



Club Operations

AAF Buffalo prioritizes club operations for board, professional and student members in a consistent effort to increase membership value year over year. As we came to the realization that the COVID-19 pandemic would not be dissipating in the near future, our 2021-2022 club year was focused on restructuring our approach to programming and communications in context with the comfort levels and new found interests of our community. We prioritized transitioning to in-person gatherings, while implementing virtual elements where applicable, and found a balance in communicating COVID-19 precautions to encourage in-person attendees. We expanded our diversity, equity and inclusion efforts to conversations surrounding race, identity, and ability, and provided support to our membership base throughout the Great Resignation by continuing our Member Agency Roundtables and strategic programming initiatives about these topics. Internally, through the implementation of hybrid board meetings, our board has been able to be more inclusive of board members with young children and those pursuing master's degrees. This hybrid format has led to a full year without a board member resignation. The consistency among our board this year gave strength to our club as a whole, as less turnover grants ease in succession planning for the years to come.

Long-Term Planning

AAF Buffalo established three goals at the beginning of our 2021-2022 club year to establish growth for the years to come.

Goal 1: Increase Member Agency Participation to Support Future Renewal Efforts

By increasing member agency participation, we're able to establish clear value in the annual membership structure of AAF Buffalo, making membership renewal with our Agency Partners smoother year over year.

Methods to Achieve Goal:

When entering year two of the pandemic in April of 2021, we identified an interest in the attending group of our member agency roundtables to continue the roundtables long-term. When the pandemic first started in 2020, AAF Buffalo had established member agency roundtables as an opportunity for local agency decision makers to share ideas and challenges caused by the pandemic. We continued to lead the conversation at the roundtables throughout 2021-2022, and expanded topics to include methods of employee retention, diversity and inclusion efforts and how those efforts translate to support recruitment, and the evolving return-to-office policies. Our president established a recurring monthly calendar invitation on the 4th Wednesday of every month for our member agency roundtables, which has continued through March 2022, and beyond. At the conclusion of each meeting, we'd follow-up with concise notes of the discussion topics (*exhibit 1*), and provide a reminder for the next scheduled roundtable.

The roundtables gave the board confidence that a return to an in-person programming schedule for the 2021-2022 club year would best support our goal of increasing member agency participation. We found that panel style events were most successful in pulling in a range of agency participants, as they were more likely to know a panelist and have personal investment in attending.

Similar to our approach to the roundtable discussions, we diversified our event topics to what would be relevant at the time of the event. These topics were incorporated into our programming schedule with a "successful hiring" panel, an LGBTQ+ panel, a speaker on inclusion, and events focused on the fast growing start-up environment in Buffalo, New York (*exhibit 2*).

Results:

Our year-over-year membership increased by 22%. Going from 205 members in 2020-2021, to 250 in 2021-2022 (*exhibit 3*).

By providing a recurring calendar invitation for the member agency roundtables, we've found consistent attendance from the majority of our original attendees, and have been able to further establish the value of

our club with the decision makers of our advertising community. As the pandemic evolved, we were also able to host an in-person happy hour at the request of our roundtable members, demonstrating the comradery we've built upon in a virtual setting, among colleagues that would not have communicated on a monthly basis otherwise.

Our in-person event attendance in 21-22 has been down in comparison with our pre-pandemic levels, but still above our best virtual attendance in 20-21. This validates our decision to continue to pursue in-person programming, but re-evaluate the events themselves. We've found that events with heavy social components, such as the Big Tip Off and Jingle Bowl, draw more interest than our previously popular speaker series (*exhibit 4*). We plan to find new ways to educate the community while still providing the social component that we all crave.

Goal 2: Student Membership Growth

Students are the future of AAF Buffalo and the Western New York advertising community. With a goal to increase student membership growth, we're impacting future professional membership growth opportunities.

Methods to Achieve Goal:

AAF Buffalo began by onboarding a new Education Chair for the Education Committee, Noah Herman (*exhibit 5*). We conducted a search for an advertising professional with experience and passion in education that could bring contacts and insights from the education community that we may not otherwise have.

Noah is a Digital Designer, pursuing a master's degree, with experience working as an adjunct professor at Daemen College.

With new leadership for the Education Committee came a number of new ideas, including: the creation of an AAF Buffalo Discord channel (*exhibit 6*) as a new avenue for communication between the club and our student members; an education focused newsletter (*exhibit 7*) delivered to all students and faculty,

including student specific event information; the development of an active school and professor network (*exhibit 8*); and the continuation of virtual programming based on student input communicated through our student ambassador contacts.

AAF Buffalo board members collaborated on the development of a new membership recruitment campaign which incorporated flexible headlines that could be customized to various target audiences, including students (*exhibit 9*).

Results:

The year-over-year AAF Buffalo Student Membership increased by 155%, with an increase of 23% from our pre-pandemic membership levels (*exhibit 10*).

By prioritizing the development of a network of professors we established a brand new partnership with the University at Buffalo (*exhibit 11*), a school that hasn't been involved in previous club years. University at Buffalo (UB) has approximately 22,000 undergraduate students, and we're excited about the growth opportunities with them in the years to come through this partnership.

We saw a decrease of in-person student participation at the return of our annual Brand Hack event, and upon surveying the attendees, discovered that most students would prefer a virtual format for future events.

Based on that feedback, in an effort to make events more comfortable for students, the Education Committee began establishing a meeting point for students at events that include both student and professional AAF members. This resulted in improved attendance and networking among the student membership base, and is something the club will continue to do in the future.

Goal 3: Succession Planning & Board Training

To emphasize the training of future club leadership and set the club for future success.

Methods to Achieve Goal:

AAF Buffalo began the year with a transition of club leadership from immediate past President Josh Gumulak, to incoming President Caroline Buchas. Throughout the transition, they developed an AAF

Buffalo “President Playbook” (*exhibit 12*) that encapsulated everything discussed during the training and transition period, to make the process easier for Club leadership in future years.

In conjunction with a new president, we incorporated 6 new board members at the start of the board year in July 2021. As the year began, we started executing on our goal of returning to in-person programming efforts. The Executive Board quickly realized that 12 of our 18 board members had little to no experience with a standard board year as we were entering year two of the pandemic. In response to the identified gap in understanding from our board, the Executive Board developed a master club calendar to educate board members on all club initiatives spanning our six committees.

The District 2 Conference provided additional educational opportunities to the AAF Buffalo Board of Directors, as we were the hosting club for the District 2 Conference in 2021. We took the opportunity to invite additional board members to attend the conference at a lower cost than typical years, since travel costs weren’t a factor for those located in Buffalo, NY. Select board members were invited to attend based on expressed interest in future club leadership opportunities.

