



CORNERSTONE INITIATIVES & EVENTS

AAF Nebraska’s mission statement is: To advocate, educate, inspire and bring an inclusive sense of community to the advertising professionals of Nebraska so that we, and future generations, can continue to do the work we love.

AAF Nebraska educates members, policy makers, the media and the public on the value advertising brings to our community. The club fosters the highest standards of practice and cultivates leaders. AAF Nebraska is the only professional association in the area that binds together the mutual interests of corporate advertisers, agencies, media services, suppliers, academia and public relations professionals. The club’s image is projected through all aspects of the federation: members and corporate members, our Executive Director, sponsors, communications, public service, community outreach, programming, special events, government relations, award programs and club management.

Advertising Education

Meet the Pros

Goals: Provide an engaging and educational two-day event for students who are entering into the advertising and communications industry.

Event Details: Meet the Pros is AAF Nebraska’s annual two-day student conference designed for area college students majoring in advertising, public relations, graphic design or communications. This year on March 3 and 4, 110 students attended our in-person event held at the Kroc Center in Omaha, Nebraska.



This year our event was built around the theme “You Don’t Have to Go Far to Get Far” and selected speakers with expertise in branding, professional development, collaboration, creative strategy, storytelling and more. Plus, Ann Woodford - President of AAF Nebraska - was able to speak on the benefits of student AAF membership that is included as part of event registration. But, our approach did not stop with area talent. As part of our speaker line up, we welcomed two keynote speakers: Nikki Villagomez - Senior VP Branding + Marketing and Dixon Hughes Goodman and Karen Torok a freelance illustrator.

Villagomez, a nationally recognized speaker on typography and is an educator teaching graphic design and typography at the University of South Carolina and the University of Akron. As part of her time at Meet the Pros, Villagomez was able to speak to the many well-known and recognized signs and typography treatments through the state of Nebraska by pre-engaging with event attendees using #NebraskaType on social media. Torok on the other hand was able to speak to her experience as a one-person creative team on a recent project as she utilized her skills in illustration, design and art direction for a startup cookie company, REAL.



Throughout the conference, we also encouraged area professionals to participate as speakers for speakers, presenters and panelists and most importantly during the resume, portfolio reviews and mock interviews offered to students. Over the years we have collected feedback that this portion of the event is by far the most favorite. And this year proved to be no different. AAF Nebraska welcomed more than 50 professionals to sit one-on-one with students to review their work in design, copywriting, digital and their resumes. While not formal interviews, students are able to enhance their skills in communication and presentation as they are able to discuss their work and hear compliments or areas of improvement.



Strategy: To capture the attention of our target audience (students, professors and professionals), we utilized a marketing mix and cross channel promotion to drive sign ups on the AAF Nebraska website. This included one-to-one phone calls with prospects, email blasts and social media.

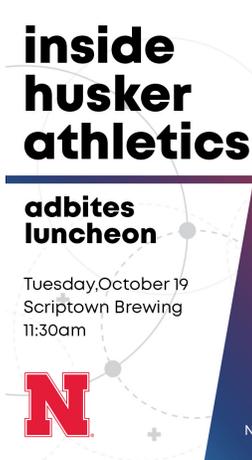
Execution: Communications as identified above were shared on AAF Nebraska's owned channels (social and newsletter) but also directly with professors of attending students. And each digital channel drove the target audience to AAF Nebraska's website to register and for more information. All communications materials were developed by a planning committee which was donated time and energy.

Results: In the end, more than 110 attendees and 50 professionals took time to participate to make Meet the Pros a success. The event surpassed its profitability responsibilities to AAF Nebraska by raising over \$6,000, including sponsorships from Bailey Lauerman, Choozle, Cox Media, Daake, Eleven Twenty-Three, OBI Creative, Regal Printing and Swanson Russell. Additionally, our feedback was positive and student attendees felt inspired in moving forward in their career.

Professional Development

In order to give our members the valuable information they are seeking, as well as enhance club member benefits, we made virtual professional development programming free for all members and \$5 for non-members and continued throughout our 2021-2022 club year to offer this benefit to our members. We started capturing video of all professional development programs to host on the AAF Nebraska website in a resource library, available to those who were interested or registered but unable to attend the live virtual presentation, to access at a later time. We transitioned to a handful of in-person professional development programs and events during the club's 2021-2022 programming year starting in September 2021.

