

TAKE NOTE:
BOISE2013 AAFP
WESTERN
REGION
LEADERSHIP
CONFERENCE

September 26-28, 2013

AAF DISTRICT XI




All of us in District XI are excited to host you at this year's Western Region Leadership Conference. The very first "revamped" Western Region Conference was hosted in our district over 10 years ago, wow, 10 years! I think that is a testament to the value past attendees have received in attending this conference, as well as the dedication and enthusiasm of the Western Region Board and the 40+ Ad 2 and professional clubs in our region. As we like to say in our district, the West Coast is the Best Coast!

Whether you are attending this conference for the first or fifth time, representing your club's creative awards program or Executive Board, we have pulled together a program jam-packed-full of great information for you to take back to your club. Take Note, this year's conference theme, is designed to provide each-and-every one of you an actionable plan to take home. The conference programming includes engaging club operations panel and best practices discussions, one-on-one club coaching sessions, team building workshops, in-depth training on the new American Advertising Awards software and many networking sessions scheduled throughout. You are guaranteed to find something of note during this year's conference.

A quick shout out to the Western Region Planning Committee, the creative minds, District XI clubs, volunteers and sponsors for all their hard work bringing this conference to you and to Boise. Be prepared to learn lots, meet many new AAF friends and best of all have fun!

Welcome to my hometown!


Christal Gammill,
Governor, AAF District XI

AAF District XI and the Western Region would like to thank our sponsors for their generous support of the 2013 Western Region Leadership Conference!



WESTERN REGION

THE UNIFYING VOICE FOR ADVERTISING IN THE WEST

To all of my AAF friends,

Welcome to the 2013 Western Region Conference. Covering thirteen western states including Alaska and Hawaii, we are the most geographically diverse and spread out region in AAF. Our clubs cover some of the most influential advertising markets in the country and the burgeoning technology sector that keeps our industry in a constant state of change. For all of these reasons, we need to work at staying connected to each other and staying relevant to our members and their ever-changing needs. This conference is poised to do just that.

Whether you are a long-time AAF member or new to the organization, this conference is sure to provide you with meaningful insights and suggestions to help you better connect to your members and the national organization. By taking note of all the conference has to offer, you will hear about the big plans afoot for the national organization from President and CEO, James E. Datri. You will be exposed to great content from top agencies like Wieden + Kennedy and Publicis. You will learn about the extensive changes to the American Advertising Awards (fka the ADDYs) and the new software that will drive the competition. Finally, you will learn and share lots of information and ideas about the business of managing a club and creating a relevant environment for members and prospective members to thrive.

Last but not least, our hosts in Boise have created a number of optional social events that will let you experience Boise beyond the conference program. From Boise State University's iconic blue astro-turf clad football stadium to its unique restaurants and idyllic setting, we know that Boise's many charms will win you all over.

Be prepared to share, learn and collaborate with your AAF peers as we all take note of the many ways we can make our AAF club network great.

Cheers,

Erik Lohmeier
AAF Western Region Chair



On behalf of the Idaho Advertising Federation, welcome to the City of Trees, beautiful Boise, Idaho.

While you're here, I hope you'll find Boise to be the perfect blend of urban and outdoor. Right here in downtown you'll find upscale boutique shopping, local breweries and restaurants, miles of riverside Greenbelt paths, and the eclectic sights and sounds of Boise's thriving arts and music scene.

There's so much to see and do in Boise! So please enjoy the conference, and take a moment to experience a little of what Boise has to offer.


Cheers,

Mike Kerby
Chairman, Idaho Advertising Federation

SCHEDULE OF EVENTS

EVENT	TIME	PRESENTER	LOCATION
Thursday, September 26:			
Legends of Advertising Golf Tournament	10:30 AM		Warm Springs Golf Course
Registration	4:00 PM – 6:00 PM		Second Floor Landing
Western Region Board Meeting Officers + Western Region Governors	5:00 PM – 6:00 PM	Erik Lohmeier Western Region Chair	Clearwater
Welcome Reception Open to all full access WRLC registrants.	6:00 PM – 9:00 PM		Fourth Floor Terrace (weather permitting)
Friday, September 27:			
Registration	8:00 AM – 9:00 AM		Second Floor Landing
Breakfast	8:15 AM – 9:00 AM		Aspen / Cedar
Opening Session Welcome, opening remarks & State of the AAF	8:30 AM – 9:30 AM	Erik Lohmeier Western Region Chair James Edmund Datri AAF President/CEO	Aspen / Cedar
Break	9:30 AM – 9:40 AM		
Best Club Idea Competition Each club presents its best idea. Audience votes. Club voted with best idea wins a fabulous prize.	9:40 AM – 10:30 AM		Evergreen
Club Coaching Meet your coaches and teammates. Plan sessions most valuable for your club to attend, based on your club goals.	10:30 AM – 11:15 AM		Evergreen
Break	11:15 AM – 11:30 AM		
10+ Ideas to Kick-Start Sponsorships Discussion to include: Defining your club's strategy for sponsorships and identifying sponsorship opportunities. Learn the pros and cons of bundling sponsorship packages versus selling individual events/projects.	11:30 AM – 12:15 PM	Jon Burgess District 15 Governor	Rapids