Results:

The “President Playbook” gave the incoming president long-term insight into what to expect in a full board year, allowing for a smooth transition of leadership.

The development of the master club calendar (*exhibit 13*) improved collaboration and understanding among all board members, but especially between our Programming, Education, Communication, and American Advertising Awards committees. It also led to less overlap in our external-facing communications, as we were able to give adequate spacing between events to avoid conflicting messaging on our social channels.

The master club calendar also gave the Executive Board confidence to increase delegation to committee members by establishing clear deadlines, goals and expectations. By delegating to board members in supporting roles earlier in their board tenure, it has improved the pace at which our members gained full

understanding of the board, and encouraged select members to volunteer for leadership roles at an earlier point in their tenure.

By extending an invitation to the District 2 Conference to AAF Buffalo board members outside of the executive board, we found a number of members inspired to step into future leadership roles. AAF Buffalo had 7 board members in attendance at the District 2 Conference, which translated into 5 executive board candidates for 3 available positions. In finding ourselves with more volunteers than positions available, it led to the unique opportunity to be more selective than we've been able to in years past. This enabled us to have our incoming executive board identified six months in advance (*exhibit 14*), which was crucial in a year where 3 out of 4 executive board members are in their last year on the board. Incoming executive board members were notified of their roles in January 2022, with the succession plan communicated to the full board of directors at the March 2022 board meeting (*exhibit 15*). Our incoming Vice President of Communications, Jordan Lema, has expressed interest in the 2023-2025 president role, which further strengthens the club with a long-term succession plan.

American Advertising Awards

Goal: To return to an in-person American Advertising Awards show in compliance with up-to-date New York State mandates, while minimizing financial risks on the club.

Methods to Achieve Goal:

Starting in July 2021, AAF Buffalo hosted a meeting with the identified agency partner for the 2022 American Advertising Awards, Mower. During this call, we found ourselves and our membership base in agreement that AAF Buffalo should plan for a fully in-person American Advertising Awards, if possible while following New York State guidelines in place at the time of the event.

Our AAA's budget is driven by the projected number of attendees at the show, and the number of submissions expected. With our 20-21 submissions and attendance so far below our pre-pandemic levels, the Treasurer, McKenna Murray, created a budget by taking an average of the past four years for both

ticket sales and submissions (*exhibit 16*).

At the board meeting in August 2021, our President opened the discussion for whether or not AAF Buffalo should return to physical submissions, understanding that district and national shows would be judged digitally. We came to the decision as a board that continuing with the digital submission format from 20-21 would be in the best interest of the community, citing financial benefits of the digital judging process.

The challenge that came from continuing with digital submissions, was how to reformat our annual Preview Night back to an in-person event, as it is a community favorite among our peers. In previous years, Preview Night was a gallery style event where all submissions are physically displayed to give attendees the opportunity to see all of the work submitted to the show. To pivot to fully digital submissions while also returning to in-person programming, we had to evolve the format of Preview Night. With the support of the American Advertising Awards committee, we decided the new format would be video based, with a category of work per digital display. This meant we needed to switch venues from a room with vast wall space to a venue with 10-15 pre-installed digital displays, with individual display ports. Once this format was deemed possible by finalizing a venue with the right technology, space and availability, we tasked a team of designers on the board of directors to create the reels for each display.

In tandem with our Preview Night venue search, the AAA's committee was tasked with a venue search for the American Advertising Awards, but with additional parameters than years past. Safety was still top of mind, as what state mandates would be in place in March were unpredictable. We narrowed in on venues that were willing to implement a COVID-19 clause (*exhibit 17*), nearly double the capacity of what we were predicting for attendance, as well as ceiling height, number of bars, and seating arrangement possibilities.

In the months leading up to the show, there were high COVID-19 case numbers in the community, and mask mandates had been in place since mid-December. During the January member agency roundtables we found that there was more apprehension than we initially expected among the organizations that submit to

the show, surrounding the idea of attending an in-person show. When New York State removed the mask mandate and vaccine requirements from venues statewide on February 8, 2022, we pivoted accordingly. This change came one week before Preview Night, and three weeks before the American Advertising Awards on March 4, 2022. Following our agreed upon approach to safety precautions, we removed the mask mandate, testing and vaccine requirements from our communications to stay aligned with state guidelines, and communicated the change in requirements to our membership base through email, website, and social media communications (*exhibit 18*).

Results:

Initially, we saw a year-over-year increase of 27% in submission growth, from 393 submissions in 2021 to 501 submissions in 2022 (*exhibit 19*). We felt this increase in submissions was indicative for our show attendance predictions. These submission numbers led to higher profit margins for the club, as it exceeded our projected budget goals by 19% (*exhibit 16*). (Projected submissions: 420, actual submissions: 501) Preview Night took place on February 16th, just eight days after the mask mandate was removed from New York State. It functioned as a ‘warm-up’ event to the American Advertising Awards show, especially for a community that hadn’t been face-to-face with their peers since before the holidays. The new format of Preview Night was well received and had an attendance of 91 people, with a newly established partnership with the venue, Rec Room, for years to come (*exhibit 20*).

Following Preview Night, we saw an increase in ticket sales for the American Advertising Awards Show, as our membership base warmed up to the idea of an in-person event. We surpassed our attendance goal of 275 with a total attendance of 340 at the American Advertising Awards (*exhibit 21*). While this number is still below our pre-pandemic attendance, it exceeded our expectations in our return to an indoor in-person show, and couldn’t be happier with the result. Following a challenging year for in-person event attendance, we view the 2022 American Advertising Awards as our reintroduction to the Buffalo community post-pandemic, and look forward to the positive impact it has on our future programming initiatives.

Exhibit 1: Member Agency Roundtable Notes

May 2021 Roundtable Notes, page 1 of 3

AAAF Buffalo
COVID-19 Return to Work: Agency Roundtable
Conference Report
May 19, 2021



Agencies present: Crowley Webb, FARM, FIFTEEN, Luminus, The Martin Group, Mower

- Dixon Schwabl also provided detailed notes ahead of the meeting.

Purpose: To discuss return to office plans and logistics for Summer 2021, treatment of vaccinated vs. non-vaccinated staff and new trends/complications that have arisen from the pandemic.

Return to Office Plans:

The group was split in overall timing of return, but two distinct plans were established: 1) soft but required reopening in summer, followed by an expansion into fall; 2) reopening in September and use the rest of summer to figure out spacing and logistics. Group consensus was established that no one plans to return to a full 5-day in office schedule for full staff.

