



WESTERN REGION LEADERSHIP CONFERENCE

**BRIDGING THE GAP
BIGGEST LITTLE CONFERENCE**

SEPTEMBER 18 - 20, 2014





DISTRICT 14
aka "D-four-tinis"



All of District 14, Northern California and Northern Nevada, welcome you to the **'Biggest Little Conference' in the 'Biggest Little City in the World'**.

As you represent your club from across the Western US and attend the various seminars and workshops, we have a plethora of new innovative topics and tools to take back with you. And I am sure, a few stories and remembrances to also share. Technology and our industry are changing fast and with the sessions we are providing, you can keep marching forward into the future. Along with our exciting keynote speakers, the hourly sessions will cover, of course, the American Advertising Awards process, updates from our National AAF representatives and new this year, the growing Hispanic market, insurance issues for your club and how to brand your club in these challenging times. There is also teambuilding and networking with others in the Western region to gain new ideas and insights of what is being done successfully with their clubs. We have made it comprehensive but not so busy that you can't enjoy yourself and learn at the same time.

I do want to thank all the members of the Western Region Committee who have contributed their valuable time to develop this conference and to AAF Reno Club for hosting what will be a very exciting event.

Welcome!

Tim Hendrick
Governor, AAF District 14

AAF District 14 and the Western Region would like to thank our sponsors for their generous support of the 2014 AAF Western Region Conference!



Dear Leaders of the West,

Thank you for attending the 2014 Western Region Leadership Conference in Reno, Nevada. Coming to the conference is bound to be the best decision you made. This conference was designed to help board members with their positions, learn from other board members and most importantly feel confident about your role on your local board.

Whether this is your first Western Region Leadership Conference or your 12th conference, you will learn from nationally recognized speakers at the keynote presentations to the daily breakout sessions headed by the leaders of the West. You will learn about the American Advertising Awards to membership to fundraising to board participation to everything else that makes a strong ad club.

This conference takes a lot to produce and it wouldn't be possible without the dedication of Amber Howland and Lynnae Hornbarger from AAF Reno. They have worked tirelessly on bringing this conference to life. Alongside them is a huge list of volunteers from the West that also helped with this conference. And a huge thanks to our sponsors: Dynagraphics, BANG, RSCVA, TAYCO, Reno Envy and Reno News & Review.

We hope you enjoy the Biggest Little City in the World and can confidently Bridge the Gap between your club and your members.

Thanks for attending,

Julie Childs
AAF Western Region Chair



AAF Reno welcomes you to “The Biggest Little City”; Reno , Nevada. Our fun and eclectic city features emerging art, culture, and foodies. We are the home of world class events including classic cars, motorcycles, hot air balloons, Burning Man, and even camel races! With all of these big events packed into a small and accommodating city, we definitely live up to our moniker.

While in Reno, we encourage you to enjoy what our great city has to offer. Try your luck at one of our many wonderful casinos, climb the tallest recreational rock-wall in the world, eat at one of our nationally acclaimed restaurants, take a walk down the River, or visit the Automobile Museum. No matter what you decide to do in and around Reno, it promises to be a fun and memorable experience.

There is so much to see and do in “The Biggest Little City”. If you need a tour guide, just ask one of the local AAF Reno members. Enjoy the conference and come see us again!

Until next time,

Amber Howland
President, AAF Reno

Schedule of Events

EVENT	TIME	LOCATION
Thursday, September 18:		
Registration	4:00 PM - 6:00 PM	Front Desk
Western Region Board Meeting	5:00 PM - 6:00 PM	Burning Man
Welcome Reception	6:00 PM - 8:00 PM	La Strada
Friday, September 19:		
Registration	8:00 AM - 5:00 PM	Burning Man Foyer
Breakfast	8:15 AM - 9:00 AM	Burning Man Foyer
Opening Session Welcome, opening remarks and State of the AAF.	8:30 AM - 9:30 AM	Burning Man Julie Childs , Western Region Chairman Tim Hendrick , Governor District 14 Amber Howland , President AAF Reno Joanne Schecter , AAF EVP Club Services
Break	9:30 AM - 9:40 AM	
Bridging the Gap from Club to Club: Best Club Idea Competition Every club presents its best idea. The audience will vote. Winning club wins a fabulous prize.	9:40 AM - 10:30 AM	Burning Man
Club Coaching Meet your club's coach. You will be able to plan which sessions will help you achieve your club goals.	10:30 AM - 11:15 AM	Burning Man
Break	11:15 AM - 11:30 AM	
Bridging the Gap between Student & Professional Clubs Panel discussion on how to start an Ad2 club in your market, how it works for both the senior club and the Ad2 club, how to retain student ad club members.	11:30 AM - 12:15 PM	Big Horn Sheep Paul Lam , Governor District 13 Noah Tom , AAF Hawaii President Elect Michelle Burchfiel , Ad2 Honolulu President

