

## **AAF-Akron Club Achievement Entry: Club Operations**

The year became about making virtual as personable as possible.

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

Our President selected three board-wide goals to continue our growth for the 2020-2021 year:

#### **Goal 1: Increase Student Engagement**

Increase student membership and participation.

#### ***Methods Used to Achieve Goal***

- Personal outreach to area faculty to promote AAF events.
- Free portfolio review.
- Speaker series are free for all students.
- Personal congratulations cards to graduating student members.
- Graduation “Happy Hour” via Zoom (Beers with Peers 2.0: Congrats).
- 5 gift memberships to graduating students from board members
- Zoom classroom visit to Youngstown AAF student chapter.
- Welcomed new student members on social media and sent welcome kits.
- No late fees for students entering the American Advertising Awards.

#### ***Results***

It’s no surprise that more students were looking to connect this year. More attended events.

- Student membership grew 29% (25 student members vs 17 student members this time last year).
- Two graduates renewed as New Professionals.
- One new grad joined the board as an Awards “Co-Co”-Chair (3rd chair). She has been encouraged to become president and is interested in developing a new position: Chair of Student Engagement.
- Several recent grads joined our Zoom socials.
- 7 students who graduated in the spring entered 28 pieces in the American Advertising Awards.
- 65 student submissions to the American Advertising Awards vs 95 last year.
- Due to the pandemic, faculty decide against making participation a class requirement.
- Only 1 college participated in the awards, as compared to 4 last year.
- Students love welcome kits!

- More students have inquired about volunteering. One officially joined the communications team.
- Events about UX and Intellectual Property garnered the most student attendance.

We are creating good content and engaging our students.

## **Goal 2: Create Events for Everyone** (*Exhibit 2*)

Life during and after COVID requires us to broaden our programming appeal.

### ***Methods Used to Achieve Goal***

- The pandemic offered a unique opportunity: we aren't limited by geography or cost to fly speakers in.
- For the first 2 months of the lockdown, we offered weekly socials (Beers with Peers) to keep in touch and connect. We celebrated birthdays and graduations. We played Movie Trivia.
- We offered free programming to help people:
  - Strategies for the Journey: build awareness around how you look at your job and your life.
  - ReFrame Your Work: free, online peer-review of whatever your "portfolio" means to you (for students, recent grads and multi-year pros).
  - Cross-promoted free events within our district.
- We made a concerted effort to have diverse speakers.
- We wanted to celebrate women and created a new series: Bad\*ss Women in Advertising.
- Added new topics like: The Future of Innovation is Humanity, Intellectual Property Law for Marketers and My Experience with User Experience.
- To broaden the appeal and add value, each speaker donated a 30 - 60 minute consult as a raffle prize.
- New Member "Breakfast" for those who just joined before the lockdown to give them a chance to get to know us better and feel welcome.
- We had our first "State of the Federation" annual meeting to introduce the new board and give updates.

### ***Results***

- We had the most varied and interesting programming we had in years.
- Despite our best efforts, members did not want to attend virtual events and cited Zoom fatigue.
- Event attendance was down 62%:

**350 attendees** (March 10, 2020 – April 2, 2021) vs **929 attendees** (March 10, 2019 – April 1, 2020)

- Even though these were small gatherings, we had great intimate conversations.

- We had a few regular Beers with Peers attendees who loved the socials because they offered “connectivity and the ability participate at your own level, share stories and engage.”
- Attendees who won the speaker consults were thrilled. It added great value and incentive to attend.
- We learned that free events don’t guarantee participation. To add more “skin” to the game, we started charging members a nominal \$5 fee and non-members \$10 to eliminate no-shows.
- We had 5 members (most new) who regularly attended events. Each attended 4-5 events this year.
- We succeeded in diverse speakers in gender and ethnicity: Shane Santiago, Sharon Toerek, Hannah Samlall; along with diverse American Advertising Awards Judges: Chris Anthony Hamilton, Laura Hand Evan Pease.

### **Goal 3: Succession Planning** *(Exhibit 3)*

Identify future leaders year-round to not only keep AAF-Akron running smoothly, but to energize it with fresh minds and ideas.

#### ***Methods Used to Achieve Goal***

- Engage and activate members through a special project.
- Invite recent grads to serve on the board.
- When a new member joins, we invite them to join a team and/or audit a team meeting.
- Invite prospective board and team members to attend Admerica to partake of professional development.
- Identifying leaders by this criteria: do they get it, want it, have the capacity.
- Sharing a menu of team member roles, responsibilities and expectations.
- Treat team members like family. Make it personal. Celebrate birthdays. Send holiday cards with thanks.
- We identified the most active members. Five members (mostly new) regularly attended events 4-5 events this year. We engaged these members by asking for help/advice. These are prospects for teams and future board positions.
- Periodically promote getting involved on social and via email.

#### ***Results***

- We invited recent graphic design graduates to plan a reimagined portfolio review (Reframe Your Work). They named it, created graphics and met as a team to execute the event. After just planning their own virtual exhibition, they were perfectly primed and did a great job.

- As mentioned, one new graduate, who had been active as a student volunteer and worked on Reframe, was invited to join the board as an American Advertising Awards back up Co-Chair. After her stellar performance, she's been invited to stay on a path to become president. She was instrumental in filling in for the Awards Chair who became a new dad during awards season.
- Another grad from Reframe was asked to join the programs team and is very active in creating event graphics. She is being groomed to become a programs co-chair July 1.
- Regarding the five most active members: One convinced her company to join at corporate level and participate in their very first awards competition of any kind (previously, this company had a policy forbidding participation in award shows). Another is passionate about education and wants to create a program that partners AAF with the Akron Public Schools. Another is an agency president and has become our first agency event sponsor. Another works at the BBB and is a sponsor and co-hosting an event with us.
- We are hopeful on our succession plan, but still have positions to fill. We continue to be in need of a partnership chair, a treasurer, membership co-chair and an education co-chair. We have an accountant which takes the pressure off finding someone for that position. We have VPs and Presidents tentatively lined up for the next 6 years. Virtual engagement with our teams has been difficult. Ever since going online, our teams have been lean. People don't want to meet virtually. Communications went from a team of 5 to 2. Five new new people joined AAF teams. We usually invite and pay for prospects to attend our Leadership Conference, but that hasn't happened due to COVID. Teams were invited to ADmerica last year, but only board members attended. This year, we plan to pay for board members and shining team members to attend the conference.

## **B. ANALYSIS OF MEMBER NEEDS**

### **Goal: How can we be a valuable resource? (Exhibit 4)**

We can't be a resource to our members if we don't know who they are and what they want. Last year, we put together our first comprehensive member survey with the help of Jacinda Walker, a diversity in design expert and researcher. She helped us identify three key sections that needed to be included in the survey: demographics, employment and member expectations. We planned to keep the survey open for three months to get a minimum of 50% participation, and then analyze the data and identify trends of our

typical member. The survey went out in Dec. 2019 and was resent in March 2020. With lack of response and COVID, we decided to keep the survey ongoing.

### ***Methods Used to Achieve Goal***

- When a new member joins, we call and welcome them to the AAF-Akron family. We learn more about them, ask why they joined and what they hope to get out of AAF.
- We ask new members to complete the survey and promote it via email and social.
- Hosted a virtual New Member “Meetup.” We have planned to do these twice a year and switch to an in-person format.
- Hosted our first annual meeting to introduce the board, give updates and have a member Q&A. After the event, we emailed a “report” of what we talked about: accomplishments, goals.
- Periodically called members to see how they were doing and if we could help. Mostly left voice mails.
- Electronic surveys after events to gauge our relevance.
- Created a members only Slack portal.
- We connect with new members on LinkedIn and welcome them on social on #WelcomeWednesdays
- Trying to be more personal. Each new member receives a welcome kit by mail.
- Our programs have been designed to reflect the survey topics that members want.
- Added a 30 minute open hang out to chat/network after each event.
- New member not familiar with us, reviewed our organization and gave feedback.
- Sent resource emails about COVID, how to get financial help and educational opportunities.
- We partnered with The University of Akron’s Executive Education Program to give a number of free passes to some of their marketing-focused programs. This was offered to our corporate members.

### ***Results***

- To date, 46 members have completed the survey compared to 21 a year ago. The results show that 87% of our members identify with being white, split almost evenly between the ages of 18 - 54, 57% are men and 44% are women, 59% have a bachelor’s degree, 67% earn between \$10K - \$99K, Split evenly between single and married, 59% are employed full-time, 20% are self-employed, 2% say the pandemic has killed their business, area of employment runs the gamut from account executive to project manager with a clear majority being 22% in-house designers, 28% marketing and 22% students. 55% of companies have 1-25 employees. Five top areas are networking (85%), ADDYs (61%), social events (57%), job

opportunities (54%) and education and mentoring tied at 52%. 46% have attended 1 -3 events, 35% have attended none, 61% prefer events after hours.

- We need a job board on our website. We currently post member job opportunities on social media and via eblast.
- With member preference on networking and socials, it's easy to understand why membership and attendance is way down during this virtual year.
- Even if we leave just a voice mail, many appreciate a call. Most love the happy welcome kit.
- Only 11 members joined the Slack channel. Some activity, but not widely used at this point.
- Open hangouts after events have been great opportunities to connect.
- Most of the Executive Education passes were used.

### **C. LEADERSHIP ORGANIZATION AND DEVELOPMENT**

**Goal: Continue to develop and maintain a strong board. (Exhibit 5)**

#### ***Methods Used to Achieve Goal***

- Have efficient board meetings. A year ago we worked with an Entrepreneurial Operating System (EOS) coach to streamline our board process and meetings. We continue to use the “Level 10” format for our monthly board meetings.
- We spend more time checking in on how the board is doing and learning about their personal news.
- We celebrate board birthdays and news on social media and on “Good News Fridays.”
- In her sixth year, our part-time Executive Director provides operational support and guidance.
- Yearly board retreat focuses on how to achieve our goals for the new term. Because it was virtual, fun retreat kits were mailed to board members. The president received a personalized bat (he loves baseball) and the board chair received a blinged out gavel.
- Several board members attended ADmerica and attended club roundtables.
- Succession: identifying future leadership roles for current and future board members.
- To organize projects and events, we use Google calendar which syncs to Slack and sends notifications.
- We are in constant communication: monthly board meetings, calls and daily messaging via Slack.
- Monthly board recognition program: the BBMAs – also known as the Bitchin’ Board Member of the Month Awards. Each month the BBMA (the letter “B”), along with a \$35 gift certificate, is given to a

distinguished board member who embodies the tenets of Bitchin' service: bad\*ss, initiative, tenacious, champion, hero, inventive and noteworthy. Partners and team members are also eligible.

- Making it personal: President sent thank you notes to each board member after the retreat. Valentines were mailed to each board member.
- Board perks: we partnered with The University of Akron's Executive Education Program to give a number of free passes to some of their marketing-focused programs. Some were offered to the board.

### ***Results***

- Board meetings are running efficiently and on time.
- The pandemic has made attendance spotty. During this year, we are giving everyone a lot of latitude.
- Personally, we are a tight knit group and want the best for each other. Everyone has stepped up to do a whole lot of work under difficult conditions.
- We pulled off a successful (we made \$7,000) and fun American Advertising Awards season!

## **D. FISCAL MANAGEMENT (*Exhibit 6*)**

### **(BUDGETING, DUES, NON-DUES INCOME AND FUNDRAISING)**

**Goal: Stay afloat and keep the bills paid!**

#### ***Methods Used to Achieve Goal***

- Given the lack of income and potential losses, we applied for the EIDL.
- Targeted new agencies from the Youngtown area (a former AAF Chapter) with a personal invite, along with a copy of last year's winners book to enter the American Advertising Awards.
- To keep costs low, almost everything we use to promote AAF is donated by partners.
- Our Presenting Partner represents \$6,500. When they fell through late in the year, we created a variety of sponsorships running from \$100 to \$2,500. The plan was to attract more, smaller partners.
- Our accountant functions like a board member. Income and expenses are being allocated and tagged correctly. He's especially important as we haven't been able to fill our treasurer position.
- Since we were only paying our monthly expenses for ED, accountant, website and Quickbooks, we were able to save on event costs, allowing us to have a much less profitable awards season.
- We added options to give on the American Advertising Awards registration form along with this language in emails: "Help protect AAF-Akron's future. Consider making a donation when you register."

- We've been trying to raise funds to endow the Susan B. Kosich Scholarship for Marketing Communications. We met with a grant consultant for advice and developed a two month campaign and invited our members to become Kosich ambassadors and help raise funds.
- Most members opt to pay credit card fees, helping our expenses and saving us \$300.

### ***Results***

- We received a free \$1,000 from the EIDL. After talking to the accountant and knowing we'd be saving on big event items, we declined to accept any loan offer or not take on any debt. Our ED received her PPP and is deducting 2.5 months off her monthly fee to save money for our chapter.
- For the first time in six years, we had no presenting partner or title partner for the awards show.
- Despite reaching out to a variety of new businesses with the lower tiered sponsorship packages, very few signed up citing economic challenges. We will continue to push these throughout the year.
- American Advertising Awards is our biggest non-dues income generator. We knew it would be the opposite this year. • Entries and show attendance raised \$21,560 – a 51% decrease from last year.
- 275 competition entries vs 436 last year.
- Outreach to Youngstown yielded 3 entrants, one new corporate member and 3 inquiries.
- Registered award attendees donated \$193 to general operations.
- Despite the pandemic, we had many generous partners. Sponsorships (in-kind services and cash donations) resulted in \$82,270. We had 41 sponsors (58 last year) for the year and 8 were new.
- One of our biggest expenses is the ADDY trophy. We redesigned new awards and found a vendor willing to produce them at our budget of \$30 each. This slashed last year's cost by 50%. Despite no presenting partner and having a net loss of \$1,400 last year, we have \$20,000 in the bank and no debt.
- It's a tough time to ask for donations. The Kosich scholarship campaign fell flat. No members signed up to help. A small contingent of family friends agreed to help, but that went nowhere. Mailed 50 letters to agency heads, community leaders. Nothing. As a result, we just created a new 501(c)(3) nonprofit: Susan B. Kosich Charitable Fund. Our 501(c)(6) designation was limiting us. Now, donors can receive all the tax benefits and we can now start applying to the many corporate giving programs in our community. To date, we have raised \$5,885 out of the needed \$25,000 to endow the scholarship.

# Exhibit 1 — 2020-2021 Goals

Board Retreat

www.aafakron.com



2020 Retreat

## Annual Retreat Report Prep Guide

Friday, June 19, 2020 • via Zoom

Please refer to this document as you prepare your report for the retreat.

### PART 1

#### SUCCESSES

- **LIST 3-5 SUCCESSES OF 2019-20**
  - Include details of how you achieved success
  - Did other committees actively support this success?

### PART 2

#### CHALLENGES TO BE ADDRESSED

- **LIST 3 COMMITTEE-SPECIFIC GOALS FOR 2020-21**
  - Include a punchlist of **ACTION ITEMS**
  - List **SPECIFIC WAYS** other committees can assist/help
  - List **SPECIFIC WAYS** addressing these challenges help AAF-Akron achieve the **TERM GOALS** listed at the bottom of this guide.

### PART 3

#### COMMITTEE-SPECIFIC CONTACT & ASSET LIST

- **COMPILE ALL ESSENTIAL CONTACTS**
  - **ALL COMMITTEE MEMBERS**
  - Vendors / Event Locations / Etc.
  - Websites / Tools / Etc. Used Regularly
  - **Please format as such:**
    - Contact Name
    - Affiliation with AAF-Akron
    - Career Title
    - Company
    - Work Phone
    - Cell Phone
    - E-mail Address

### PART 4

#### ROUGH CALENDAR FOR 2020-21

- **COMPILE FULL 2020-21 PLAN**
  - **LIST ALL COMMITTEE MEETINGS NOW**  
(can be adjusted, but give your team ideas of when you'll be meeting to increase chance of participation)
  - Include any specific deadlines for your committee
  - Include ALL events you are planning. This can be adjusted, but will help in building a FULLY-INTEGRATED CENTRAL CALENDAR.

### Board Members

- Garrick Black
- Michael Carlson
- JD Dumire
- Dave Flynn
- Daniel Kearsey
- Brianna Kelly
- Erin Leslie
- Josh Muller  
Exec Coach
- Melissa Olson
- Michael Pontikos
- Ryan Rimmele
- Cecilia Sveda

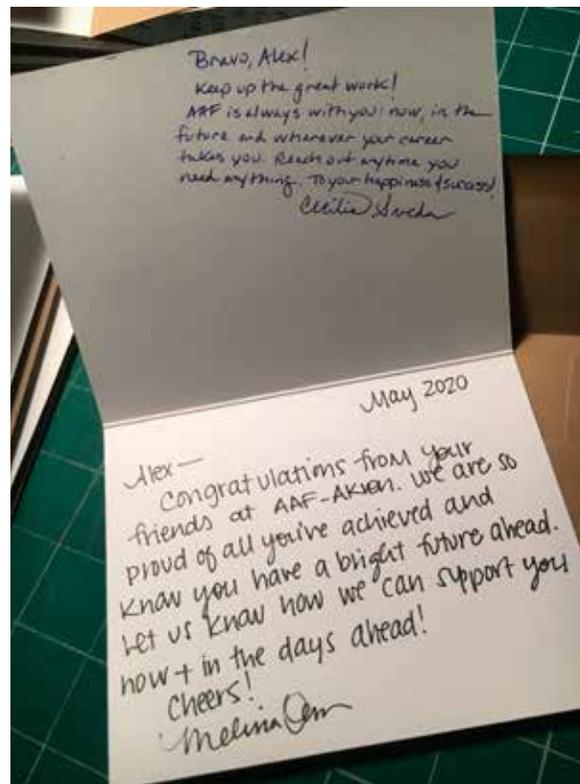
### 2020/21 TERM GOALS:

- **STUDENT INVOLVEMENT:** More student involvement/members from other schools
- **LIFE DURING/AFTER COVID-19:** Create events for everyone. Even after COVID, people will still be cautious. We need to cater to everyone.
- **FIRM SUCCESSION:** Identify future leaders year round

LAST UPDATED 06/9/2020

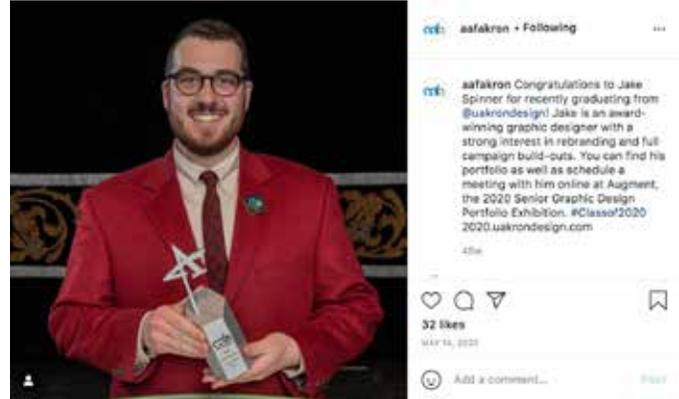
# Exhibit 1 — Student Engagement

Congrats to Grads



# Exhibit 1 — Student Engagement

## Congratulate Grads on Social Media



# Exhibit 1 — Student Engagement

Congrats “Happy Hour” for graduating student members



## Beers with Peers 2.0: Congrats!

May 15 | 5:34 - 7pm

Zoom

Join us Friday, May 15 at 5:34pm for another instalment of Beers with Peers 2.0. This week we celebrate the recent graduation of our student member! If you're looking for new talent or just want to cheers the grads yourself, then join us!

TO JOIN US, PLEASE RSVP TO [INFO@AAFAKRON.COM](mailto:INFO@AAFAKRON.COM) AND WE'LL SEND YOU THE ZOOM LINK.

