

# CORNERSTONE INITIATIVES & EVENTS

2020/2021

CONNECT. EDUCATE. INSPIRE.



## **2020-2021 Club Achievement: Cornerstone Events & Initiatives**

### **AAF-Fort Worth, Division IV**

Submitted by: David Elizalde – Education Chair ; Katie Betik – President



## **INTRODUCTION**

From the beginning of the term, our club made the responsible decision to go virtual with our events and meetings. We knew there would be challenges with pivoting our heavily in-person plans online. Effort was put around doing that with webinars, educational functions, and the American Advertising Awards, while keeping members and attendees engaged. Ongoing goals to focus on industry education, students, diversity, and government relations continued to guide decisions on event topics and outreach efforts.

### **Goals for Cornerstone Initiatives & Events:**

1. Maintain participation at virtual events with members and potential members
2. Retain existing and recruit new companies, educators, students, and sponsors
3. Build student engagement and membership among a diverse range of institutions, including private and state universities and community colleges
4. Increase visibility for government advocacy, diversity & education opportunities

### **INITIATIVE #1: Advertising Education (Professional, Student, General Public)**

No doubt challenging, 2020-2021 was also a surprisingly successful year for promoting and cultivating education opportunities for professionals, students, and the general public. As an organization we looked for creative solutions to optimize initiatives for the purpose of increasing and diversifying membership. With two professors on the board this term, we were able to have a more direct line of communication and support for the academic community. Our goals were furthered through the following initiatives:

#### **1. Student Ad Crawls - Fort Worth, TX**

2020 Sprint Crawl - Scheduled for April 2, *Canceled due to COVID*

2020 Fall Crawl - AAF-FW decided not to host a virtual Fall Crawl. After consulting faculty and students, it was determined that ZOOM fatigue and a shorter semester for most universities justified postponing the event.

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- a. *Event Description:* College students from Tarrant County area universities were invited to meet with a diverse range of professionals, including race, gender, and organizational responsibilities. The students tour creative agencies and participate in a networking event.
- b. *Target Audience:* Students from local universities of the University of Texas at Arlington (UTA), Texas Christian University (TCU), University of North Texas (UNT) and (Tarrant County College) TCC, and the professional community to source new hires
- c. *Strategy:* Host events that help achieve organizational goals for advertising education, building partnerships, increasing membership, and promoting diversity
- d. *Execution/Tactics:*
  - i. Students were scheduled to meet a diverse group of professionals representing both female, and minority leadership. Agencies include Ilfusion, J.O. Agency, and Ardent Creative.
  - ii. Professionals were scheduled to meet with students representing a wide range of socioeconomic backgrounds, ethnicities, ages and genders.
  - iii. Event was promoted to students via social channels and through personal invitations to student organizations, leadership, and faculty
  - iv. Event communications were executed efficiently, including clear COVID and cancelation updates. **(EXHIBIT 1)**
- e. *Results:*
  - i. While the events were canceled, the preparation and communication with students and professionals during the planning of the event strengthened our relationship with the community.
  - ii. A virtual Spring Crawl 2021 is planned for April 15-16, 2021. The agencies previously committed were approached, plus a few more, extending this to a two-

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day event. There's student excitement as well as enthusiasm from the participating companies, Ardent Creative, J.O. Agency, Schaefer Advertising, and Hoegger Communications. **(EXHIBITS 2-3)**

## 2. UTA Comm Week 2020 “Focus on Your Future - Arlington, TX, Tues., Oct. 19-23

- a. *Event Description:* Week-long virtual event promoting career opportunities in the field of communication and design
- b. *Target Audience:* UTA communication students and faculty
- c. *Strategy:* Optimize our presence online to reach organizational goals specifically for building partnerships, increasing membership and promoting diversity
- d. *Execution/Tactics:* Contributed content to the online job preparation hub to promote upcoming opportunities for students to engage and join AAF-FW. **(EXHIBIT 4)**
- e. *Results:* AAF content was shared with UTA students, who attended the virtual event and represent the most diverse student body among local universities.

## 3. AdTalk, Virtual Lecture Series: Navigating the Job Market as a Young Professional, Tues., Oct. 27th

- a. *Event Description:* Virtual lecture series featuring a panel of young professionals sharing valuable insights as to how to successfully manage the early years of a career
- b. *Target Audience:* Young professionals, job searchers & career builders, students from UTA, TCU, UNT and TCC
- c. *Strategy:* Optimize our presence online to reach organizational goals specifically for building partnerships, increasing membership and promoting diversity
- d. *Execution/Tactics:*
  - i. Gathered a panel including two young professionals, a local advertising job recruiter from Creative Circle, and a professor to moderate

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- ii. Wrote discussion questions and shared with the round table speakers to prepare
- iii. Invited professionals & students to attend via email, website and social media