Schedule of Events

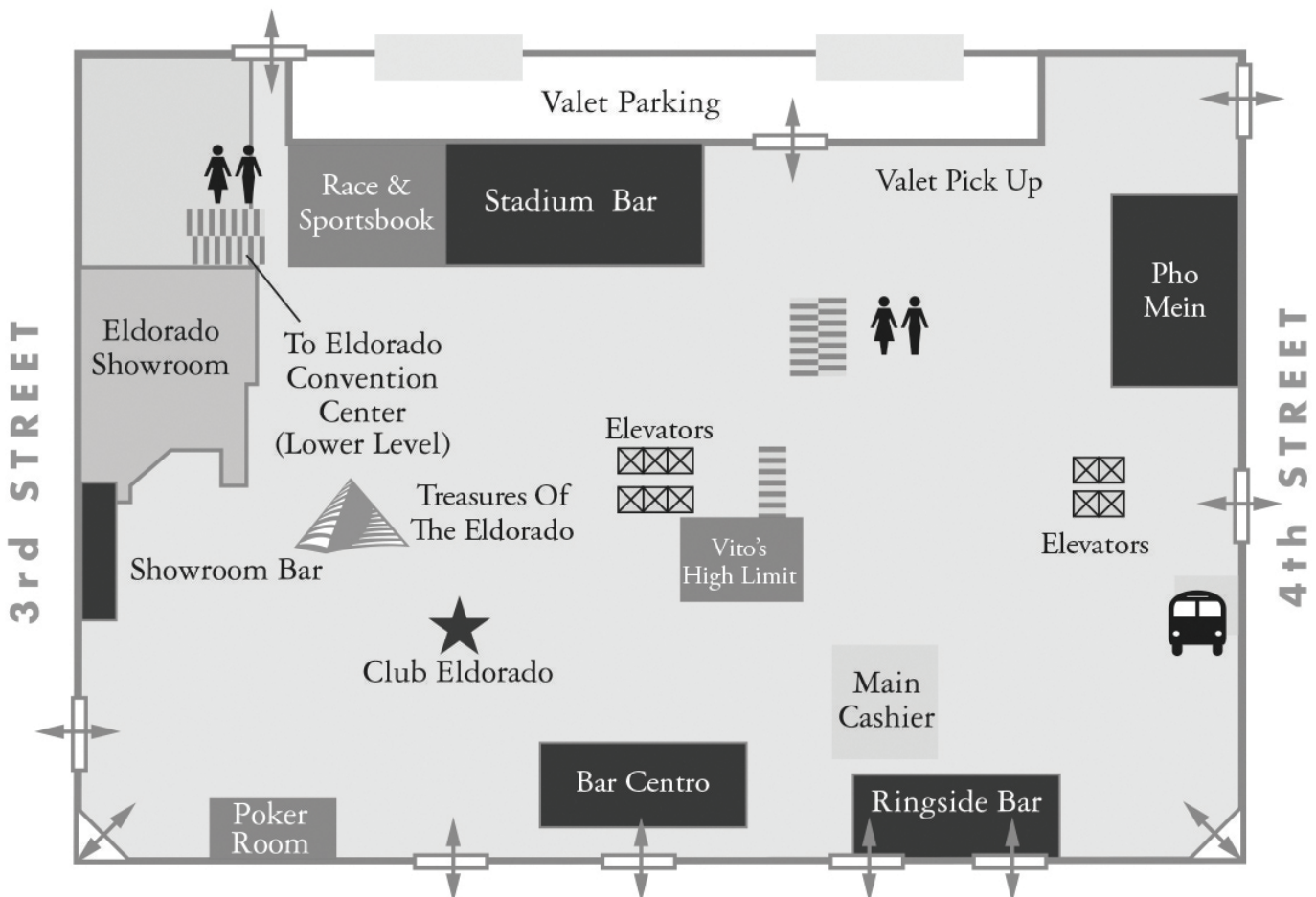
EVENT	TIME	LOCATION
<p>Bridging the Gap between Good Programs and Great Programs</p> <p>Tips on how to get great speakers with many speaker suggestions.</p>	11:30 AM - 12:15 PM	<p>Truckee</p> <p>Dawn Dawson, Past Governor District 12 Christal Gammill, Governor District XI</p>
<p>Joint Luncheon with AAF Reno</p> <p>NBA's Award winning Jingle Hoops campaign.</p>	12:30 PM - 2:00 PM	<p>Burning Man</p> <p>Adam Reeves, Creative Director/Copywriter, Goodby, Silverstein & Partners - Jingle Hoops (NBA)</p>
<p>Bridging the Gap between Financial Management and Success</p> <p>Sponsorship and Fundraising: How to write a financial plan for your club, good budget practices and maximizing sponsor opportunities.</p>	2:00 PM - 2:50 PM	<p>Big Horn Sheep</p> <p>Julie Childs, Western Region Chairman Erik Lohmeier, Past Chairman of the Western Region</p>
<p>American Advertising Awards: (Software, Judging, and the Event)</p> <p>Here is your chance to meet with the chairman of the committee and get all your questions answered. Tips on making your event bigger and better.</p>	2:00 PM - 3:50 PM	<p>Truckee</p> <p>George Riddell, Chair of the American Advertising Awards Committee Mark Landon, Past Western Region Chair</p>
Break	2:50 PM - 3:00 PM	
<p>Insurance Every Club Must Have</p> <p>Finally the answers every club has been seeking on exactly what kind of insurance your board needs to have.</p>	3:00 PM - 3:50 PM	<p>Burning Man</p> <p>Rob Nuccio, R.V. Nuccio & Associates</p>
Break	3:50 PM - 4:00 PM	
District Meetings	4:00 PM - 5:00 PM	<p>District 11 - Big Horn Sheep District 12 - Truckee District 13 - Burning Man District 14 - Burning Man District 15 - Burning Man</p>
Reception	5:00 PM - 6:00 PM	Bubinga
<p>Optional Event: Ad2 Reno</p> <p>Brews and trivia at a cool pub on the River Walk. Sponsored by Ad2Reno.</p>	6:00 PM - 8:00 PM	Sierra Tap House

