Marketing	1,500.00	1,500.00	0.00
Feb 2023	Operations	1,500.00	1,500.00	0.00
Feb 2023	Public Service	1,500.00	1,500.00	0.00
Feb 2023	Technology	1,500.00	1,500.00	0.00
Feb 2023	Travel	1,500.00	1,500.00	0.00
Feb 2023	Website	1,500.00	1,500.00	0.00
Feb 2023	Other	1,500.00	1,500.00	0.00
Feb 2023	<b>Total</b>	<b>15,000.00</b>	<b>15,000.00</b>	<b>0.00</b>

**Hitting our goals**

How do we find more revenue? Think about our yearly goal, too!

Year	Revenue
2022	\$ 170
2023	\$ 250.00
2022-2023	\$ 104
Goal	\$4,000

**What else?**

- Ad 1 Austin Merchandise
- More sponsorships for events
- Charge for event admission

**2022-2023 COE Tracker**

KEY	1st Place	2nd Place	3rd Place
Board	Milwaukee	Fort Worth	Philadelphia
Membership	Austin	Austin	Louisville
UIGP	Milwaukee	Kansas City	Kansas City
Overall	Austin	Austin	Albuquerque

- Leadership Transition
- More Sign-ups
- Value Ad 2 Social Media Content
- More Board Seats
- Submit Ad 2 Meeting List and Chair for State Meet
- Be Seen by our local chapter
- More Ad 2 Meetings
- Submit Dates / Photos and Promotions / Milestones

**THATS WHAT WINNING LOOKS LIKE**

**WEBSITE UPDATES**

**DE&I UPDATES**

**LUNCH BREAK**

**Calendar of Events**

SEP	OCT	NOV	DEC
Ad 2 Meeting Hour (10:00)	Ad 2 Meeting Hour (10:00)	Ad 2 Meeting Hour (10:00)	Ad 2 Meeting Hour (10:00)
AAF American Advertising Awards (10:00)	AAF Day of the Affiliate (10:00)	AAEP Awards Dinner (10:00)	AAEP Awards Dinner (10:00)
Membership Meet (10:00)	Membership Meet (10:00)	Membership Meet (10:00)	Membership Meet (10:00)
Club Achievement Book Meeting (10:00)	Club Achievement Book Meeting (10:00)	Club Achievement Book Meeting (10:00)	Club Achievement Book Meeting (10:00)

**WORKING SESSION**

Club Achievement Goals • Comms Content Timeline • Public Service • 32 Under 32

**Thank you!**

### Exhibit 20: Mid-Year Retreat Email Notification

**AD 2 AUSTIN MID-YEAR RETREAT THIS SUNDAY!**

Victoria Garcia Galarza <vgarcia@viantinc.com> Friday, January 20, 2023 at 3:16 PM

To: Albert Prewitt; acg.cecilia@gmail.com; cheryimgutierrez@gmail.com; Danielle Martinez; Elisa; Emma Herrera; Frank Hicks; Janet H; +14 more

This message is high priority.

Hello Ad 2 Board Members! 😊

The executive team and I are excited to host you at our Mid-Year Retreat this SUNDAY! Please see details below and reach out if for some reason you are not able to attend. If you do not have a calendar invite, please notify @dan and he can add you as well.

**RETREAT DETAILS**  
**DATE:** Sunday, 1/22  
**TIME:** 10am - 2pm  
**FOOD:** breakfast and lunch sponsored by [VIANT](#)  
**LOCATION:** WeWork Barton Springs (801 Barton Springs Rd, Austin, TX 78704)  
 • Parking available across the street at the Palmer Event Center for \$8/day

TIME	ITEM
10:00 - 10:20 am	CHECK-IN OVER COFFEE & TACOS, SPONSORED BY VIANT
10:20 - 10:30 am	WELCOME AND AGENDA
10:30 - 11:00 am	ICE BREAKER: GET TO RE-KNOW EACH OTHER
11:00 - 11:30 am	PRESENTATION: 2022 RECAP & LEARNINGS
11:30 - 11:45 pm	WEBSITE
11:45 - 12:00 pm	DE&I
12:00 - 12:45 pm	LUNCH, SPONSORED BY VIANT
12:45 - 1:00 pm	2023 CALENDAR OF EVENTS
12:30 - 1:30 pm	WORKING SESSION
1:30 - 1:50 pm	CONTENT BREAK
1:50 - 2:00 pm	CLOSING REMARKS

### Exhibit 21: Mid-Year Retreat Slack Notification

Ad 2 Austin | boardroom

Victoria Garcia Galarza 3:18 PM

@here Hello Ad 2 Board Members! 😊

The executive team and I are excited to host you at our Mid-Year Retreat this SUNDAY! Please see details below and reach out if for some reason you are not able to attend. If you do not have a calendar invite, please notify @dan and he can add you as well.