#### (EXHIBITS 5-6)

- e. *Results:* The discussion was lively and insightful for the 20 attendees involved. Everyone walked away feeling like we truly made connections with each other while sharing great ideas on the importance of internship experience, resume builders (certifications, professional development, volunteering, software know-how), and work-life balance (prioritization, calendar blocking, realistic expectations, and planning). (EXHIBITS 7-8)

#### 4. Advertising Education Sponsorship (AES) Rebranding Partnership

- a. *Description:* AAF-FW and District 10 have partnered with a TCU class to rebrand AES
- b. *Target Audience:* Students majoring in advertising, marketing and communications
- c. *Strategy:* Propose a clear and impactful name, message and call to action to increase donations to AES to cover student costs to participate in the National Student Advertising Competition (NSAC)
- d. *Execution/Tactics:* Connect with NSAC alumni to donate and research fundraising, crowd funding, alumni associations (EXHIBITS 9)
- e. *Results:* Researched 480 of 1200 NSAC alumni to collect contact information and invited to join a new NSAC District 10 Alumni group on LinkedIn.

#### INITIATIVE #2: American Advertising Awards (AAA)

Like most AAF clubs, the AAA competition is the most important initiative each year for AAF-FW to recognize advertising excellence in our local market and beyond to district and national levels. This year we shifted our entire process and interactions online to maintain safety during the COVID-19 pandemic.

- 1. *Initiative/Event Description:* Competition of professional and student creative work in advertising
- 2. *Target Audience:* AAF-FW members and potential members

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3. *Strategy:* Use the tradition of the competition and the “we’re all in this dumpster fire together” attitude to keep up interest and involvement with AAF-FW members and attract new potential members from the local advertising community to encourage entries and gala attendance
4. *Execution Tactics:* Knowing 2020 had been particularly tough on the ad industry with clients slashing their marketing budgets and many converting to online meetings as the primary way to keep business going, AAF-FW embraced the humor in the situation through an AAA theme centered around the now typical glitchy Zoom call with animated gif creative of distorted talking heads. **(EXHIBITS 10-12)** The gala event utilized an advanced online platform called Remo with a virtual event room containing guest tables for mingling, creative galleries to showcase the work, sponsor videos and links, and pre- and post-show break-out rooms. Carole Baskin from the Netflix hit *Tiger King* joined as a famous host, but a glitchy connection resulted in the IT guy having to take over hosting in a hilariously awkward show that poked fun at our technology woes of the past year. Our local categories followed the sentiment, including The Pivot (aka The Ross Gellar award), Local Flavor, and Canceled by COVID. **(EXHIBIT 13)**
5. *AAA Results:*
  - a. While professional entries were down as expected, there were several new entrants from a broader group of companies, including Four Day Weekend comedy troupe, Sofia Video Production, and Spectrum (a division of Charter Communications). With our president managing the entries, judging and the gala, there was direct interaction to build relationships with new companies from the top.
  - b. Student entries actually increased to the highest seen in years with 101 entries, which accounted for 39% of all submissions received in this year’s competition, including numerous first-time entries and the reengagement of TCU’s student run agency, Roxo. **(EXHIBIT 14)**

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- c. Sponsorships were limited, but we still had 10 supportive companies donate their expertise, services, goods and money. One sponsor provided a tool to transform our winners' book into an online flipbook. **(EXHIBITS 15-16)**
- d. A turn-out of approximately 150 people in attendance from 181 registrations was a wonderful success for a virtual show. Lively Q&A with the best of show winners on-screen, interviewed by AAF-FW President from attendee questions, added to the audience interaction. People were really engaged & enjoying the unique experience, and we received kudos during the event and afterwards. **(EXHIBITS 17-21)**

### INITIATIVE #3: Diversity and Multicultural Initiatives

Our chapter should have a representative membership in order for everyone to have a voice in an industry that contributes to shaping US culture. Our main focuses to tackle our need for increased diversity included increasing diversity in our local chapter and education efforts and inclusiveness of a more diverse student population.

1. *Target Audience:* Local agency community and local schools including TCU, UTA, and UNT
2. *Strategy:* Communication. Awareness. Dialog. And setting intention behind our efforts to recruit more diverse members and chapter leaders.
3. *Execution/Tactics:*
  - a. Throughout the spring, we worked to recruit new board members who were more ethnically representative of the larger Fort Worth community.
  - b. Hosted “AdTalk” events featuring diverse speakers to attract a more diverse audience
  - c. Our Education Chair worked with the Department of Design at TCU to incorporate diversity, equity and inclusion (DEI) initiatives into the core curriculum. Insight from existing and effective DEI initiatives were incorporated into course activities. Design

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students and faculty within the AAF-FW are now participating and contributing to a more diverse, equitable and inclusive education experience.