April 20, 2021	Larry Brentley - Getting the Most From LinkedIn “You’re Hired” (Webinar)
May 4, 2021	Reaching Out (Webinar Panel)
May 13, 2021	AdReads with Author Fred Senn (Webinar)
May 18, 2021	The State of Digital (Webinar Panel)
June 29, 2021	The State of Social Media (Webinar Panel)
July 15, 2021	ONBrand (Full Day Virtual Conference)
July 22, 2021	Kathleen Reissen - “Joy as a Strategic Advantage” (Webinar)
October 7, 2021	AdReads with Author Andrew Boulton (Webinar)
October 19, 2021	Brandon Meier - “Inside Husker Athletics” (In-person)
November 9, 2021	Mark Halstead - “Impact of the iOS14 Changes on Digital Advertising” (Webinar)
December 7, 2021	Holiday Party, Silent Auction and Engagement Program with our Public Service Partner (In-person)
January 27, 2022	Adreads with Author Cameron Day (Webinar)
February 8, 2022	Adam Miller, Barkley “Creating an Inclusive Workplace and World” (Webinar)
March 3-4, 2022	Meet the Pros (Two-day in-person conference with programming for both students and professionals, 19 professional session leaders/panelists and keynotes)



inside husker athletics

adbites luncheon

Tuesday, October 19
Scriptown Brewing
11:30am

N



acf nebraska

featured speaker



Brandon Meier
Sr. Assoc. AD of Marketing and Multimedia,
Nebraska Athletic Department



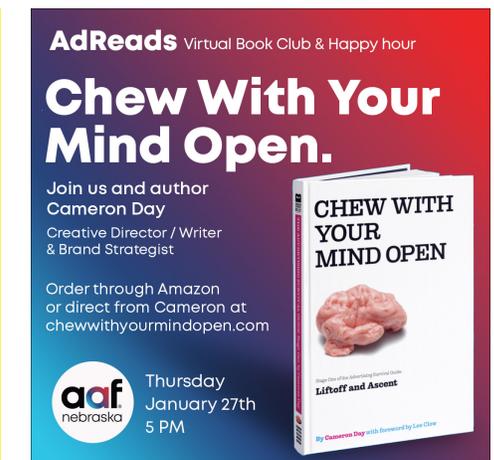
acf nebraska

webinar series



ADAM MILLER
BARKLEY

Creating an Inclusive Workplace and World **2/8** tuesday 12pm CT



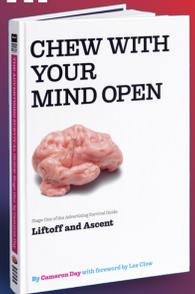
AdReads Virtual Book Club & Happy hour

Chew With Your Mind Open.

Join us and author Cameron Day
Creative Director / Writer & Brand Strategist

Order through Amazon or direct from Cameron at chewwithyourmindopen.com

acf nebraska Thursday January 27th 5 PM



ONBrand

Goals: Collaborate with leaders from other area professional organizations to execute an educational conference for Nebraska professionals.

Event Details: ONBrand is a conference developed by leaders from local chapters of AAF, AIGA, AMA and PRSA. By partnering with so many local leaders, the energy and effort behind the event provides a unique perspective for each attendee for professional development. The conference was originally designed as a unique gathering of professionals to work, create, support and promote strong brands from across our state. This was accomplished, but with a slight shift to a virtual event for the pandemic year.



Strategy: To ensure our attendees felt inspired, even behind their 13-inch computer screen, we partnered with deeply intelligent minds to ensure that each topic for discussion was engaging and kept attendee attention. By using Zoom, our conference leaders were able to actively engage with attendees and so were the speakers. Continually asking questions and sharing context clues and resources in the chat. All of which were positively received.

Execution: AAF Nebraska took charge on the conference branding, including a refreshed brand identity, website design and development and the virtual brand elements like a Zoom background, social promotional graphics and more. In collaboration with the other partnering organizations, a communication strategy was developed to promote the conference across each professional organizations' social media accounts and email lists.

With three keynotes, six breakout sessions, sponsorship and opportunities for connection in a virtual space our execution was dynamite. Topics included: How to Boost Your Creativity with Intense Silliness, How to Talk to Your C-Suite About Brand, Buttoning Up Your Content Strategy, Creating Inclusive Cultures Through Internal Communications, I Don't Want to Talk About DE&I Either, The Keys to Social Media Success and more.