Schedule of Events

EVENT	TIME	LOCATION
Saturday, September 20		
Registration	8:00 AM - 9:00 AM	Burning Man Foyer
Club Presidents' Forum A session just for club presidents. Joanne Schechter helps you learn how to preside over your unique club.	8:00 AM - 9:00 AM	Big Horn Sheep Joanne Schechter , EVP AAF Club Services
Continental Breakfast	8:00 AM - 9:00 AM	Burning Man Foyer
Keynote Speaker Skype's award-winning campaign.	9:00 AM - 10:00 AM	Burning Man Jonathan Woytek , Creative Director, Skype
Break	10:00 AM - 10:10 AM	
Bridging the Gap of Languages New insight on dealing with marketing and media to the Latino market.	10:10 AM - 10:55 AM	Burning Man David Ocampo , Principal/Creative Director Milagro Marketing LLC
Executive Directors Forum A special session just for Executive Directors and their unique situations.	10:10 AM - 10:55 AM	Truckee Joanne Schechter , EVP AAF Club Services
Break	10:55 AM - 11:00 AM	
Bridging the Gap of AAF Joanne Schechter shares insight on motivating board members and retaining them as well as encouraging them to move up to AAF District and Region involvement.	11:00 AM - 11:50 AM	Big Horn Sheep Joanne Schechter , EVP AAF Club Services
Bridging the Gap from Double Digit to Triple Digit Membership Increasing membership is every club's goal. This panel will share their tips and stories on how to obtain and retain members.	11:00 AM - 11:50 AM	Truckee Tim Hendrick , Governor District 14 Rik Shiiki , Treasurer District 11 and Past Western Region Chair
Break	11:50 AM - 12:00 PM	
Luncheon - Presentation on Everything You Need to Know about Social Media Hear the Social Media story from one of the most sought-after speakers on the subject. Bryan Kramer, fresh from South by Southwest, and soon to be TedX speaker, shares his knowledge. He also has a book on the Amazon Top 10 Business Books list.	12:00 PM - 1:30 PM	Burning Man Bryan Kramer , CEO PureMatter, Author, Blogger
Break	1:30 PM - 1:45 PM	Burning Man