**RETREAT DETAILS**  
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 • Parking available across the street at the Palmer Event Center for \$8/day

**AGENDA**

- CHECK-IN OVER COFFEE & TACOS, SPONSORED BY VIANT
- WELCOME AND AGENDA
- ICE BREAKER: GET TO RE-KNOW EACH OTHER
- PRESENTATION: 2022 RECAP & LEARNINGS
- WEBSITE
- DE&I
- LUNCH, SPONSORED BY VIANT
- 2023 CALENDAR OF EVENTS
- WORKING SESSION
- CONTENT BREAK
- CLOSING REMARKS



Exhibit 22: Mid-Year Retreat at the WeWork in Barton Springs

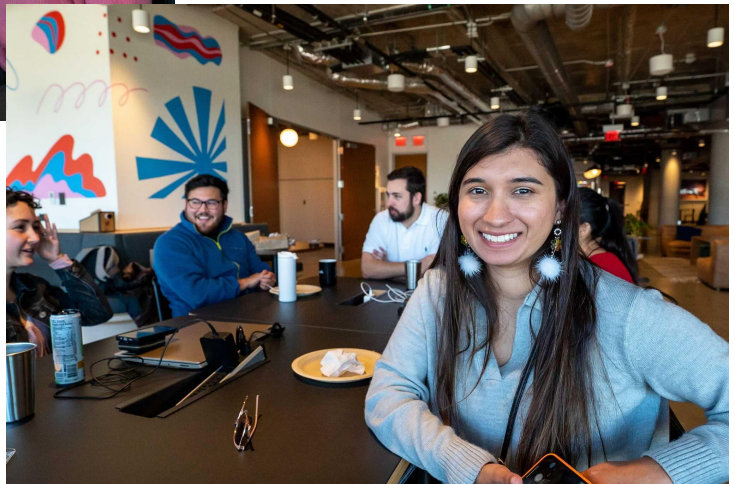
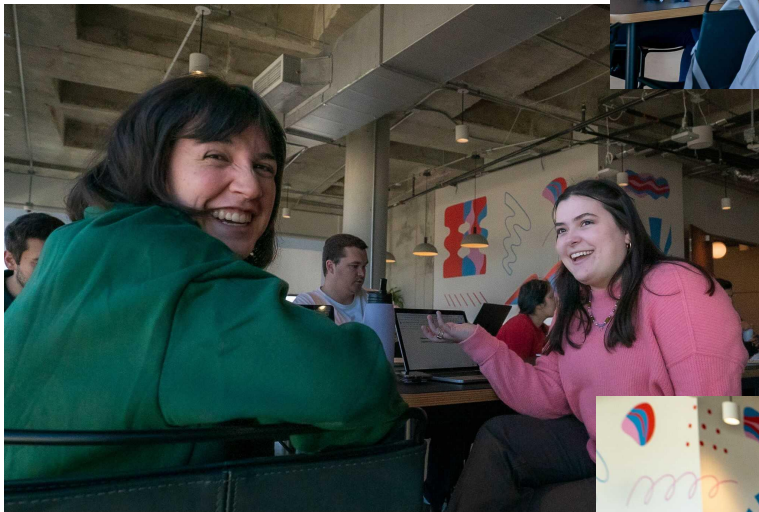