1. Reopen in summer (June/July) and expand in fall (Sep)
 - a. 3 agencies planned to open to at least 1 mandatory day in June/July
 - b. Mandatory days will then expand to 2-3 in Sep
 - i. 1-2 days of the 3 will be mandatory days for all staff and the others will be flexible (e.g. – everyone in office Tu/W and the other can be flexed)
 - ii. Days are planned to be heavier meeting days; however, staff was also cautioned against scheduling too many meetings to avoid full days of them
2. Reopen in fall (Sep)
 - a. 3 agencies planned to open in September and use the summer to solve spacing questions, meet staff requests as best as possible and allow for staff to provide childcare during summer months without school
 - b. Similar model to those opening in summer: 2-3 mandatory days with two being required (e.g. Tu/W) and a flex day
 - c. Biggest challenges:
 - i. Spacing issues for everyone coming in at once
 - ii. Productivity – Are people now taking advantage of the hybrid model the way we were all concerned would be an issue at the start of the pandemic?
 - d. Meetings, trainings, gatherings are allowed before Sep
 - e. Spacing concerns: due to the need for more spacing and less people in office 4-5 days/week, at least one agency plans for staff to retain their offices only if they're in office at least 4 days/week
 - i. Previous offices will need to be turned into a shared space for video conferencing/calls

- ii. Others echoed a similar sentiment as well
- f. Surveys: in both scenarios, surveys showed that most staff favor a very hybrid schedule going forward and, in some cases, employees want to work from home permanently

Staffing and Personnel:

- Out of town attrition – Losing valuable talent to larger cities offering 100% remote gigs that pay up to double in certain instances
- Filling positions – It's estimated that they previously costed ~20%; now that number is believed to be anywhere between 30% and 50%, depending on role
 - o Explore non-traditional positions/alignments to fill gaps
- Generational trend and the "grind:" not as glorious as it was to generations past; young millennials and Gen Z'ers have little interest in working 50-60 hours to move their career forward
- HR managers – Those that have in house, swear by the value they bring to agencies
- Special 100% remote designation – Some agencies have begun to fill spots with workers not from Buffalo and not located near other physical offices of theirs
 - o Recommended "special remote designation" that is evaluated every 6-12 months to confirm it is still necessary and meets protocol.
- Benefits and Amenities – Going forward, it was agreed that the draw of a cool, progressive physical office took a major hit and agencies will have to win in other realms like benefits, perks and misc. amenities to attract talent.

Vaccines and Masks:

- Masks:
 - o As of 5/19 (first day in NYS of revised policy = if you're vaccinated, you don't have to wear a mask indoors):
 - Agencies were split with some saying they will continue to require masks until vaccination rates are higher/there is further instruction, while others acknowledged they won't require them for vaccinated employees
 - Acknowledgement of vaccination will be on honor system for most agencies
- Vaccines:
 - o Most agencies said they will **not** require staff to be vaccinated
 - o Most agencies are openly encouraging vaccination and implementing private tracking acknowledgement of the vaccine with HR
 - o Policies are being revised and staff are being asked to signoff; once complete, screenings/forms upon entering will be retired
 - o One agency that plans to return in September said the plan is to require vaccination, but subject to change

Misc. Notes:

- Employee Appreciation Day – An agency’s leadership team hosted an outdoor lunch over the course of two days for staff to come in and eat together outside. Also provided every employee a set bonus due to a positive start to the year.
- Physical Fitness – An agency extended its YMCA fitness program to staff, as it was expressed to be a quality perk that staff enjoyed. Emphasis on mental health and caring about the whole person.
- Leasing – An agency that owns their space expressed internal discussion around either providing all/most staff an office or trying to re-rent vacant space that was previously occupied.
 - o Another expressed a plan to downsize office space in the future.

Next Meeting: Early August (scheduled for 8/4). Potentially in person for drinks.

Exhibit 2: Social Posts of Event Topics



 aaf_buffalo · Following ...

 aaf_buffalo In honor of Pride Month, AAF Buffalo is excited to present our upcoming DEI Panel! Join us and local experts on June 22nd via Zoom as we discuss the importance of diversity, equity, and inclusion as it pertains to the LGBTQ+ community.

Get your early bird tickets now at AAFBuffalo.com/events.

42w

 Liked by [chelsea_dc](#) and 34 others

JUNE 10, 2021

 Add a comment... [Post](#)



 aaf_buffalo · Following ...

 aaf_buffalo Struggling to find talent in today's competitive landscape? We've got you covered.

The first event in our 2021 Ad Week lineup is focused around successful hiring practices. Join us on Monday October 4th to hear from area pros on how they attract and retain employees. Grab your tickets at link in our bio!

27w

 Liked by [micro212](#) and 14 others

SEPTEMBER 22, 2021

 Add a comment... [Post](#)

Exhibit 3: 2021-2022 Total Membership

Screenshot of Joint membership platform (see active, not total)

The screenshot displays the 'MEMBERS TABLE' section of the Joint membership platform for AAF Buffalo. The interface includes a navigation sidebar on the left, a top header with the 'JOIN IT' logo and a 'VIEW PROFILE' button, and a main content area with membership statistics and filters.

MEMBERS TABLE

TOTAL MEMBERS 533 ★ Showing	PROSPECTIVE 0 Filter
PENDING 0 Filter	ACTIVE 250 Filter
INACTIVE 283 Filter	

Showing All Membership Types Showing All Statuses Showing All Expiration Dates Showing All Joined Dates

Q Search Sort Table
Search by Er No Sort (v)

Exhibit 4: Event Attendance Comparison

Big Tip-Off, August 2021 vs. Spotlight Speaker, October 2021

Big Tip Off 2021

August 26, 2021 at 6:00 PM EDT

Sky Bar

\$4,399.68 Gross

- Event ended

128 / 150



Spotlight Speaker Series: Johnathan Worden

October 7, 2021 at 5:30 PM EDT

The Barrel Factory

\$335.71 Gross

- Event ended

17 / 40

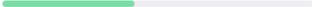


Exhibit 5: Introduction of Education Chair

Screenshot of May 2021 Agenda



May 11, 2021
@ Saturn Club

Hot Topics

- D2 Governor + Lt. Governor Introduction
- New Board Member Welcome: Noah from Gelia & Chelsea from Mower!