Results: With our main goal focused on connectivity rather than a true source of income for the year, we rounded up as a success. Each of the four organizations received \$1,100 in net income from ONBrand and their individual share of sponsorships. AAF Nebraska netted \$3,800 from the conference.

Community Outreach

AAF Nebraska understands that to continue to foster and develop our advertising community, we need to share our passion with the younger generation. As the world has been impacted by the Great Resignation, it was the goal of the Community Outreach team to not only engage college students, but to reach out to younger generations to pique their interest in advertising at an earlier age. We know that building a strong talent pool is key to keeping our industry thriving in Nebraska. Our team worked to make connections with high school organizations like FBLA and DECA, clubs we know are already discussing marketing and advertising. Our goals were threefold: to build a Speaker's Bureau, create outreach opportunities for middle and high school students, and to create a video library of content like a Master Class series.

Our first goal was to create a Speaker's Bureau made up of both agency and brand experts. These experts would help with opportunities to speak at organizations, schools or non-profits looking for individuals with an advertising or marketing focus across the state of Nebraska. We created a questionnaire and promoted it to our membership and across social channels. Our approach was to give individuals opportunities to speak both in-person or virtually, depending on their preference.

In addition to building the Speaker's Bureau, our goal was to create opportunities to meet with middle and high school students. October 21, 2021, Executive Board Member, Cassi Warren, spoke to middle school students at Millard North Middle School's Career Fair. There were 21 students who signed up to learn more about working in advertising.

We planned an event targeting high school students across the Omaha Metro Area called Ad Venture. The community outreach committee worked together with other AAF members to concept this event, name the event and create collateral used in promotions, and create the run of show for the day. We had eight students registered and unfortunately due to timing and Covid outbreaks, needed to cancel. The good news is that the connections we made with DECA and FBLA will lead to involvement in both organizations' statewide conferences in the 2022-2023 school year.

Our final goal for 2021 was to create a video series that educates individuals on specific advertising topics or tell a brand story. Similar to Master Class, we wanted these videos to be short, but meaningful. We have identified two individuals we will be filming and working on finalizing our series name. Production is set to begin this Summer. We envision these videos being used by our school partners as well as social content for our local chapter.

Speakers Bureau Signup Form

AAF Nebraska is currently seeking members for its Speakers Bureau. Comprised of Nebraska's finest advertising professionals and creative gurus, the Speaker's Bureau is a great tool for inspiring and educating others about the exciting world of advertising – from the clients to the creativity to the occasional chaos. We ask that all speakers' time be donated.

Please take a few minutes to complete the bureau list form.

Speakers Bureau topics for which we need speakers are:

- Advertising
- Agency/Client Relationships
- Communications
- Creativity
- Design
- Interactive
- Management
- Marketing
- Media
- Personal/Professional Development

Thank you for your support of the Nebraska advertising community. A representative from the AAF Nebraska Community Outreach team will contact you soon. If you have questions about the Speaker's Bureau before then, please feel free to contact one of our Community Outreach Chairs.

Shana Boyd can be reached at shana@11twentythree.com or Erin Clark can be reached at erin.clark@kidglov.com.

Name *

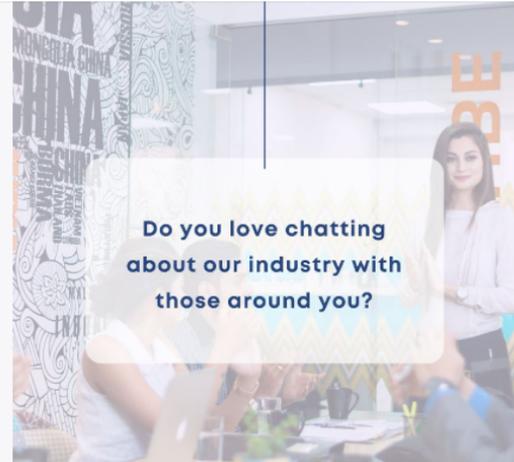
Short answer text

AAF American Advertising Federation Nebraska
October 14, 2021

The community outreach committee is looking for a group of industry experts to add to our speakers bureau.

Our goal is to add at least 10 people to our list to speak on behalf of AAF Nebraska within schools, non-profit organizations, and other industry professionals. Will you be one of them?!

Please email Shana Boyd at shana@11twentythree.com or Erin Clark at erin.clark@kidglov.com. Let us know your preferred market, Omaha or Lincoln, as well as your preferred topic you would like to speak on.