Exhibit 23: Ad 2 Austin 2022-2023 Budget

2022-2023 Ad 2 Austin Budget							not finalized
Month	Category	Item	21-'22 Actual	Proj. Expense (-)	Proj. Revenue (+)	22-'23 Actual	Notes
July 2022	Membership	Ad 2 Austin Membership Dues	\$ 550.00	\$ -	\$ 750.00	\$ 1,125.00	using Anita's budget tracker for this
October 2022	Happy Hour #2 - October	Sponsorship	\$ -	\$ (200.00)	\$ 400.00	\$ -	\$400 sponsor paid full \$400 bar tab
November 2022	Mid Year Retreat - Tampa Bay	Travel (3 people)	\$ (450.92)	\$ (1,200.00)	\$ -	\$ (524.21)	TD and VGG's flights got cancelled
November 2022	Mid Year Retreat - Tampa Bay	Registration (\$85/person)	\$ (243.60)	\$ (255.00)	\$ -	\$ (141.89)	attended virtually
November 2022	Mid Year Retreat - Tampa Bay	Hotel/Airbnb	\$ (494.07)	\$ (520.00)	\$ -	\$ (519.83)	
November 2022	Leadership Summit - Dallas	Registration (\$50/person)	\$ -	\$ (250.00)	\$ 250.00	\$ (50.00)	6 people - stipend from D10 (\$250)
January 2023	Speaker Event (Freewater)	Sponsorship	\$ -	\$ -	\$ -	\$ -	all costs covered by sponsor for space, beer and speaker (CEO)
January 2023	Membership	Membership Dues - Ad 2 National	\$ (300.00)	\$ (300.00)	\$ -	\$ (120.00)	\$5 per member
January 2023	Education Mentorship Program	Program Fees	\$ 200.00	\$ -	\$ 200.00	\$ 390.00	mentees paid \$15 to join program (\$390 for 26 mentees)
March 2023	Trivia Night	Sponsorship	\$ -	\$ (200.00)	\$ 400.00	\$ 100.00	
March 2023	Club Achievement Books	District Book Submissions	\$ (32.00)	\$ (40.00)	\$ -	\$ (40.00)	
March 2023	Club Achievement Books	National Book Submissions	\$ -	\$ -	\$ -	\$ (235.00)	\$75 for the first entry, \$40 for each additional entry.
April 2023	ADvent10n - Austin	Conference Pass (\$350/person)	\$ -	\$ (700.00)	\$ -	\$ (700.00)	2 people + VGG with Viant
April 2023	ADvent10n - Austin	Lunch for Volunteers	\$ -	\$ -	\$ -	\$ -	
May 2023	32 Under 32	Sponsorship	\$ 4,500.00	\$ -	\$ 8,000.00	\$ 8,000.00	GSD&M: \$500 Viant; \$2,000
May 2023	32 Under 32	Ticket Sales	\$ 3,045.00	\$ -	\$ 4,000.00	\$ 4,000.00	
May 2023	32 Under 32	Congrats Packages	\$ 150.00	\$ -	\$ 500.00	\$ 500.00	
May 2023	32 Under 32	Trophies	\$ (1,264.36)	\$ (650.00)	\$ -	\$ (650.00)	Shutterfly or Fiver for template which will be cheaper
May 2023	32 Under 32	Venue Rental	\$ (2,500.00)	\$ (2,500.00)	\$ -	\$ (2,000.00)	\$500 discount for returning customers
May 2023	32 Under 32	Catering (\$11/person)	\$ (2,073.80)	\$ (1,500.00)	\$ -	\$ (1,000.00)	Charcuterie from Jessica
May 2023	32 Under 32	Drinks (\$10/person)	\$ (951.00)	\$ (1,000.00)	\$ -	\$ (1,000.00)	
May 2023	32 Under 32	Photobooth	\$ (2,137.94)	\$ (2,200.00)	\$ -	\$ (1,975.00)	MirMir with discount for returning customers
May 2023	32 Under 32	Photography/Videography	\$ (225.00)	\$ (575.00)	\$ -	\$ (575.00)	
June 2023	ADMERICA - St. Louis	Travel (3 people)	\$ -	\$ (600.00)	\$ -	\$ (400.00)	1 flight covered by Viant
June 2023	ADMERICA - St. Louis	Conference Pass (\$595/person)	\$ -	\$ (1,190.00)	\$ -	\$ (1,190.00)	3 people: President (covered by Viant), Public Service 1, Public Service 2
June 2023	ADMERICA - St. Louis	Hotel (\$200/night)	\$ -	\$ (600.00)	\$ -	\$ (600.00)	
n/a	Other	D10 Awarded Money	\$ 1,100.00	\$ -	\$ 400.00	\$ 400.00	Awards from Nashville - confirm this was already added into our account
<b>TOTAL</b>			<b>\$ 635.80</b>	<b>\$ (14,795.00)</b>	<b>\$ 14,900.00</b>	<b>\$ 3,594.07</b>	