- d. We worked to engage with students at UTA, ranked the 5th most diverse university in the country by U.S. News, 2019. It is a perfect place to reach out to a diverse group of students who are interested in working in our industry.
4. *Results:* Our board is now more diverse, going from a board of majority women employed by ad agencies to a board that represents both genders (3 male/8 female) and company types ranging from universities to video production to senior living marketing. In addition, for the student population, we worked to lay the groundwork and branch out to educate a diverse group of students about careers in the advertising industry that perhaps many didn't know existed, and many of our AAA entrants and winners represented diverse and broad cultural backgrounds.

#### **INITIATIVE #4: Government Relations**

The goal of our Government Relations efforts is to support our local, state, and national advertising industry by informing membership through news and events of legislation that might impact our industry, what AAF does to lobby on their behalf, and why it's important to our livelihood.

1. *Event Description:* **Texas Day at the Capitol virtual event** -- on March 2, 2021, three AAF-FW members attended to be educated on advertising's impact on the economy, tax and privacy issues likely to be considered in the current congressional session, and to establish partnerships with lawmakers.
  - a. *Target Audience:* AAF members and advertising leadership
  - b. *Strategy:* Make members aware of the influence AAF can have on legislation and the importance of advertising professionals to get involved for the vitality of our industry
  - c. *Execution/Tactics:* Promotion of the District-wide event to AAF-FW membership and attendance to the event (**EXHIBIT 22**)

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- d. *Results:* Awareness of advertising government relations and inspiration to get involved
2. *Event Description:* **Communication on Advertising Government Relations**
    - a. *Target Audience:* Fort Worth advertising professionals and agency principles
    - b. *Strategy:* Get the word out about advertising government relations
    - c. *Execution/Tactics:* news and events were shared through blog posts, social media and email (**EXHIBIT 23**)
    - d. *Results:* Increased awareness of government relations in the Fort Worth ad community
  3. *Event Description:* **Government Relations AdTalk “State of the State” webinar, Jan. 12, 2021**
    - a. *Target Audience:* Fort Worth advertising professionals and agency principles
    - b. *Strategy:* Educate on advertising’s importance to the economy and AAF’s lobby efforts
    - c. *Execution/Tactics:* Recruited Elisa Rode, AAF District 10 Government Relations chair to speak, promoted the event, held and recorded the presentation (**EXHIBITS 24-25**)
    - d. *Results:* Nobody attended aside from members of the board who organized and ran the talk. While discouraging, the video allowed for members to watch on their own time.

## CONCLUSION

AAF-Fort Worth managed to maintain member engagement with several key virtual events throughout the year with both professionals and students during the AdTalk events and through the AAA competition and gala. We learned to focus on quality and making meaningful connections, rather than the quantity of programs and attendance volume. Our local network expanded with an increase in student attendance at events, award entries from new, non-traditional companies and individuals, as well as new sponsor partners to build relationships with a more diverse audience, which we intend to continue to foster into hopefully new memberships and further event sponsorships.

**EXHIBITS**

**EXHIBIT 1:**

Spring Crawl Communication



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**EXHIBITS 2-3:**

A virtual Spring Crawl 2021 is planned for April 15-16, 2021.



Virtual Tours **1:20 - 5p** | Networking Social **5 - 7p**  
Register FREE! [aaffortworth.com](http://aaffortworth.com)

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On Mar 8, 2021, 4:23 PM -0600, Elizalde, David <[D.P.ELIZALDE@tcu.edu](mailto:D.P.ELIZALDE@tcu.edu)>, wrote:

Matt,

Thank you! The students will enjoy visiting your team at Hoegger Communications. The event will take place on Thursday, April 15th and Friday, April 16th. We would ask that at least one member of your team join us for a virtual meeting via ZOOM for the Friday slots from 1:20-2:20p and 2:40-3:40p.

We also will be hosting a networking social on Thursday, April 15th from 5-7p. You are welcome to join this as well.

I will send out more information shortly for the agency hosts.

Thank you,  
David

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**From:** Matt Hamilton <[matt@teamhoegger.com](mailto:matt@teamhoegger.com)>

**Date:** Monday, March 8, 2021 at 4:14 PM

**To:** "Elizalde, David" <[D.P.ELIZALDE@tcu.edu](mailto:D.P.ELIZALDE@tcu.edu)>

**Cc:** Katie Betik <[kb@pavlovagency.com](mailto:kb@pavlovagency.com)>

**Subject:** Re: AAF Spring Crawl Host Invitation

Hey David,

Thanks for the kind words about Loving! It was a really special project to be a part of.

Hoegger would love to be a part of this event. Just let us know what time slots we will be needed for and we will be there! Thanks for thinking of us!

**Matt Hamilton**  
Video Producer

- Bus: (940) 692-7999
- Cell: (940) 867- 9100
- Email: [matt@teamhoegger.com](mailto:matt@teamhoegger.com)
- Web: [teamhoegger.com](http://teamhoegger.com)

**View our work at:**

**TeamHoegger.com**

<https://www.youtube.com/user/hoeggercomm>

On Mar 8, 2021, 2:13 PM -0600, Elizalde, David <[D.P.ELIZALDE@tcu.edu](mailto:D.P.ELIZALDE@tcu.edu)>, wrote:

Matt,

First off, congratulations on your Best of Show Award. LOVING was an exceptional piece of work.