AAF American Advertising Federation Nebraska
February 11

👉 Spread the Word! 👈

AAF Nebraska is launching a new event for high school students called Ad Venture. Ad Venture is a half day event for high school students to learn about and dabble in various roles in advertising. Students will work in groups to advertise a featured product for Godfather's Pizza.

The event is Saturday, March 5th. Please share with any high school students you know and/or teachers to share with their students. Learn more: <https://bit.ly/332fJjr>



American Advertising Awards

Goals: Welcome back the area community to the Nebraska American Advertising Awards show, have a diverse judging panel and celebrate local art. To accomplish this, in our show we included a number of local categories specific to creative representing Nebraska and Mosaic Awards.



Event Details: Held on February 18, the theme of this year's event was Creative Nebraska. Drawing inspiration from all around us, Creative Nebraska celebrated art in all forms but especially our own form - advertising. Held at the Farnam Hotel in downtown Omaha, the venue provided energy and excitement as you looked into the heart of the state's largest city. The award show was emceed by Jason Fox, @leeclowsbeard on Twitter, and offered attendees a plated dinner to accompany the viewing of the awards show.

Strategy: In partnership with Bailey Lauerman, and the key to the event's success, this event was anything but normal and was meant to serve as an exciting welcome back for the advertising community from the COVID-19 pandemic. With the duties split among the core team, it was important that each individual was able to coordinate in the area of their strength: event planning, creative development, sponsorship outreach and event logistic organization (which included coordinating judges). It was important for the entire planning team to have a diverse group of judges, which was accomplished with five judges from across the United States:

- Alex Samoza, Art Director at BBDO Atlanta in Atlanta, GA
- Paul Lackner, Digital Creative Director at Planet Propaganda in Madison, WI
- Henry Louis Gomez Jr, VP of Strategy Planning at Zubi Advertising in Miami, FL
- Hadji Williams, Associate Creative Director and Senior Writer at Infusion in Los Angeles, CA
- Sara Rosinsky, Freelance Copywriter at Shiny Red Copy in Longmont, CO

Execution: Leading up to the show, entrants were offered a late-late-late deadline which boosted our total revenue sales for the event. These entries were accepted just days before judging, and included a larger price tag for those who either forgot to hit submit.

As part of the show, however, the committee worked to include Nebraska art throughout the show presentation with short videos, photography and more. And plus, showcased that art comes in more ways than one.

Results: The event secured many in-kind sponsorships including printing (event signage, event display boards, centerpieces for the event and a photo booth for attendees). However, the success was more in the work that was celebrated. In total, there were 112 gold and silver professional awards and 18 student awards given out of 438 entries. Five Professional Judges Citations were honored, along with one professional and one student best of show.



Legislative

We understand the importance that keeping our industry in the forefront of our local, state, and national representatives is more important than ever. Our primary goal is to keep our stakeholders: AAF Nebraska members, agency, and marketing firm owners along with their CFOs and controllers, educated about the changing legislation landscape locally, statewide, and nationally that impact their business and clients. We understand legislators will not be swayed by only a few voices, so our secondary audience includes members and non-members in the advertising community, as these issues affect the livelihoods of everyone in our community and together, we can provide the numbers needed to form a movement. In addition, our secondary goal is to build relationships with state and local legislators and educate them on the economic impact advertising has throughout the communities they represent.

To gain a better understanding of our AAF Nebraska membership and the districts in which they reside and work, we sent a survey asking members about their state representation. The Nebraska Legislature is a unicameral state legislature with 49 members “Senators” representing 49 districts across the state. We have been able to make connections based on the survey results.



AAF Nebraska Legislative Survey

The American Advertising Federation (AAF) protects and promotes advertising at all levels of government through grassroots activities. Our nationwide grassroots network of corporate partners and advertising professionals are ready and able to engage with lawmakers on behalf of the advertising industry on tax, privacy, First Amendment and other issues of concern.