SCHEDULE OF EVENTS

EVENT	TIME	PRESENTER	LOCATION
Club Communications & Social Media Panelists will give their recommendations and justifications for a communications plan/strategy for a variety of ad club events.	11:30 AM – 12:15 PM	Pearl Ford-Fyffe Administrator AAF Tucson & Ad 2 Tucson Matt Hand AAA-NW Chair Luis Antezana Creative Technologist	White Water
Break	12:15 PM – 12:30 PM		
Lunch: PROUD SPONSOR OF MOMS P&G's London Olympics Campaign	12:30 PM – 1:45 PM		Aspen/Cedar
How can one big brand idea create additional value that drives sales for a portfolio of brands? For 175 years, P&G, the company, was always the silent giant behind its many powerful brands. The London Olympics gave P&G an opportunity to have a point of view that would resonate with millions of people. But to do this, P&G had to find its authentic and meaningful connection to the Olympics Games.		Jesse Johnson Management Supervisor, Wieden + Kennedy Dave Burg Brand Strategy Director, Wieden + Kennedy	
		 Wieden + Kennedy+	
American Advertising Awards 101 Overview of changes for 2014 competition: rebranding, new software and more!	2:00 PM – 2:50 PM	George Riddell National AAA Chair	White Water
Discovering AAF Resources Did you know as a member of AAF, you have access to a wealth of information on the AAF membership website? Discover the "hidden gems."	2:00 PM – 2:50 PM	Christal Gammill District XI Governor	River Fork
Break	2:50 PM – 3:00 PM		
Club Management Tools Discover what tools works best for your club! Discussion of various software programs including Cvent and Constant Contact for events, Star Chapter Comprehensive Association Management and Group Spaces for membership, plus Excel and Quicken for finances.	3:00 PM – 3:50 PM	Linda Orcelletto ED Advertising Federation of Central Oregon Pearl Ford-Fyffe Administrator AAF Tucson & Ad 2 Tucson Martin McGee Treasurer AAF Seattle	White Water
Fundraising: Re-thinking How Clubs Generate Revenue A thought-provoking session dealing with how clubs have turned non-revenue generating programs / events into revenue-generating ones. You will also hear an example of how one club rose to the challenge after losing a long-standing, large revenue-generating event.	3:00 PM – 3:50 PM	Jon Burgess District 15 Governor	Rapids
Break	3:50 PM – 4:00 PM		
District Meetings District 11: White Water; District 12: Ivy; District 13: Clearwater; District 14: Rapids; District 15: River Fork	4:00 PM – 5:00 PM		
Reception Wrap up Day 1. Unwind, network and socialize as you process the information you have learned during Day 1. Open to all full access WRLC conference registrants.	5:00 PM – 6:30 PM		Aspen / Cedar
Optional Event: Idaho Brew Bus Tour Presented by the Boise Advertising Federation Four breweries – Table Rock, Crooked Fence, Highlands Hollow and Payette Brewing Co. Food trucks will be the evening cuisine at our last stop, Payette Brewing Co. (Additional sign-up and fee required, but conference registration not required to participate.)	7:00 PM –		Table Rock 705 Fulton Street