## And Congratulations, Grads!

Get to know all the recent graduates (and their awesome work) at the links below. We're so proud of them!



[Andrew Baker](#)  
[Jordan Baker](#)  
[Pat Bullock](#)  
[Lydia DeVincent](#)  
[Moria Groom](#)  
[Andrew Kovac](#)  
[Morgan Lackey](#)  
[Nathan McDowell](#)  
[Nick Norton](#)  
[Abby Palombo](#)  
[Summer Patterson](#)  
[Johnny Petrov](#)  
[Tammy Phan](#)  
[Seth Ranzinger](#)  
[Karin Schutte](#)  
[Jake Seiner](#)  
[Alex Vetrick](#)  
[Kim Wendt](#)

LEARN MORE ABOUT BECOMING A MEMBER!



# Exhibit 1 — Student Engagement

New student member welcome kits

**Headhunters are searching** - for executives with your skills. Join the network for free and be found. Ad

**Megan Popovich**  
Graphic Designer | Innovative Thinker | Avid Coffee Drinker  
View full profile

**Megan Popovich** • 1st  
Graphic Designer | Innovative Thinker | Avid Coffee Drinker  
23h • Edited •

Recently I became a member of **AAF-Akron**, a national organization that offers the ability to connect you to the entire advertising community, while providing great opportunities for networking & education. In addition, it also provides the opportunity to connect you to 40,000 members of more than 200 clubs nationally.

Today I had received a very generous welcoming package upon entry into this organization, & from the moment I joined I have been very impressed with how much AAFA has to offer to their members! I am truly grateful to have joined such a welcoming organization that offers open arms in advertising & technical guidance, & am looking forward to my journey ahead as a growing designer.

I want to thank one of my mentors, **David Flynn** for referring AAFA to me & **Cecilia Sveda**, Executive Director for going above & beyond to ensure a great start to my journey as a member. My heart is so full & I can't thank you enough!

6 • 6 Comments

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Yahoo/AAF\_CI...



**Adam Walko** <cmw207@zips.uakron.edu>  
To: ed@afakron.com

Thu, Nov 5, 2020 at 2:43 PM

Hello! This is Adam Walko, a new student member of AAF. First I must apologize for how delayed this email was. But I had to send my thanks for just how warm my welcome to AAF has been! My dog had surgery on Friday (She is doing well now) so I did not get to open the box you sent for several days, and I wished I had opened it earlier because it made me so happy! It was so lovingly put together and there were so many neat goodies in it, you went absolutely above and beyond and I was amazed! Thank you so much!!

I also received the booklet and the postcard for the American Advertising Awards. I do indeed plan to enter it as a student! Dave Flynn is one of my professors this semester, and he has been heavily encouraging me and my fellow classmates to enter our projects. I'm very excited for it!

Once again, thank you so much for all the time you spent to make me feel welcome. It means so much!

Have a wonderful day!  
- Adam Walko



# Exhibit 1 — Student Engagement

## New student member welcomes on social



# Exhibit 1 — Student Engagement

Recent grad joins the board



Thank you for the kind words! I took some time to review the PDFs you provided me and everything sounds great! A Zoom chat would be great as I do have a few small questions. When would be the best time for you? I'm available after 5pm throughout the week, but I can definitely be flexible.

Absolutely—thank you for the opportunity and for everything AAF has done for me!

All the best,

Maria

# Exhibit 2 — Create Events for Everyone

Weekly socials to stay connected

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



Happy Friday, everyone!

Just sending a reminder to make sure you have your drink of choice on ice and you are ready for our Beers with Peers 2.0: The Reboot tonight at 5:31pm.

We will be "meeting" after work (at 5:31 PM, to be exact) so pop in to say hey or stay the whole time – we just want to see your faces.

We are opening this one up for MEMBERS ONLY, so you should feel pretty special.

Oh, and speaking of pretty special, below are all the deets again, including a secret password you need for entry that wasn't included in the last email. ;)

AAF-Akron Beers with Peers 2.0

Friday, April 3, 2020 05:31 PM

Join Zoom Meeting: <https://zoom.us/j/435770369>

Meeting ID: 435 770 369

**Super Secret Password: 43AAF330**



Join us at our first ever Akron-Louisville Happy Hour!

Stay at home and meet new folks.

**April 30 | 6 - 7pm**

Zoom

We're crashing AAF-Louisville's virtual happy hour! We're also using this as an opportunity to support local breweries and restaurants by ordering takeout during the chat.

IT'S FREE, BUT YOU NEED TO REGISTER TO RECEIVE THE ZOOM MEETING INFORMATION:

[Sign me up!](#)

# Exhibit 2 — Create Events for Everyone

Weekly socials to stay connected



## Beers with Peers 2.0: Celebratin' Steve

May 22 | 5:30 - 7pm

Zoom

This week we celebrate the 32nd year of our very own Steve Govern. Join us online and learn some fun facts about Steve. For example, his favorite beverage is Dr. Pepper, he enjoys long walks on the beach, and he was born at 12:54am at Marymount Hospital. That's right, we get the details.

TO JOIN US, PLEASE RSVP TO [INFO@AAFAKRON.COM](mailto:INFO@AAFAKRON.COM) AND WE'LL SEND YOU THE ZOOM LINK.

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## Beers with Peers 2.0: Halfway-ish to Halloween

May 29 | 5:30 - 7pm

Zoom

This week we celebrate our half journey around the sun towards Halloween, which was technically a month ago but time is a construct and full of wibbly wobbly timey wimey weirdness. And who wouldn't want to celebrate Halloween in May? Halfway dress up in your favorite Halloween costume and get social with your local advertising industry friends!



TO JOIN US, PLEASE EMAIL [INFO@AAFAKRON.COM](mailto:INFO@AAFAKRON.COM) AND WE'LL SEND YOU THE ZOOM LINK.

# Exhibit 2 — Create Events for Everyone

Weekly socials to stay connected



## Beers with Peers 2.0: Back with Black

June 25 | 5:30pm - 7pm

Zoom

This week we celebrate our return to Beers with Peers with AAF-Akron Vice President Garrick Black. We're celebrating his birthday (June 30) a few days early because we couldn't wait any longer to hang out with each other. Come meet Garrick, ask him some questions, celebrate his birth and get social with your local advertising industry friends!

[REGISTER](#)

## Beers with Peers 2.0: Don't Put All Your Eggs in One Omelet Day

July 9 | 5:30pm - 7pm

Zoom

This week we celebrate "Don't Put All Your Eggs In One Omelet Day." Yes, someone decided that should have its own day and we've decided to make it the focus of our "social hour." Do you have experience with allocating too many resources into one area? Wanna talk/vent about it? This casual virtual gathering is your chance.

Come meet and talk with your local advertising industry friends!

[REGISTER](#)



## Movie Trivia Night!

Hosted by [National CineMedia](#)

July 15 | 5:30pm - 6:30pm

Zoom

Topic: 80's-Disney-Actors/Roles-Marvel-Sports

Free to participate. Each player will have their own pen/paper to write down the answers to the questions shown on the screen (and read by the host for those with video issues). At the end of the game, host will reveal the correct answers. It is based on the honor system as to how many each player got correct. Prizes will be mailed to the winner!

Limited to the first 25 participants.

[REGISTER](#)

Thank you to National CineMedia for putting this together for us!



# Exhibit 2 — Create Events for Everyone

Weekly socials to stay connected



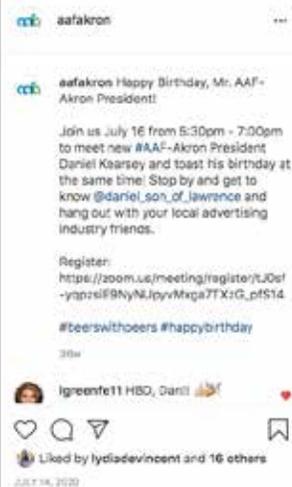
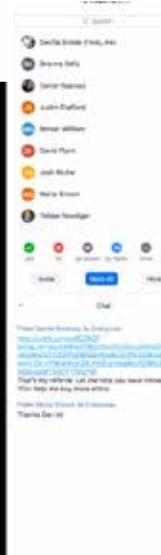
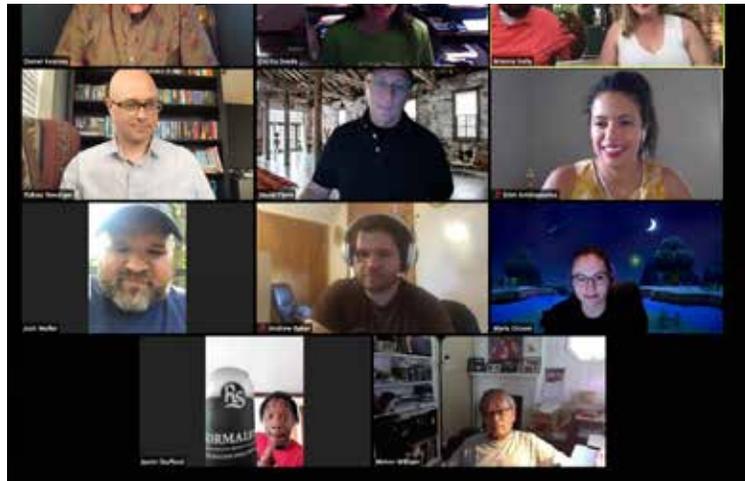
## Beers with Peers 2.0: Happy Birthday, Mr. AAF-Akron President!

July 16 | 5:30pm - 7:00pm

Zoom

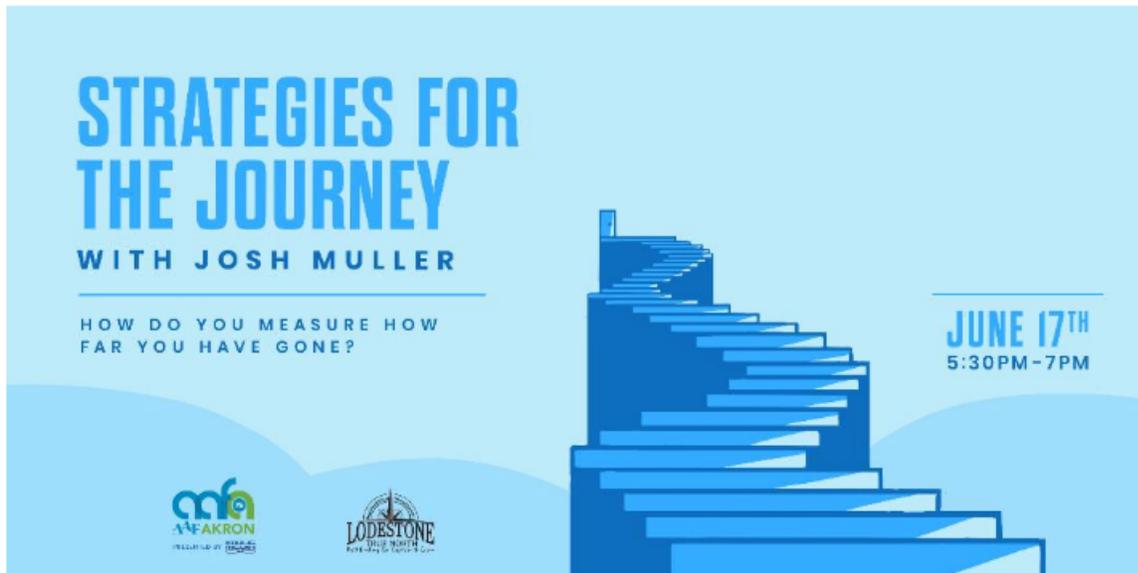
Meet new AAF-Akron President Daniel Kearsey and toast his birthday at the same time! Stop by and get to know Daniel and hang out with your local advertising industry friends.

REGISTER



# Exhibit 2 — Create Events for Everyone

Free programming to offer help and guidance



## Strategies for the Journey

Presented by Josh Muller of [Lodestone True North](#)

June 17 | 5:30pm - 7pm

Zoom

One of the things us as individuals can contribute and control on our journey through life is how we experience connecting with others for the sake of good through organizations like AAF, how we do our best work, how we can be most creative and how we can live life to the fullest.

Join Josh Muller of Lodestone True North as we discuss how to build awareness around how you look at your job and how you look at your life. Discover when are the best times to pull over and reflect so you're a much more clued in employee or owner. Wrap your head around what's really important through this 7-point journey.

**REGISTER**

Special thanks to Lodestone True North



# Exhibit 2 — Create Events for Everyone

Free programming to offer help and guidance

## **OPEN TO MARKETERS & CREATIVES OF ALL LEVELS**

Don't miss this opportunity to show off your work while also getting the opportunity to review someone else's. **Final day to register is tomorrow!**



## Reframe Your Work

August 12 | 4:00pm - 8:00pm

Zoom

**Registration Deadline: Aug. 7**

Connect with emerging and established professionals to review your portfolio. Show us your designs, presentations, websites, resumes, and more. Open to creatives and marketers of all levels and ages.

Whether you are fresh out of school or a multi-year pro, all work needs a little refresh sometimes. AAF-Akron is hosting a free, online peer-review of whatever your "portfolio" means to you. From design to demo reels to resumes – we want to see it!

Each participant will sign up for a series of 20-minute time slots where they will be paired with one other person at a time. Pairs will take turns sharing their work and offering each other helpful feedback and critiques. (Don't worry, this will all be explained in detail when you register!)

As part of AAF-Akron's efforts to help ALL marketers and creatives get back on their feet, this event will be open to both members and non-members. PARTICIPATION IS FREE BUT WILL BE LIMITED TO 30, so make sure you get signed up!

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### **What to bring:**

- *Yourself – Ready to Impress*

This will be great practice for future online, digital interviews. You can get used to speaking about yourself and your work with new people screen to screen.

- *Suggested attire – Business Casual on Top, Party on the Bottom.*

- *A Digital Copy of Your Work to be Reviewed*

This could mean a design portfolio, writing portfolio, video demo reel, resume or any collective piece of work that you would like to have reviewed. Suggested file formats include PDFs for printed materials and MP4s for video files.

- *A Critical Eye and Some Helpful Feedback!*

You will not only be reviewed – you will also be a reviewer!

These 360-style sessions will allow you to sit in both seats and gain valuable experience talking about all types of campaigns and marketing collateral.

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### **Participants will also receive:**

- Access to a private Slack Channel for event participants to continue connecting and sharing feedback.
- A resource guide full of helpful information about topics like resumes, getting noticed while working remotely and interviewing online.

**REGISTER**

# Exhibit 2 — Create Events for Everyone

Cross-promoted district events

 **AAF-Akron**  
September 8, 2020 · 🌐

Being a member of AAF-Akron means you have the opportunities to make connections with your advertising peers outside of the Akron area as well! For AAF-Columbus' upcoming event "Going Solo" you can attend the virtual event for free by using the discount code we provided in your email last week.

Find out more and register here:  
<https://aafcolumbus.wildapricot.org/event-3960534>



**GOING SOLO**  
Freelancing, Consulting, and Doing Your Own Thing

**SEPTEMBER 10**

 **AAF-Akron**  
October 21, 2020 · 🌐

A job transition is never easy, especially in a pandemic! Join AAF-Columbus with Dawson, the employment experts, to learn tips on how to enhance your job search. During this event, they will share insights on building your online brand, becoming a virtual expert, automating your job search, reskilling opportunities, and broadening your scope to non-traditional opportunities.

Job Searching During a Pandemic | WEDNESDAY, OCTOBER 21, 2020 AT 4 PM EDT – 5 PM EDT

<https://aafcolumbus.wildapricot.org/event-3967087>



**JOB SEARCHING DURING A PANDEMIC**  
Presented by Dawson, the Employment Experts

**OCTOBER 21 | 4 - 5 P.M.**

# Exhibit 2 — Create Events for Everyone

Offered diverse speakers, awards judges and topics



PRESENTED BY  
**SHANE SANTIAGO**  
President & Chief Experience Officer at Bravely



**THE FUTURE OF INNOVATION IS HUMANITY**

**SEPTEMBER 17**  
5:30 PM - 6:30 PM - presentation  
6:30 PM - 7:00 PM - open hangout



JOIN US FOR OUR AAFA MARCH SPEAKER!

UX DESIGNER, SPEAKER, AUTHOR, & KENT GRAD

# JOE NATOLI

**THURSDAY, MARCH 18<sup>TH</sup>**  
**5:30PM - 6:30PM**  
STAY AFTER TO CHAT UNTIL 7:00PM



PRESENTED BY  
**AAFA AKRON** kleidon



**INTELLECTUAL PROPERTY LAW FOR MARKETERS**



**HOW TO PROTECT WHAT YOU CREATE**



PRESENTED BY SHARON TOERЕК  
PRINCIPAL OF TOERЕК LAW

**OCTOBER 29**  
5:30 PM - 6:30 PM - presentation  
6:30 PM - 7:00 PM - open hangout



*Meet your American Advertising Award Judges*



January 28 • 5:30 p.m. | [AkronAmericanAdvertisingAwards.com](http://AkronAmericanAdvertisingAwards.com)



*American Advertising Awards*  
February 19, 2021



# **BAD\*SS WOMEN**

## *IN ADVERTISING*

**THURSDAY, DECEMBER 10<sup>TH</sup>**  
**5:30-6:30PM**  
WITH GIVEAWAY & CHAT AFTER

**WITH HANNAH SAMLALL,**  
**CO-FOUNDER & CONTENT WIZARD**  
WATERLOO STREET



# Exhibit 2 — Create Events for Everyone

Offered diverse speakers and topics



The poster is split into two main sections. On the left is a black and white portrait of Shane Santiago, a man with glasses and a dark t-shirt, with his hands clasped. Below the portrait, it says 'PRESENTED BY SHANE SANTIAGO' and 'President & Chief Experience Officer at Bravely'. On the right, the title 'THE FUTURE OF INNOVATION IS HUMANITY' is written in large, bold, black letters. Below the title is a graphic of a lightbulb where the glass part is composed of many small, colorful human icons in shades of blue, green, and grey. To the right of the lightbulb, the date 'SEPTEMBER 17' is written in blue, followed by the times: '5:30 PM - 6:30 PM - presentation' and '6:30 PM - 7:00 PM - open hangout'. In the bottom right corner is the logo for 'AFAKRON 75' with 'PRESENTED BY' written below it.

## *The Future of Innovation is Humanity*

September 17 | 5:30pm

Presented by President and Chief Experience Officer at [Bravely](#), Shane Santiago

### ***Wanna see the future? Look in the mirror.***

In a time where innovation is critical to help brands and agencies deliver, it's important to remember that the most critical factor when it comes to creative technology is people. Humanity and empathy are the cornerstone for modern makers, and serve as the foundation of methodologies like design thinking and user-centered design. In this presentation, Shane Santiago will explore approaches, examples and best practices for ensuring we see ourselves in our work, especially if we want to keep driving innovation.

#### ***About the Speaker***

Shane oversees creative, strategy and implementation at Bravely. Through a breadth of experience, from startups to Madison-Avenue agencies, Shane has brought big ideas to world-renowned brands like Johnson & Johnson, Marriott International, Under Armour, Disney, Discovery, the NBA, the Jacksonville Jaguars, Paramount Pictures and Sony Pictures, snagging myriad industry honors along the way. His entrepreneurial drive has been applied across categories including automotive, food & beverage, sports & entertainment, technology, apparel, education, travel & hospitality, financial, and nonprofits. He's been published in top industry publications, such as *Advertising Age*, *ADWEEK*, *Communication Arts* and *Mashable*. Shane earned his BS in advertising at the University of Florida, where he served as Chair of the University's Advertising Advisory Council. Share also is the Chair of the American Advertising Federation's National Innovation Committee (NIC).