Exhibit 6: New Student Member Discord Channel

The screenshot shows a Discord server interface for 'AAF: Buffalo - Students'. The main channel is '# welcome-and-rules'. At the top, there is a welcome banner with the text 'Welcome to AAF: Buffalo - Students' and 'This is the beginning of this server.' dated August 9, 2021. Below the banner, a message from Noah.Herman (08/09/2021) reads: 'Welcome to AAF: Buffalo's Discord Server for Student Members'. A red warning icon indicates a rule: 'DM any Admin or AAF: Buffalo Board Members your school, year and field and we'll get your roles updated ASAP.' Three video embeds are present: 'What's the Discord server about?' (describing an inclusive place for WNY students), 'I'm new to Discord... what is this?' (explaining Discord's features), and 'What sort of posts can I find here?' (describing the server's purpose and communication methods). A section titled 'Our Discord's Rules' lists: '- No harassment, spam or other forms of abuse' and '- No political/religious debates in general text channels'. The left sidebar shows a server menu with categories: WELCOME!, ANNOUNCEMENTS, and CHAT. The right sidebar shows a list of members, including 2 Admins (Jennifer Leising, Noah.Herman), 3 Online members (Papa John's Pizza, taylorkoster, Xinyi), and 14 Offline members (Adina, Allyson, byemmalynne, Gina_Fumarella, Julie Q, Kait Affuso, keiseysikora, kmontgome, Lindsay Neilson, madame potato, Prof_Patterson, sami szykowny, sane buttersnaps).

Exhibit 7: New Education-specific Newsletter

Screenshot of March/April 2022 Newsletter

AAF Buffalo - 04/22 - Student Newsletter ✕ 🖨️ 📧

➤ Inbox x

 **Noah Herman** <nherman.des... Mon, Mar 28, 8:33 AM (3 days ago) ☆ ↶ ⋮
to andrea, kaffuso, me, lindsay, Adina ▾

Hi Everyone!

Hope you all had a great spring break this March! Also, a preemptive Happy Easter to those that celebrate. This month is a big one see all the event info below!

Events

04/07
UB Online Portfolio Seminar
6:00-7:30 p.m.
Zoom
\$0 Entry Fee for UB students

- This event is presented by the University of Buffalo
- This event is for students that didn't attend the Portfolio Seminar in the fall
- Myself and recent AAA Student Best of Show winner, Lindsay Neilson, will be walking through a presentation on the ins-and-outs of portfolios. We'll cover everything from how many projects we feel should be in your portfolio to what website builders we suggest.

04/13
Don Nichols Scholarship Competition (submissions due)
5:00 p.m.
Submissions sent to info@aabuffalo.com
\$0 Entry Fee

- More information here: <https://aabuffalo.com/don-nichols-scholarship-competition/>
- \$1250 worth of scholarships will be handed out
- See 11"x17" flyer attached
- Winners announced at Portfolio Review

04/22
Virtual Portfolio Review!
Morning Session: 9-12
Afternoon Session: 1-4
Registration opens: April 1st
Registration closes: April 20th
Fee: \$15
This is a student member only event

In either the morning or afternoon virtual session, students will present in 3 consecutive, approximately 10-minute slots. During their session, they'll have the time to present their top 3 portfolio pieces to 3 unique agency breakout rooms. Those rooms will be made up of a big agency, smaller studio agency and freelancers, and they'll provide input on the student's work and portfolio's overall design. After the event, all professional volunteers will nominate 1 student to receive a \$300 scholarship per session!

- Students are allowed to present a portfolio website or PDF slide deck.
- Due to time, we encourage students to present their top 3 pieces.
- However, if a student should finish presenting and gathering feedback in under 10 minutes, they're encouraged to show more work.
- Students are only allowed to attend one session.
- Each student will receive their presentation schedule before the event day (they will present for 1 half hour chunk).

So, this year things are quite a bit different here. All of our changes were based on student and professional feedback to make the event more approachable without sacrificing our #1 goal: giving students great actionable feedback on their portfolio's overall design and top projects. Next year it will, hopefully, look quite a bit different again as we transition back to an in person version of our favorite and most attended event.

Closing

I can't wait to see all the work and answer all the questions this month. For me, it's incredibly inspiring to see students pushing themselves and putting out really quality work, especially during this time.

Also attached are two 11x17 flyers- feel free to print and hang them up in your studio spaces.

Exhibit 8: Education Contacts List

AAF Buffalo: Education Contacts

Institution	Title	Contact	Email	Other
Legend: Green = Main Contact Blue = Student Ambassador Dark Blue = Student Liaison Magenta = need to be contacted				
CANISIUS				
Canisius	Communications: Department Chair	John S. Dahlberg	dahlberj@canisius.edu	
VILLA MARIA				
Villa Maria	Graphic Design: Professor	Julie Zack	zackj@villa.edu	
Villa Maria	Graphic Design: Student	Colt McAndrew	mcandrewcl@villa.edu	Senior Graphic Design BFA
Villa Maria	Graphic Design: Student	Kelsey Sikora	mcandrewcl@villa.edu	Junior? Graphic Design BFA - would be a great Student Liaison
BUFFALO STATE COLLEGE				
Buffalo State College	Graphic Design: Associate Professor	Brent Patterson	PATTERBD@BUFFALOSTATE.EDU	
Buffalo State College	Graphic Design: Student	Jennifer Leising	leisjnm01@mail.buffalostate.ed	Senior Graphic Design BFA
UNIVERSITY AT BUFFALO				
University at Buffalo	Career Service: Career Design Consultant	Ed Brodka	brodka@buffalo.edu	
University at Buffalo	Career Service: UI	Kristy Strough	kstroug@buffalo.edu	
University at Buffalo	Career Service: UX	Timothy Patch	tppatch@buffalo.edu	
University at Buffalo	Graphic Design: Student / Career Service	Grace George	gracegeo@buffalo.edu	Sophomore Graphic Design BA
University at Buffalo	Career Service: Instructional Support Technician / Intern Coordinator	Dominic Licata	dlicata@buffalo.edu	expressed interest in events
University at Buffalo	Photography: Associate Professor	Mark Snyder	marksnyd@buffalo.edu	
University at Buffalo	Art: Associate Professor	Reinhard Reitzenstein	rr33@buffalo.edu	
University at Buffalo	Art: Associate Professor	Stephanie Rothenberg	sjr5@buffalo.edu	
DAEMEN COLLEGE				
Daemen	Graphic Design: Professor	Kevin Kegler	kkegler@daemen.edu	
Daemen	Graphic Design: Student	Emma Lonnen	emma.lonnen@daemen.edu	Senior Graphic Design BFA
HILBERT COLLEGE				

Exhibit 9: 2021 Membership Campaign Assets

Student-focused messaging on new campaign assets, shown alongside general messaging



more
opportunities
than a grad
fresh out
of school.

#morethan
your typical ad club.

aaf buffalo



more
connections
than your
LinkedIn
profile.

#morethan
your typical ad club.

aaf buffalo



#morethan
your typical
ad club
membership.