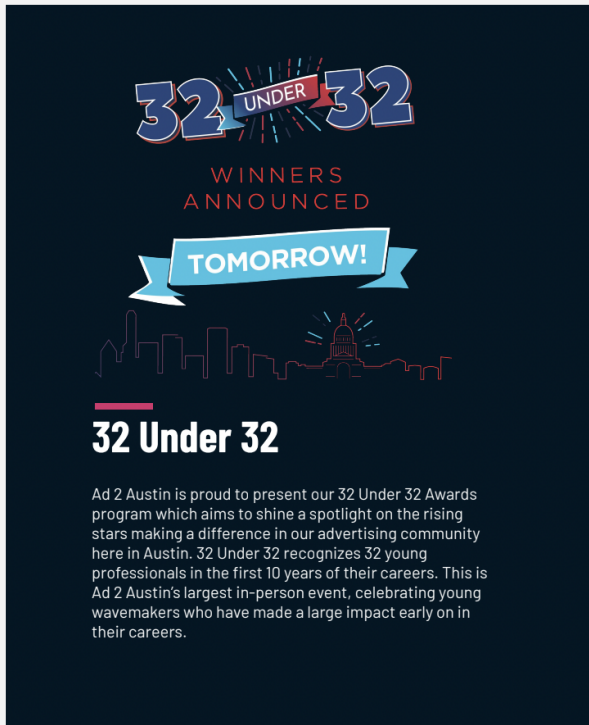
Exhibit 24: Mid-Year Retreat Notes

- MYR NOTES**

  - Merch - add directly to our site
  - public service presentation with a raffle
  - QR codes to donate
  - QR code on site or for special access to the events as members or extra coupon (Minero)
  - Start charging for events
  - Set expectations for set up (paying to go and paying for food - making events at places not restaurant)
  - Membership is a big place to make sure people who are at happy hours are members and whoever is involved joins
  - On campus recruiting
  - Incentives for sign ups - raffle tickets
  - Raffles tickets leading up to 32U32
  - Silent auction
  - newsletter and email distribution
  - Membership - need to do 1:1 calls
  - Membership calls
  - monthly overviews
  - email vs slack uses - division is use and role
  - close friends story on Instagram
  - text message updates
  - Increase ticket prices for 32u32 and packaged ticket prices for groups or students
  - may 11 is graduation
  - Ask for donated media dollars for promotions
  - Tell people about the job listings function on member portal
  - Membership portal - highlighted member part of it - "member of the month" - people's content/portfolio stuff
  - Diversity page - sample sent in slack
  - Resume templates, forms for the organization, resource pages
  - Reddit board format for updates on the site vs slack updates
  - Get AAF to work with us to get membership on our site vs theirs
  - Tutorial/guide/video to walk through the website and what we need to get things moving or roles for committee members for web - students would love to learn from Manny!
  - Local vendors to our events - profit share model
  - Get away from happy hour drinking events and do more activity-focused
    - o Something with activity - getting "stale"
    - o Painting with kids (FreeArts, Boys and Girls Club)
    - o Cidercade
    - o Volunteer things / care packages / Care Box event (public service POCs)
- o Paid and proceeds going to public service campaign or part of proceeds go to our organization
  - o Corporate ice breaker games to work together/team building (human knot)
  - Less formal events and team bonding to help cultivate community together
    - o Game night - bring your fave game
    - o Murderf Mystery Night
    - o No networking attached
    - o Trivia Night
    - o Pool hall / billiards
    - o Would be open to these things on a weekend
    - o BYOB / potluck
    - o RSVP for upcoming team bonding casual hangout events
    - o Party barge
    - o River floats
    - o Ziplining
  - Record speakers and then put in behind the member portal - Unlisted on youtube
  - Ask for accommodations on the mentorship application (DE&I)
    - o Add tags on event pages to ask people to reach out for accommodations
    - o Standard on our posts for accessibility
    - o Carpool channel
    - o When planning events (32U32, mentorship), ask venues if accessible
    - o Labels for any time there will be food or drinks (vegan, gluten free, etc.)
    - o Make sure website is ADA
    - o CC on videos
    - o Parking set up
  - "Weather checks" over zoom - outside and of the person - create a space of trust
  - 32U32 promo page - get it up early!
  - Speaker list resources
  - 1:1 chats with AAF board committees and members