\$10/person

**REGISTER**

# Exhibit 2 — Create Events for Everyone

Offered diverse speakers and topics

## Protect Your Livelihood



The poster features a black and white portrait of Sharon Toerek on the left. To the right, the title 'INTELLECTUAL PROPERTY LAW FOR MARKETERS' is written in teal, with a shield icon containing a pencil. Below the title is the subtitle 'HOW TO PROTECT WHAT YOU CREATE'. At the bottom, the date 'OCTOBER 29' is displayed in white on a teal background, along with the times '5:30 PM - 6:30 PM - presentation' and '6:30 PM - 7:00 PM - open hangout'. The AAF Akron logo is in the bottom right corner. A dark grey box at the bottom left of the portrait contains the text 'PRESENTED BY SHARON TOEREK PRINCIPAL OF TOEREK LAW'.

### ***Intellectual Property Law for Marketers – How to Protect What You Create***

**October 29 | 5:30pm**

Presented by Sharon Toerek, Principal of [Toerek Law](#)

The work that you create has legal consequences for you and your brand. Learn about social media and influencer marketing compliance, privacy regulation and protecting your intellectual property.

#### ***About the Speaker***

Sharon is an intellectual property and marketing law attorney, with a national firm based in Cleveland, Ohio. She helps creative professionals protect, enforce and monetize their creative assets.

She counsels advertisers, marketers and creatives on legal issues including copyright and content protection, licensing of creative content, trademark and brand protection matters, marketing agency service contract issues, freelancer contract issues, social media issues, advertising compliance and direct marketing regulations.

She is a former President of AAF-Cleveland and serves on the American Association of Advertising Agencies (4A's) Legal Consultant panel.

She writes and lectures frequently on the topics of intellectual property protection, marketing agency relationships, and legal implications of social media. Her blog, [Legal+Creative](#), is an intellectual property, advertising and marketing law blog for creative people. Sharon is also passionate about the growth and success of small businesses.

She served as the Immediate Past Chairman of the Council of Smaller Enterprises (COSE), a business resource and advisory organization for small businesses with over 14,000 member companies in Northeast Ohio.

She currently serves as a Board Director for the Greater Cleveland Partnership and the National Small Business Association (NSBA).

# Exhibit 2 — Create Events for Everyone

Offered diverse speakers and topics

## New Series Kicks Off



**BAD\*SS WOMEN**  
**IN ADVERTISING**

WITH HANNAH SAMLALL,  
CO-FOUNDER & CONTENT WIZARD  
WATERLOO STREET

THURSDAY, DECEMBER 10<sup>TH</sup>  
5:30-6:30PM  
WITH GIVEAWAY & CHAT AFTER



## ***Demystifying Small Biz Marketing*** ***How to Stop Stressing and Start Connecting***

*How can you find more hours in the day and stay consistent with your marketing?  
Learn about tips and resources to help improve your marketing life.*

### **December 10**

5:30 - 6:30pm (EST) Presentation

6:30 - 7:00pm Open Hangout

**Presented by Hannah Samlall, Co-Founder & Content Wizard of [Waterloo Street](#)**

#### ***About the Speaker***

Hannah Samlall is the co-founder of Waterloo Street, a boutique digital marketing agency. Her agency works with small-to-medium sized women-owned businesses to assist them in advancing their social media strategies and online presence. Waterloo Street works with clients in the greater DC, NYC, Philadelphia, and Pittsburgh areas.

Hannah believes that when people are honest and transparent with each other while working together toward a common goal, nothing can stop them. She holds a special place in her heart for supporting local businesses and shopping small.

Aside from Waterloo Street, Hannah is also a writer for Warrenton Lifestyle Magazine, a monthly publication highlighting different businesses, people, and aspects in her hometown of Warrenton, VA. She currently resides in Pittsburgh, PA with her cat, Dunks.

Hannah holds a Bachelor of Arts in Communication Studies from Virginia Tech and is a member of Ad 2 in Pittsburgh.

# Exhibit 2 — Create Events for Everyone

Offered diverse speakers and topics



**January 28**

5:30 - 6:30 p.m. via Zoom

Here's your chance to meet the awesome professionals who judged your work! Please join us and give them a warm welcome! Even if you didn't enter, we invite you to pop in and learn more about these top notch pros.

**[Chris Anthony Hamilton](#)**

Director, Cinematographer, Photographer

**[Laura Hand](#)**

CEO, Laura Loo Experience Design

**[Evan Pease](#)**

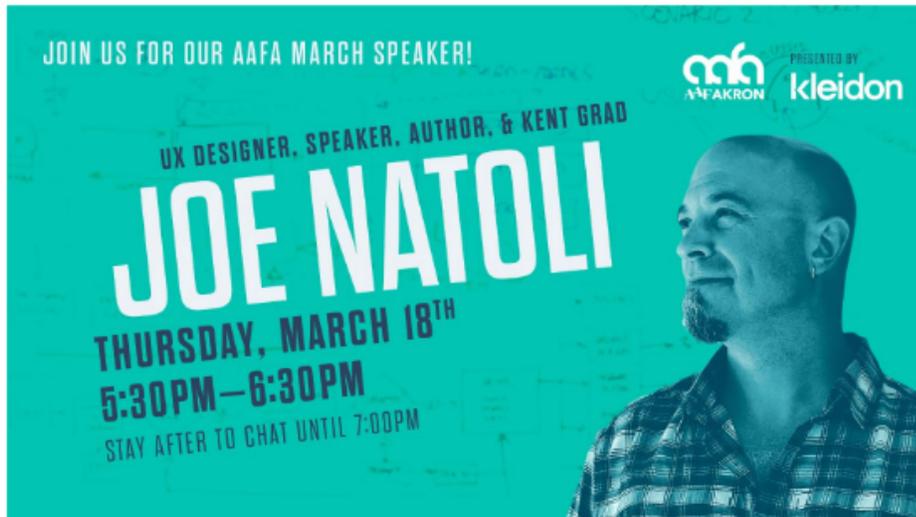
Director of Post Production, dPost & dStudio

**REGISTER**

# Exhibit 2 — Create Events for Everyone

Offered diverse speakers and topics

## My Experience With User Experience



Presented by **kleidon**

### **March 18 | Zoom**

5:30 - 6:30pm (EST) Presentation

6:30 - 7:00pm Open Hangout

### **JOE NATOLI**

CEO of [Give Good UX](#)

UX Consultant, Coach, Author + Speaker, Has helped 200,000+ UXers, designers and developers design and deliver great UX + UI, sharpen their skills and propel their careers forward.

There is a simpler, better, infinitely less stressful way to advance your UX or Design career, do better UX work and build better products than what you're doing now, and Joe is going to tell you what that way is. Forget the process, forget the dogma, forget the rules. Let's GET REAL about UX!

---

### **Learn with Joe**

Joe has recently launched the UX 365 Academy, made up of courses, training videos, ebooks, workbooks, cheat sheets and more across a wide range of UX and Design topics — including how to work for yourself. He shares everything the last 30 years of his career have taught him, and new content is published every month; check it out [here](#).

**All attendees will receive a free e-version of his [book!](#)**

*Attendees will be entered into a drawing to win a chance to have a 60 minute one-on-one session with Joe!*



### **TICKETS**

Members: \$5  
Non-members: \$10  
Students: Free

**REGISTER**

# Exhibit 2 — Create Events for Everyone

## New Member “Breakfast”



### Breakfast Agenda

Last edited 16 hours ago

1. Introduce who is on the call from AAF Board
2. How we are structured from National -> D5 -> Local
  - a. National - Mention 115 years, 40,000 Members, Gov Relations, Benefits
    - i. Should have received password from national if not, let us know.
    - ii. Eblast for SmartBrief and Gov Relations Stuff
  - b. Locally - 75 Years
    - i. we focus more on the networking and education
    - ii. how our board is structured
    - iii. opportunities to get involved
      1. audit a team meeting
3. ADDYs
  - a. Name has changed but its all the same
  - b. keep an eye out for news
  - c. All digital this year
  - d. Ask us anything - from category selection to how to enter
4. Upcoming Programs
  - a. Mention Oct. 29 event (all tix benefit Kosich)
  - b. Advertising Hall of Achievement - Join Us Nov. 18
  - c. Attend other clubs stuff too!
5. Membership stuff
  - a. Survey (if they haven't filled it out yet)
  - b. Please update your info on our site
  - c. Upcoming things
    - i. Slack Portal for all members
6. Communications
  - a. You should get weekly-ish emails from us + socials! (FB, Twitter, Insta, LI)
  - b. share good news, share blog content, if they know a good speaker, etc.

We will send a follow up email with contact info and links. Please reach out if you want more info on any of these topics or want to get more involved.



# Exhibit 2 — Create Events for Everyone

## New Member “Breakfast” Follow Up

• Thank You for Attending the AAF-Akron Member Meetup!

Yahoo/AAF\_M... ★



• **Brianna Kelly** <brianna@prittentertainmentgroup.com>  
To: Brianna Kelly  
Cc: Cecilia Sveda

Wed, Oct 7, 2020 at 5:58 PM ★

Hello hello.

First of all, THANK YOU all so much for attending our Member Meetup on Tuesday morning. Having fun and engaged members makes it so easy to get up early. :)

As promised, I am following up with some contact info and links! And of course, please reply to this with any questions or comments or suggestions.

### SLACK PORTAL 📌

Since you are all so awesome - I am going to use you as a test for the AAF Slack Portal. You can join using this link below and I will put you into the Members Only Area.

[https://join.slack.com/t/aafakronportal/shared\\_invite/zt-huuo9x2f-LLzUrgaLYhN5qFHR99prxw](https://join.slack.com/t/aafakronportal/shared_invite/zt-huuo9x2f-LLzUrgaLYhN5qFHR99prxw)

We are still developing this membership perk, so if you have any thoughts on what channels you would like to see on there, let me know. I want to try to make a robust area full of conversation, inspiration and whatever else you think it could be/should be!

### LINKS 📌

1. Member Login Area on the AAF-Akron Website to make sure your info is all up to date. (Message me with any issues.)  
<https://aafakron.z2systems.com/np/clients/aafakron/login.jsp>
2. AAF-Akron Member Survey is [here](#) if you haven't taken it yet. (There might even be a \$100 gift card raffle for those who have filled it out/do fill it out... just saying!)
3. AAF National Login Area is [here](#). (Seriously, if you have issues here, it's probably not you! Let us know and we will talk to National.)
4. AAF National Benefits list is [here](#). (I just had to purchase new appliances for my house and got them for a VERY good price thanks to the AAF/GE discount)
5. AAF Smart Brief signup is [here](#). (Great daily email with lots of ad news. etc all curated for you. One of my favorites I get everyday.)
6. AAF National Government Affairs Page is [here](#). (Pretty cool to see what they do for us in Washington and includes a link to the Government Affairs monthly update email, too!)

### CONTACT INFO 📌

Cecilia Sveda - Executive Director - [ed@aafakron.com](mailto:ed@aafakron.com)  
Dan Kearsy - President - [info@aafakron.com](mailto:info@aafakron.com)  
Brianna Kelly - Membership Chair - [membership@aafakron.com](mailto:membership@aafakron.com)

Or you can find us all (plus other board members) on the Slack!

### UPCOMING EVENTS 📌

OCTOBER 29th @ 5:30pm (Virtual/Proceeds to go Susan B. Kosich Scholarship)  
[Intellectual Property Law for Marketers - How to Protect What You Create](#)

NOVEMBER 18th @ 4pm (Virtual/FREE)  
[AAF National Advertising Hall of Achievement Awards](#)

**SAVE THE DATE FOR THE 2021 AAF-AKRON AMERICAN ADVERTISING AWARDS (Virtual)**  
**FEBRUARY 19th, 2021**

Was that enough? That was probably enough. Reach out if I missed anything or if you want more info on any specific topic!

Hope to talk to you all soon.

Brianna  
**AAF-Akron Membership Chair**

# Exhibit 2 — Create Events for Everyone

## Annual Meeting



**The State of the Federation**  
 August 4 | 8:30am - 9:00am  
 Zoom

Join us for a quick update on the happenings at AAF-Akron: highlights of what we've accomplished this last year, share where we are headed and meet your new president and board!

We'll leave time for Q&A so bring your questions.

**REGISTER**



**AAF - Akron**  
 On August 4 your #AAF-Akron president, Dan Kearsey, will give a brief presentation to discuss our accomplishments, goals, introduce our board and answer any questions members might have. So register today!  
 And before you ask: No, it has nothing to do with the United Federation of Planets nor #Starfleet. Although with enough peer pressure, maybe we can convince Dan to dress like @jean\_luc\_picard\_ or #CaptainKearsey  
<https://www.aafakron.com/events/the-state-of-the-federation/>



**AAF - Akron**  
 Did you know we have a new #AAF-Akron President?  
 New President Dan Kearsey recently introduced himself during the latest State of the Federation and he has some great initiatives planned for AAF-Akron!  
 If you want to be part of the action, consider joining at [aafakron.com](http://aafakron.com).



# Exhibit 2 — Create Events for Everyone

Annual Meeting: Post Event Report

In case you missed President Daniel Kearsley's address yesterday, here's a recap of what's happening at AAF-Akron.



## The State of the Federation is Strong

75th Anniversary 2020 Annual Meeting Highlights

Presented by our 2020 Presenting Partner [Kaulig Media](#)

### Welcome to our 2020-2022 Board of Directors

- **Daniel Kearsley**, President (*Kent State University*)
- **Garrick Black**, Vice President/ Web Chair (*Akron Urban League and Noir Creative*)
- **Melissa Olson**, Board Chair (*The University of Akron Myers School of Art*)
- **Michael Carlson**, American Advertising Awards Chair (*TRIAD*)
- **Jeff "JD" Dumire**, American Advertising Awards Co-Chair (*Formatech*)
- **Maria Groom**, American Advertising Awards Co-Chair (*Array Creative*)
- **Dave Flynn**, Programs Chair (*David Flynn Design, The University of Akron*)
- **Brianna Kelly**, Membership Chair (*Pritt Entertainment Group*)
- **Erin Leslie**, Secretary, Club Achievement Chair (*Paper Mill Studio*)
- **Josh Muller**, Executive Coach (*Lodestone True North*)
- **Michael Pontikos**, Education Chair (*Youngstown State University*)
- **Ryan Rimmele**, Social Media Chair (*TRIAD*)
- **Cecilia Sveda**, Executive Director (*Minx Design*)

---

### Last Year's Top Accomplishments

1. New website design and new customer relationship management software to provide a better experience for our members.
  2. We hosted our first diversity event.
  3. We had our first membership [survey](#) in years! (Did you remember to complete yours?!)
  4. Found our first executive coach to improve board process.
  5. Created our first content calendar for social media.
  6. We had our first 200 person luncheon last May.
  7. The first Black emcee hosted the American Advertising Awards.
  8. We had our biggest, blingiest American Advertising Awards: 400+ attendees and 436 entries!
  9. Nationally recognized for excellence in operations, programming, membership development and communications.
  10. We've been around for 75 years!
-

# Exhibit 2 — Create Events for Everyone

Annual Meeting: Post Event Report

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## Our Goals for the Year

- 1. Student Engagement:** more student involvement from surrounding universities.
- 2. Cater Events to Everyone:** we need to be cautious and create events for everyone during/after COVID-19.
- 3. Diversity:** we are committed to an actionable plan to bring diversity to our organization.
- 4. Succession:** we need to identify future leaders NOW to keep AAF-Akron vibrant.
- 5. [Susan B. Kosich Endowed Scholarship for Marcom](#):** continue campaign to fund this important mission.

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## Special Thanks to Our Outgoing Board Members

*The following individuals concluded their board terms on June 30. We are so grateful for their service and commitment!*

- Jacob Farrar, Education Chair (The University of Akron)
- Steve Govern, Board Chair (WBC Group)
- Luke Messner, Partnership Chair (TKM)
- Neil Nagy, Programs Chair (FirstEnergy)
- Jason Zehner, American Advertising Awards Chair (Kent State University)

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## We Need Your Help

It goes without saying that we can't do anything without our amazing volunteers and partners. If you have ever thought about growing your leadership skills, are passionate about the local community and communications industry, or just want to meet a lot of fun people, reach out to learn more at [info@aafakron.com](mailto:info@aafakron.com).

### **Available teams to join:**

American Advertising Awards  
Communications  
Education  
Partnership  
Programs

### **Available board positions:**

Membership Co-Chair  
Partnership Chair  
Programs Co-Chair  
Treasurer

---

Please let us know how we can support you.

We work hard to unite professionals throughout Greater Akron. There is no better time to use that network than now.

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LEARN MORE ABOUT BECOMING A MEMBER!

JOIN

RENEW

JOIN  
CORPORATE

RENEW  
CORPORATE

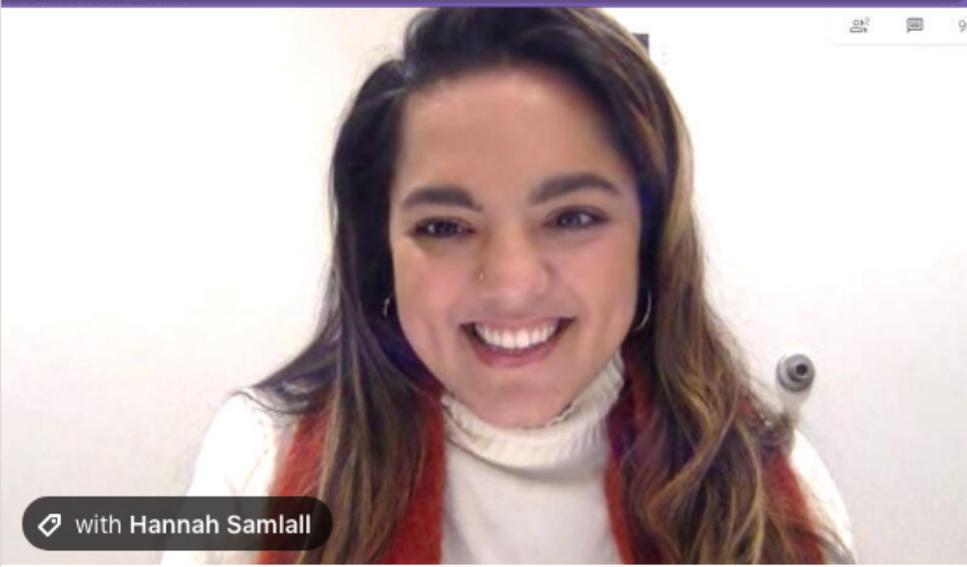
# Exhibit 2 — Create Events for Everyone

Speaker Raffle Prize: 30 minute one-on-one session with an attendee



**Connie Collins** • 1st  
Writer, Producer / Story Artisan / Get above the noise and clutter!  
2mo • 

I had a very educational Discovery Call with Hannah from [waterloo street.com](http://waterloostreet.com). She critiqued my web presence with an eye on my Brand and offered great suggestions, both practical and creative! She works with Creative Entrepreneurs as a specialty. Which is great cause we sure know how to help others get Seen & Heard & Known but not so much with ourselves sometimes :-)  
Thanks Hannah!  
[#beseenbeheardbeknown](#) [#creativeentrepreneur](#) [#creativeentrepreneurs](#)



with **Hannah Samlall**

  3 · 2 comments

 Like  Comment  Share  Send

Most relevant ▾



**Hannah Samlall** • 1st  
Founder + Content Wizard at Waterloo Street  
2mo ...

I had such a great time chatting with you, Connie! Looking forward to watching your brand & web presence thrive 😊

Like ·  1 | Reply



**Jennifer Young** • 2nd  
Experienced, award-winning videographer, accomplished in bringing ...  
2mo ...

Ohh! Awesome. 📄

Like | Reply

# Exhibit 3 — Succession Planning

## Menu of Roles, Responsibilities and Expectations

[www.aafakron.com](http://www.aafakron.com)