I am currently serving as the Education Chair for AAF and wanted to extend an invitation for you to participate in the Student Spring Crawl. The crawl is an opportunity for college students to tour and network with the professional community.

Unfortunately, we had to cancel the last two crawls due to COVID, but we do not want the students to miss out on this valuable opportunity. This year the event will be virtual. We would like to extend an invitation to Hoegger Communications to be a featured agency in this year's crawl. We would need you or one of your staff members to be available to host online during three time slots between 1-5p on the day of the event. We will arrange the technical details.

**Event Date:** Friday, April 16th, 1:00-5:00p

We hope you can meet some new talent as you provide these students with this unique opportunity! Please let me know if you are interested in participating as a host agency.

Thank you,  
David Elizalde  
Education Chair, AAF Fort Worth

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**EXHIBIT 4:**

UTA CommWeek 2020



OCTOBER 19TH - OCTOBER 23RD  
**CommWeek 2020**  
ONLINE



**AAF - American Advertising Federation**

The American Advertising Federation's (AAF) college chapter program gives you the chance to belong to a professional organization of students who have a curiosity about the world of advertising and a passionate desire to join the industry.

[LEARN MORE FROM MAVORGS](#)

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**EXHIBITS 5-6:**

Promotions for AdTalk, Virtual Lecture Series: Navigating the Job Market as a Young Professional

The image shows a Facebook post from AAF - Fort Worth, dated October 19, 2020. The post text describes an AdTalk event: "What does it take to be competitive in today's job market? Find out during our next AdTalk as we sit down for a Q&A with Creative Circle recruiter, Austin Callaway, and young professionals to discuss what students and recent grads can do to stand out as they launch their careers. Moderated by TCU Professor, Michael Magnus. Joined by Zach Stryker (PMG Digital Agency), Awa Sy (SPM Communications), and Krista Farrar (Schaefer Advertising Co.).... See More". Below the text is a promotional graphic for the event. The graphic features the "ADtalk" logo in orange and green, the title "NAVIGATING THE JOB MARKET AS A YOUNG PROFESSIONAL", the date and time "TUESDAY OCTOBER 27 @ 6PM CST", a microphone icon, and the AAF Fort Worth logo. At the bottom of the post, there are 3 likes and 4 shares.

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**EXHIBITS 7-8:**

Event images for AdTalk, Virtual Lecture Series: Navigating the Job Market as a Young Professional



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#### **AAF-Fort Worth AdTalk:**

Navigating the Job Market as a Young Professional

**Date:** Tuesday, Oct. 27, 2020

**Time:** 6-7 p.m.

Michael, Chelsea  
Krista, Awa, Zach  
Austin

#### **Questions**

- What was the advice that you received as a student that sticks with you today?
- What are things you learned in college that you thought would be irrelevant, however, are part of your daily life?
- If you could go back a few years and give you college self one piece of advice, what would it be?
- What are things that students and young professionals can do now to prep for this job market? Certifications, software skills, etc.
- What do you feel like your biggest current struggles are as a young professional?
- What should young professionals expect from a schedule/workload perspective? Any tips on maintaining work/life balance?
- How has COVID impacted how your teams work together?

#### **Questions for Austin**

- How can Creative Circle be a resource for job seekers in the Communication industry?
- What are some key things that make someone's resume stand out?
- What piece of advice would you give recent graduates who are having a hard time landing a job right out of college?
- How has COVID impacted the current job market in DFW?
- What do you look for in an ideal candidate when considering them for placement?

#### **INTERNSHIP EXPERIENCE**

- Research is important
- Lots of different types of experience, doesn't need to be a traditional ad agency
- Multiple internships, start early
- Helps you figure out what you like & what you don't
- Have a little bit of knowledge everywhere

#### **RESUME BUILDERS (besides internships)**

- Certifications – Analytics, Google AdWords, HubSpot, data analysis, automation tools
- Show that you have a love to learn
- Volunteer
- Experience is more important than dollars
- Can you work on a team? Different types of teams & people
- Subscribe to newsletters
- Professional development
- Showing capacity to handle a lot of responsibilities

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### EXHIBIT 9: AES Rebranding Partnership