Schedule of Events

EVENT	TIME	LOCATION
<p>Branding your Club in your Market Among All Those Other Associations</p> <p>Every market has AMA, PRSA, AIGA and business associations. Steve Hill offers practical information on how to make your AAF club a standout. Steve has worked on branding such giants as Disney, Aflac, HP and Tivo.</p>	1:45 PM - 2:45 PM	Burning Man Steve Hill , VP Strategy, HyperRelevance
Break	2:45 PM - 3:00 PM	
<p>Club Coaching/Speed Idea Sharing</p> <p>Share with your coach and your group what you learned and what you will take back and actually use. Last part of session will be changing groups and doing some quick idea sharing.</p>	3:00 PM - 4:00 PM	Burning Man
<p>Western Region Business Meeting</p> <p>Everyone is encouraged to attend the Fall business meeting for the Western Region and wrap up for the conference. Club attendance is taken at this meeting.</p>	4:00 PM - 5:00 PM	Burning Man Julie Childs , Western Region Chairman
Reception	5:00 PM - 6:30 PM	Bubinga
<p>Optional Event</p> <p>Take part in a downtown Reno and Reno River Walk Wine Walk (wear comfy shoes!). Sponsored by AAF Reno.</p>	6:30 PM - 8:30 PM	Reno Envy



2014-2015 Club Goals

1)


2)

3)

Action Plan:

SMART Tactics: Specific; Measurable; Attainable; Realistic; Timely	Responsible Party	Priority	Target date	Attained?

Communications



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


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

Communications

A large rectangular area with horizontal ruling lines, intended for writing or drawing.

Club Operations



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.


Club Operations : Fiscal Management

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.



Membership Development



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.

Programs

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

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



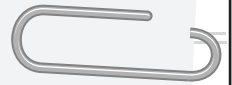
Definition: Projects and programs designed to build effective relationships with local, state and national governments. Relationships are developed through the club or federation's work to initiate favorable legislation, contribute to the defeat of adverse legislation, educate lawmakers and promote industry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

The screenshot shows the website membership.aaf.org. At the top left is the AAF logo (American Advertising Federation). A navigation menu on the left lists: CLUB SERVICES, EDUCATION, GOVERNMENT, CORPORATE, MEMBER BENEFITS, KNOWLEDGE CENTER, and COMMUNITY. Below the menu are social media icons for RSS, Twitter, and Facebook, and the text "Connect to AAF".

The central banner features a large stylized "A" with a starburst, followed by the text: "CELEBRATE YOUNG ADVERTISING LEADERS", "ADVERTISING HALL OF ACHIEVEMENT", "NOVEMBER 5, 2013", and "THE BEVERLY HILTON LOS ANGELES".

On the right is a sign-in form with fields for "Username: *" and "Password: *", a "Remember me" checkbox, a "SIGN IN" button, and a link "Having trouble signing in?". Below the form is a "Join AAF" button.

At the bottom of the banner area, there are navigation icons and the text "ADMERICA! 2014 | Boca Raton | May 28-31".

The footer contains a horizontal menu with links: CLUB SERVICES, EDUCATION, GOVERNMENT, CORPORATE, MEMBER BENEFITS, KNOWLEDGE CENTER, COMMUNITY, and PRIVACY POLICY. Below this is the copyright notice: "Copyright © 2012 American Advertising Federation. All rights reserved." and the logo for "SBS designed by STUDIOS".

A large rectangular area of the page is filled with horizontal lines, typical of a writing template. The lines are evenly spaced and extend across most of the page width, leaving a narrow margin on the right side.