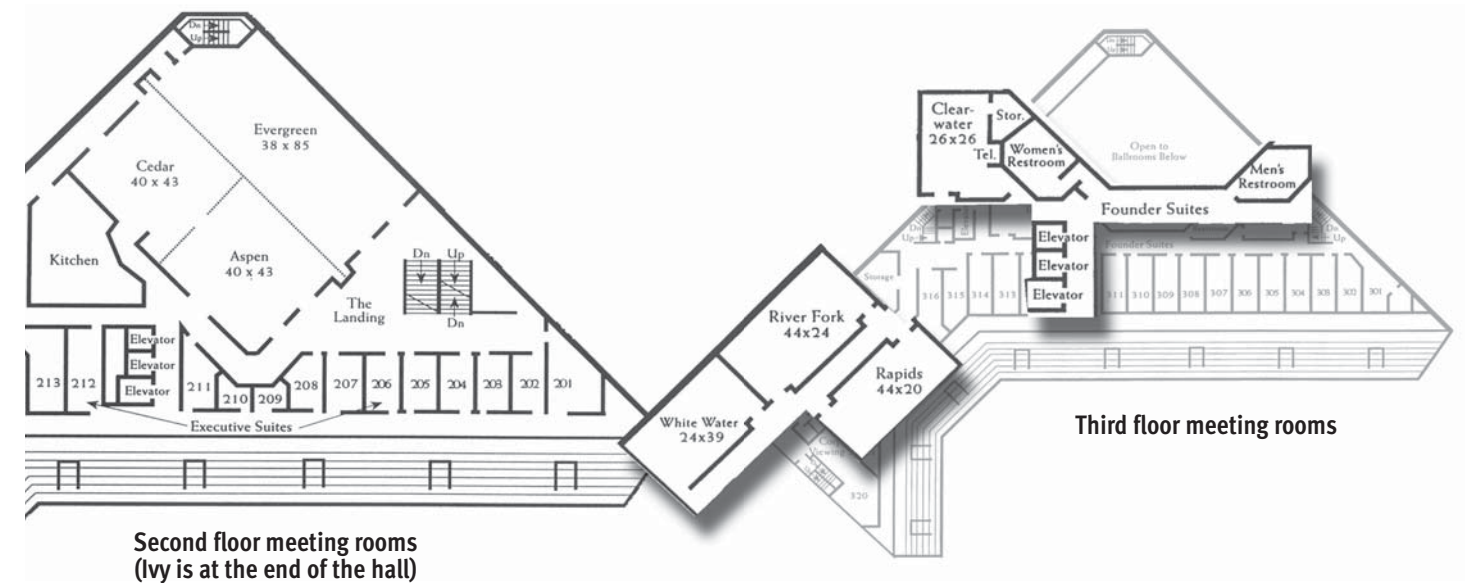
SCHEDULE OF EVENTS

EVENT	TIME	PRESENTER	LOCATION
Saturday, September 28			
Registration	8:00 AM – 9:00 AM		Second Floor Landing
Club Presidents' Forum A session just for club presidents. Meet with Joanne Schecter to discuss issues unique to presiding over your club.	8:00 AM – 9:00 AM	Joanne Schecter AAF EVP Club Services	Clearwater
Continental Breakfast	8:00 AM – 9:00 AM		Second Floor Landing
General Session Preview to Team Building Workshops; Salute to Western Region Achievers and Silver Medal Winners.	9:00 AM – 10:00 AM		Aspen / Cedar
American Advertising Awards New Software Training Learn about the new software for American Advertising Awards.	9:00 AM – 11:30 AM		River Fork
Break	10:00 AM – 10:15 AM		
Speed Idea Sharing Share your club's best ideas and learn what other clubs are doing in 15-minute roundtable sessions covering programming, membership, leadership identification, strategic planning and fundraising/generating revenue. (Choose 4 of 5 topics)	10:15 AM – 11:15 AM		Evergreen
Team Building Workshop Group 1 Enhance your leadership skills working through case studies and best practices learnings. Fine-tune your ability to motivate your club members and feel rewarded in doing so. (limited attendance/sign up required)	10:15 AM – 11:15 AM	Arden Owens HR Manager, CMD	Ivy
American Advertising Awards Committee (3AC) Meeting Fall meeting of the National American Advertising Awards Committee.	11:30 AM – 1:30 PM	George Riddell National AAA Chair - Presiding	Clearwater
Best Practices for Membership Challenged with how to attract and retain club members? Wondering about the best ways to reach potential new members? Trying to figure out how to make club membership valuable so that members are engaged and active? Struggling with membership pricing? These questions and more will be addressed in this important workshop. Through a discussion of best practices, insights from AAF, and group brainstorming you'll be able to take away ideas that your club can put into action to help create a winning membership strategy!	11:30 AM – 12:15 PM	Kathy Mitchell Western Region Secretary	White Water
Team Building Workshop Group 2 Enhance your leadership skills working through case studies and best practices learnings. Fine-tune your ability to motivate your club members and feel rewarded in doing so. (limited attendance/sign up required)	11:30 AM – 12:15 PM	Arden Owens HR Manager, CMD	Ivy
Break	12:15 PM – 12:30 PM		
Lunch: Ball Park: Reinventing a Once Institutional Brand by Inventing a New Category The story of how one of America's most beloved brands regained its swagger by setting its sights on something far bigger than reclaiming its spot atop a category. For Ball Park, it was about breaking the conventions of the overly commoditized hot dog category by moving the brand into its own category of Guy Food. The wrapping? Men. Easier Fed Than Understood: A brand platform that inspired the women who buy the food and the guys who eat it by celebrating the hard to understand behaviors of men and their everlasting love for meaty, juicy and handheld food they eat during "guy time."	12:30 PM – 1:45 PM	Jason Sullivan Managing Director - Publicis Seattle Steve Williams Group Creative Director - Publicis Seattle	Aspen / Cedar




SCHEDULE OF EVENTS


EVENT	TIME	PRESENTER	LOCATION
American Advertising Awards New Software Training New software training continues.	1:45 PM – 4:00 PM		River Fork
Developing Strategic Plans and Budget Management Join this interactive session and get insights on how to write a plan for your club. We will also talk about how to set up a budget and the key elements for making it work.	2:00 PM – 2:50 PM	Erik Lohmeier Western Region Chair Julie Childs Western Region Vice Chair	Rapids
Best Practices: Programming Discussion about programming for your membership. Including speaker suggestions, format, time of day and back up plans.	2:00 PM – 2:50 PM	Dawn Dawson District 12 Governor	White Water
Team Building Workshop Group 3 Enhance your leadership skills working through case studies and best practices learnings. Fine-tune your ability to motivate your club members and feel rewarded in doing so. (limited attendance/sign up required)	2:00 PM – 2:50 PM	Arden Owens HR Manager, CMD	Ivy
Break Refreshments served on second floor landing.	2:50 PM – 3:00 PM		2nd Floor Landing
Club Coaching Develop an action plan for implementation during the upcoming year to achieve the goals you determined at the beginning of the conference.	3:00 PM – 3:50 PM		Evergreen
Break	3:50 PM – 4:00 PM		
Western Region Business Meeting Fall Business Meeting for the Western Region. Everyone is encouraged to attend. ROLL WILL BE TAKEN!	4:00 PM – 5:00 PM	Erik Lohmeier Western Region Chair - Presiding	Evergreen
Reception Unwind, relax and share all the great ideas you are planning to set in motion when you get home. Open to all full access WRLC registrants.	5:00 PM – 6:30 PM		Aspen / Cedar
Optional Event: Bar DeNay Distillery Tour Get a private tour of the first restaurant distillery in America. Learn about the distilling process and enjoy a tasting of gin, rum and vodka. (Additional sign-up and fee required, but conference registration not required to participate.)	6:45 PM –		610 Grove Street Boiler Room



Definition: Collateral materials and/or Web sites produced and distributed exclusively for the club or federation.