### Team Member General Responsibilities

#### TEAM MEMBER RESPONSIBILITIES

- **Attend the majority of club activities** (average once a month)  
Serve as ambassador for AAF
- **Attend a monthly team meeting**  
For planning and execution of team goals  
Communication via email, calls as needed
- **Provide guidance and planning for your team**
- **Commitment**  
You're not bound to a certain time frame
- **Time**  
Expect to spend up to 6 hours per month depending on your task (includes monthly meeting and AAF events)

#### HOW DO YOU BENEFIT?

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

# Exhibit 3 — Succession Planning

## Get Involved Promotions

Most active members (non-board) to target for future positions

### JOURNEY

Dale Elwell  
David Flynn  
Rebekah Sorensen  
[Allie Wilkins](#)  
Garrick Black  
Jessy Rice  
Cory Sheldon  
Ginger Biss  
Cecilia Sveda  
Mark Daddario  
Melissa Olson  
Dan Kearsey  
Brianna Kelly  
Matt McCallum  
Matt Gullatta  
Josh Muller  
Cory Sheldon  
Jen Snider

### TRIVIA

Gregory Gore  
[Kurt Kleidon](#)  
Melissa Olson  
Cory Sheldon  
[Jake Spinner](#)  
Daniel Kearsey  
Shala Kearsey  
Brianna Kelly  
Cecilia

### STATE OF FED

Melissa Olson  
Tobias Roediger  
Todd Moser  
Erin Leslie  
Brianna Kelly  
[Mac Love](#)  
Michael Carlson  
Kathleen O'Neill Burda  
Daniel Kearsey  
Tina McLaughlin  
[Kurt Kleidon](#)  
Garrick Black  
Maria Groom  
Dominic Rizzo  
Michael Wilson  
David Flynn  
Cecilia

### REFRAME

Melissa Olson  
Brianna Kelly  
Daniel Kearsey  
Maria Groom  
John Moulagiannis  
Jamie Berger  
Jordan Kelley  
Andrew Baker  
[Jake Spinner](#)  
Matt Reese  
Kim Wengerd  
Vicky Wulu  
Michael P  
Cecilia

### INNOVATION

Cecilia Sveda  
Ryan Rimmele  
[Mac Love](#)  
David Flynn  
Kirsten Delpinal  
Brianna Kelly  
Melissa Olson  
Daniel Kearsey  
Kyle Flynn  
Maria Groom  
[Diane Hoffman](#)  
Kevin Denee  
Michael Carlson

### NEW MEMBER

BREAKFAST  
[Diane Hofman](#)  
Michael Wilson  
[Mac Love](#)  
Kevin Denee  
Tina McLaughlin  
[Allie Wilkins](#)  
Meghan Scott

### IP FOR MARKETERS

Michelle Barnauskas  
Angela Blum  
Hannah Bower  
Rachel Brumenschenkel  
Abigail Donkin  
Isabella Eugeneau  
David Flynn  
Emily Ford  
Maria Groom  
Paige Guest  
[Erica Hartman](#)  
[Diane Hoffman](#)  
Jasmine Hudson  
Kelly Ingles  
Daniel Kearsey  
Brianna Kelly  
Nancy Lin  
[Mac Love](#)  
Amy McDonald  
Sydney Meighen  
Jessy Rice  
Cecilia Sveda  
Khalil Thompson  
Cassandra VanDruff

### TRIVIA 2

Mike Osysko  
Brianna Kelly  
Garrick Black  
Greg Gore  
Dan Kearsey  
[Jake Spinner](#)  
[Kurt Kleidon](#)  
Maria Groom  
Cecilia

### BAD\*SS

Cecilia Sveda  
Daniel Kearsey  
Maria Groom  
Brianna Kelly  
David Flynn  
Kyle Flynn  
Lydia DeVincent  
Connie Collins  
[Allie Wilkins](#)  
Maggie Craig

### CAROLING 4 ADDYs

[Jake Spinner](#)  
Lyida DeVincent  
Kara DeVol  
Brianna  
Maria Groom  
Melissa  
EB

### BOGO

EB  
Maria Groom  
[Jake Spinner](#)  
Dave Stoll  
Kim Wengerd  
Autumn Bland  
Dzsenifer Hegyi

### MEET THE JUDGES

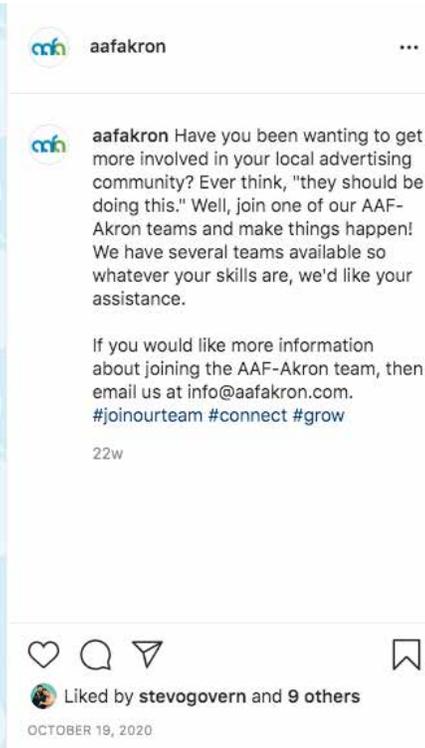
Todd Biss  
Melissa Olson  
Brianna Kelly  
Autumn Bland  
Maria Groom  
Daniel Kearsey  
Cecilia Sveda

### UX

Joey Dunning  
[Diane Hoffman](#)  
Alexander Zemskov  
David Masini  
Aytan Eminova  
Jose Lopez  
Bryce Punsalan  
John Brown VI  
Rachelle Hippler  
Danielle Wauters  
Abby Medwetz  
Jeff Mills  
Soledad Rodriguez-Cashuric  
Jennifer Krivijanski  
Sheri Grimes  
Brian Whited  
[Erica Hartman](#)  
Sana Murad Murad  
Jessica McDuffee  
Jessica Black  
Daniel Kearsey

# Exhibit 3 — Succession Planning

## Get Involved Promotions



Get Involved. Connect. Grow. Have Fun!



Have you been wanting to get more involved in your local advertising community? Ever think, "they should be doing this." Well, join one of our AAF-Akron teams and make things happen! Or maybe you want to meet people and learn a few skills along the way. You can drop your involvement. Just a team meeting and see what it's like. We have several teams available so whatever your skills are, we'd love your assistance!

**JOIN A TEAM!**  
 American Advertising Awards  
 Customer Relations  
 Education  
 Membership  
 Partnership  
 Programs

**AVAILABLE BOARD POSITIONS:**  
 Membership Co-Chair  
 Partnership Co-Chair  
 Programs Co-Chair  
 Treasurer

For more information, contact [info@aafakron.com](mailto:info@aafakron.com).

Joining a Team

Allie Wilkins [awilkins@akronbbob.org](mailto:awilkins@akronbbob.org)  
 To: [info@aafakron.com](mailto:info@aafakron.com)

Thu, Oct 22, 2020 at 4:19 PM

Hi there,

I received an Instagram post regarding joining an AAF Akron Team and I was just wondering what that included. I was looking for more of a volunteer position. Let me know of any further information - thank you!

Allie S. Wilkins, Director of Marketing

BBB | Akron Serving Ashland, Medina, Portage, Richland, Summit & Wayne Counties

222 W Market Street, Akron, OH 44303

direct: 330-578-2482 • email: [awilkins@akronbbb.org](mailto:awilkins@akronbbb.org)

[bbb.org](http://bbb.org) | Start With Trust®

# Exhibit 3 — Succession Planning

## Projection of Succession

www.aafakron.com



### 2022 Succession Planning 2021–2022 and Forward

Succession planning is an essential part of AAF-Akron’s success and continued growth. With careful planning and preparation, AAF-Akron can manage the changes that result from a transfer of leadership as well as the ongoing changes that occur regularly when board members leave the organization. The following chart is a long range plan and is not writ in stone!

POSITION	2020-22	2022-24	2024-2026
Executive Director	Cecilia Sveda	Cecilia Sveda	Cecilia Sveda
Chairman	Melissa Olson	Daniel Kearsey	Garrick Black
President	Daniel Kearsey	Garrick Black	Brianna Kelly
VP	Garrick Black	Brianna Kelly	( ? )
Treasurer	( ? )	( ? )	( ? )
Treasurer Co-Chair	( ? )	( ? )	( ? )
Secretary	Erin Leslie	( ? )	( ? )
ADDYs	Michael Carlson	Jeff Dumire	( ? )
ADDYs Co-Chair	Maria Groom	( ? )	( ? )
Programs	David Flynn	Kim Wengerd	( ? )
Programs Co-Chair	Kim Wengerd	( ? )	( ? )
Membership	Brianna Kelly	( ? )	( ? )
Membership Co-Chair	( ? )	( ? )	( ? )
Communications	Ryan Rimmele	Matt Hogan	( ? )
Communications Co-Chair	Matt Hogan	( ? )	( ? )
Partnership	( ? )	( ? )	( ? )
Partnership Co-Chair	( ? )	( ? )	( ? )
Education	Michael Pontikos	Michael Pontikos	( ? )
Student Engagement Chair	Maria Groom	( ? )	( ? )
Web Chair	Garrick Black	( ? )	( ? )
Web Co-Chair	( ? )	( ? )	( ? )

# Exhibit 4 — Analysis of Member Needs

## Welcome Letter

• Welcome to AAF-Akron!

Yahoo/Sent ★



• Cecilia Sveda <minxdesign@sbcglobal.net>  
To: steve.cross@isynergy.io



Sun, Feb 28 at 1:54 PM ★

Hello Steve

Welcome to the AAF-Akron family!

We are thrilled that you've become a silver member. Our Education Chair, Michael Pontikos (from YSU) said he knows of you. We hope to have a meet and greet in the Youngstown area when life returns to more normal to meet you in person.

You get a total of 5 members with your membership. We need to add their names, contact info and titles. I have copied our Membership Chair, Brianna Kelly. She is happy to help you!

Once we get everyone's contact info, we will forward it to AAF National. They will be sending you a link and password to log in to the AAF National site to gain access to valuable benefits. You can save from everything to GE Appliances to UPS and even pet health insurance. You will also receive future National emails announcing various events and info.

**Each of you will be receiving an AAF-Akron membership kit via snail mail.**

I will send to your office address (unless you prefer it sent elsewhere).

**Please take a moment to fill out our [survey](#).** It's important now more than ever to learn what our members want and how we can help them get the most from AAF. In addition, you'll be entered into a drawing to receive a free \$100 gift card from last year's ADDY restaurant partner of your choice! These are:

Alexander Pierce

Big Eu'es BBQ

Chocolate Creations

The Culinary Chameleon Catering & Cafe

Gardner Pie Co.

NOMZ

Saffron Patch Akron

Waterloo Restaurant & Catering

**We'd like to give you a new member welcome on social media.** Can you please send a photo of yourself and a one or two sentence bio and any handles so we can tag you?

**We have "Good News Friday" eblasts where we feature news from our members.** Any time you have announcements, awards, etc. please let us know so we can share.

# Exhibit 4 — Analysis of Member Needs

## Welcome Letter

### IMPORTANT LINKS

1. AAF National Login Area is [here](#).
2. AAF National Benefits list is [here](#). (You can save on everything from GE Appliances to UPS and even pet health insurance. Many useful benefits for work and life.)
3. New National Benefit: [Communo](#).  
Please check out this powerful tool that helps agencies, freelancers and brands build relationships. It's not just a one way job market. It's a collaborative community. As a student, you can sign up for a free freelancer membership. They love students and many want to work with students. Check it out!
4. AAF Smart Brief signup is [here](#). (Great daily email with lots of ad news all curated for you.)
5. AAF National Government Affairs Page is [here](#). (It's eye opening to see what they do for us in Washington to protect our industry and includes a link to the Government Affairs monthly update email, too.)
6. Learn about AAF's Mosaic Center for Diversity, Equity & Inclusion in Advertising. Learn about initiatives, resources and sign up for the Diversity SmartBrief [here](#).
7. New AAF-Akron Slack Community. You should have received a members-only newsletter last Thursday with an invite to AAF-Akron's Slack portal to connect and share ideas with our other members.

We have "Good News Friday" eblasts where we feature news from our members. Any time you have announcements, please send to [communications@aafakron.com](mailto:communications@aafakron.com).

### UPCOMING (VIRTUAL) EVENTS

#### UX DESIGNER, SPEAKER:

JOE NATOLI

MARCH 18, 2021

5:30PM

<https://www.aafakron.com/events/get-real-about-ux/>

#### BAD\*SS WOMEN IN ADVERTISING SERIES:

KARA BUCKLER

Director, Creative Services J.M. Smucker Co.

APRIL 15, 2021

5:30PM

#### LEAD WITH YOUR SOUL:

ADVERTISING ETHICS YOU CAN LIVE WITH

Wally Snyder, Institute for Advertising Ethics

MAY 13, 2021

5:30PM

If you'd like to chat about anything or have questions, please reach out to any of us:

Cecilia Sveda - Executive Director - [ed@aafakron.com](mailto:ed@aafakron.com)

Dan Kearsey - President - [info@aafakron.com](mailto:info@aafakron.com)

Brianna Kelly - Membership Chair - [membership@aafakron.com](mailto:membership@aafakron.com)

If you're ever interested in getting more involved in joining a team, or just auditing a virtual meeting, we always need the help and insight of new people. It's a great way to connect. Please email me if you'd like to learn more.

Until we can meet in person, we look forward to "seeing" you through our electronic devices.

Take care, stay healthy!

Cecilia

AAF-Akron

Executive Director

330.990.9426

# Exhibit 4 — Analysis of Member Needs

## New Member Welcomes on Social Media



AAF-Akron #WelcomeWednesday to our newest AAF-Akron member, Liz Mayer!

Liz has over 10 years of marketing experience with a specialty in commerce marketing, brand marketing and holistic consumer engagement, with most of her career spent @marinucke. She has a passion for creating and brand transformation through keeping the consumers at the heart of everything, while anticipating what's relevant to her today, and what will be on her mind tomorrow.

#welcome #family #team #akron #AAFakron

Liked by lydiadevincent and 17 others



AAF-Akron #WelcomeWednesday to one of our newest members, Jacob Schulz!

Jacob is a Senior at The University of Akron's Myers School of Art and will graduate this year with a BFA in Graphic Design. He is passionate about typography and color, and tries to bring that into his everyday work as the student marketing manager with the University of Akron's Department of Student Life. He's excited to be part of AAF-Akron and looks forward to continuing to work in design when he graduates.

Check out Jacob's work at [www.jacobschulz.com](http://www.jacobschulz.com)

Liked by lydiadevincent and 21 others

AAF-Akron  
October 14, 2020

Welcome to newest AAF-Akron member, Julia Sharrock!

Julia is a Creative Lead Designer at G4 Impact Group with a deep passion for how visual design and functionality work together to create the best possible experience both digitally and in print - helping all sorts of companies from small restaurants to large manufacturers. She has a love for all things Ohio food and enjoys supporting businesses through her growing food account! #WelcomeWednesday



AAF-Akron #WelcomeWednesday to our newest member, Kaitlyn Kurek!

Brandmark design is a graphic designer who loves using color to assist the work & look of her designs. Kaitlyn is inspired to her as well and plan a big part in her future and memory. She specializes about designing for social issues to give resources for what she's being a designer. See her work at [kurekdesignstudio.com](http://kurekdesignstudio.com)

Liked by lydiadevincent and 23 others



AAF-Akron #WelcomeWednesday to one of our newest members, Megan Popovich!

@meganpopovich is a passionate designer that loves a good challenge & constantly strives for creative solutions. She enjoys adding her skills to a variety of applications where she can effectively bring developing brands through a combination of copywriting, image, and color evolutions. She's passionate in the spring with a degree in Fine & Applied Arts in Graphic Design from Buckeye State University. She plans to continue her development as a designer within the food & entertainment industry.

Liked by lydiadevincent and 18 others



AAF-Akron #WelcomeWednesday to newest member, Kara Deibel Kurek is a Junior at Buckeye State University, majoring in Graphic Design. Creativity has always come easy, and applying it to graphic design is something she loves to do. Over the summer of 2020, she will be interning with the @myersschoolofart where she looks forward to growing her skills and network. Upon graduation, she looks forward to continuing her learning through a full-time position in the design field.

31 likes



AAF-Akron #WelcomeWednesday to our newest AAF-Akron member, Michael Wilson!

Originally from Houston, Texas, Michael joined the Akron-Canton Regional Football in May of 2010 and currently serves as director of marketing and communications where he is responsible for the organization's branding and marketing, internal and external communications, as well as major events held by @accfootball.

14 likes



AAF-Akron #WelcomeWednesday to our newest AAF-Akron member, Natalie Metzger!

Natalie is a Junior Graphic Design Student @Buckeye State University. She is a detail oriented designer with a strong sense of typography, which is often combined with her passion for illustration. Upon graduation, she looks forward to growing her connections in the design field as well as her skills.

29 likes



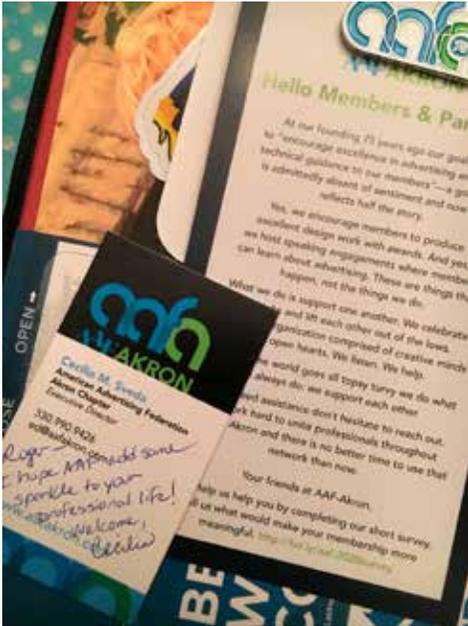
AAF-Akron #WelcomeWednesday to our newest AAF-Akron member, Sam Pullen!

@samster18 is a Junior attending @Buckeye State University with a BFA in Graphic Design and a minor in Emerging Technologies. He's excited to become a member of this awesome group of creators and to participate in the American Advertising Awards! #welcome #family #team #akron

Liked by cecillasveda and 32 others

# Exhibit 4 — Analysis of Member Needs

## New Member Welcome Kits



# Exhibit 4 — Analysis of Member Needs

## Member Slack Portal

### JOIN THE AAF-AKRON SLACK COMMUNITY

As a member of AAF-Akron, we are excited to invite you to connect with us on the AAF-Akron Slack Portal!



Share ideas, ask questions and stay connected to our board and other AAF-Akron members virtually through the Slack communications platform.

Not sure what Slack is? That's ok! [Here are some great tutorials that will help.](#)

### HOW TO JOIN

1. Use this link to get to our AAF-Akron Slack Workspace. (The link will expire 30 days from this email!)  
[https://join.slack.com/t/aaf-akron/shared\\_invite/zt-kg2fgfja-wEbDyR7V3Rv4vetvhob6Uw](https://join.slack.com/t/aaf-akron/shared_invite/zt-kg2fgfja-wEbDyR7V3Rv4vetvhob6Uw)
2. Once you are in, check out the #01-gettingstarted channel for some basic instructions and set up details.
3. All our member-only channels are private, so you will be let into those channels by one our of admins as soon as possible!
4. Look around, say "hi" and start connecting!

### CURRENT SLACK CHANNELS

Our current members-only channels include:  
#members-general - for general thoughts, comments and questions  
#members-inspiration - for sharing ideas or cool work you see  
#members-awards - for all info and questions about the American Advertising Awards!