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 I Chair: Greg Kihlstrom, Carousel30

Division II Chair: John Aguillard, Wisdom Marketing Group

Division III Chair: David Campbell, Chernoff Newman

Division IV Chair: Sandy Arizmendis, AAF Orange County

Division V Chair: Lucas Lane, McGarrah Jessee



2014-2015 AAF National Board of Directors

EXECUTIVE COMMITTEE

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

Vice Chair: Jim Norton, AOL, LLC

Treasurer: Andy Narrai, Reinhard Boerner, Van Duren, s.c.

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

Secretary: Kimberly Kelleher, AOL, LLC

Asst. Secretary: Daryl Evans, AT&T Mobility

Corporate Chair: Linda Thomas Brooks, Gear Digital

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

Corporate Vice Chair (West): Michael Kassan, MediaLink

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

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

Mosaic Council Vice Chair: Doug Melville, TBWA\Worldwide

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

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

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

Immediate Past Chair: Wendy Clark, President, Sparkling and Strategic Marketing, The Coca Cola Company

Council of Governors Chair: John McCafferty, John McCafferty Advertising

Knowledge Center Chair: Eric Lohmeier, agenda

National Education Executive Committee Chair: Hong Cheng, Virginia Commonwealth University

Eastern Region Chair: Nick Ferrari, American Society of Mechanical Engineers

Central Region Chair: Allison Beggs, Ruby Jane's Twisted Kitchen

Western Region Chair: Julie Childs, Ogilvy Public Relations

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

Jacki Kelley, Bloomberg Media

Nancy Rabstajnek Nichols, Weber

Shandwick/IPG

Nick Pahade, Poptent

Brent Smart, Saatchi and Saatchi

Keith Turco, gyro

David Messinger,

Creative Artists Agency

Hector Orci, Orci

McGhee Williams Osse, Burrell

Communications

Dick Porter, Merideth

Marc Sternberg, Brand Innovators,

LLC Amy Wilkins, Omnimedia

BOARD OF DIRECTORS -

CORPORATE MEMBERS:

Corporate Members - Advertisers

Jodi Allen, P&G

Glenn Roginski, Pfizer, Inc

Kimberly Kadlec, J&J

Pio Schunker, The Coca Cola Company

Joe Sica, Santa Barbara

Tax Products Group

Anton Vincent, General Mills

Corporate Members - Media

Allison Arden, Advertising Age

Tim Armstrong, AOL

Christian Borges, true(X)media

Toby Byrne, FOX

Chris Collins, The Wall Street Journal

Katrina Cukaj, CNN

Beth-Ann Eason, Conde Nast

Jeff Levick, Spotify

Heidi Browning Person, Pandora

Meredith Kopit Levien,

The New York Times

Corporate Members - Agencies:

Andrew Essex, Droga 5

Jim Heekin, Grey

Corporate Members - At-Large:

Joe Ambrefe, SecurityPoint Media

Ray Chelstowski, Digital First Media

John Durham, Catalyst s+f

William Hagelstein, RPA

AAF Council of Governors

OFFICERS:

Chair: John McCafferty, John McCafferty Advertising

Vice Chair: A.J. Buse, Brand New Day

Secretary-Treasurer: Shelley Magee, ABC Columbia

Immediate Past Chair: Blake Goldston

GOVERNORS:

District 1: Alta Stark, Jewish Lifecare

District 2: Cynthia Park, Color H2O Partners

District 3: Ace Evans, OneFourFive Creative

District 4: Michael Andersen, Octogon Graphics

District 5: David Caldwell, Balance Creative LLC

District 6: David Huhnke, Lafayette Savings Bank

District 7: Dawn Reeves, Realty South

District 8: Josh Barsch, Straight Forward Media

District 9: Shannon Murphy, OnMedia Advertising

District 10: Angelo Antolino, Something Shiny

WESTERN REGION GOVERNORS:

District 11: Christal Gammill, Publicis

District 12: Pearl Ford-Fyffe, AAF Tucson and Ad2 Tucson

District 13: Paul Lam, Servco Pacific Inc.

District 14: Tim Hendrick, San Jose State University

District 15: Suken Shah, Envision Marketing

Ad2 National Chair: Lucas Lane, McGarrah Jessee

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 this region.