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1. Describe your club or federation's use of communication materials for any or all of the following areas:
 - a. Regular communication with members
 - b. Event or meeting promotions and announcements
 - c. Communication with nonmembers
 - d. Self-promotion
 - e. Others (e.g., telephone and broadcast scripts, press releases, etc.)

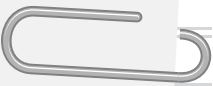
 2. For each communication vehicle submitted, provide the following:
 - a. Goals
 - b. Target audience
 - c. Budget recap
 - d. Distribution system
 - e. Results achieved
 - f. Sample




Definition: Club operations are defined as the policies, procedures and leadership development that contribute to the operations of a club or federation.

1. State your club or federation's operations goal(s) as they relate to:
 - a. Long-range planning
 - b. Analysis of member needs
 - c. Leadership organization and development
 - d. Fiscal management (budgeting, dues, non-dues income and fund raising)
(next page)
2. Describe the methods used for achieving these goals.
3. State/define the results of these executions.

Definition: Club operations are defined as the policies, procedures and leadership development that contribute to the operations of a club or federation.

1. State your club or federation's operations goal(s) as they relate to:
Fiscal management (budgeting, dues, non-dues income and fund raising)
 2. Describe the methods used for achieving these goals.
 3. State/define the results of these executions.
- 




Definition: Membership Development is defined as activities designed to enhance the local advertising club or federation membership in three ways: recruitment, retention and involvement.

1. State your club or federation's membership goals as they relate to:
 - a. Recruitment
 - b. Retention
 - c. Involvement

2. How did you achieve these goals including (but not limited to) the following activities:
 - a. Projects/Programs
 - b. Volunteerism
 - c. Member feedback
 - d. Club operations

3. Describe, in detail, the results of your membership activities.

Definition: Quality programming that fosters actively interested membership, well-attended meetings and membership growth.

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1. State your club or federation's overall program goal(s) and provide (in the collateral material) a calendar of the year's programs.
 2. Describe three of your most successful programs (other than special events, ADDY® Awards, seminars and designated fund raising events). For each program, please explain how you achieved your goal(s) by describing:
 - a. Event details
 - b. Target audience
 - c. Method of promotion
 - d. Average attendance
 - e. Feedback mechanism
 - f. Results
 3. Describe at least one special event. Please explain how you achieved your programming goal(s) by describing the:
 - a. Event details
 - b. Target audience
 - c. Method of promotion
 - d. Average attendance
 - e. Feedback mechanism
 - f. Results

Government Relations




Definition: Projects and programs designed to build effective relationships with local, state and national governments. Relationships are developed through the club or federation's work to initiate favorable legislation, contribute to the defeat of adverse legislation, educate lawmakers and promote industry self-regulation.

1. State your club or federation's government relations goals.
2. Explain how you achieved these goals by describing:
 - a. Event details
 - b. Target audience
 - c. Strategy
 - d. Execution/tactics
3. Describe, in detail, the results of your government relations goals.

Public Service

Definition: Projects that effectively use advertising techniques to support local, regional and/or national programs on behalf of public interests and/or community betterment.

1. For each public service project, explain how you achieved these public service goals by describing the:
 - a. Goals of the project
 - b. Target audience
 - c. Strategy
 - d. Execution/tactics
 - e. Media/materials used (documentation of use required)
 - f. Results attained (may include club publicity)
- 