Exhibit 25: 32 Under 32 Sponsorship Packages



- Bar Sponsor** \$1.5K
  - Drink Special named after your company
  - Opportunity to provide signage at all bars
  - Thank you during the opening ceremonies
- DJ Sponsor** \$2K
  - MC Shoutout from THE KCMeRollin and DigitalDre
  - Opportunity to brand the entertainment space
  - Half Page (8.5x11") Congratulatory Ad in the Program
- Trophy Sponsor** \$2K
  - Place logo on the 32U32 Trophies.
  - Shout out at beginning and end of awards programming
- Afterparty Sponsor** \$2.5K
  - Branded signage at the event exit.
  - Branded Afterparty tickets.
  - Branded Afterparty Drink names
- Dinner Sponsor** \$3K
  - Physical signage near the food service
  - Branded items for food service (plates, napkins, etc.)
  - Branded Food Tickets
- Safe Travel Sponsor** \$3K
  - Opportunity to provide branded items and/or promotional material to attendees
  - Opportunity to provide discounted ride-sharing cards to guests at registration
  - Opportunity to provide branded signage at the exit of the event promoting the discount code
- Presenting (Title) Sponsor** \$6K
  - Your logo incorporated into Digital and Physical Photobooth Photos
  - Full Page (8.5x11") Congratulatory Ad in the Program
  - Thank you during the opening ceremonies
  - Inclusion in a blog post on the Ad 2 Blog
  - Names and information of attendees available upon request
  - After-party branding

Exhibit 26: AAF Sponsorship Contact Sheet

Full Name	LinkedIn	Company	Email	Team	PDF	Comment
		Adobe				
		Adthorent				Big Wigs '21 sponsor - charging cable
Richelle Ouellette		Alchemy Events				richelle@alchemyevents.co
Jeff Montgomery		Ampersand				
Keith Patricio		API	keith@apiaustin.com			\$1,500
		API	keith@apiaustin.com			
Lorie Inman		Archer Malmo	linman@archermalmo.com			Added to 2023 leads
Marc Girard		Archer Malmo	mgirard@archermalmo.com			
		Asana				
Laura Hernandez		AT&T	lh2902@att.com			
Drake Johnson		ATD Partners	drake@atdpartners.com			Helena reached out to Moses/ \$500
Jillian Clifton		Atlasian				
		Austin Monthly	jciflton@austinmonthly.com			
Jeffrey Blyseth	<a href="https://www.linkedin.com/in/jeffrey-blyseth-9756993/">https://www.linkedin.com/in/jeffrey-blyseth-9756993/</a>	Axis	jeffrey@axisgraphics.com			
		Axure				
Neely Asmun	<a href="https://www.linkedin.com/in/neely-ashmun-169831/">https://www.linkedin.com/in/neely-ashmun-169831/</a>	Bah				
Luke Lashley		BL&S	luke@blsflm.com			Added to 2023 leads
Lana McGilvray		Blast	lana@blastpr.com			Left Blast, Moved to Purpose Worldwide
		Blue Northerner	austin@drinkbluenorther.com			
Jessalynn Forde		Callen	Jessalynn.forde@thisiscallen.com			Former happy hour sponsor
		Callen				
		Carva				
Tasha Bowling	<a href="https://www.linkedin.com/in/tasha-bowling-aa762221/">https://www.linkedin.com/in/tasha-bowling-aa762221/</a>	Capital Printing	tbowling@capitalprintingco.com			Added to 2023 leads
Tasha Bowling		Capital Printing	<a href="https://capitalprintingco.com/contact-capital-printing/">https://capitalprintingco.com/contact-capital-printing/</a>			Helena will follow up
		Capital Printing	tbowling@capitalprintingco.com			
Efri Castellanos		Casual IQ	ecastellanos@causalq.com			Jake is talking to them, they are interested in sponsoring Advent10n
Efri		Casual IQ				
Raynor Choate		Causal IQ	rchoate@causalq.com			
Jessica Phillips		Clampitt Paper	Helena contacted			Board member/\$1500
Jessica Phillips		Clampitt Paper	jphillips@clampitt.com			In-kind sponsor
		Creative Circle				
		Deep Eddy Vodka				
Adam Troyak		Dell	adam_troyak@dell.com			Amy declined already
Amy Waldrop		Dell	amy_waldrop@dell.com			Not interested
Allison Zabbia		Digital Remedy	azabbia@digitalremedy.com			she moved over to KORTX - I (Molly) just added that company and reached out to her
		DJ Cass&ra				