LinkedIn Outreach Info

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	A	B	C	D	E	F	G	H
1	Point of Contact	First Name	Last Name	School Attended	NSAC Year	LinkedIn URL	Current Location/City	Current Job Title
196	Tessa Brown	Chase	Brady	West Texas A&M University	2019	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	Canyon, TX	Digital Content Producer
197	Tessa Brown	Kristen	Moore	University of Texas at San Antonio	2018			
198	Tessa Brown	Haley	Imlach	Texas Christian University	2018	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	DFW Area	Sales and Marketing Specialist at Imlach
199	Tessa Brown	Emma	Frampton	Texas Tech	2019	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	DFW Area	Recent Advertising + Creative Media C
200	Tessa Brown	Crystal	Zamarron	Texas A&M - Kingsville	2017	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	San Antonio, TX	Curriculum Developer
201	Tessa Brown	Rachel	Miller	Texas A&M, College Station	2018	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	Washington D.C.	Digital Strategist
202	Tessa Brown	Mia	Kelter	Texas Christian University	2018	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	San Francisco, CA	Associate, Content & Social Media at C
203	Tessa Brown	Sarah	Mussey	Stephen F. Austin State University	2019	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	The Colony, TX	Event Manager at Social Llama Events
204	Tessa Brown	Laura	Goehler	University of Central Oklahoma	2017	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	Oklahoma City	Client Navigator at A Chance To Chan
205	Tessa Brown	Meagan	Beckwith	Stephen F. Austin State University	2017	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	DFW Area	Tourism Public Relations Specialist at C
206	Tessa Brown	Francisco	Escamilla	University of Houston	2015	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	Houston	Paid Media Specialist
207	Tessa Brown	My-Linh	Tran	University of Houston	2018	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	LA	Associate Account Manager at Droga5
208	Tessa Brown	Meredith	Caudle	Texas Tech University	2018	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	Lubbock, TX	Communication Specialist at Frenship
209	Tessa Brown	Sara	Turner	Texas A&M, College Station	2019	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	San Antonio, TX	Media Coordinator at PMG Digital Age
210	Tessa Brown	Juree	Goode	University of North Texas in Denton	2017	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	DFW Area	Senior Strategist at The Marketing Arr
211	Tessa Brown	Dylan	Mendoza	Texas A&M University-Kingsville	2018	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	Kingsville, TX	Administrative Assistant at Disciplinary
212	Blake Walsh	Lucky	Coffey	Oklahoma State University: Stillwater	2018	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	New York City	Graphic Designer at Pelli Clarke Pelli A
213	Blake Walsh	Kevin	Cooper	University of Texas Arlington	2018	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	DFW Area	Associate Media Strategist
214	Blake Walsh	Kristen	Broadus	Texas Christian University	2017	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	Dallas, TX	Executive Assistant To Chief Executive
215	Blake Walsh	Cameryn	Fannin	Texas Christian University	2017			
216	Blake Walsh	Frank	Cardenas	Texas A&M University- Kingsville	2017			
217	Blake Walsh	Sarah	Hess	Oral Roberts University	2018	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	Virginia Metropolitan Area	Creative Director
218	Blake Walsh	Connor	Schoenberger	University of Tulsa	2015	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	St Louis, MO	Employer Relations Specialist
219	Blake Walsh	Marissa	Lejeune	Stephen F. Austin State University	2018	<a href="https://www.linkedin.com/">https://www.linkedin.com/</a>	Houston, TX	Self Employed

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**EXHIBITS 10-12:**

American Advertising Awards campaign execution - Instagram, Facebook, LinkedIn, email, website



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**AAF - Fort Worth**

January 15 at 8:29 AM · 🌐



This is it: your very last chance. We've said it before, but this time for real, it's seriously the last day. Tick tock. Now or never. You get the picture.

SUBMIT BY Jan. 15, 2021 (5 p.m.)

- Pro. Members – \$110 single, \$125 campaigns
- Pro. Non-Members – \$155 single, \$170 campaigns... [See More](#)



👍 Like

💬 Comment

➦ Share



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**AAF - FORT WORTH**

**AMERICAN ADVERTISING AWARDS  
VIRTUAL GALA**

Join us Thursday, March 4 from 5 to 7 p.m. for the 2021 ADDY Awards Virtual Gala. And don't worry – this isn't your average conference call (Zoom is so 2020). We've got something way more interesting in store.

[Register today to save your virtual seat – it's free!](#)

**Note:** For the best experience, each attendee should register individually.



**THURSDAY, MARCH 4 | 5-7 P.M.  
2021 ADDY AWARDS VIRTUAL  
GALA**

**REGISTER - IT'S FREE**

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**EXHIBIT 13:**

American Advertising Awards Webpage

A screenshot of the AAF Fort Worth website. At the top right, there are links for 'Home Page' and 'Member Area'. The main header features the AAF Fort Worth logo on the left and a search bar on the right. Below the header is a navigation bar with links for 'CONNECT', 'EDUCATE', 'INSPIRE', 'EVENTS', 'NEWS', and 'CONTACT US'. The main content area features a large banner with a man's face and the text 'BAD YEAR 2021 GREAT WORK 21'. Below the banner, there is a section titled 'AAAF FORT WORTH' and 'AAAF FORT WORTH - AMERICAN ADVERTISING AWARDS 2021'. The text describes the awards and encourages users to sign up for a list. A 'SIGN UP' button is visible in a dark blue box. At the bottom right, there is a 'GET ON THE LIST' section with an envelope icon and a 'SIGN UP' button.