Have an idea for a channel? Send me a private message once you get in the portal and we will get it set up!

### HAVE OTHER SLACK IDEAS?

The AAF-Akron Slack is ever-evolving and we are working on making it the best possible platform for you. Let us know what we can do to adapt and change it to make it work for you and the rest of our membership.

If you have any questions about joining Slack or any other membership-related questions, you can email me at [membership@aafakron.com](mailto:membership@aafakron.com).

Thanks and look forward to seeing everyone on the AAF-Akron Slack Portal!

Brianna Kelly  
AAF-Akron Membership Chair



# Exhibit 4 — Analysis of Member Needs

Analysis by New Member

Point of View

**Member profile:** A decision/objective needs to be determined in relation to if you are content with most of the surveyed users being design-based, or if you want to explore more diversity in relation to members you want to attract. Either way, being specific in terms of why you exist in this market, who you want to attract, because you offer content that puts members at the edge of the game could be a really cool way to amplify your marketing...

**Social to drive membership:** I think ultimately an easy way to gain credibility with potential members is to offer value on your social handle/presence and have a compelling conversion strategy where you add value in terms of content and attract more members—you have 622 followers on Insta, but only 133 members...what if you used this more as a store-front and even a “lab” of sorts to enable learning about how you could serve your future market. An engagement strategy here could really propel awareness at no cost. Also wondering if you’d consider a Tik-Tok or Pinterest and LinkedIn, so you could target professionals in the mind-set and geography.

**Geographical Considerations:** What is the relationship with like Cleveland and North Canton arms of AAF? Would you ever consider a Northeast Ohio effort? The market isn’t as large across these 3 cities, and they are incredibly close- am wondering if a partnership would make sense, even if it’s a virtual neighborhood focus.

**Share Groups:** Since networking and education is the largest opportunity for the existing member-base, I’d propose creating share groups for members of liked interests where they can both learn and partner to solve industry challenges. It can act as a 1-2 punch for both learning and meeting with others, and in a pandemic where attention span for screen time is short, you may be able to get a lot out of this. The content on these should be reflective of areas that are both relevant but also help “live around the corner.” With that being said, who is responsible for driving the topics and content and do you have a framework for how you approach offerings?

**Community Partnerships:** I am wondering if there is a need to offer pro-bono work to some not for profits as a way to raise awareness and give “internships” or external experience as resume builders to some of your members.

Liz Mayer

# Exhibit 4 — Analysis of Member Needs

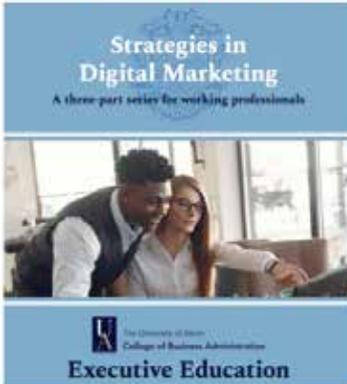
## Free Executive Education Member Perks

### Executive Education

#### Executive Education for the Busy Professional

Advance your career and sharpen your skills without having to enroll in a long-term, expensive, or high commitment degree program.

We have partnered with The University of Akron's Executive Education Program to give a number of FREE passes to some of their marketing-focused programs this Spring. This opportunity is only available our Corporate Members, but spots are limited, so act fast! If you are interested in attending session or want more information about how to attend for free through AAF-Akron, email us at [ed@aa fakron.com](mailto:ed@aa fakron.com) by **FRIDAY, MARCH 5**.

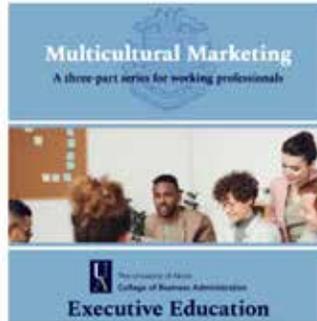


#### Strategies in Digital Marketing March 17, 26 and 30

##### Topics:

- Module 1: Evaluating your website and creating compelling content
- Module 2: Driving traffic and conversions
- Module 3: Social media marketing success

CORPORATE MEMBER REGISTRATION DEADLINE: **FRIDAY, MARCH 5**  
Email [ed@aa fakron.com](mailto:ed@aa fakron.com) to reserve your spot.



#### Multicultural Marketing April 1, 6 and 8

##### Topics:

- Module 1: Fundamentals of Diversity for Marketing Professionals
- Module 2: Sub-Culture Marketing
- Module 3: Global Perspectives: Considering Consumer Diversity on an International Level

CORPORATE MEMBER REGISTRATION DEADLINE: **THURSDAY, MARCH 18**  
Email [ed@aa fakron.com](mailto:ed@aa fakron.com) to reserve your spot.

#### WHAT IS EXECUTIVE EDUCATION?

These series, taught by The University of Akron's MBA business faculty, each contain three modules, and are open to busy professionals who need specific, manageable, and practical knowledge to improve their work today.

Professionals who complete a full series will:

- Receive Certificate of Series Completion signed by the Dean of the College of Business Administration.
- Earn an Executive Education Credential on their way to earning even more achievements in various subject and skill areas.
- Receive VIP treatment and invitations to networking engagements as part of the professional network of the College of Business Administration, its esteemed alumni, advisory boards, faculty, and benefactors.

[LEARN MORE ABOUT EXECUTIVE EDUCATION.](#)

Want to upgrade your membership to corporate to get access to even more AAF-Akron Benefits? [Learn more.](#)

**AAF-Akron**  
March 15 at 8:16 AM

We have partnered with UA's Exec Ed Program to give a number of FREE passes to some of their marketing-focused programs this Spring. This opportunity is only available to our Corporate Members, and spots are limited, so act fast!

The next sessions, Multicultural Marketing, covers 3 modules over 3 days (April 1, 6, and 8.)

If you are interested in attending the sessions or want more information about how to attend for free through AAF-Akron, email us at [ed@aa fakron.com](mailto:ed@aa fakron.com) by Thursday, MARCH 18.

**Multicultural Marketing**  
A three-part series for working professionals

**Strategies in Digital Marketing**  
A three-part series for working professionals

**Executive Education**

**AAF-Akron**

We have partnered with UA's Exec Ed Program to give a number of FREE passes to some of their marketing-focused programs this Spring. This opportunity is only available to our Corporate Members, and spots are limited, so act fast!

The first session, Strategies in Digital Marketing, covers 3 modules over 3 days (March 17, 26 and 30.)

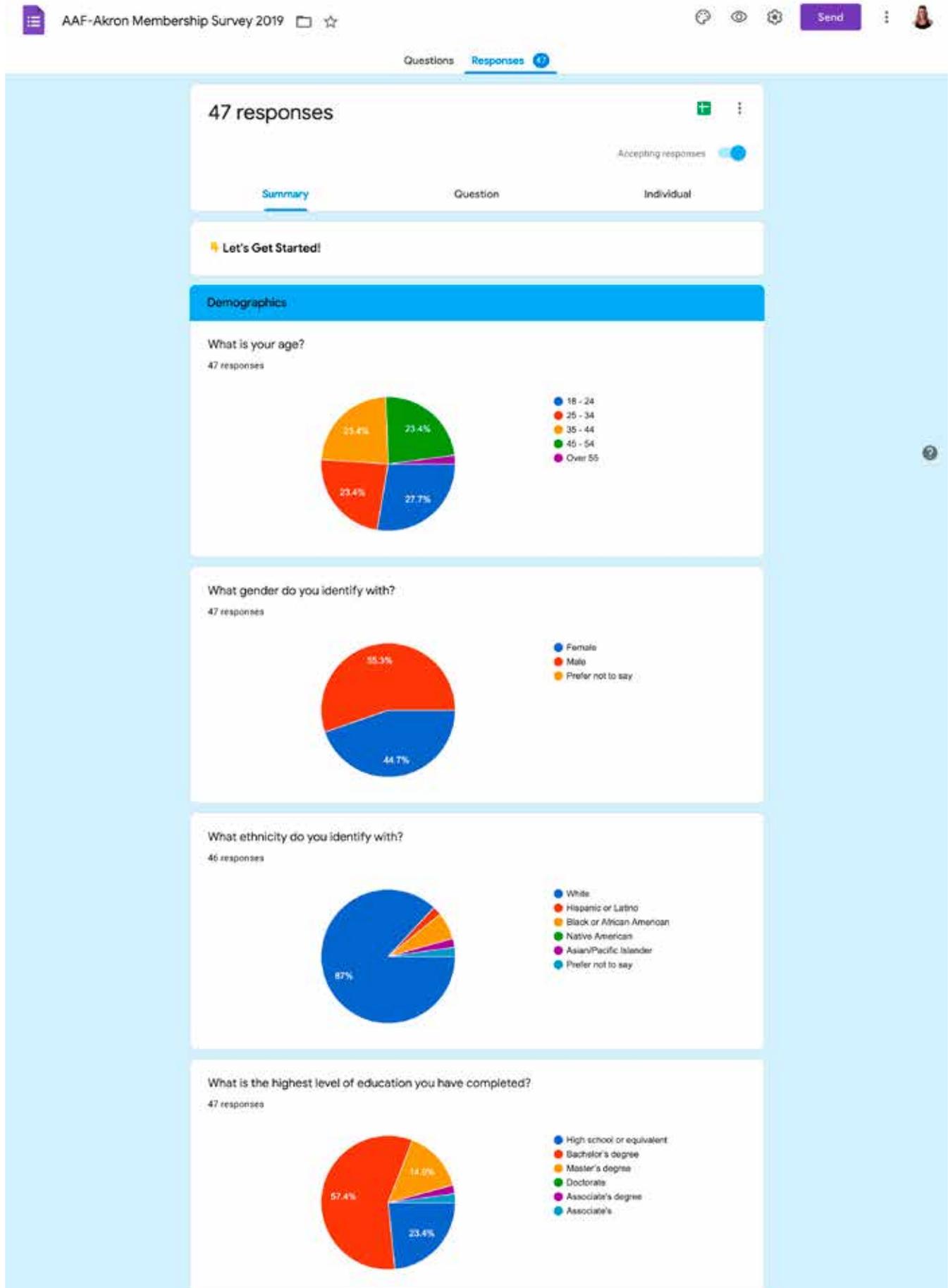
If you are interested in attending the sessions or want more information about how to attend for free through AAF-Akron, email us at [ed@aa fakron.com](mailto:ed@aa fakron.com) by **FRIDAY, MARCH 5**.

#Akron #AAF Akron #UAkron

Liked by [execelstormark7094](#) and 6 others.

# Exhibit 4 — Analysis of Member Needs

## Survey Results

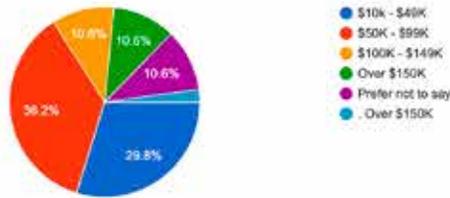


# Exhibit 4 — Analysis of Member Needs

## Survey Results

What is your household income?

47 responses



What is your marital status?

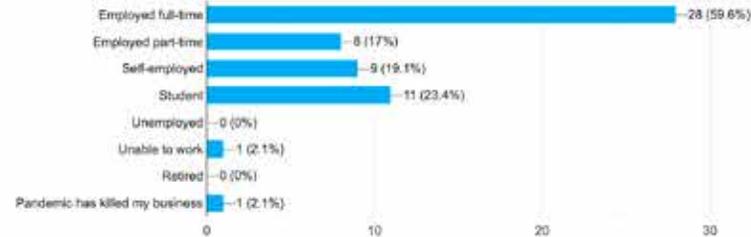
47 responses



### Employment

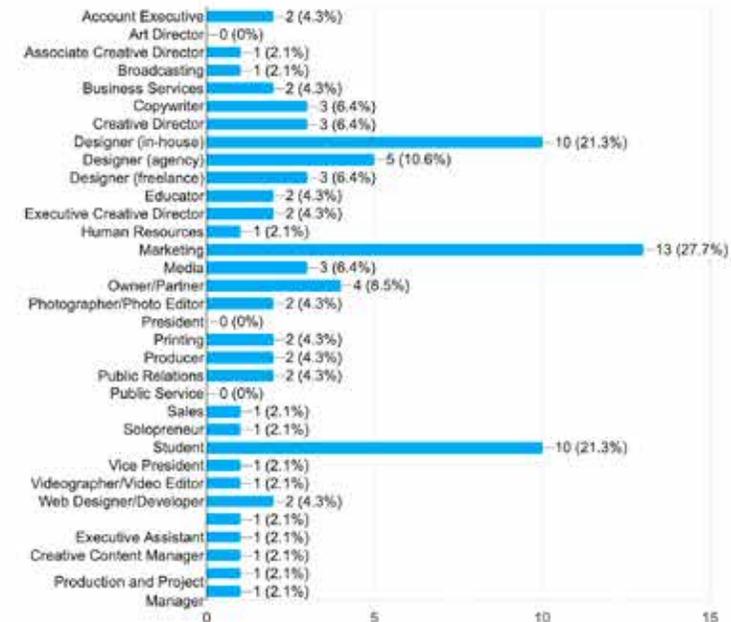
What is your current employment status? (You may select up to 2 answers.)

47 responses



What is your current area of employment? (You may select up to 2 answers.)

47 responses

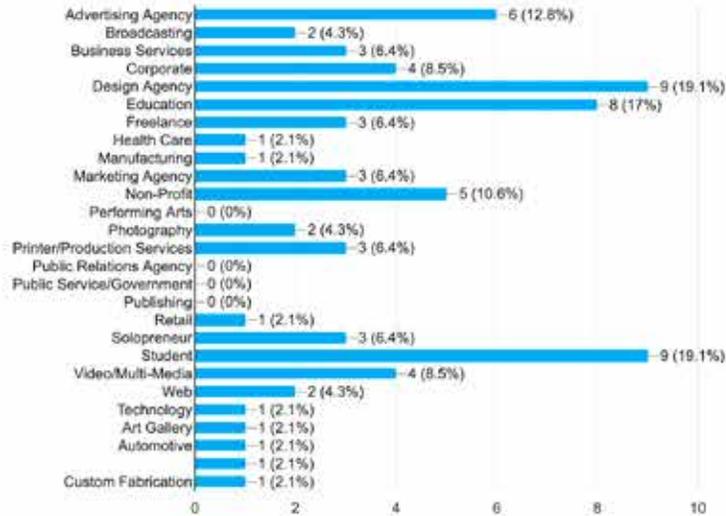


# Exhibit 4 — Analysis of Member Needs

## Survey Results

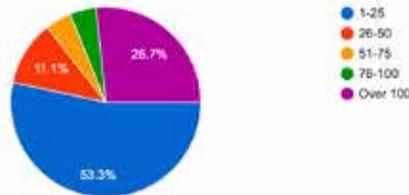
What is your company type? (You may select up to 2 answers.)

47 responses



How many full-time employees does your company currently have?

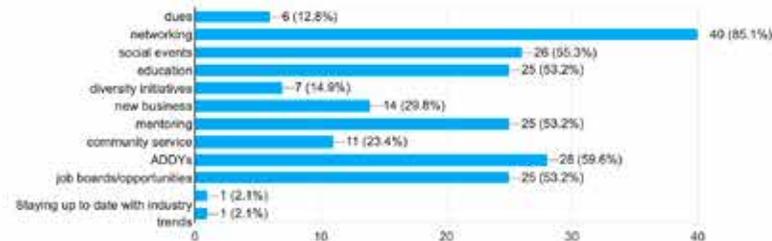
45 responses



### Member Preferences

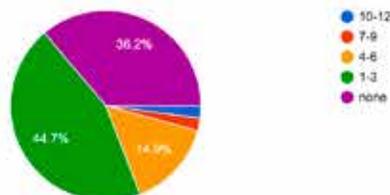
What are the top 5 things that are important to you as a member? (You may select up to 5 answers.)

47 responses



How many AAF events did you attend last year?

47 responses

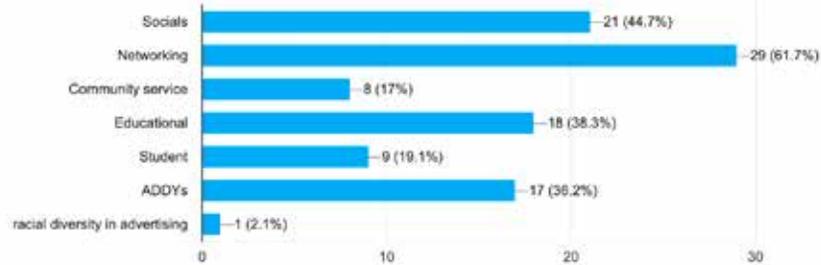


# Exhibit 4 — Analysis of Member Needs

## Survey Results

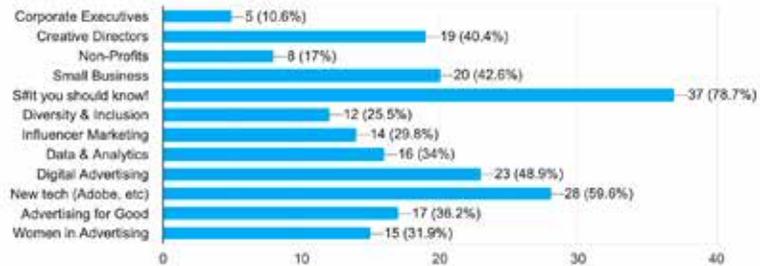
What type of programming is more important to you? (You may select up to 2 answers.)

47 responses



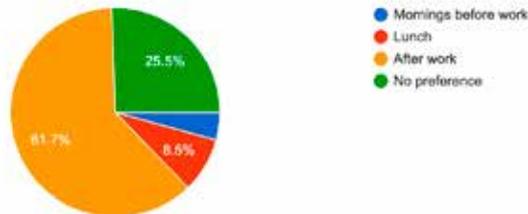
What topics would you like to see presented? (You may select up to 5 answers.)

47 responses



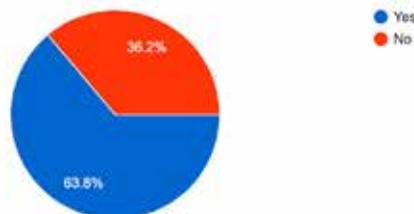
What time of day works best for you?

47 responses



Would you attend an event on a Saturday?