Join AAF Buffalo today.

aaf buffalo

Exhibit 10: YOY Student Membership Growth

Part 1: 2020-2021 Student membership roster

leisinjm01@mail.buffalostate.edu	Jennifer	Leising	Student	Active	8/31/22	Buffalo State
carterks@villa.edu	Karion	Carter	Student	Active	8/31/22	Villa Maria College
unruhly4.0@gmail.com	Andrea	Unruh	Student	Active	8/31/22	Daemen College
krakows01@mail.buffalostate.edu	Sam	Krakowski	Student	Active	8/31/22	Buffalo State College
emma.lonnen@daemen.edu	Emma	Lonnen	Student	Active	8/31/22	Daemen College
sikorakr@villa.edu	Kelsey	Sikora	Student	Active	8/31/22	Villa Maria College
steckstorkm@villa.edu	Katelynn	Steckstor	Student	Active	8/31/22	Villa Maria College
harperwells@icloud.com	Harper	Raymond	Student	Active	8/31/22	Villa Maria College
samszykowny99@gmail.com	Sam	Szykowny	Student	Active	8/31/22	Buffalo State College
asongin@hilbert.edu	Amanda	Songin	Student	Active	8/31/22	Hilbert College
gibasjulia@gmail.com	Julia	Gibas	Student	Active	8/31/22	Villa Maria College
kirkseysanaa@gmail.com	sanaa	kirksey	Student	Active	8/31/22	villa Maria
camcook319@gmail.com	Cameron	Cook	Student	Active	8/31/22	Villa Maria College

Part 2: 2021-2022 Student membership roster

willi297@ca	Joey	Williams	Student	JTMBRCwrc8gYDgZiBb	Active	2/9/22	8/31/22
tlee44@buff	Tyler	Lee	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
mhaynes@b	Matt	Haynes	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
cmaranda@l	Caitlin	Aranda	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
smgreen3@l	Sam	Green	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
sbansal4@b	Sanskriti	Bansal	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
bushraac@b	Bushraa	Choudhury	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
bgmccaul@l	Brenden	McCauley	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
aidansny@b	Aidan	Snyder	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
acharya8@l	Shradha Sar	Acharya	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
mayarach@l	Maya	Racho	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
jmrooney@l	Justin	Rooney	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
sgoel5@buff	Shubham	Goel	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
fahedali@bu	Fahed	Ali	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
ejwilk@buff	Emily	Wilk	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
ssubah@buff	Sabiha	Subah	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
ljjikan@buff	Li Jia	Kang	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
gracegeo@l	Grace	George	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
ravelysi@bu	Ravely	Simeon	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
ngpistor@bu	Natalie	Pistor	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
sbansal4@b	Sanskriti	Bansal	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
acadrian@b	Antonio	Adrian	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
mopponga@	Michael	Oppong Am	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
rosarubi@bu	Rosa	Rubinstein	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
brianmus@l	Brian	Muscato	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
ishweenj@b	Ishween	Jolly	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
liasitri@buff	Lia	Sitirin	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
joelmarc@b	Joel	Marcellus	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
arothenb@l	Alex	Rothenburg	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
ncchrist@bu	Nicholas	Christakis	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
isabeloj@bu	Isabel	Ojeda	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
fliang2@buff	Fanny	Liang	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
adamdoun@	Adam	Dounane	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
rmtrante@l	Rachel	Tranter	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
sabassar@b	Shirley	Bassarath	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
mrcavana@l	Matt	Cavanaugh	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
nishiaja@bu	Nishi Ajay	Mandhana	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
jeudydia@b	Jeudy	Diaz	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
dimpleme@l	Dimple	Mehta	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
meganben@	Megan	Benzinger	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
wenhuan@l	Wen Hui An	Lim	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
adponzo@bu	Andrea	Ponzo	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
meretkel@l	Meret	Kelsey	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
abnoormo@	Abdul	Noormoham	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
sabassar@b	Shirley	Bassarath	Student	JTMBRCwrc8gYDgZiBb	Active	1/18/22	8/31/22
gabdefaz851	Gabrielle	Defazio	Student	JTMBRCwrc8gYDgZiBb	Active	1/13/22	8/31/22
quebraj01@	Juliana	Quebral	Student	JTMBRCwrc8gYDgZiBb	Active	1/13/22	8/31/22
kosterta01@	Taylor	Koster	Student	JTMBRCwrc8gYDgZiBb	Active	1/10/22	8/31/22
harperwells	Harper	Raymond	Student	JTMBRCwrc8gYDgZiBb	Active	12/9/21	8/31/22
yafatsamba	Fatou	Samba	Student	JTMBRCwrc8gYDgZiBb	Active	12/6/21	8/31/22
kmontgo26@	Kenneth	Montgomer	Student	JTMBRCwrc8gYDgZiBb	Active	11/27/21	8/31/22
zskotnicki4@	Zachary	Skotnicki	Student	JTMBRCwrc8gYDgZiBb	Active	11/19/21	8/31/22
maria.sciort	Maria	Sciortino	Student	JTMBRCwrc8gYDgZiBb	Active	11/13/21	8/31/22
camcook319	Cameron	Cook	Student	JTMBRCwrc8gYDgZiBb	Active	11/8/21	8/31/22
kirkseysana	sanaa	kirksey	Student	JTMBRCwrc8gYDgZiBb	Active	11/8/21	8/31/22
gibasjulia@	Julia	Gibas	Student	JTMBRCwrc8gYDgZiBb	Active	11/8/21	8/31/22
asongin@hil	Amanda	Songin	Student	JTMBRCwrc8gYDgZiBb	Active	11/2/21	8/31/22
samszykowr	Sam	Szykowny	Student	JTMBRCwrc8gYDgZiBb	Active	9/8/21	8/31/22
harperwells	Harper	Raymond	Student	JTMBRCwrc8gYDgZiBb	Active	4/27/21	8/31/22
steckstorkm	Katelynn	Steckstor	Student	JTMBRCwrc8gYDgZiBb	Active	12/14/20	8/31/22
nekosatsuto	Henny	Zack	Student	JTMBRCwrc8gYDgZiBb	Active	11/5/20	8/31/22
murthajj@vi	Jonathan	Murtha	Student	JTMBRCwrc8gYDgZiBb	Active	11/3/20	8/31/22
sikorakr@vi	Kelsey	Sikora	Student	JTMBRCwrc8gYDgZiBb	Active	10/28/20	8/31/22
emma.lonne	Emma	Lonnen	Student	JTMBRCwrc8gYDgZiBb	Active	9/20/20	8/31/22
krakows01@	Sam	Krakowski	Student	JTMBRCwrc8gYDgZiBb	Active	9/14/20	8/31/22
unruhly4.0@	Andrea	Unruh	Student	JTMBRCwrc8gYDgZiBb	Active	9/14/20	8/31/22
carterks@vi	Karion	Carter	Student	JTMBRCwrc8gYDgZiBb	Active	9/30/19	8/31/22
leisinjm01@	Jennifer	Leising	Student	JTMBRCwrc8gYDgZiBb	Active	9/21/19	8/31/22
sawyeran01	Allyson	Sawyer	Student	JTMBRCwrc8gYDgZiBb	Active	9/16/19	8/31/22