### MEMBERSHIP SAVINGS

If you are planning to submit 4 or more entries and are not a member of AAF-Fort Worth, you really should join -- you'll save \$45/entry by being a member! Here's how:

- [Join AAF](#)
- Select "member" when setting up your entrant profile

Here's where all the magic happens. Joining AAF connects you with the local and national advertising and marketing community. That means networking events, cutting-edge educational programs, and some pretty stout discounts with participating companies. Keep up with current advertising and marketing trends and the people who make our industry stand out.

## BECOME AN AAF CLUB MEMBER

JOIN

**FINAL ENTRY DEADLINE  
JAN. 15**

ENTER NOW!

### MEET THE JUDGES

Our judges are always well-qualified and have impressive resumes. And this year is no exception. In fact, we think our judges are particularly outstanding – but you be the judge (of the judges):



**Kurt Thigpen - CEO**

Ace Studios, Reno, NV



**Jennifer Kohnhorst - DIRECTOR  
OF CONTENT**

Bluespire Marketing, St. Paul, MN



**Anne Grigsby - OWNER**

Grigsby Design, Boca Raton, FL

**EXHIBIT 14:**

American Advertising Awards student entries

Change Domain:  System Status Public Website 12:59 AM kb@pavlovagency.com

**AAF-Fort Worth**

DASHBOARD

COMPETITIONS

ENTRANTS

ADD COMPETITION Status

Name	Status	# of Completed Entries	Action
American Advertising Awards 2020-2021 (Professional)	Active	161	<a href="#">Entries</a>
American Advertising Awards 2020-2021 (Student)	Active	101	<a href="#">Entries</a>

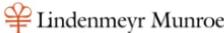
Display  records

**EXHIBITS 15-16:**

American Advertising Awards sponsors

2021 ADDY WINNERS' BOOK | pages: 2-3 / 170





Lindenmeyr Munroe



balcom agency



MAGNUS OPUS



cockrell enovation



PERFORMINGARTS  
25 YEARS  
OF PLAYERS



NEAR SOUTH  
STUDIO



digital imaging



WISBONE  
& FLYNT.