47 responses





# Exhibit 5 — Maintaining a Strong Board

## Board Roster

www.aafakron.com



2020 Retreat

## 2020 Board Update

2020-2022

### EXECUTIVE COMMITTEE

**Daniel Kearsey**  
**President**  
Senior Graphic Designer  
Kent State University  
W: 330-672-0291  
C: 216-870-3847  
dkearsey@kent.edu

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

**Melissa Olson**  
**Chair of the Board**  
Myers School of Art + Design  
The University of Akron  
W: 330-972-5959  
C: 330-612-7557  
melissa@icatchfoxes.com

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

### OFFICERS

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

**Erin Leslie**  
**Secretary  
/ Club Sparkle Chair**  
President and Creative  
Director  
Paper Mill Studio  
C: 330-990-7702  
erinhdesign@gmail.com

### COMMITTEE CHAIRS

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

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

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

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

**Michael K. Carlson**  
**ADDY Chair**  
Senior Graphic Designer  
TRIAD  
C: 330-564-3405  
mcarlo100@gmail.com

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

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

**Ryan Rimmele**  
**Communications  
Social Chair**  
Director, Content  
TRIAD  
C: 330-575-0414  
ryanrimmele@gmail.com

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

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

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

# Exhibit 5 — Maintaining a Strong Board

Efficient Board Meetings based on Entrepreneurial Operating System

www.aafakron.com



Tuesday, February 23, 2021 / 5:30–7 P.M.  
ZOOM Virtual Meeting

## Board Meeting Agenda

### WELCOME AND HAPPY BIRTHDAY MELISSA!!!

#### GOOD NEWS

- Personal **OR** Professional (*reminder of our human-ness*)
- **15 MINUTES TOTAL** (round table)

#### BITCHIN' UPDATES

- **10 MINUTES TOTAL** (EB)

#### BBMA

#### EVENT UPDATES

- **5 MINUTES TOTAL** (Programs/Good Feels Ad Hoc)

#### PUNCH LIST & TO-DOS

- Who needs help? How can we help?
- **10 MINUTES TOTAL** (round table)

#### I.D.S. (IDENTIFY, DISCUSS, SOLVE)

- **25 MINUTES TOTAL**

#### TO COVER:

- 2020 American Advertising Awards

#### CONCLUDE

- **AIMING FOR 7:00 PM**

### BOARD MEMBERS

- Garrick Black
- Michael Carlson (gif)
- JD Dumire
- Dave Flynn (speaking at evening class)
- Maria Groom (gif)
- Daniel Kearsey (gif)
- Brianna Kelly (gif)
- Erin Leslie (gif)
- Josh Muller (aka Coach)
- Melissa Olson (gif)
- Michael Pontikos (can't make it)
- Ryan Rimmel (gif)
- Cecilia Sveda (gif)

### REMINDERS

#### March 18, 2021

- **Joe Natoli - UX UI**

#### March 24-25, 2021

- **ADDY Pickups**  
5 p.m.

#### April 15, 2021

- **Kara Buckler - J.M. Smuckers**  
5:30 p.m.

### BALANCES

#### Total Membership: 88\*

- Professional: **63** (-12)\*
- Students: **25** (-1)

\*Membership meeting 2/24/2021  
to verify these numbers

#### Financials

- Overall Balance: **\$15,655** (was \$20,420)
- Scholarship: **\$5,885** (was \$5,035)



# Exhibit 5 — Maintaining a Strong Board

Board Retreat Kits



# Exhibit 5 — Maintaining a Strong Board

BBMA: Bitchin' Board Member of the Month Awards

Bravo Michael!



Honorary Bitchin' Board Member of the Month Award

BADASS

INITIATIVE

TENACIOUS

CHAMPION

HERO

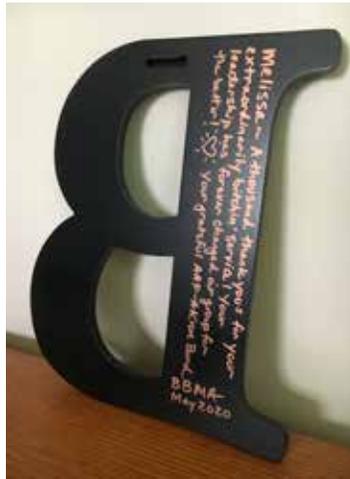
INVENTIVE

NOTEWORTHY

AAF-Akron recognizes you for hosting a successful virtual ADDYs, to designing a bitchin' new ADDY and everything else in between!

We thank you for your **BITCHIN'** service!

Feb. 23, 2021



# Exhibit 5 — Maintaining a Strong Board

Making it Personal



*Ally*  
7/27/22

CECILIA!

WHERE CAN I START?! THANK YOU FOR BRINGING ME INTO AAF. THE EXPERIENCES I'VE MADE AND FRIENDSHIPS I'VE GAINED HAVE BEEN AMAZING. I'M GOING TO DO MY VERY BEST TO MAKE OUR CLUB PROSPER AND REACH MY GOALS! I TRULY AM EXCITED TO BE OUR PRESIDENT RIGHT NOW. OF COURSE, IF YOU EVER NEED ANYTHING, YOU KNOW HOW TO REACH ME!

BEST,  
*Ally*

# Exhibit 6 — Fiscal Management

## EIDL



OMB Control #3245-0406  
Expiration Date: 09/30/2020

## Disaster Loan Assistance

Federal Disaster Loans for Businesses, Private Non-profits, Homeowners and Renters

### COVID-19 ECONOMIC INJURY DISASTER LOAN APPLICATION

#### Application Submitted

Your application number is  
**3303468392**

You will not receive an email confirmation of your application submission. You will be notified through the email address you submitted (**ed@aafakron.com**) when we are processing your application. We expect this to take about a week. Please write down your application number or print this page for your records.

#### Summary

Business Information	
Business Legal Name	The Advertising Federation of Greater Akron, Inc.
Trade Name	AAF Akron
EIN/ID# for Tax Identification	340713617
Organization Type	Other
Is the applicant a Non-Profit Organization?	No
Is the applicant a franchise?	No
Gross Revenues for the Twelve (12) Month Prior to the Date of the Disaster (January 1, 2020)	\$48,000.00
Cost of Goods Sold for the Twelve (12) Month Prior to the Date of the Disaster (January 1, 2020)	\$0.00
Annual Payroll, President and Officers (AO) Only - Loan Limits Due to the Disaster Non-Profit Cost of Operation for the Twelve (12) Month Prior to the Date of the Disaster (January 1, 2020)	\$76,800.00
Combined Annual Operating Expenses for the Twelve (12) Months Prior to the Date of the Disaster (January 1, 2020) for All Disaster-Related Services Provided by the FWH Board Entity	
List the Sector Sector Services Provided by the FWH Board Entity	
Compensation from Other Sources Received as a Result of the Disaster	
Provide Brief Description of Other Compensation Sources	
Primary Business Address (Enter by ZIP Code)	600 S Cleveland Massillon Rd
City	Parlawn
State	OH
County	Cuyahoga
ZIP	44333
Business Phone	(330) 990-8424
Alternate Business Phone	
Business Fax	
Business Email	ed@aafakron.com
Date Business Established	06/01/2002
Current Operating Since	06/01/2002
Business Activity	Wholesale Services
Business SIC Code	5600 of the Nation
Number of Employees (As of January 31, 2020)	0

Business Owners Information	
<b>Owner/Agent 1</b>	
First Name	Cecilia
Last Name	Schulte
Mobile Phone	(330) 990-8426
Title / Office	Other
Email	ed@aafakron.com
Ownership Percent	0%
SSN	272-86-1707
Birth Date	11/16/1945
Place Of Birth	Berkerton, OH
U.S. Citizen	Yes
Residential Street Address	3285 Hudson Rd
City	Kent
State	Ohio
Zip	44240
<b>Additional Information</b>	
In the past year, has the business or a listed owner been convicted of a criminal offense committed during and in connection with a riot or civil disorder or other declared disaster, or ever been engaged in the production or distribution of any product or service that has been determined to be obscene by a court of competent jurisdiction?	No
Is the applicant or any listed owner currently suspended or debarred from contracting with the Federal government or receiving federal grants or loans?	No
Are you presently subject to an indictment, criminal information, arraignment, or other means by which normal criminal charges are brought in any jurisdiction? Have you been arrested in the past six months for any criminal offense? For any criminal offense - other than a minor vehicle violation - have you ever been convicted, plead guilty, placed into contemplation, been placed on pretrial diversion, or been placed on any form of parole or probation (including probation before judgment)?	No
Individual Name	Colin Sim
Name of Company	Schulte & Company
Phone Number	(330) 470-6000
Street Address, City, State, Zip	600 S Cleveland Massillon Rd - Parlawn OH 44333
Fee Charged or Agreed Upon	0
I give permission for SBA to discuss any portion of this application with the representative listed above.	Yes

### Select Amount

**\$37,400.00**

Amount of Loan

Choose loan amount between \$1,000.00 and \$37,400.00

Term	Interest Rate	Payment Frequency
30 Year(s)	2.75%	Monthly

Repayment Start	Third Party Filing Fee	Payment Amount
12 Months After Closing	\$100.00	\$190.00

**NOTE TO APPLICANT:** Selecting a loan amount does not mean that your loan has been approved. Further review of the application will be conducted.

**Loan Disclosure**  
Loan Security Requirement: \$1,000 to \$25,000: Unsecured loan. \$25,001 to \$250,000: Loan secured with all business assets. \$250,001 and above: Loan secured with all business assets and Personal guarantee. Personal guarantees are not required for non-profit entities.

Accept Cancel

#### BUSINESS PROFILE

Application #: 3303468392

The Advertising Federation of Greater Akron, Inc.  
600 S Cleveland Massillon Rd  
Parlawn OH 44333

#### Questions?

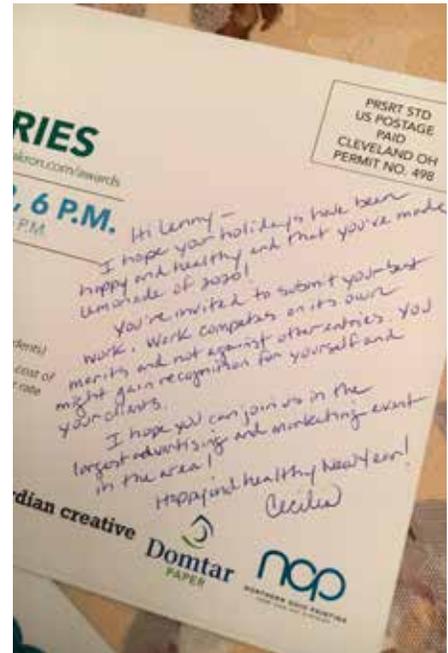
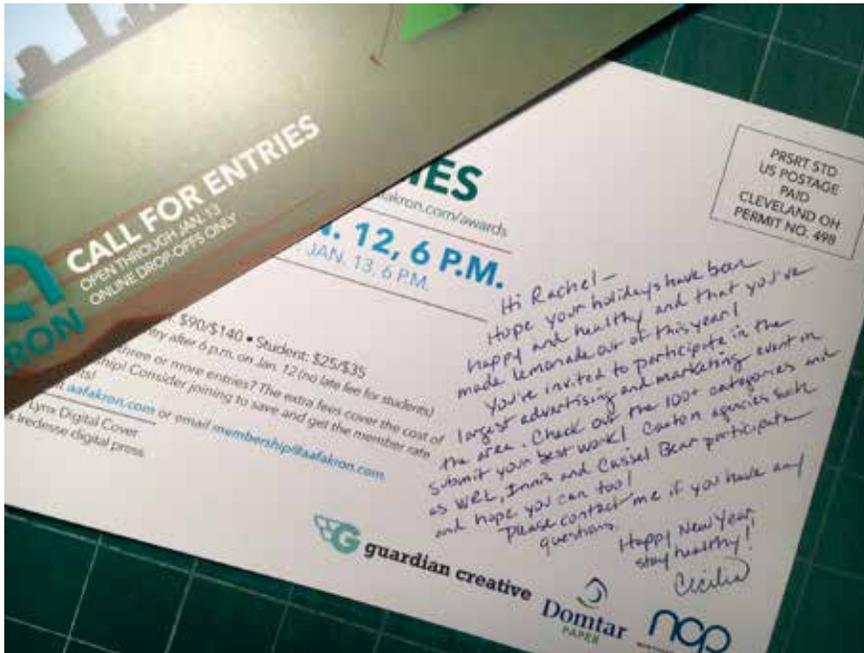
Call 1-800-658-2966  
TTY/TDD: 1-800-877-6336  
Monday through 5 p.m. P.P.A. ET

Email the SBA  
sbaaccr@usdoj.gov

Individual Name	Colin Sim
Name of Company	Schulte & Company
Phone Number	(330) 470-6000
Street Address, City, State, Zip	600 S Cleveland Massillon Rd - Parlawn OH 44333
Fee Charged or Agreed Upon	0
I give permission for SBA to discuss any portion of this application with the representative listed above.	Yes

# Exhibit 6 — Fiscal Management

## Personal Invites to New Agencies



MEMBER	NOTES	CONTACT	TITLE	COMPANY	ADDRESS	PHONE	EMAIL
no	sent book	Erin Victor	DIRECTOR OF ENGAGEMENT AND EVENTS	FOCAL	33 MERZ BLVD STE 2 AKRON OH	44333-3641	330-247-2447 ext. 102 erin@fcpnr.com
no	sent book	Tom Knauer		ARTISTS INCORPORATED	150 N MILLER RD STE 300 FAIRLAWN OH	44333-3771	330-322-5472 tknauer@artistsinc.net
no	sent book	SHON CHRISTY	PRESIDENT	SHON CHRISTY SOCIAL MEDIA	1961 ARNDAL RD STOW OH	44224-1807	330-329-5005 shon@shonchristy.com
no	sent book	Lauren Cattarin	co-owner	Sunday Creative Co.	4246 Newcomer Road Stow OH	44224	(330) 524-1732 lcattarin@kent.edu
no	sent book	Katie Bruno	Founding Partner	We Do Digital	226 Highland Ave Wadsworth OH	44281	(330) 334-3132 Solutions@wddonline.com
no (one time)	sent book	Ben Brugler	President	Akhia	85 Executive Parkway Suite Hudson OH	44236	330-463-5650 ben@akhia.com
no (PRESA)	sent book	Tracy Teuscher	Founder & CEO	The Buzz Maker	636 Kolwood Ave NW Massillon OH	44846	tracy@thebuzzmaker.com
lapsed/entered 2019	sent book	Eric Hancask	PRESIDENT/CREATIVE DIRECTOR	ABOUT360 CREATIVE	60 DIVISION ST Hudson OH	44236-3050	eric@about360.com
lapsed/entered 2019	sent book	Beverly Godding		Knox Marketing	1730 AKRON PENINSULA AKRON OH	44313-7983	330-929-7700 beverly@knoxmarketing.com
no	sent book	Tony Marr	FOUNDER, BUSINESS DEVELOPMENT	Clever	2768 HIGHLAND AVE Poland OH	44514-2441	(330) 506-2728 tony@workwithclever.com
no	sent book	Emily Rusu	Owner, Creative Services & Digital Marketing	Jet Creative	4800 MARKET ST STE F Youngstown OH	44512-2119	(330) 942-0550 emily@jetcreative.com
no	sent book	George Farris	CEO/Creative Director	Farris Marketing	4845 Market St Youngstown OH	44512	(330) 782-8061 Consult@FarrisMarketing.com
no	sent book	Rob PALOWITZ	President/CEO	Palo Creative	970 WINDHAM CT STE 3 Boardman OH	44512-5082	rpalo@palocreative.com
no/entered 2020	sent book	Ryan Peplowski	Digital Integration Specialist	898 Marketing	5721 Shields Rd Ste A Canfield OH	44406-9812	rpeplowski@898marketing.com
no	sent book	Greg McNeil	President	218Digital Inc	2208 E. Enterprise Pkwy Twinsburg OH	44087	216.505.4400 info@218digital.com
no	sent book	Tammy Ewin	VP, Communication & Marketing Office	UAUCOM		330-972-8075	tewin@uakron.edu
lapsed/entered 2019	sent book	Hunter Morris	Design Director	Kent Displays	343 Portage Blvd Kent OH	44240	hmorris@kentdisplays.com
no	sent book	Mike Hudock		Hudock Creative	2244 Old Farm Lane Hudson OH	44236	216-401-8665 HUDOCKMIKE@GMAIL.COM
no	sent book	Andy Taray		Ohio Boy Design/Social Dept	1707 Front Street Cuyahoga Falls OH	44221	646.337.0800 andy@ohioboy.com
no	sent book	Nate Mucha	Founding Principal	Each+Every	156 N. Water Street Kent OH	44240	330-940-9567 nate@eachevery.com
no	sent book	Rachel Underwood	Partner/Creative	UJB Advertising	4450 belden village st. suite Canton OH	44718	234.281.3233 team@ubadvertising.com
no	sent book	Lynn Shimko	Art Director/Designer	Lynn Shimko Graphic Design	566 Winesap SW North Canton OH	44709	330-571-0267 lynn@shimkodesign.com
no	sent book	Jennifer Harrington		The Ad Lab	303 Glenwood Street SW North Canton OH	44720	330-284-7460 info@labertising.com
no	sent book	Julie Maruola	Marketing Coordinator Manager	Sanctuary Marketing Group	219 E. Maple St., Ste 125 North Canton OH	44720	330-266-1188
no	sent book	Doug Scheetz		Scheetz Design LLC	10459 Georgetown St NE Louisville OH	44641	330-327-3388 doug@scheetzdesign.com
no	sent book	Danae Labocki		IMMIX Marketing	190 N Union St, STE 202 Akron OH	44304	330.800.4389
no	sent book	Katie Swain	Partner, Creative Director	McConnell Marketing	7 Court St STE 200 Canfield OH	44406	(330) 286-0487 akunkel@mcconnellmarketing.co
no	sent book	Ryan Kallcock (kay)	Founder	Bandspire	PO Box 5544 Poland OH	44514	330.932.4155 corlaci@bandspire.com
no	sent book	Lenny (woman)	Co-owner, founder	Infinite Design Advertising	2722 Mahoning Ave Youngstown OH	44509	330.393.9111 lena@infinitecreates.com
no	sent book	Jim Houck		Houck Agency	25 E. Boardman St. Suite 2Z Youngstown OH	44503	330-554-5234 jim@houckps.com
no	sent book	Jeff Hedrich	President	Prodgal Company	42 McClurg Rd Youngstown OH	44512	330-707-2088 brocksdthomas@gmail.com
no	sent book	Thomas Brooks	Account Exec. writer	Prodgal Company			information@cassidyadvertising.com
no	sent book	Laura Berena	President	Cassidy Advertising & Consulting	5731 Shields Rd, STE A Canfield OH	44406	330.533.6000 info@thed5group.com
no	sent book	DeShawn Scott	CEO	The D5 Group	125 West Market, STE. 203 Warren OH	44481	(330) 469-2015
no	sent book	Richard Hahn	Chief Creative Officer	RMH Creative	778 Truesdale Rd. Youngstown OH	44511	330-506-2510
no	sent book	Beth Hawks	President	TBG Digital Marketing	182 Topaz Cir Canfield OH	44406	888-725-2065 ext. 1 support@tbgdm.com
involved years ago	sent book	Becky Masuga	Creative Partner	Peppermint Narwhal	242 Sharon Woods Rd Wadsworth OH	44281	330-962-3718 beckymasuga@gmail.com
no	sent book	Bernice Kaldy	CEO & President	Image Builders Marketing	9780 Beechwood Dr North Royalton OH	44133	
no, attended event year	sent book	Dan Mehling	VP Creative Services	Whitemyer Advertising	254 East Fourth Street Zoar OH	44697-9504	
off and on, entered befor	sent book	Brandon Wengard	Creative Director	Brideye	1645 N Main St Orville OH	44667-9171	
no	sent book	Shawn Newman	President	BRUDER 360	4930 Chipewa Rd Medina OH	44256	
no	sent book	Heather Taylor		Gitter Girl Media	1516 Marlowe Avenue Akron OH	44313	330-347-9453 heather@gittergirlmedia.com
no	sent book	Danae Labocki		IMMIX Marketing	190 N Union St, STE 202 Akron OH	44304	
no	sent book	Jodi Kennedy		Pink Tomato Creative	128 E Main St Smithville OH	44677	(330) 988-2045 BONJOUR@PLUMEPAPER.COM

# Exhibit 6 — Fiscal Management Partnership Opportunities



## BE A PARTNER

CONNECT WITH GREATER AKRON'S CREATIVE COMMUNITY

[For more information or to reserve a partnership, please contact \[ed@caakron.com\]\(mailto:ed@caakron.com\).](#)

### LEADER OF THE PACK

**\$2,500 : LIMITED TO ONE**

TITLE PARTNER OF AMERICAN ADVERTISING AWARDS

- Recognition with logo during opening presentation of the American Advertising Awards
- 10 real or promo video (created by you) during the awards opening
- Eight tickets to every AAF-Akron professional development event (including the Awards Show)
- Logo placement on [caakron.com](http://caakron.com)
- Logo placement on the footer of every AAF eblast sent throughout the year
- Monthly social media posts to promote your company
- Monthly social media posts to promote your company
- Full page color ad on the back of the winners book
- Get six blogs posts per year on our website
- Eblast to announce you as Title Partner along with press release to media outlets
- Eight tickets to every AAF-Akron professional development event (including the Awards Show)
- Opportunity to be an ADVantage Card partner
- Opportunity to be a webinar host

### 2021 OFFICIAL OUTDOOR PARTNER

**\$1,000 : LIMITED TO ONE**

- Recognition with logo during the American Advertising Awards
- Four tickets to every AAF-Akron professional development event (including the Awards)
- Logo placement on [caakron.com](http://caakron.com)
- Logo placement on the footer of every AAF eblast sent throughout the year
- Four social media posts to promote your company
- Half page color ad in the winners book
- Opportunity to be an ADVantage Card partner

### TROOP LEADER

**\$1,000 : LIMITED TO SIX | CATEGORY EXCLUSIVE**

- Recognition with logo during the American Advertising Awards
- Four tickets to every AAF-Akron professional development event (including the Awards)
- Logo placement on [caakron.com](http://caakron.com)
- Logo placement on the footer of every AAF eblast sent throughout the year
- Four social media posts to promote your company
- Half page color ad in the winners book
- Opportunity to be an ADVantage Card partner

## SCOUT PACK PARTNER

### ADVENTURER

**\$200 : LIMITED TO NINE**

Sponsor a presentation category during the show

1. Sales & Marketing
2. Print Advertising
3. Out of Home & Ambient Media
4. Online Interactive
5. Film, Video & Sound
6. Cross Platform
7. Elements of Advertising
8. Political Advertising
9. Student Categories

- Recognition with logo during the American Advertising Awards
- Four tickets to every AAF-Akron professional development event (including the Awards)
- Logo placement on [caakron.com](http://caakron.com)
- Logo placement on the footer of every AAF eblast sent throughout the year
- Four social media posts to promote your company
- Half page color ad in the winners book
- Opportunity to be an ADVantage Card partner

## SCOUT PACK SWAG ITEMS

### DONATE BRANDED ITEMS

Donate 250 swag items (theme appropriate) for our scout pack swag bag. No cost. If you provide your item, it may be branded with your company logo.