Exhibit 11: University at Buffalo Membership Recruitment

Outline of first meeting with University at Buffalo

AAF Buffalo, UB Career Design Center and UB Faculty Pilot Program Meeting

November 15, 2021 – 1pm on Zoom

Expected Attendees:

AAF Buffalo:

Noah Herman – Education Chair

Caroline Buchas – President

McKenna Murray – Treasurer

UB Career Design Center:

Ed Brodka – Career Design Consultant

Tim Patch – Experience Designer

Daryn Bronsink – Employer + Alumni Partner Consultant

Kristy Strough – User Interface Designer

Jenna Smith (not expected to attend) – Brand and Experience Strategy Lead

UB Faculty

Domenic Licata – UB Department of Art, Internship Coordinator, Instructional Support Technician

Sama Waham – UB Media Study Dept. Assistant Professor, Film; Director, UBFilms

Lance Rintamaki – UB Communication Dept., Director of Undergraduate Studies, Associate Professor

Mike Kruski (not expected to attend), UB School of Management, Adjunct Professor – Courses taught: Advertising and Promotion; Digital Marketing

Outline of Today's Conversation

1. Introductions and Roles
2. Background of collaboration
3. How to get UB Students Signed Up and Pad for AAF Buffalo Membership
4. Proposed Spring '22 Programming
 - a. Portfolio Hack Session for UB students (March or April)
 - b. Participation in Portfolio Review Session
 - c. Other ideas
 - d. Next Steps?

Exhibit 12: President Playbook

Page 1 of AAF President Playbook

AAF Buffalo
President Playbook
June 8, 2021

President Drive:

https://drive.google.com/drive/folders/1R2DzJR6cGUDZ3YDP4gEDSgB_-kGwazqL?usp=sharing

Agendas:

- **E-Board:** Cross reference against the past month's e-board and board agendas and the previous year's e-board agenda for the same month
- **Board:** Cross reference against the past month's board and e-board agendas and the previous year's board agenda for the same month
 - For 2021, it's a good idea to reference 2020 and 2019's past agendas since 2020 was unorthodox with COVID-19
 - This method helps you stay on track with what's most important for the President and Board to be thinking about at that point in the year

Programming:

- Biggest things for the President to confirm are in place for each event:
 - Event leader: One or two people should be leading each event; two people may be required for large events or if one person is training
 - Leaders should handle coordinating the speaker(s), venue, logistics and other pre-event work, as well as post-event recaps, assigning blog writing responsibility and gathering event assets like photos
 - Event info confirmed at least 4 weeks in advance: date, time, location, logistics, etc.
 - **Ticket prices - president and treasurer responsible for working with programming chair and event lead on ticket prices; president/treasurer have final say**
 - Event communications: should be in the newsletter at least 3 weeks prior to event date
 - *****This is an important one, as event communications have grown too lax in recent months with events being virtual. There is NO excuse to promote an event only 1 or 2 weeks ahead of time.**
 - Our biggest event sign ups come from email and the medium should be emphasized for event promotion.

Timing (Rough/Anticipated):

- June/July:
 - Admin: secure board nominations plan + get approved by outgoing Board
 - Welcome new Board in July
 - Create deck for July board meeting
 - President is responsible for new name tags and business cards (e-board only)
 - Hold retreat between July and August meetings
 - Confirm taxes are complete (usually can be extended to 7/15)
 - Programming:

Exhibit 13: Master Club Calendar

COMMITTEE	DATE	WHAT'S DUE	NOTES
Programming	December 14, 2021	AdTrivia planned, information doc due to comms committee	Location booked, budget approved, host secured
Communications	January 4, 2022	AdTrivia communications launch	
Programming	January 5, 2022	Riveter Freelancer Skillshop planned, info due to comms	Location booked, time locked in, topic finalized
Education	January 6, 2022	Atypical Career Panel planned, info doc due to comms	Location booked, panelists secured, time/date etc.
	January 11, 2022	Board Meeting	
AAAs	January 14, 2022	Pro Awards Submissions Deadline	
Holiday	January 17, 2022	MLK Day	
AAAs	January 18, 2022	Open Pro Judging	
Communications	January 18, 2022	Freelancer Skillshop communications launch	
AAAs	January 19, 2022	Student Awards Submission Deadline	
Communications	January 20, 2022	Atypical Career Panel communications launch	
AAAs	January 21, 2022	Open Student Judging	
Programming	January 27, 2022	AdTrivia	
AAAs	January 28, 2022	Close Judging	
Programming	January 31, 2022	March & May Spotlight Speakers planned, info due to comms	Budgets approved, locations booked, speakers booked.
Education	February 3, 2022	Atypical Career Panel	
Programming	February 7, 2022	Riveter Freelancer Skillshop	
	February 8, 2022	Board Meeting	
AAAs	February 16, 2022	Preview Night	
Diversity/Education	February 21, 2022	Buffalo Prep Agency Tour Day	
AAAs	March 4, 2022	American Advertising Awards	
Communications	March 10, 2022	March Spotlight Speaker communications launch	
Programming	March 14, 2022	Headshots and Hops event planned, info due to comms	Location booked, budget approved, photographers secured
Education	March 14, 2022	Portfolio Review planned, info due to comms	
	March 15, 2022	Board Meeting	
Communications	March 21, 2022	Portfolio Review communications launch	
Programming	March 31, 2022	Jordan Wong Spotlight Speaker	
Achievement	April 1, 2022	Achievement Books Due	
Communications	April 5, 2022	Headshots and Hops communications launch	
Education	April 9, 2022	Portfolio Review	
	April 12, 2022	Board Meeting	
Holiday	April 17, 2022	Easter	
Programming	April 28, 2022	Headshots and Hops	
Achievement	May 1, 2022	Ovation Awards Due	
Communications	May 2, 2022	May Spotlight Speaker communications launch	
Programming	May 3, 2022	Dog event planned, information doc due to comms committee	Location booked, budget approved
	May 10, 2022	Board Meeting	
Programming	May 19, 2022	Stefan Bucher Spotlight Speaker	
Communications	May 23, 2022	Dog event communications launch	
Holiday	May 30, 2022	Memorial Day	
	June 14, 2022	Board Meeting	
Programming	June 15, 2022	Dog Event	

Exhibit 14: January E-board Agenda

Screenshot of agenda featuring succession planning



E-Board Meeting Agenda

01/10/22 via Zoom

Topics

- 2022 AAAs
 - Entries Update: 89 started (82 at this time last year)
 - 2023 Show - Gelia and TMG both said no
 - Judges - thank you gifts needed
 - Budget - estimated guest count update
 - Special Awards - update
 - Preview Night run of show

- Membership
 - FARM and Delaware North
 - Any others missing?