Online winners' book: <https://online.flippingbook.com/view/764326953/>

## 2020-2021 Club Achievement: Cornerstone Events & Initiatives

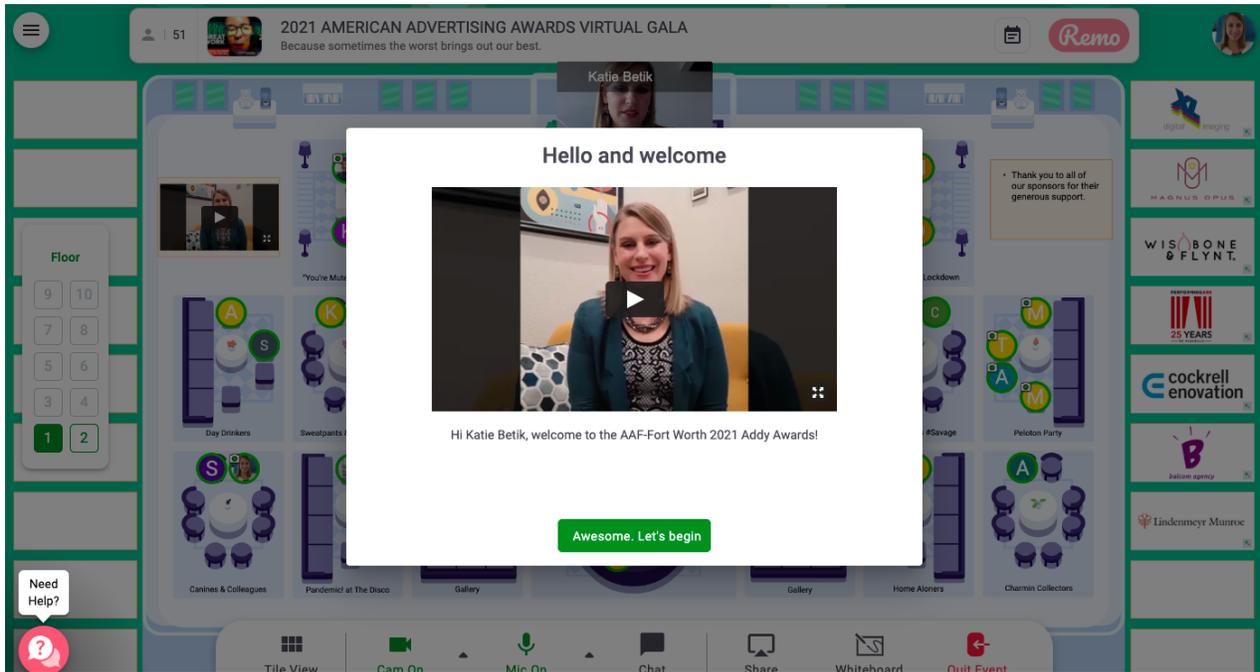
### AAF-Fort Worth, Division IV

Submitted by: David Elizalde – Education Chair ; Katie Betik – President



### EXHIBITS 17-21:

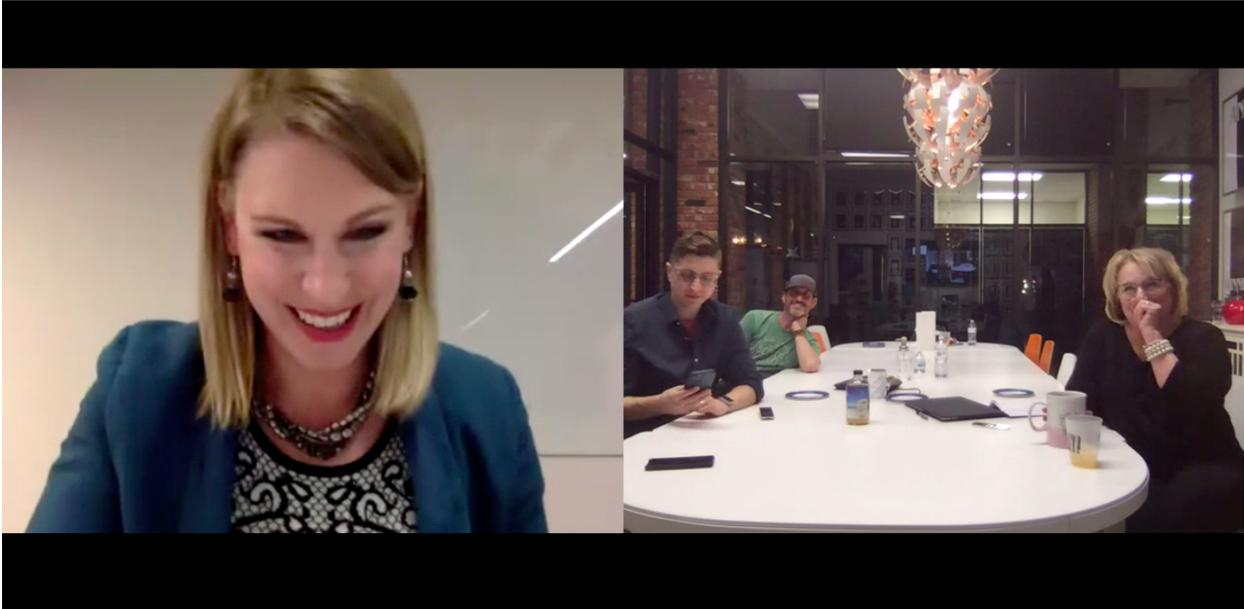
American Advertising Awards Gala



**2020-2021 Club Achievement: Cornerstone Events & Initiatives**

**AAF-Fort Worth, Division IV**

Submitted by: David Elizalde – Education Chair ; Katie Betik – President



**2020-2021 Club Achievement: Cornerstone Events & Initiatives**

**AAF-Fort Worth, Division IV**

Submitted by: David Elizalde – Education Chair ; Katie Betik – President



## 2020-2021 Club Achievement: Cornerstone Events & Initiatives

### AAF-Fort Worth, Division IV

Submitted by: David Elizalde – Education Chair ; Katie Betik – President



### EXHIBIT 22:

Texas Day at the Capitol promotion

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#### Day At The Capitol

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AAF Fort Worth <info@aaffortworth.com>  
Reply-To: AAF Fort Worth <info@aaffortworth.com>  
To: amandacgibson@gmail.com

Wed, Feb 24, 2021 at 11:43 AM



## DAY AT THE CAPITOL TUESDAY - MARCH 2, 2021

This Virtual Day At The Capitol is our chance to impact legislation that governs the advertising industry, directly affecting each of our livelihoods. Texas lawmakers are ready to hear our voices and understand our impact on the Texas economy.

### A Virtual Event via Zoom.

One of the main reasons the American Advertising Federation was created is to educate and keep our industry healthy through a grassroots network to keep our legislators aware of the economic impact our industry has and how legislation affects us.

## 2020-2021 Club Achievement: Cornerstone Events & Initiatives

### AAF-Fort Worth, Division IV

Submitted by: David Elizalde – Education Chair ; Katie Betik – President



We'll kick off our Virtual Day at the Capitol at 10am with Roy Spence as our keynote speaker. AAF National President and CEO Steve Pacheco will welcome participants and introduce industry experts who will educate our attendees about issues affecting our industry through a series of short lightning talks.