AAF WESTERN REGION OFFICERS:

Chair: Julie Childs, Ogilvy Public Relations

Vice Chair: Bill Houck, Lamar Advertising of Palm Springs

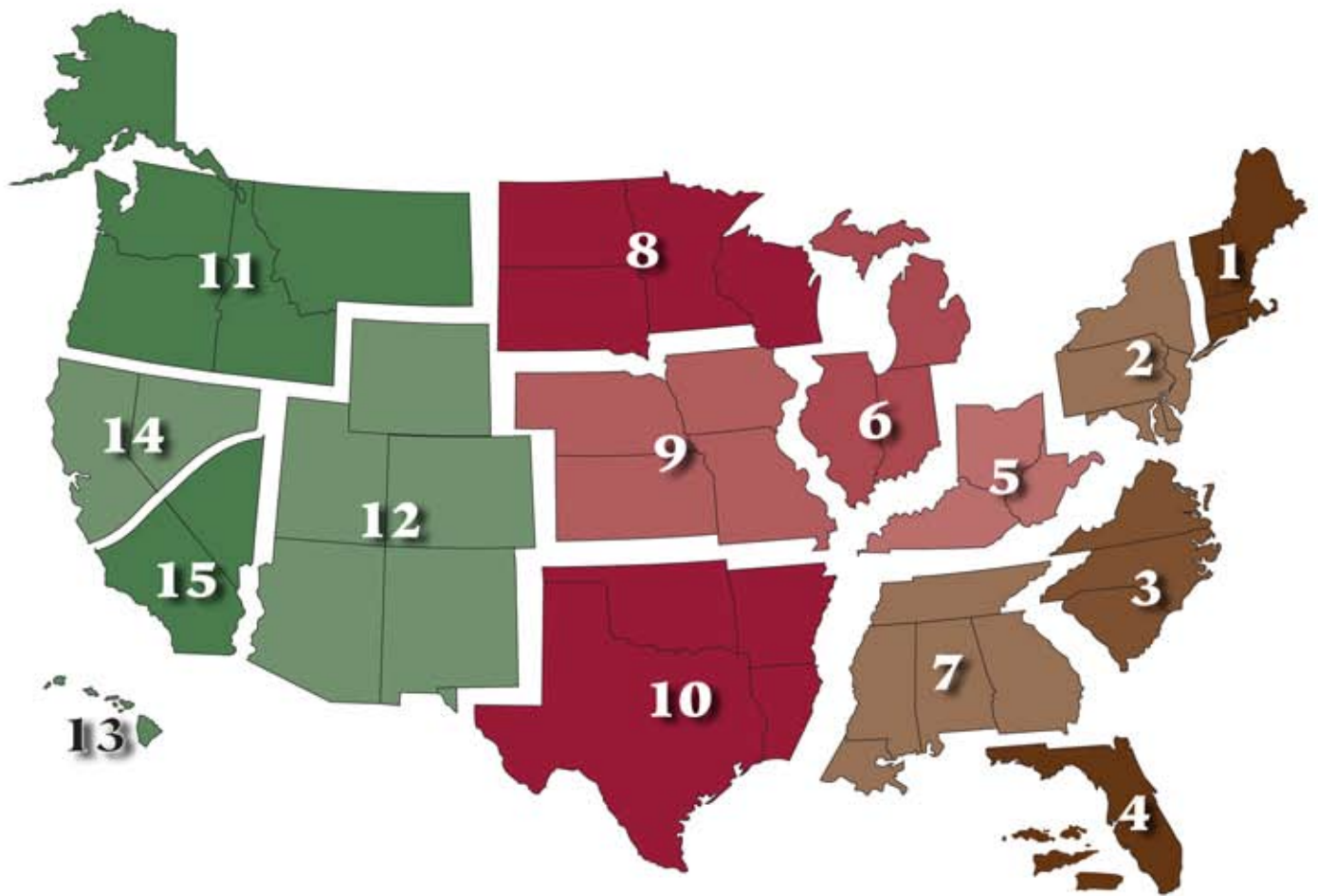
Secretary-Treasurer: Kathy Mitchell, Landor Associates

Immediate Past Chair: Eric Lohmeier, agenda

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

Eastern Region Chair: Nick Ferrari, American Society of Mechanical Engineers

Central Region Chair: Allison Beggs, Ruby Jane's Twisted Kitchen



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





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