Advertising Education

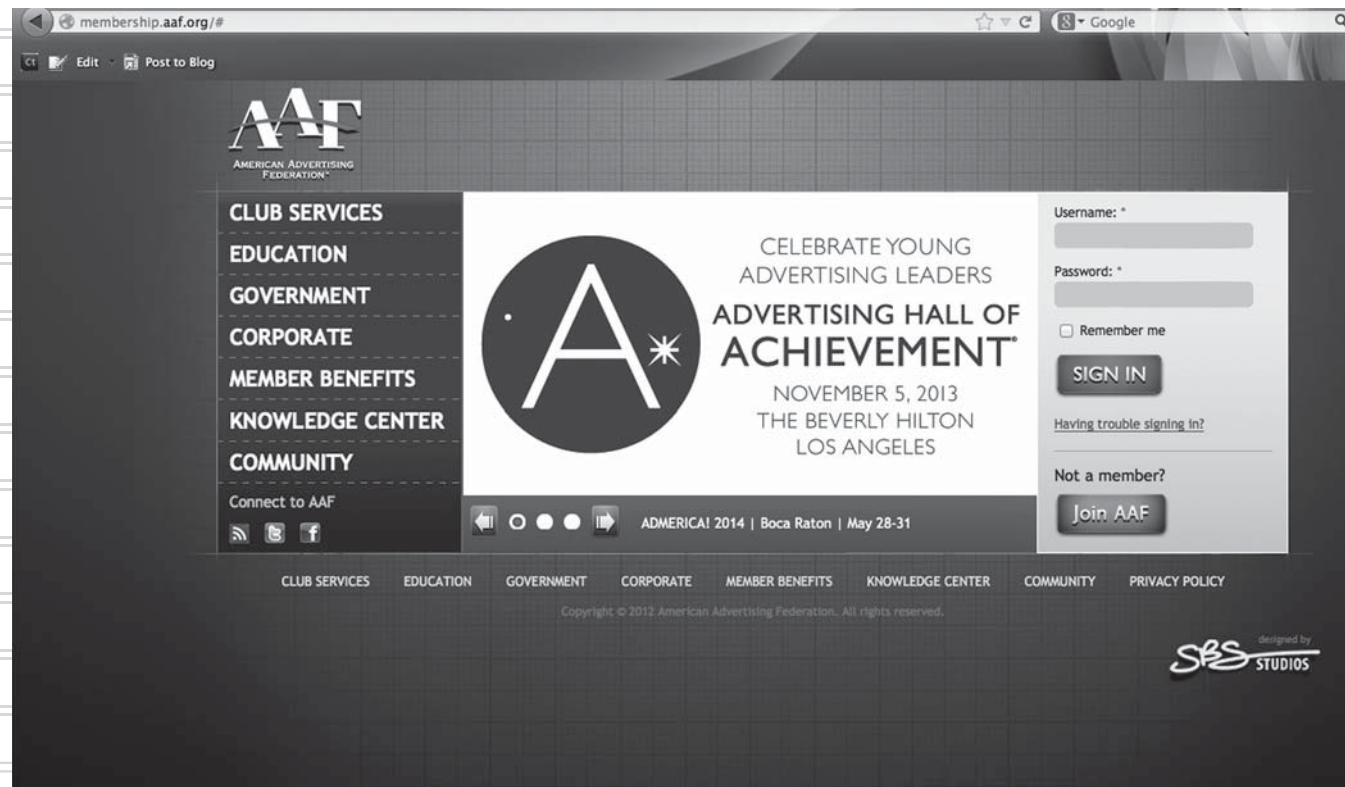
Definition: Essentially there are three areas of concentration in advertising education. These are programs for the profession, students, and the general public. These programs improve the skills, professionalism and standards of current and future advertising practitioners through education as well as provide an understanding of, and confidence in, advertising and its contributions to the community and the economy.

1. State your club or federation's advertising education goals in the following areas:
 - a. Advertising education for the profession
 - b. Advertising education for students
 - c. Advertising education for the general public
2. Explain how you achieved these goals by describing your:
 - a. Event details
 - b. Target audience
 - c. Strategy
 - d. Execution/Tactics
3. Describe, in detail, the results of your advertising education program(s).

Diversity & Multicultural Initiatives

Definition: Projects and programs designed to increase the minority representation and participation in the club or federation to more closely mirror the percentile mix of minorities in the market.

1. Explain your club or federation's activities/projects in any of the following areas:
 - a. Program speakers
 - b. Education workshops
 - c. Volunteerism
 - d. Advertising campaigns
 - e. Seminars
 - f. Business relationships with media outlets and multicultural suppliers and vendors.
 - g. Educational and motivational programs aimed at encouraging multicultural students to pursue careers in advertising.
 - h. Club leadership/club operations
2. For each activity/project described, define the club's:
 - a. Goals
 - b. Target audience
 - c. Strategy
 - d. Execution



NOTES:

The American Advertising Federation

“The Unifying Voice”

The American Advertising Federation (AAF), the nation’s oldest national advertising trade association, and the only association representing all facets of the advertising industry, is headquartered in Washington, D.C., and acts as the “Unifying Voice for Advertising.” The AAF also has 15 district operations, each located in and representing a different region of the nation. The AAF’s membership is comprised of nearly 100 blue chip corporate members comprising the nation’s leading advertisers, advertising agencies, and media companies; a national network of nearly 200 local federations, representing 40,000 advertising professionals, located in ad communities across the country; and more than 200 AAF college chapters, with over 6,500 student members. The AAF operates a host of programs and initiatives including the Advertising Hall of Fame, the American Advertising (ADDY®) Awards, the National Student Advertising Competition (NSAC), the Mosaic Center on Multiculturalism, and summer Ad Camps for high school students.

AAF Mission

The American Advertising Federation protects and promotes the well-being of advertising. We accomplish this through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters.

Here’s what the AAF does:

- Brings members together to yield creative business solutions
- Protects and promotes advertising at all levels of government through grassroots activities
- Educates members on the latest trends in technology, creativity and marketing
- Provides programs to assist local association volunteer leadership
- Presents the industry with its future leaders
- Honors advertising excellence
- Promotes diversity in advertising by encouraging the recruitment of people of diverse cultures
- Applies the communication skills of its members to help solve community concerns

To accomplish our objectives, AAF initiatives include the following:

- ADMERICA! (AAF National Conference)
- Advertising Hall of Fame
- Advertising Hall of Achievement
- American Advertising (ADDY®) Awards
- Government Affairs Conference
- Mosaic Awards
- Mosaic Career Fairs
- Most Promising Minority Students Program
- Mosaic Principles & Practical Guidelines
- National Student Advertising Competition (NSAC)
- Thought Leadership Forum

AAF Staff:

James Edmund Datri, jdatri@aaf.org, President & CEO

Connie Frazier, cfrazier@aaf.org, Chief Operating Officer

Joanne Schecter, jschecter@aaf.org, Executive Vice President, Club Services

Clark Rector, crector@aaf.org, Executive Vice President, Government Affairs Press Contact



AAF Members

Corporate: Corporate advertisers, media companies, advertising agencies and advertising service providers are welcome to join on the corporate level. Corporate membership benefits include protection of advertisers' rights at the federal, state and local levels, corporate member networking events, unique sponsorship opportunities, and recruitment opportunities of the nation's top advertising and marketing students.