#### Advertising Sales Tax impact

Clark Rector, EVP Government Affairs, AAF National

#### Deductibility of Advertising Expenses

Carla Michelotti, Government Affairs Chair, AAF National

#### Privacy laws

Michael Signorelli, Partner, Veneble, LLC

#### Film Incentive Programs

Mindy Raymond, Texas Moving Picture Association/TXMPA

#### US Postal Service Reform

Patrick Henderson, Executive Director of Government Affairs, Quad Graphics

We'll break for lunch, then distribute talking points and resources.

Next we'll have the opportunity to go into breakout rooms for each chapter to meet with State Representatives, Senators, and/or staff members to raise awareness of the economic contribution of our industry and the negative impact that taxation of services would have on our workforce.

Attendees will return to the main room at 4pm for a recap of the day, trivia with prizes, networking, and starting at 4:30, enjoy the sounds of our live music guests.

**TUESDAY, MARCH 2, 2021 - 10:00a – 5:00p**

**\$10/Student ticket, \$20/Member ticket, \$30/Non-Member ticket.**

#### Do a favor for our future!

Gain an understanding of the legislative issues that affect the advertising industry.

**[REGISTER TODAY!](#)**

Hosted by AAF-Austin, and thank you to our partners:

AAF Amarillo • AAF Corpus Christi • AAF Dallas

AAF Fort Worth • AAF Houston • AAF Lubbock

AAF San Antonio • AAF Tenth District

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## 2020-2021 Club Achievement: Cornerstone Events & Initiatives

### AAF-Fort Worth, Division IV

Submitted by: David Elizalde – Education Chair ; Katie Betik – President



#### EXHIBIT 23:

Government Relations communication

Home Page Member Area



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### NEWS

2020  
2019  
2018  
2017  
2016  
All Current Blogs

#### AD TALK | MESSAGING THROUGH COVID-19 VIDEO

Posted by katiebetik on Oct. 1, 2020 / [Subscribe](#) 0

Check out the video from our first virtual Ad Talk panel discussion!

[READ MORE](#)

#### SEPTEMBER GOVERNMENT REPORT

Posted by meredithredfern on Sep. 30, 2020 / [Subscribe](#) 0

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#### MAY GOVERNMENT REPORT

Posted by meredithredfern on May. 29, 2020 / [Subscribe](#) 0

[READ MORE](#)

#### LINKEDIN WEBINAR WITH LARRY BRANTLEY

Posted by katiebetik on May. 20, 2020 / [Subscribe](#) 0

Link to the webinar which focuses on features and capabilities to assist in building quality connections for business and personal development.

[READ MORE](#)

#### APRIL GOVERNMENT REPORT

Posted by meredithredfern on Apr. 30, 2020 / [Subscribe](#) 0

AAF Fort Worth American Advertising Awards 2021  
Press Release Submission Form  
Classified Job Listing  
About Us  
Calendar of Events

**2020-2021 Club Achievement: Cornerstone Events & Initiatives**

**AAF-Fort Worth, Division IV**

Submitted by: David Elizalde – Education Chair ; Katie Betik – President



**EXHIBITS 24-25: Government Relations AdTalk “State of the State” webinar**

The AAF Fort Worth logo, featuring the stylized 'AAF' letters with a red swoosh, and the text 'AMERICAN ADVERTISING FEDERATION' and 'FORT WORTH' below it.

We represent 14.6% of all jobs in the state of  
Texas **1.7 million jobs**

**2020-2021 Club Achievement: Cornerstone Events & Initiatives**  
**AAF-Fort Worth, Division IV**  
Submitted by: David Elizalde – Education Chair ; Katie Betik – President



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**Today! Ad Talk: Government Relations: The State of the State**

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AAF Fort Worth <info@aaffortworth.com>  
Reply-To: AAF Fort Worth <info@aaffortworth.com>  
To: amandacgibson@gmail.com

Tue, Jan 12, 2021 at 8:37 AM



Ad Talk: Government Relations: The State of the State

The poster features the 'AD talk' logo in large, stylized letters (AD in orange, talk in green). Below it, the text reads 'GOVERNMENT RELATIONS: THE STATE OF THE STATE'. The date and time are listed as 'TUESDAY JANUARY 12 4-5 PM CST'. A microphone icon is positioned to the left of the AAF Fort Worth logo, which is located at the bottom right of the poster.

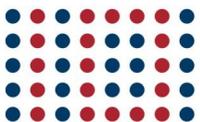
Let your voice be heard at our next AdTalk as we sit down with District 10 Government Relations Chair and Fort Worth native Elisa Rode. You'll get the chance to ask questions and give feedback on proposed legislation and better understand what AAF is doing to lobby for our industry.

**Register Now!**

Join Zoom Meeting:  
<https://zoom.us/j/93774556746?pwd=ZXZoNVZwajNQYmU4cnJ1ek1lKzBudz09>  
Meeting ID: 937 7455 6746  
Passcode: yHnk9E

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EDUCATE.  
INSPIRE.



AMERICAN ADVERTISING FEDERATION - D10  
CLUB ACHIEVEMENT  
COMPETITION



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FORT WORTH