- Programming
 - Q2 plans?

- Board Personnel
 - E-board Succession
 - Treasurer - Shannon
 - VP Comms - Jordan
 - VP Programming - Mary
 - Chairs
 - Membership - Michelle
 - Comms Chair - Lindsay N

Exhibit 15: March Board Agenda

Screenshot of agenda featuring succession plan approval



Board Meeting Agenda March 15, 2022 @ Aurubis Buffalo

Motion to approve the minutes from the February board meeting

Hot Topics

- Succession Approval
 - President - Caroline
 - VP of Comms - Jordan
 - VP of Programming - Mary
 - Treasurer - Shannon P
- Post-AAAs Feedback
 - Survey

Upcoming Events: Planning Status & Discussion

- Headshots & Hops: 4/7, 5-7pm Seneca One Lobby Bar

Treasurer's Report - McKenna Murray

Exhibit 16: 2022 American Advertising Awards Budget Breakdown

AAFBUFFALO						
2022 AMERICAN ADVERTISING AWARDS BUDGET						
KEY						
UP TO MOWER, MUST EQUAL LESS THAN \$35,000 IN TOTAL (this should be the only area on the worksheet that Mower makes edits to)						
PRICING UP TO AAF BUFFALO, EBOARD TO ADJUST AS NECESSARY						
EDITABLE QUANTITIES (currently estimates based on previous events, but can be adjusted to project scenarios and calculate final variable costs. Edits should be made by AAF Buffalo)						
COST SUMS						
REVENUE SUMS						
ANNUAL TOTALS						
	2020	2021	2022 (projected)			
Total Revenue	\$ 64,927.91	\$ 35,300.00	\$ 54,075.00			
Total Expenses	\$ 63,721.55	\$ 32,240.00	\$ 52,768.40			
AAF Buffalo Organizer	\$ 45,257.55	\$ 16,240.00	\$ 43,318.40			
Mower Organizer	\$ 18,464.00	\$ 16,000.00	\$ 15,200.00			
PROFIT	\$ 1,206.36	\$ 3,060.00	\$ 1,306.60			
BREAKDOWN						
FIXED COSTS						
ITEM	2020	2021	2022 PRICE	ORGANIZER		
Judging System Fees	\$ 4,000.00	\$ 3,000.00	\$ 3,000.00	AAF Buffalo		
Judging Weekend Expenses	\$ 3,750.00	\$ -	\$ 500.00	AAF Buffalo		
Judging Weekend Contingency	\$ 1,000.00	\$ 450.00	\$ -	AAF Buffalo		
Preview Night Venue	\$ 1,250.00	\$ -	\$ 1,250.00	AAF Buffalo		
Preview Night Poster Boards	\$ 400.00	\$ -	\$ 400.00	AAF Buffalo		
AAA Venue Rental	\$ 9,962.00	\$ 500.00	\$ 17,000.00	AAF Buffalo		
AAA Catering / Concessions	\$ 11,200.00	\$ 3,500.00	\$ 8,400.00	AAF Buffalo		
AAA Audio Visual	\$ 4,350.00	\$ 250.00	\$ 4,000.00	Mower		
AAA Awards and Inserts	\$ 6,524.00	\$ 6,000.00	\$ 6,000.00	Mower		
AAA Show Books	\$ 3,890.00	\$ 2,500.00	\$ 3,000.00	Mower		
AAA DJ	\$ 1,200.00	\$ 500.00	\$ -	Mower		
AAA Posters	\$ 1,500.00	\$ -	\$ 1,200.00	Mower		
Misc. Expenses / Contingency	\$ 1,000.00	\$ 1,500.00	\$ 1,000.00	Mower		
			TOTAL FIXED COSTS	\$ 45,750.00		
			TOTAL ADJUSTABLE FIXED COSTS (needs to equal < \$35,000)	\$ 42,750.00		
VARIABLE COSTS						
ITEM	2020	2021	2022 PRICE	2022 QUANTITY	TOTAL COST	RESPONSIBLE
Eventbrite Fees	\$ 1,966.55	\$ 540.00	\$ 79.29	375	\$ 608.400	AAF Buffalo
AAF D2 Forwarding Costs	\$ 9,220.00	\$ 6,250.00	N/A	N/A	\$ 5,750.00	AAF Buffalo
Gold			\$ 150.00	29	\$ 4,350.00	AAF Buffalo
Silver	\$ 1,509.00	\$ 1,000.00	\$ 120.00	10	\$ 1,200.00	AAF Buffalo (subsidized by winner)
Student			\$ 40.00	5	\$ 200.00	AAF Buffalo (subsidized by winner)
AAF Club Handling Fees	\$ 1,000.00	\$ 1,000.00	\$ 15.00	44	\$ 660.00	AAF Buffalo
			TOTAL VARIABLE COSTS		\$ 7,018.40	
REVENUE						
	2020	2021	2022 PRICE	2022 QUANTITY	REVENUE	
AAA / Preview Night Tickets	\$33,246.55	\$9,000.00	N/A	N/A	\$ 21,525.00	
Student Member Early Bird (AAA+ Preview Night)	\$ 35.00	\$ 15.75	\$ 35.00	20	\$ 700.00	
Member Early Bird (AAA+ Preview Night)	\$ 70.00	\$ 31.50	\$ 70.00	215	\$ 15,050.00	
Non-Member Early Bird (AAA+ Preview Night)	\$ 85.00	\$ 38.25	\$ 85.00	25	\$ 2,125.00	
Student Member (AAAs only)	\$ 55.00	\$ 24.75	\$ 55.00	5	\$ 275.00	
Member (AAAs only)	\$ 85.00	\$ 38.25	\$ 85.00	20	\$ 1,700.00	
Non-Member (AAAs only)	\$ 100.00	\$ 45.00	\$ 100.00	8	\$ 800.00	
Last Chance (subject to availability)	\$ 125.00	\$ 56.25	\$ 125.00	7	\$ 875.00	
Entries			N/A	N/A	\$ 29,850.00	
Professional Entries (single)	467	330	\$ 70.00	225	\$ 15,750.00	
Professional Entries (campaign)			\$ 85.00	150	\$ 12,750.00	
Student Entries	59	40	\$ 30.00	45	\$ 1,350.00	
AAF D2 Forwarding	\$ 1,509.00	\$ 1,000.00	N/A	N/A	\$ 1,400.00	
Silver Forwarding	\$ 120.00	\$ 120.00	\$ 120.00	10	\$ 1,200.00	
Student Forwarding	\$ 40.00	\$ 40.00	\$ 40.00	5	\$ 200.00	
Show Book Ad Sales	\$ 1,300.00	\$ 1,000.00	N/A	N/A	\$ 1,300.00	
Full Page Ad	\$ 400.00	\$ 400.00	\$ 400.00	1	\$ 400.00	
Half Page Ad	\$ 300.00	\$ 300.00	\$ 300.00	1	\$ 300.00	
Quarter Page Ad	\$ 200.00	\$ 200.00	\$ 200.00	1	\$ 200.00	
Corporate Member Upgrade (qtr -> full)	\$ 200.00	\$ 200.00	\$ 200.00	0	\$ -	
Corporate Member Upgrade (next size up)	\$ 100.00	\$ 100.00	\$ 100.00	4	\$ 400.00	
			TOTAL REVENUE		\$ 54,075.00	