Club: For individual advertising professionals, membership can be obtained through local affiliated advertising clubs and federations. Please contact your local club for details.

College Chapter: AAF's college-chapter program has 225 affiliated chapters throughout the United States and abroad. The program includes 7,500 undergraduate student members and more than 250 faculty advisers.

AAF Club Divisions

AAF local ad clubs are categorized by geographic location and membership size. These categories help to ensure that all local members are well-represented by delegates to AAF's national board of directors.

AAF local associations are categorized by size as follows:

- Division I - 500+ members
- Division II - 250 to 499 members
- Division III - 100 to 249 members
- Division IV - under 100 members
- Division V - Ad 2 Clubs (regardless of membership size)

Each division is represented by a delegate to the AAF national board of directors. Through these delegates, local ad clubs have a voice in national policy and decisions.

Division Chairs:

Division 1: Sherri Anne Green, LM&O Advertising

Division 2: Lorelle Burke, Public Interest Advertising

Division 3: Barb Scherer, Engauge

Division 4: Bill Houck, Lamar Advertising Company

Division 5: Tai Leong, HMSA



2013–2014 AAF National Board of Directors

Executive Committee

Chair: Wendy Clark, Senior Vice President, Global Sparkling Brand Center, The Coca-Cola Company

Vice Chair: Rich Stoddart, President, North America, Leo Burnett

Treasurer: Andy Narrai, President/Partner, Trefoil Group

Asst. Treasurer: Geri Wang, President, ABC Sales, Disney/ABC Television Group

Secretary: Greg D'Alba, President, CNN News Networks & Turner Digital Ad Sales and Marketing, Turner Broadcasting - CNN

Asst. Secretary: James N. Norton, Head of Sales, AOL

Corporate Chair: Linda Thomas Brooks

Corporate Vice Chair (East): Mike Kelly, Chairman, ColSpace

Corporate Vice Chair (West): Jo Muse, Chairman & CEO, Muse Communications

Corporate Vice Chair (Central): Jack Rooney, Chairman & CEO, Ogilvy & Mather Chicago

Mosaic Council Chair: Kendra Hatcher King, Director of Account Planning, Razorfish

Mosaic Council Vice Chair: Tiffany R. Warren, SVP, Chief Diversity Officer, Omnicom Group Inc.

Government Affairs Chair: Carla Michelotti, EVP, Chief Legal, Government, Corporate Affairs Officer, Leo Burnett Worldwide

Government Affairs Vice Chair: Rick Segal, President Worldwide & Chief Practice Officer, gyro

Digital Chair: Lisa Weinstein, President, Global Digital, Data and Analytics at Starcom MediaVest Group

American Advertising Awards Chair: George Riddell, Owner, Producer/Director, Big House Production

Immediate Past Chair: John B. Osborn, President & CEO, BBDO New York

Council of Governors Chair: Blake Goldston, Owner, Money Mailer of Amarillo

National Education Executive Committee Chair: Sandra Utt, Associate Professor, University of Memphis

Eastern Region Chair: Jackie Barker, Sky Advertising

Central Region Chair: Sheryl Asman, Karma Group

Western Region Chair: Erik Lohmeier, agenda

President & CEO: James Edmund Datri

BOARD OF DIRECTORS – ADDITIONAL MEMBERS

President Emeritus: Howard Bell

President Emeritus: Wally Snyder

Former Chief Operating Officer:

Jeffrey L. Perlman

Peggy Conlon, President & CEO,

Ad Council

Paula Alex, Chief Executive Officer,

Advertising Educational Foundation

Andrea Alstrup, Board Consultant

BOARD OF DIRECTORS – CORPORATE MEMBERS

Corporate Members – Advertisers:

Jodi Allen, P&G

Daryl Evans, AT&T

Kimberly Kadlec, J&J

Pio Schunker, The Coca-Cola Company

Joe Sica, Santa Barbara Tax

Products Group

Anton Vincent, General Mills

Corporate Members – Agencies:

Laurence Boschetto, IPG

Jim Heekin, Grey

Jacki Kelley, IPG Mediabrands

Nancy Rabstejnek Nichols, Weber

Shandwick/IPG

Nick Pahade, Poptent

Corporate Members – Media:

Allison Arden, Advertising Age

Tim Armstrong, AOL

Toby Byrne, FOX

Chris Collins, The Wall Street Journal

Beth-Ann Eason, Condé Nast

Kim Kelleher, Say Media

Jeff Levick, Spotify

Heidi Browning Pearson, Pandora

Corporate Members – At-Large:

Joe Ambrefe, SecurityPoint Media

Ray Chelstowski, Digital First Media

John Durham, Catalyst s+f

William Hagelstein, RPA

McGhee Williams Osse, Burrell

Communications

Dick Porter, Meredith

AAF Council of Governors

Officers:

Chair: Blake Goldston, Money Mailer of Amarillo
 Vice Chair: John McCafferty, John McCafferty Advertising
 Secretary-Treasurer: A.J. Busé, Brand New Day
 Immediate Past Chair: Allison Robbins, Joseph David Advertising