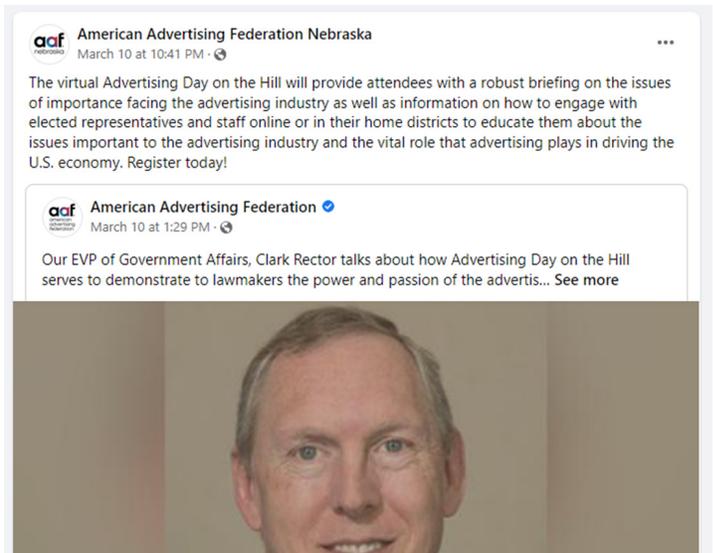
AAF local advertising clubs take an active lead communicating with legislators and other government officials. As the unifying voice for advertising, the AAF binds the mutual interests of the many disciplines that together comprise the advertising industry. The AAF, through its nationwide network of local advertising clubs, is the one advertising association most capable of influencing lawmakers at every level of government. AAF's lobbying strategy is based on two well-established premises: first, that lawmakers respond best to their constituents; second, that an ounce of prevention is worth a pound of cure.

Please take a minute to assist AAF Nebraska with our grassroots efforts and complete our Legislative Survey. If you have any questions about our Legislative efforts right here in Nebraska, please feel free to contact AAF Nebraska board member Jeffery Maciejewski our Legislative chair by email at jeffreymaciejewski@creighton.edu.

In an effort to stay up to date on the legislative affairs across the country, we have joined a coalition led by the ANA, where organizations from across our industry meet weekly to discuss what legislation is being proposed. AAF Nebraska has joined those groups to speak out against ad taxes in Maryland, Connecticut, Iowa, Kentucky, and data tax in New York.

In Nebraska, LB 1188, Uniform Personal Data Protection Act, was proposed in February of 2022. AAF Nebraska joined a coalition of organizations including: AAF National, ANA, IAB, and DAA to oppose the legislation and ask that Nebraska lawmakers realign the legislation with Virginia's privacy act, VCDPA.

This was also the inaugural year for AAF Nebraska's Ad Day Under the Dome, held on March 29, 2022. We focused our efforts on the Senators in the Revenue and Business & Labor Committees. The AAF Nebraska Legislative Chair, 2nd Vice President and five AAF Nebraska members took to the halls of the Nebraska State Capitol meeting with 16 Nebraska State Legislators. Courtesy call meeting appointments were set-up in advance through each lawmaker's office. Prior to meeting with our lawmakers, the AAF Nebraska team prepared for the day knowing the points they wanted to make in our messaging and offering AAF Nebraska leadership as a resource to our Nebraska lawmakers. A prepared leave behind was left in each Senators' office. During the thirty minute meetings, with each Senator, we shared the updated data on the economic impact the advertising industry brings to Nebraska's economy along with how the advertising industry creates sales and jobs throughout Nebraska. The goal was set and executed with our grassroots effort to build personal connections with these Senators so they will keep the advertising community in the forefront when writing and proposing legislation. Follow-up letters will be written to each lawmaker the team met and thank you notes will be sent to their staff members for giving AAF Nebraska leaders the opportunity to meet with them.



Dear Senator Pahlis,

On behalf of the American Advertising Federation Nebraska, we would like to schedule a meeting with you at your office on March 29, 2022 as part of our Ad Day Under the Dome. On that day, representatives from AAF Nebraska will be at the capitol meeting with other state legislators to discuss state advertising and data taxes and data privacy issues.

According to a recent study commissioned by the AAF, advertising generates \$33.4 billion or 19% of economic activity in Nebraska and supports 208,325 or 19% of all jobs in Nebraska. These numbers are well ahead of neighboring states such as Iowa, Kansas, Missouri, and South Dakota.

We believe it's critical for the immediate and long-term economic health of our state to support advertising and so we enjoy helping our local legislators understand the valuable contribution our industry makes.

With headquarters in Washington, D.C., the AAF is the oldest advertising trade association. It represents more than 40,000 advertising professionals through a network of 200 local clubs, and serves 8,000 advertising students through a network of 226 college chapters. AAF Nebraska has 275 professional and student members.

We encourage you to please respond to this email so that we may schedule an appointment with you. For more information, please email Teri Hamburger at ga@omaha.teri@gmail.com or call the AAF Nebraska office at 402.401.4273.