Exhibit 17: American Advertising Awards COVID-19 Clause

Venue contract that included language to mitigate risk on the club in pursuing an in-person show, and e-mail correspondence with the request to add the additional clause.

RE: March 4th - AAF Buffalo



Colleen Willis <CWillis@ellic...>

Wednesday, November 10, 2021 at 10:58 AM

To: Caroline Buchas; Shannon Silva



[Download All](#) · [Preview All](#)

Technically yes, but I just added an additional clause underneath it for you specifically for Covid. Please let me know if this will work!

Colleen

Colleen Willis
Sales Manager
716-382-6091
500 Pearl • Buffalo, NY 14202
www.500PearlBuffalo.com



From: Caroline Buchas <cbuchas@martingroupmarketing.com>
Sent: Wednesday, November 10, 2021 10:23 AM
To: Colleen Willis <CWillis@ellicott-hotels.com>; Shannon Silva <shannon@dpost.com>
Subject: Re: March 4th - AAF Buffalo

Thanks Colleen!

Is the COVID-19 clause we discussed covered by the impossibility clause? Just wanted to double check 😊

Caroline Buchas She | Her

IMPOSSIBILITY

The performance of this Agreement is subject to termination without liability upon the occurrence of any circumstance beyond the control of either party – such as acts of God, war, acts of terrorism, government regulations, disaster, strikes, civil disorder, or curtailment of transportation facilities – to the extent that such circumstance makes it illegal or impossible for the Hotel to provide, or for groups in general to use, the Hotel facilities. The ability to terminate this Agreement without liability pursuant to this paragraph is conditioned upon delivery of written notice to the other party setting forth the basis for such termination as soon as reasonably practical - but in no event longer than ten (10) days - after learning of such basis.

COVID 19

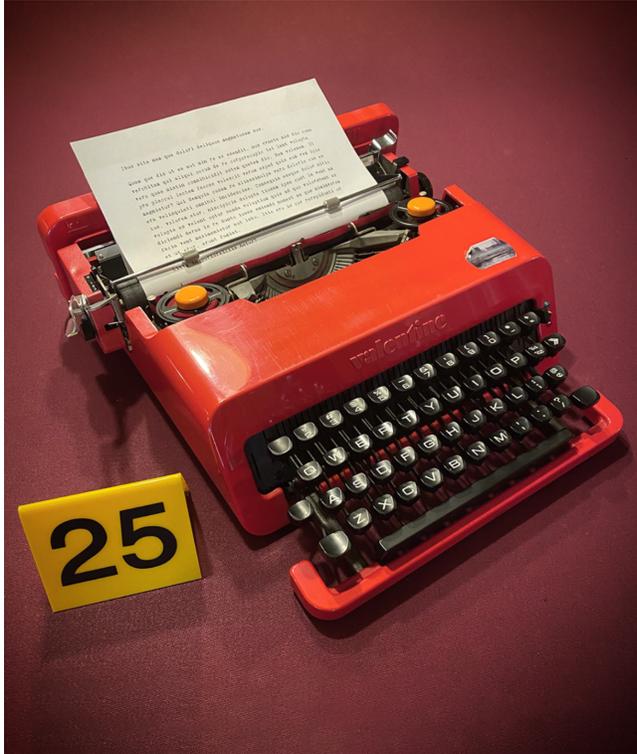
Please be advised that we are adhering to the Executive Orders set forth by the Governor of New York State in terms of the COVID 19 protocols. We continue to monitor them closely and will advise clients in a timely fashion of new restrictions or allowances. Should your event not be possible to execute based on the current protocols, we will work with you to secure a new date. Should you choose to cancel your event in its entirety 500 Pearl will refund any and all deposits in full.

COMPLIANCE WITH LAW

This Agreement is subject to all applicable federal, state, and local laws, including health and safety codes, alcoholic beverage control laws, disability laws, federal anti-terrorism laws and regulations, and the like. Hotel and American Advertising Federation Buffalo agree to cooperate with each other to ensure compliance with such laws.

Exhibit 18: COVID-19 Policy Change Communications

Before change of statewide policy:



aaf_buffalo · Following

aaf_buffalo The show is less than 25 days away. Do you have everything you need to get away with a successful night?

- ✓ Award show ticket
- ✓ Safe transportation
- ✓ Proof of vaccination
- ✓ Formal thematic attire
- ✗ Strong alibi

If not, head to whodunnit.show immediately.

7w

morady3972 Добрый день, проверьте Директ (скрытое)

4w Reply

Liked by maryypace and 30 others

FEBRUARY 9

After change of statewide policy:



aaf_buffalo · Following

aaf_buffalo Tonight, great work is best served with crafted cocktails. Don't miss preview night tonight from 5:30-8:30pm at Rec Room.

Proof of vaccination is no longer required upon entry and early-bird tickets are still available at whodunnit.show

@lukecopping
@the_cassandrallyons and @josselynscoott
@maggiegates_22

6w

settiegardens Is the weapon a white bicycle?

6w 1 like Reply

Liked by aaprilbee and 68 others

FEBRUARY 16

Exhibit 19: OpenWater American Advertising Awards Submissions

Comparison of 2020-2021 total submissions, vs 2021-2022 total submissions

American Advertising Awards 2020-2021 (Professional)	Archived	334
American Advertising Awards 2020-2021 (Student)	Archived	59
American Advertising Awards 2021-2022 (Professional)	Active	452
American Advertising Awards 2021-2022 (Student)	Active	49

Exhibit 20: Preview Night



Exhibit 21: 2022 American Advertising Awards

Event images and ticket sales (additional tickets sold at the door)

MAR 4		2022 American Advertising Awards - Buffalo 500 Pearl St Friday, March 4, 2022 at 7:00 PM EST	337 / 950	\$25,218.33	● Event ended	⋮
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