Governors:

District 1: Alta Stark, Baystate Health
 District 2: Cynthia Park, Color H2O Partners
 District 3: Lisa Rondina, Fairway Outdoor Advertising
 District 4: Susan Waldeck, Anton West Advertising
 District 5: David Caldwell, Balance Creative, LLC
 District 6: Allison Beggs
 District 7: Amanda Fontaine, Mississippi Burn Foundation
 District 8: Connor Callahan, Conor Lawrence Represents
 District 9: Richard Proffer, University of Missouri
 District 10: Kevin Cassis, The Whitley Group

Western Region Governors:

District 11: Christal Gammill, Publicis
 District 12: Dawn Dawson, Reflection Advertising
 District 13: Paul Lam, Servco Pacific Inc.
 District 14: Paul Klein, City of Reno
 District 15: Jon Burgess, RedFusion Media

Ad 2 National Chair: Tai Leong, HMSA

Regions:

Each AAF ad club falls within one of three geographic regions: Western, Central or Eastern. Each region collectively elects a regional chair to serve on the AAF board of directors. The regional chair represents the concerns of all the clubs and federations in the region.

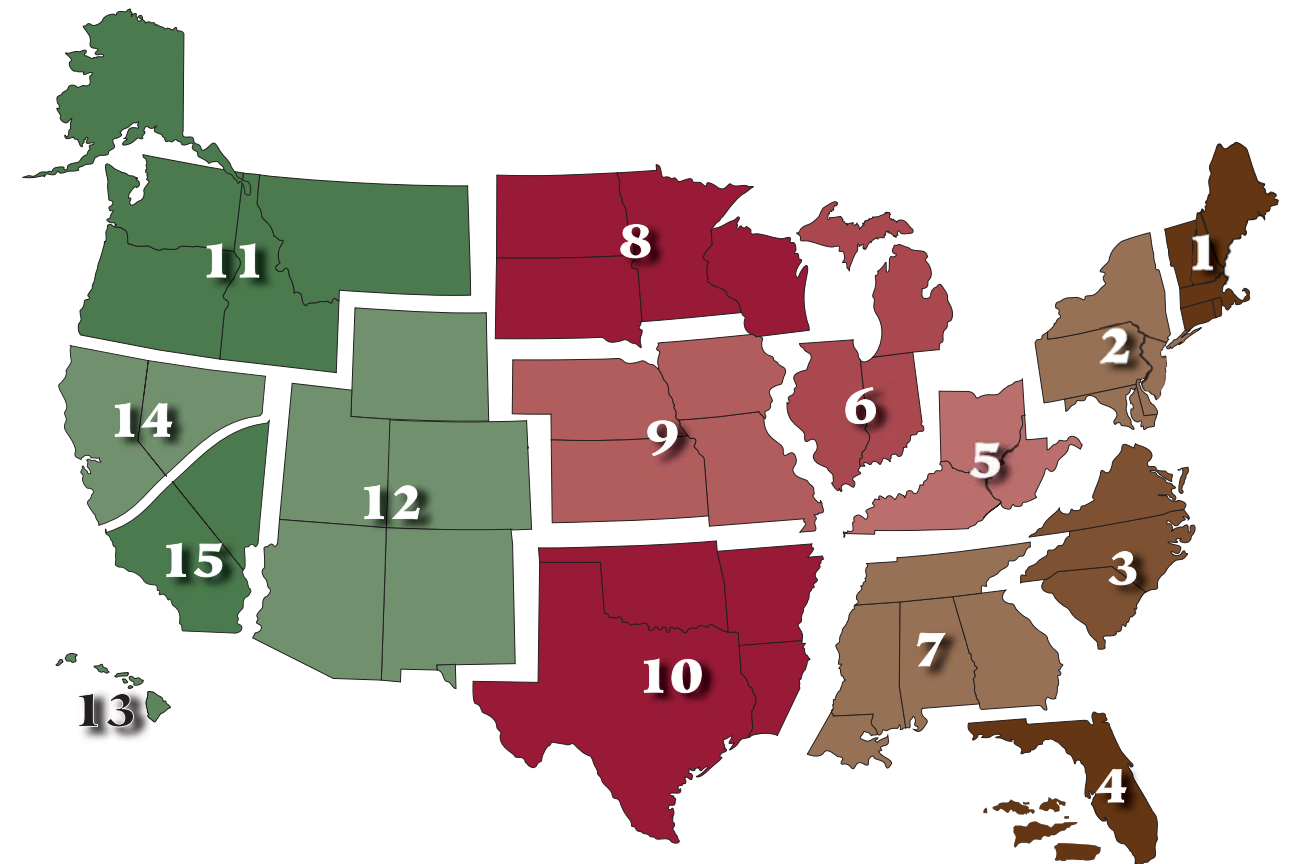
AAF Western Region Officers:

Chair: Erik Lohmeier, agenda
 Vice Chair: Julie Childs, Olgilvy Public Relations
 Treasurer: Bill Houck, Lamar Advertising of Palm Springs
 Secretary: Kathy Mitchell, Landor Associates
 Immediate Past Chair: Rik Shiiki, Shiiki&Sichler

The Western Region board of directors includes the officers and the five Western Region Governors listed above.