1. compass
2. mask
3. trail map
4. field note books
5. mini flashlight
6. match book
7. hand sanitizer
8. water bottle

- Logo placement on [caakron.com](http://caakron.com)
- Social media mention of your company
- One ticket to the American Advertising Awards

**BECOME A PARTNER TODAY!**

[For more information or to reserve a partnership, please contact \[ed@caakron.com\]\(mailto:ed@caakron.com\).](#)

# Exhibit 6 — Fiscal Management

## Partnership Opportunities

### Become a Partner

#### Connect with Greater Akron's Creative Community

#### 2021 American Advertising Award Partnerships

**Leader of the Pack: \$2,500**

Title Partner of the American Advertising Awards (limited to one)

**2021 Official Outdoor Partner: \$1,000 (limited to one)**

**Troop Leader: \$1,000 (limited to six with category exclusivity)**

**Scout Pack Partner: \$500 (limited to one)**

**Scout Pack Partnerships: Swag Items**

Donate 250 branded items (theme appropriate such as compass, hand sanitizer, water bottle and more) for our scout pack swag bag. No cost if you provide your item. It may be branded with your company logo.

**ADventurer: \$200 (limited to nine)**

Sponsor a presentation category during the show:

1. Sales & Marketing
2. Print Advertising
3. Out-of-Home & Ambient Media
4. Online Interactive
5. Film, Video & Sound
6. Cross Platform
7. Elements of Advertising
8. Student Categories

#### Underwrite 2021 Events

**For \$250, underwrite a series:**

1. Bad\*ss Women in Advertising (3)
2. Cheers with Peers Socials (3)
3. Guest Speaker Series (3)

**For \$100, underwrite one virtual event**

[For more information or to reserve a partnership, please contact \[redacted\]](#)

Your membership is currently active. [Details](#)

### Event Registration Summary

Please review your registration information before proceeding to the payment page.

**Event: 2021 American Advertising Awards**

02/19/2021 05:30 PM - 08:00 PM ET

Attendee	Admission	Amount
Attendee 1: Cecilia Sveda	Ticket: American Advertising Awards_Members	Free
This registration is free.		

[Edit](#)

Please select an amount if you would like to make an additional donation:

\$5.00

\$10

\$15

\$20

\$25

\$30

Other (Write-in) Amount

#### TICKETS

**Members:** Free (includes swag bag). Registration required.

**Non-members:** \$10 (swag bag is \$5 extra)

All individual members receive one free ticket only. Gold and silver corporate members, receive 7 and 5 free tickets, respectively.

Help protect AAF-Akron's future. Consider making a donation when you register.

# Exhibit 6 — Fiscal Management

## Kosich Scholarship Campaign

### Email to be sent Aug 12 to members to solicit Ambassadors

We need your help to create a Lasting Legacy for our college students!

A year and a half ago, we launched a giving campaign to support the Susan B. Kosich Endowed Scholarship for Marketing Communications. Susan Kosich, a long-time member and supporter of AAF-Akron, passed away in April 2018. As a beloved salesperson at Oliver Printing & Packaging Co., she provided years of printing and support services to the advertising industry. She was passionate about education and this scholarship honors her. It will help students for years to come to pursue a career that Susan found fulfilling.

Once \$25,000 is raised, the Susan B. Kosich Endowed Scholarship for Marketing Communications will become one of the few endowed scholarships in marketing and communications through the Akron Community Foundation. This scholarship is open to ALL sophomore, junior and senior college students in Northeast Ohio pursuing a bachelor's degree in a communications-related field, such as advertising, marketing, visual communication design, digital media, photography, interactive marketing, copywriting, public relations, media planning and journalism.

To date, AAF-Akron and its partners have raised \$4,835. It has become clear that we need the support of our industry to meet our goal so we can activate the Susan B. Kosich Endowed Scholarship. We are looking for Susan Kosich Ambassadors. By engaging their professional and personal networks, Ambassadors will pledge to raise up to \$500 for the Lasting Legacy campaign, ensuring that the fund gets implemented.

We're inviting you to join us and become an ambassador. It's an opportunity to pay it forward and help future generations of marcom professionals in our community.

A toolkit will be sent to all ambassadors and a virtual kick-off meeting is planned for Aug. 20 at 5:30pm. The campaign ends Oct. 21.

We deeply appreciate your time to share the impact Susan might have had in your life, or if you didn't know her, to support her legacy and encourage others to do so.

For more information and to sign up, please contact [ed@aaakron.com](mailto:ed@aaakron.com).

Learn more about Susan: <https://www.aaakron.com/aaaf-akron-scholarship/>

### Solicitation Email Template for Ambassadors

[NAME]

I'm supporting AAF-Akron's Lasting Legacy campaign, and I'm hoping you'll join me! This campaign will fund THE SUSAN B. KOSICH ENDOWED SCHOLARSHIP FOR MARKETING COMMUNICATIONS. It will provide scholarships to sophomore, junior and senior college students in Northeast Ohio pursuing a bachelor's degree in a communications-related field, such as advertising, marketing, visual communication design, digital media, photography, interactive marketing, copywriting, public relations, media planning and journalism.

To date, AAF-Akron and its partners have raised \$4,835 for the Lasting Legacy campaign. Once \$25,000 is raised, the fund will become one of the few endowed scholarships in marketing and communications through the Akron Community Foundation.

I have pledged to raise \$500 for the campaign by October 23. Can you please help? I recognize times are tough right now, but students need our help now more than ever. A monetary donation of any size is welcome. It's an opportunity to pay it forward and help future generations of marcom professionals in our community.

To learn more about Susan Kosich and why I support the Lasting Legacy campaign, please visit <https://www.aaakron.com/aaaf-akron-scholarship/>. You can give online or by check.

Checks may be sent to:  
Payable to AAF-Akron  
% Schulte & Company  
600 S. Cleveland Massillon Rd  
Fairlawn OH 44333-3022

I hope you'll join me in helping our community of students.

Thank you!

#### About Susan Kosich

Susan was a strong, professional woman in the advertising industry and a long-term member and supporter of AAF-Akron. She was passionate about education and the scholarship honors her. It will help students for years to come to pursue a career that Susan found fulfilling.

#### About AAF-Akron

Celebrating its 75th year, AAF-Akron was founded as the Advertising Club of Akron by J. Perfield Seiberling—a charter member and founder of the Seiberling Rubber Company—with the goal of "encouraging excellence in advertising and offering technical guidance to its members." Today, AAF-Akron is a family of professionals who are dedicated to creative work, marketing and branding. As a local affiliate of the American Advertising Federation, AAF-Akron brings together the entire advertising, marketing, and communications community to exchange ideas, enrich careers and inspire creative solutions through networking, education, industry recognition, scholastic support, community service and leadership development opportunities for all professionals and students. AAF-Akron 501(c)(3) nonprofit industry association.



### Note to Ambassadors

To our Susan Kosich Ambassadors,

Thank you all for volunteering to support AAF-Akron's Lasting Legacy campaign to fund the Susan B. Kosich Endowed Scholarship for Marketing Communications. We deeply appreciate your time to share the impact Susan might have had in your life, or if you didn't know her, to support her legacy and encourage others to do so.

In this information packet you will find:

- Campaign timeline
- Key talking points
- Solicitation email template (includes URLs for the profile and donation pages)
- Social media posts and instructions

The email template and social media posts are provided as examples. You are welcome to use the examples, customize them or create something new.

For all questions and concerns please contact:

Cecilia Sveda  
AAF-Akron, Executive Director  
[ed@aaakron.com](mailto:ed@aaakron.com)  
330.590.9426

Thank you again for your commitment to helping marcom students in our community now and forever!

AAF-Akron Board of Directors (list)

### Campaign Timeline

Create a Lasting Legacy campaign timeline

Aug 12: Send email to solicit ambassadors (good way to get members involved)

Aug 20: Zoom kick off meeting with ambassadors

Aug 21: Ambassadors start making asks

Aug 24: press release and social media

weekly check-ins, cheerleading and sharing updates

Oct. 23 campaign ends

In the background, working with a small team of Susan's friends and Daniel Kosich who are assembling a list of people/companies to ask

#### Board participation:

Make asks to corporations you have connections with (like Gojo, etc)  
Identify key community people who might be our champions like Irene Shapiro, Roger Reed

Goal: announce that it is funded at AAF by the next American Adv Awards on Feb. 19, 2021  
But will still be seeking a sponsored scholarship for 2021

### Key Talking Points

#### Key Talking Points

AAF-Akron has a history of supporting college students. Along with its partners, AAF has given \$4,000 in scholarships the last 4 years at the American Advertising Awards. For the last 12 years, 411 sponsored students have attended the American Advertising Awards for free. This represents donations of \$12,330. AAF-Akron also has endowed scholarships through both The University of Akron and Kent State University Colleges of Business. However, these scholarships are restricted to students in those colleges.

On April 26, 2018, Susan Kosich, longtime friend of the industry, passed away. On February 22, 2018, a \$1,000 scholarship sponsored by Oliver Printing was awarded to a student in her honor. The same day, AAF announced the establishment of the Susan B. Kosich Endowed Scholarship for Marketing Communications. This scholarship is open to ALL area college students pursuing a marcom degree.

A year and a half later, the scholarship has reached \$4,725. It has become clear that we need the support of our industry to meet our goal so we can activate the Susan B. Kosich Endowed Scholarship and start helping more students.

The Lasting Legacy campaign is expanding to include a group of Susan Kosich Ambassadors. By engaging their professional and personal networks, Ambassadors will pledge to raise at least \$500 for the campaign, ensuring that the fund gets implemented.

I have pledged to raise \$500 for the campaign by Oct. 21. The Lasting Legacy campaign is an opportunity to pay it forward and help future generations of marcom professionals in our community.

Give a donation as a gift?  
Give in honor of mentors and educators who inspired, helped you.  
Give in honor of other amazing women in marketing who inspire you.

# Exhibit 6 — Fiscal Management

## Kosich Scholarship Campaign



***We need your help to create a lasting legacy for students.***  
We invite you to join us and become an ambassador.

---

A year and a half ago, we launched a giving campaign to fund the Susan B. Kosich Endowed Scholarship for Marketing Communications. Susan Kosich, a long-time member and supporter of AAF-Akron, passed away in April 2018. As a beloved salesperson at Oliver Printing & Packaging Co., she provided years of printing and support services to the advertising industry. She was passionate about education and this scholarship honors her.

Once \$25,000 is raised, the scholarship will become *one of the few endowed scholarships in marketing and communications* through the Akron Community Foundation. This scholarship will be open to ALL sophomore, junior and senior college students in Northeast Ohio pursuing a bachelor's degree in a communications-related field, such as advertising, marketing, visual communication design, digital media, photography, interactive marketing, copywriting, public relations, media planning and journalism.

***We are looking for Susan Kosich ambassadors***

To date, AAF-Akron and its partners have raised 20% of the total. It has become clear that we need the support of our industry to activate this scholarship. By engaging their professional and personal networks, ambassadors will pledge to raise up to \$500 for the Lasting Legacy campaign, ensuring that the fund gets implemented.

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We're inviting you to join us and become an ambassador. It's an opportunity to pay it forward and help future generations of marcom professionals in our community.

***A tool kit will be sent to all ambassadors and a virtual kick-off meeting for ambassadors is planned for Aug. 20 at 5:30pm. The campaign ends Oct. 21.***

We deeply appreciate your time to share the impact Susan might have had on your life, or if you didn't know her, to support her legacy and encourage others to do so.

***For more information and to sign up, please contact [ed@aafakron.com](mailto:ed@aafakron.com).***

# Exhibit 6 — Fiscal Management

## Kosich Scholarship Campaign

### PAY IT FORWARD



#### **Create a Lasting Legacy for Students**

The [Susan B. Kosich Endowed Scholarship for Marketing Communications](#) will become *one of the few endowed scholarships in marketing and communications* through the Akron Community Foundation. This scholarship will be open to ALL sophomore, junior and senior college students in Northeast Ohio pursuing a bachelor's degree in a communications-related field, such as advertising, marketing, visual communication design, digital media, photography, interactive marketing, copywriting, public relations, media planning and journalism.

#### **We need your help.**

To date, AAF-Akron and its partners have raised 20% of the total needed. We need the support of our industry to fund this scholarship. Please help if you can. A donation of any amount is welcome. Students need our help now more than ever. It's an opportunity to pay it forward and help future generations of marcom professionals in our community.

#### **\$25 – \$249 Friend of Susan**

Friend of Susan bronze social media badge  
Recognition on AAF-Akron's social media channels  
Listed on Susan's scholarship page

#### **\$250 – \$499 Marketing Advocate**

Marketing Advocate silver social media badge  
Recognition on AAF-Akron's social media channels  
Listed on Susan's scholarship page

#### **\$500 – 1,000 Legacy Builder**

Legacy Builder gold social media badge  
Personal thank you video from the AAF-Akron president to keep and post on your social media  
Company name and logo on Susan's scholarship page  
One free entry to the 2021 American Advertising Awards

[Learn more about Susan and donate](#)

# Exhibit 6 — Fiscal Management

## Kosich Scholarship Campaign

www.aafakron.com



## Create a Lasting Legacy for Students

Susan B. Kosich Endowed Scholarship for Marketing Communications

### Board of Directors

**Daniel Kearsey**  
President  
Kent State University

**Garrick Black**  
Vice President  
Noir Creative

**Melissa Olson**  
Board Chair  
The University of Akron

**Erin Leslie**  
Secretary  
Paper Mill Studio

**David Flynn**  
Programs Chair  
The University of Akron  
David Flynn Design

**Brianna Kelly**  
Membership Chair  
Pritt Entertainment Group

**Michael Pontikos**  
Education Chair  
Youngstown State University

**Ryan Rimmele**  
Social Media Chair  
TRIAD

**Michael Carlson**  
Awards Chair  
TRIAD

**JD Dumire**  
Awards Co-Chair  
Design xJD

**Maria Groom**  
Awards Co-Chair  
Array Creative

---

**Cecilia Sveda**  
Executive Director  
Minx Design  
330.990.9426 cell  
ed@aafakron.com

John Moulagiannis  
Paragram  
5546 Dorothy Drive  
North Olmsted OH 44070-4265

Dear John,

**AAF-Akron invites you to create a Lasting Legacy for area college students pursuing a degree in the advertising field.**

Almost two years ago, we launched a giving campaign to support the Susan B. Kosich Endowed Scholarship for Marketing Communications. Susan Kosich, a longtime member and supporter of AAF-Akron, passed away in April 2018. As a beloved salesperson at Oliver Printing & Packaging Co., she provided years of printing and support services to the advertising industry. She was passionate about education and this scholarship honors her.

**Once \$25,000 is raised, the Susan B. Kosich Endowed Scholarship for Marketing Communications will become one of the few endowed scholarships in marketing and communications administered through the Akron Community Foundation (ACF).** It will be open to all sophomore, junior and senior college students in Northeast Ohio pursuing a bachelor's degree in a communications-related field, such as advertising, marketing, visual communication design, digital media, photography, interactive marketing, copywriting, public relations, media planning and journalism. Once the minimum gift is achieved, ACF will manage the scholarship. One hundred percent of all scholarship donations given to AAF-Akron will go to the fund.

**We need your support to fund this scholarship.** We recognize times are challenging, but students need our help now more than ever. To date, we have raised 20% of the total needed. Please help if you can. A donation of any amount is appreciated. It's an opportunity to pay it forward and help future generations of marketing communications professionals in our community.

We invite you to support Susan's legacy and encourage others to do so.

**To learn more about Susan and to donate online, visit [aafakron.com/aaf-akron-scholarship](http://aafakron.com/aaf-akron-scholarship).**

Thank you for joining us to help support our future workforce and leaders.

Take care and stay healthy!

With gratitude,

Cecilia Sveda  
Executive Director

AAF-Akron is a 501(c)(6) nonprofit organization.  
One hundred percent of all donations will go to the Kosich Scholarship.

330.990.9426 • AAF-Akron (c/o Schulte & Company CPA) • 600 S. Cleveland-Massillon Rd. • Fairlawn, OH 44333

# Exhibit 6 — Fiscal Management

New 501(c)(3) Nonprofit: Susan B. Kosich Charitable Fund

## STATE OF OHIO CERTIFICATE

**Ohio Secretary of State, Frank LaRose**

**4615782**

It is hereby certified that the Secretary of State of Ohio has custody of the business records for

**SUSAN B. KOSICH CHARITABLE FUND**

and, that said business records show the filing and recording of:

Document(s)

**DOMESTIC NONPROFIT CORP - ARTICLES**

**Effective Date: 02/05/2021**

Document No(s):

**202103600154**



United States of America  
State of Ohio  
Office of the Secretary of State

Witness my hand and the seal of the  
Secretary of State at Columbus, Ohio this  
11th day of February, A.D. 2021.

A handwritten signature in blue ink that reads "Frank LaRose".

**Ohio Secretary of State**

# Exhibit 6 — Fiscal Management

New 501(c)(3) Nonprofit: Susan B. Kosich Charitable Fund

 DEPARTMENT OF THE TREASURY  
INTERNAL REVENUE SERVICE  
CINCINNATI OH 45999-0023

Date of this notice: 02-15-2021

Employer Identification Number:  
86-2072551

Form: SS-4

Number of this notice: CP 575 E

SUSAN B KOSICH CHARITABLE FUND  
600 S CLEVELAND MASSILLON RD  
FAIRLAWN, OH 44333

For assistance you may call us at:  
1-800-829-4933

IF YOU WRITE, ATTACH THE  
STUB AT THE END OF THIS NOTICE.

## WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 86-2072551. This EIN will identify you, your business accounts, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

When filing tax documents, payments, and related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear-off stub and return it to us.

When you submitted your application for an EIN, you checked the box indicating you are a non-profit organization. Assigning an EIN does not grant tax-exempt status to non-profit organizations. Publication 557, Tax-Exempt Status for Your Organization, has details on the application process, as well as information on returns you may need to file. To apply for recognition of tax-exempt status under Internal Revenue Code Section 501(c)(3), organizations must complete a Form 1023-series application for recognition. All other entities should file Form 1024 if they want to request recognition under Section 501(a).

Nearly all organizations claiming tax-exempt status must file a Form 990-series annual information return (Form 990, 990-EZ, or 990-PF) or notice (Form 990-N) beginning with the year they legally form, even if they have not yet applied for or received recognition of tax-exempt status.

Unless a filing exception applies to you (search [www.irs.gov](http://www.irs.gov) for Annual Exempt Organization Return: Who Must File), you will lose your tax-exempt status if you fail to file a required return or notice for three consecutive years. We start calculating this three-year period from the tax year we assigned the EIN to you. If that first tax year isn't a full twelve months, you're still responsible for submitting a return for that year. If you didn't legally form in the same tax year in which you obtained your EIN, contact us at the phone number or address listed at the top of this letter.

For the most current information on your filing requirements and other important information, visit [www.irs.gov/charities](http://www.irs.gov/charities).

# Exhibit 6 — Fiscal Management

New 501(c)(3) Nonprofit: Susan B. Kosich Charitable Fund

creating a legacy for students



## Thank You!

Susan B. Kosich Scholarship for Marketing Communications

### Board of Directors

**Daniel Kearsy**  
President  
Kent State University

**Garrick Black**  
Vice President  
Noir Creative

**Melissa Olson**  
Board Chair  
The University of Akron

**Erin Leslie**  
Secretary  
Paper Mill Studio

**David Flynn**  
Programs Chair  
The University of Akron  
David Flynn Design

**Brianna Kelly**  
Membership Chair  
Pritt Entertainment Group

**Michael Pontikos**  
Education Chair  
Youngstown State University  
Sokitnop Design

**Ryan Rimmela**  
Social Media Chair  
TRIAD

**Michael Carlson**  
Awards Chair  
TRIAD

**JD Dumire**  
Awards Co-Chair  
Formatech/DesignxJD

**Maria Groom**  
Awards Co-Chair  
Brokaw

**Cecilia Sveda**  
Executive Director  
Minx Design  
330.990.9426 cell  
ed@aafakron.com



March 8, 2021

Michael Pontikos  
Sokitnop Design  
2820 Sandpiper Trail SE  
Warren, OH 44484

Dear Michael,

It is with much appreciation that AAF-Akron acknowledges your \$50 gift (received on January 28, 2021) designated to the Susan B. Kosich Scholarship for Marketing Communications. This brings our total to \$5,585.

I'm excited to announce that we just created a new 501(c)(3) called the Susan B. Kosich Charitable Fund! Its mission is to establish and fund the Susan B. Kosich Scholarship for Marketing Communications. Once \$25,000 is raised, it will become one of the few endowed scholarships in marketing and communications administered through the Akron Community Foundation. Now that we have a 501(c)(3) designation, we can now start applying to the many corporate giving programs.

The scholarship will be open to all sophomore, junior and senior college students in Northeast Ohio pursuing a bachelor's degree in a communications-related field such as advertising, marketing, visual communication design, digital media, photography, interactive marketing, copywriting, public relations, media planning and journalism.

Thank you for honoring Susan's memory and joining us to support our future workforce and leaders!

Take care, stay healthy.

With gratitude,

Cecilia Sveda  
Executive Director

Susan B. Kosich Charitable Fund is a not-for-profit 501(c)(3) organization; as such, all gifts are tax deductible as allowed by law.

330.990.9426 • AAF-Akron (c/o Schulte & Company CPA) • 600 S. Cleveland-Massillon Rd. • Fairlawn, OH 44333

# Exhibit 6 — Fiscal Management

New 501(c)(3) Nonprofit: Susan B. Kosich Charitable Fund

Susan Kosich Endowment Donors ☆ 📁 📄

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	A	B	C	D	E	F	G	H	I	J	K	L	M
	FIRST NAME	LAST NAME	COMPANY	Email	ADDRESS	CITY	STATE	ZIP	DONATION	DATE	PHONE	PAYMENT	TRANSFER TO S/N
2	Dean	Fygetakes			PO Box 16	Talmadge	OH	44275	100	2.28.19	330.633.4271	Check	NA
3	Douglas	Hausknecht			753 Wild Cherry Dr	Akron	OH	44319	100	3.6.19	330.245.1801	Check	NA
4	George	Oliver	Oliver Printing & Packaging Co.		1760 Enterprise Parkway	Twinsburg	OH	44087	2,500	2.26.19	330.425.7890	Check	NA
5	Dan	Oliver	Oliver Printing & Packaging Co.										
6	Karri	Lusas		Lucas@oliverprinting.com	1760 Enterprise Parkway	Twinsburg	OH	44087	25	2.27.19		Online	Please transfer
7	Michelle	Charles		michellemurley@gmail.com	724 Dandrea Dr	Akron	OH	44333	100	4.24.19		Online	Please transfer
8	Brenda	Reid	Devey Tree	bendra.reid@devey.com	1500 N. Mantua St	Kent	OH	44240	1,000	5.16.19		Online	Please transfer
9	Philip and Ann	Noy			312 Fox Way	Chagrin Falls	OH	44022	50	4.25.19		Check	NA
10	Ann and Thomas	Kelley			4340 Granger Rd	Akron	OH	44333-1419	100	3.27.19	330.605.5300	Check	NA
11	George and Susan	Skarl			820 E. Sussex Ct	Aurora	OH	44202	25	4.16.19		Check	
12	J.D.	Spinner	The University of Akron	spinner@uakron.edu	1971 14th Street	Cuyahoga Falls	OH	44224	25	12.3.19		Online	Please transfer
13	Kathleen	McConaughy	Kent State University	kmconau@kent.edu	3036 Macbeth Drive	Rocky River	OH	44116	25	12.3.19		Online	Please transfer
14	David	Flynn	David Flynn Design	dflynn@flynn-design.com	4299 Appian Way	Akron	OH	44333	100	12.11.19	330.686.1431	Check	Please transfer
15	Wendy	Tumell		wendytumell137@gmail.com	4866 Ridgewood Rd	Copley	OH	44321	25	2.22.20	330.673.8057	Check	Please transfer
16	Steve	Tar	Star Printing	starnp@yahoo.com	1790 9th Street	Cuyahoga Falls	OH	44221	50	3.5.20	330.607.6767	Online	Please transfer
17	Ann and Thomas	Kelley		peacemonger@madrunner.com	4345 Granger Rd	Akron	OH	44333-1419	500	4.14.20		Online	Please transfer
18	Dan	Fygetakes							100	June 2020		Check	Please transfer
19	David	Flynn	David Flynn Design	dflynn@flynn-design.com	4299 Appian Way	Akron	OH	44333	15	10.22.20			
20	Sharon Toenk event								75	10.29.20		Online event	Please transfer
21	Brianna	Kelly							25	12.1.20		online	Please transfer
22	Cecilia	Sveck	Mink Design						100	12.29.20	330.590.9428	online	Please transfer
23	Roger	Reed			1793 Brookwood Dr	Akron	OH	44313-6070	500	2.5.21		Check	
24	Gary	Moteler	Imagery Print Solutions	gmoatler@imageryprintsolutions.com	557 E. Turkeyfoot Lake Rd.	Akron	OH	44319	250	2.2.21	330.613.0761	online	Please transfer
25	Pat	Tschantz		church13900@aol.net	253 Delaware Place	Akron	OH	44303	50	1.31.21	330.472.4894	online	Please transfer
26	Michael	Portkos	Sektrop Design	mpp@sektropdesign.com	2920 Sandpaper Trail SE	Warren	OH	44494	50	1.26.21		online	Please transfer

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# Exhibit 6 — Fiscal Management

## American Advertising Awards

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	A	B	C	D	E
1	Zippy Appearance	\$65	rental		
2	Civic Theatre	\$707.00	Civic		
3	Trophies_Excelsior	\$3,750	trophies		
4	Miller's Rental (green turf)	\$198.00	rental		
5	3 postcard mailings_mailhouse	\$334	postage/shipping/mail service		
6	3 postcard mailings_postage	\$558	postage/shipping/mail service		
7	Stickers_Vedda	\$387	advertising		
8	Swag bags_All Aboard Promotions	\$454	advertising		
9	Earn Your Mark Patches	\$152	advertising		
10	Flat Danly for pickups_Repros	\$129	advertising		
11	Civic Theatre_snacks, props at livestrea	\$51	food		
12	Gift cards_Guardian + Jumpstart	\$200	gifts		
13	Mail_winners books to prospects	\$107	postage/shipping/mail service		
14	Software fees	\$5,225	software fees		
15	District Forwards	\$2,155	District 5 forward fees		
16					
17		Total: \$14,472			
18					

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	A	B	C	D	E
1	Awards Show	\$445	ceremony		
2	Entries	\$17,320	entry submissions		
3	Category Sponsorships	\$1,000	Partnerships<ADDYs		
4	Swag Bag Sponsor	\$500	Partnerships<ADDYs		
5	District 5 Forwards	\$445	District 5 Forwards		
6	Dupes	\$1,850	Duplicate trophies		
7					
8		Total \$21,560			
9					

# Exhibit 6 — Fiscal Management

## American Advertising Awards: Partners

2021 ADDY Partners

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L	M	N	O	P	Q	R	S	T
	CONTACT NAME	EMAIL	PHONE	MOBILE	ADDRESS		DONATION	
							\$30,000	
	<a href="#">v.linkedin.com/company/</a> Rick Clark	rolark@AngstromGraphics.com	216.206.5679	216.965.8527	4437 East 49th St. Cleveland, OH 44125		\$2,055	
	Wayne Angstrom, President				4437 East 49th St. Cleveland, OH 44125			
	Mark Aczel, Customer Service Man	maczel@angstromgraphics.com			4437 East 49th St. Cleveland, OH 44125			
	<a href="#">v.linkedin.com/company/</a> Sheryl Wilson, Major Market Manag	sheryl.wilson@sappli.com		517.896.4689	1134 Norfolk Circle, Grand Ledge, MI 48837		\$1,000	
	<a href="#">v.linkedin.com/company/</a> Gary Chmielewski, President	gary@nchloprint.com	216-319-5599		4721 Hinckley Industrial Parkway, Cleveland OH 44		\$1,000	
	<a href="#">v.linkedin.com/company/</a> Katie and Dave Sutter, owners	KatieS@excelsiormarketing.com	330-745-2300	330-603-2701	888 W Waterloo Rd, Akron, OH 44314		\$10,000	
	<a href="#">v.linkedin.com/company/</a> David Beebe	David.Beebe@Domtar.com		317.501.4200			\$250	
	Thomas Williams	thomasw@printingconcepts.com	330-672-8200 x232		4246 Hudson Dr., Stow OH 44224		\$275	
	<a href="#">v.linkedin.com/company/</a> Clayton Shrook	production@jumpstartakron.com	330.376.1676		526 S Main St #124, Akron, OH 44311		\$25,000	questimate
	Paul Lauck, Vice President	paul@startpg.com	330-376-0514		125 N. Union Street Akron, Ohio 44304		\$650	
							\$500	
	Mike McKinney, Senior Account Ma	Mike.McKinney@paper.com	513-304-0122		1452 Arrowhead Court, Hamilton, OH 45013		\$300	
	Kevin Smith						\$500	
	Kevin Smith						\$2,500	trade
	Colin Baker	cbaker@bakermediagroup.com	330.253.0056 EXT. 104		1653 Memman Rd #116, Akron, OH 44313		\$3,000	trade
	<a href="#">v.linkedin.com/company/</a> Anna Adelman	anna@thedeveloper.com		330.622.2905	140 E Market St, Akron OH 44308		\$500	
							\$1,000	
							\$200	
	Tom Lovick, President	tolovick@print2promoteohio.com	330-635-1860	216-280-9885	329 Portage Trail, Cuyahoga Falls, OH 44221-3225		\$200	
	<a href="#">v.linkedin.com/showcase/</a> Jill Bacon Madden, Owner/GM	jilly@jilysmusicroom.com		330.524.0114	111 N Main Street   Akron OH 44308		\$1,000	
	Ryan Ainger, Lead Park Guide	ryan_ainger@nps.gov	440.717.3895	440.621.1496	6947 Riverview Rd, Peninsula OH 44264			
							\$419	
	Damen Hudach, President		330.649.8000		4150 Beiden Village St NW Ste 205, Canton, OH 4		\$200	paid QB 1.22.21
	Shaun Schweitzer, Director, Sales	shaun.schweitzer@inceptresults.com		330.352.5103			\$200	paid by QB
	Gregg Seifert, President	gregg.seifert@joann.com			605 Etter RD, Mogadore, OH 44260		\$200	
	Allie Wilkins, Marketing Director	awilkins@akronbbb.org	330-253-4590		222 W Market St, Akron, OH 44303		\$200	paid by check
	Eric Henckle, Commercial Sales M	eric.henckel@neenah.com		616.401.6160	3803 Ravine Wood Cir SE, Grand Rapids, MI 4950		\$200	
	Chris Jensen, President	chris@hearstaudioconcepts.com	330.670.9100		PO Box 503, Bath OH 44210		\$200	paid by check
			330.636.4743		32 Sand Run Rd, Akron, OH 44313			

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Sheet1 FOR THANK YOU Sum: \$81,549 Exp

# Exhibit 6 — Fiscal Management

American Advertising Awards: New ADDYs at 50% of last year's cost



Custom design @ \$30 each instead of \$80 each.



# Exhibit 6 — Fiscal Management

## Financial Statement of Activity

### Ad. Fed. Greater Akron, dba AAF-Akron

#### Statement of Activity

March 10, 2020 - April 1, 2021

	TOTAL
<b>Revenue</b>	
Duplicate Addy Trophies	596.50
Income ADDYS	0.00
Addy Awards Ceremony	7,721.30
Addy D5 Forwards	330.00
ADDY Program	0.00
ADDY Sponsors	0.00
Entry Submissions	39,261.66
Events	100.00
Membership Dues	0.00
<b>Total Income ADDYS</b>	<b>47,412.96</b>
<b>Operating Income</b>	
Membership Dues	6,230.00
<b>Total Operating Income</b>	<b>6,230.00</b>
<b>Partnerships</b>	
ADDY Partnerships	1,210.00
Student ADDY Partnerships	700.00
<b>Total Partnerships</b>	<b>1,910.00</b>
Sales	0.00
Unapplied Cash Payment Revenue	0.00
Uncategorized Revenue	0.00
<b>Total Revenue</b>	<b>\$56,149.46</b>
<b>Cost of Goods Sold</b>	
Cost of Goods Sold	5,739.32
<b>Total Cost of Goods Sold</b>	<b>\$5,739.32</b>
<b>GROSS PROFIT</b>	<b>\$50,410.14</b>
<b>Expenditures</b>	
<b>Activity Expense</b>	
ADDY Club Handling Fees	0.00
ADDY Program Expense	0.00
<b>Total Activity Expense</b>	<b>0.00</b>
<b>Administrative Expense</b>	
Accounting Expense	3,457.75
Bank Service Charges	0.00
Board Meetings	381.29
Bond Insurance	1,160.00
Club Achievement	155.00
District 5 Conference	1,306.88

# Exhibit 6 — Fiscal Management

## Financial Statement of Activity

### Ad. Fed. Greater Akron, dba AAF-Akron

#### Statement of Activity

March 10, 2020 - April 1, 2021

	TOTAL
Donations	250.00
Executive Director Fee	8,226.98
Gifts	1,263.44
Membership & Dues Expense	337.01
District 5 Dues	498.00
<b>Total Membership &amp; Dues Expense</b>	<b>835.01</b>
Office	146.99
Operating Expense	604.81
Partnerships	700.00
Postage & Shipping	1,599.91
Printing	387.48
QuickBooks Payments Fees	850.20
Scholarships	1,000.00
Swag	463.00
Website Expense	3,787.16
<b>Total Administrative Expense</b>	<b>26,575.90</b>
Club Achievement entry Fees	397.40
Expense ADDYS	
ADDYS Submissions	0.00
Advertising	1,481.14
Advertising/Promotional	498.00
Awards/Trophies	4,030.00
Board Retreat	0.00
Catering	150.00
Civic Theatre	810.58
District 5 Forward Fees	3,813.12
District Dues	0.00
Events	163.77
Food Expense	1,025.19
Gifts	274.73
Office Expense	351.58
Postage	880.87
Room Rental	65.00
Software Fees	8,975.00
Travel	1,878.28
<b>Total Expense ADDYS</b>	<b>24,397.26</b>
Programs Expense	
Merry Mingle	397.57
Food Expense	333.18
<b>Total Merry Mingle</b>	<b>730.75</b>

# Exhibit 6 — Fiscal Management

## Financial Statement of Activity

### Ad. Fed. Greater Akron, dba AAF-Akron

#### Statement of Activity

March 10, 2020 - April 1, 2021

	TOTAL
Professional Development Series	
Food Expense	496.13
Postage	370.06
<b>Total Professional Development Series</b>	<b>866.19</b>
Socials	
Food Expense	467.97
<b>Total Socials</b>	<b>467.97</b>
<b>Total Programs Expense</b>	<b>2,064.91</b>
Scholarship Awards	-1,000.00
<b>Total Expenditures</b>	<b>\$52,435.47</b>
NET OPERATING REVENUE	<b>\$ -2,025.33</b>
Other Revenue	
Scholarship Transfer- Kosich	625.00
<b>Total Other Revenue</b>	<b>\$625.00</b>
NET OTHER REVENUE	<b>\$625.00</b>
NET REVENUE	<b>\$ -1,400.33</b>

# Exhibit 6 — Fiscal Management

## Financial Statement of Position

### Ad. Fed. Greater Akron, dba AAF-Akron

#### Statement of Financial Position

As of April 1, 2021

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
First Merit	0.00
Huntington Checking - AAF Akron	25,645.18
<b>Total Bank Accounts</b>	<b>\$25,645.18</b>
Accounts Receivable	
Accounts Receivable	0.00
<b>Total Accounts Receivable</b>	<b>\$0.00</b>
Other Current Assets	
Uncategorized Asset	0.00
Undeposited Funds	2,270.00
<b>Total Other Current Assets</b>	<b>\$2,270.00</b>
<b>Total Current Assets</b>	<b>\$27,915.18</b>
<b>TOTAL ASSETS</b>	<b>\$27,915.18</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Credit Cards	
Huntington CC 6583	211.51
<b>Total Credit Cards</b>	<b>\$211.51</b>
Other Current Liabilities	
Accounts Payable	0.00
FirstMerit Credit Card - Andrea	0.00
<b>Total Other Current Liabilities</b>	<b>\$0.00</b>
<b>Total Current Liabilities</b>	<b>\$211.51</b>
Long-Term Liabilities	
Economic Injury Disaster Loan	1,000.00
<b>Total Long-Term Liabilities</b>	<b>\$1,000.00</b>
<b>Total Liabilities</b>	<b>\$1,211.51</b>
Equity	
Rest. Membership UA	0.00
Unrestricted Member's Equity	20,674.87
Unrestricted Members Equity	0.00
Net Revenue	6,028.80
<b>Total Equity</b>	<b>\$26,703.67</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$27,915.18</b>