Eastern Region Chair: Jackie Barker, Sky Advertising

Central Region Chair: Sheryl Asman, Karma Group



AAF Districts

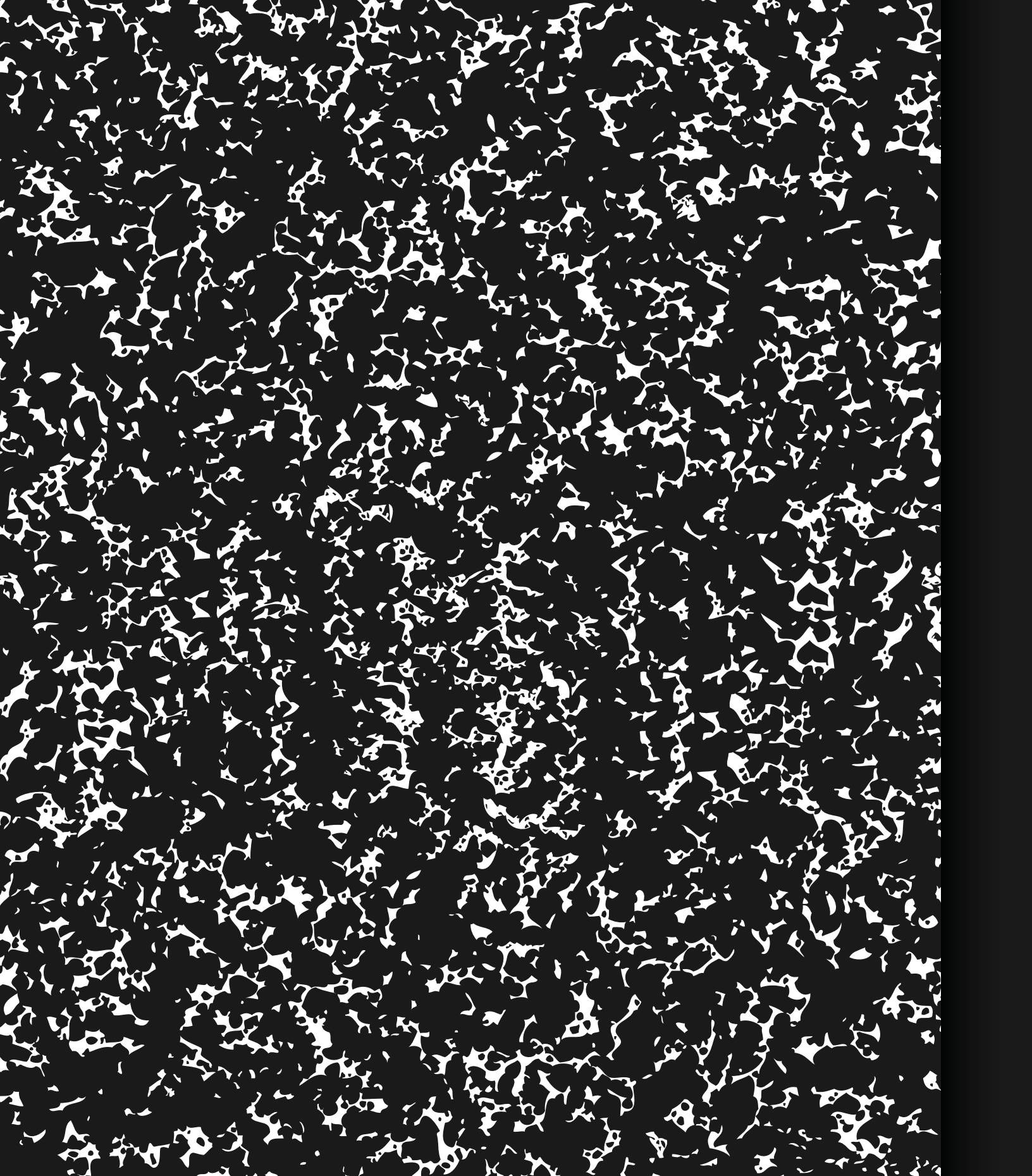
The AAF map is broken down into 15 multi-state districts. Each district elects a district governor to serve on the AAF Council of Governors (COG). Members of the COG also serve on the AAF board of directors, representing the interests and concerns of local ad club members.

AAF districts serve another vital role: They set the framework for well-known industry programs like the American Advertising (ADDY®) Awards and the National Student Advertising Competition (NSAC). In each program, district-wide competitions yield top contenders, who then advance on to a national round.

- District 1 = Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut
- District 2 = New York, Pennsylvania, New Jersey, Maryland, Delaware, District of Columbia
- District 3 = Virginia, North Carolina, South Carolina
- District 4 = Florida, U.S. Virgin Islands, Puerto Rico
- District 5 = Ohio, West Virginia, Kentucky
- District 6 = Illinois, Indiana, Michigan
- District 7 = Tennessee, Georgia, Alabama, Mississippi, Southeast Louisiana
- District 8 = North Dakota, South Dakota, Minnesota, Wisconsin
- District 9 = Nebraska, Kansas, Iowa, Missouri
- District 10 = Texas, Oklahoma, Arkansas, Northwest Louisiana
- District 11 = Washington, Oregon, Idaho, Montana, Alaska
- District 12 = Wyoming, Colorado, Utah, Arizona, New Mexico
- District 13 = Hawaii
- District 14 = Northern California, Northern Nevada
- District 15 = Southern California, Southern Nevada



AMERICAN ADVERTISING
 FEDERATION™



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