

Club Operations: AAF Dallas 2025-2026 Submission

Stepping into the role of leadership for AAF Dallas is both an honor and a profound responsibility. As the country's largest AAF Chapter, AAF Dallas stewards a vibrant community that spans agencies, brands, media companies, production partners, freelancers, students, and the many specialists who make modern marketing possible.

Dallas is a massive market with an incredible concentration of talent and opportunity. The work created here influences brands, culture, and business outcomes across the country and around the world.

However, the true strength of this community lies in the people behind the work.

For the 2025-2026 term, AAF Dallas focused on expanding awareness of the club's scope and the full community it serves. While creativity remains central, the industry is far broader, encompassing strategy, media, analytics, technology, client leadership, production, experiential, PR, and emerging channels. AAF Dallas exists to support this entire professional ecosystem.

A primary objective was to ensure that all professionals working in advertising or marketing, regardless of role, title, or discipline, feel that AAF Dallas is a place where they belong.

The club also prioritized strengthening relationships across the broader Dallas marketing and communications community. By building stronger connections with adjacent organizations, coordinating programming, and collaborating where beneficial, AAF Dallas and its partners can mutually support their respective missions, grow attendance, and make it easier for professionals to engage across the entire community. The Dallas market is large and vibrant enough for all organizations to thrive together.

At the heart of this success are the AAF Dallas board and volunteer leaders. The club operates

successfully because of the extraordinary professionals who dedicate their time and energy to building programs, events, education, and opportunities for members. Leadership's role has been to amplify their work, remove obstacles, and ensure the club grows in ways that truly serve the community.

AAF Dallas continues to evolve with the rapidly changing industry, welcoming new disciplines, voices, and ideas while celebrating the talent that has defined Dallas as an important advertising market. The club also takes seriously its opportunity to help connect industry professionals impacted by layoffs with hiring companies in DFW.

The work happening here matters, and the people behind it matter even more.

OPERATIONS GOALS (S.M.A.R.T.)

The AAF Dallas Operations Goal for the 2025-2026 term was **Inclusivity and Operational Efficiency**, guided by the principle: **"We are family!"**

To achieve this, the following Specific, Measurable, Achievable, Relevant, and Time-bound (S.M.A.R.T.) goals were established:

Category	Goal Statement	Status
Membership & Outreach (Long-Term)	Increase inter-club engagement by implementing a new AAF Dallas Club Liaison board position to establish formal, recurring communication with four key partner clubs (DFWIMA, AMA, DPA, AIGA). The goal is to achieve 5+ collaborative events or joint initiatives within the 2025-2026 term to increase cross-club awareness and	Achieved/Ongoing

	attendance by 10% year-over-year .	
Operational Efficiency (Long-Term)	Establish a standardized Operations Manual by the end of Q3 2026 that documents all critical policies, tools, and procedures (including the Executive Administrator role) to ensure easy implementation year-over-year, thereby freeing volunteer board mental capacity for strategic challenges.	Achieved/Ongoing
Programming (Ongoing)	Refine the annual programming calendar by the beginning of Q1 2026 to focus on a " Fewer, Better " approach, targeting a 20% reduction in small, internal events while increasing average attendance at all external-facing events by 15% by considering the diverse needs and interests of all club member verticals.	Achieved/Ongoing
Succession Planning	Formalize a 2nd VP-to-1st VP-to-President upward movement pipeline by the end of the 2025-2026 term, and implement dedicated Vice-Chair roles for key committees (e.g., AAA Chair) to ensure a smooth, knowledge-transferred leadership transition for at least 80% of board	Achieved/Ongoing

	positions in the subsequent term.	
Financials	Achieve a 5% year-over-year increase in fiscal reserves while allocating 70% of non-dues income toward member experiences that have impact beyond any single term. This lens will be consistently applied for evaluating all budgeting, dues, non-dues income, and fundraising decisions.	Achieved/Ongoing

OPERATIONS ACHIEVEMENTS: 2025-2026 TERM

To ensure the above goals were met, AAF Dallas took the following actions:

Club Liaison and Happy Hour Chair Positions: The club added two new official board positions: the AAF Dallas Club Liaison and the Happy Hour Chair.

- The **Liaison position** was specifically tasked with interacting with other relevant Dallas organizations to identify collaboration opportunities and prevent over-programming or double-scheduling events, which often overlap due to shared membership. This action has increased awareness and attendance at club events and led to more effective collaboration and board members joining each other's organizations.

- **Organizations Engaged:** Dallas-Fort Worth Interactive Media Association (DFWIMA), Dallas Producers Association, American Institute of Graphic Arts (AIGA) Dallas Chapter, PRSA Dallas, and American Marketing Association (AMA) DFW Chapter.
- **Outcome:** Relationships have led to shared happy hours, mutual event invitations, and leadership membership exchanges, strengthening interactions outside of daily business hours. Additionally, DPA signed on as a Bronze Sponsor for our 2026 AAA Gala. We have also “swapped” memberships for our Executive Committee and the Executive Committee for DPA. We are excited to extend this invitation to other local like-minded NGOs.
- The dedicated **Happy Hour Chair** position freed the Programming and Membership teams to focus on communicating with members and developing core programming. This role was filled by a seasoned Creative Director, making each event turn-key from venue finalization with partners to creative execution.
 - We’ve seen a huge increase in Happy Hour attendance this past term. We now have a list of agencies lining up to host future AAF Happy Hours, and future plans to host our next June 11, 2026, Happy Hour in conjunction with DFWIMA, at Hard Candy Studios in Dallas.

Executive Administrator Stabilization: The club secured a highly experienced former President, Jimmy Asa, as the Executive Administrator. This decision anchored the term's success by providing the club with trust, discretion, composure, tenure, and financial acumen. Jimmy was the 2021-2022 Division 1 AAF National President of the Year, where AAF Dallas received 1st place for its efforts across all five (5) club achievement book categories. Jimmy has also chaired the District 10 Southwest Advertising Hall of Fame awards and Mosaic Program for multiple years in addition to past service on multiple committees for AAF Dallas.

- **Scope of Services:** The Executive Administrator manages club vendors and venues, issues

payments, reviews contracts, updates monthly board meeting presentations, records minutes, brings issues to the Board for a vote, maintains the Google Drive, handles invoicing and QuickBooks, and manages the club's email (office@aafdallas.org).

- **Financial and Leadership Support:** The role includes providing financial updates, weekly meetings with the Executive Committee, and meeting regularly with Programs, AAA, Membership, Education + DEIB, and Ad 2 Dallas Executive leadership.
- **Awards Management:** As BBB Chair, the Executive Administrator proctors the American Advertising Awards judging process, maintains the club's OpenWater account, troubleshoots all awards issues, and coordinates with agencies and District 10 for entry forwarding and trophy ordering.

Short-Term Member Support: In response to industry turmoil, the Executive Committee approved an initiative to offer **free AAF Dallas Memberships to anyone laid off in 2025** through the end of the term. This action established the club as a vital community resource for networking and job opportunity connection. While this may constitute a small financial loss, we feel it is well worth any short-term pain, though with our annual budget it will not be a problem.

Long-Term Leadership Stability: The Board of Directors began reviewing long-held bylaws regarding term limits. Great time and consideration were given to the benefits of a one-term president versus allowing additional time or considering Co-Presidencies (as implemented by other Texas-based clubs). The primary goal of reevaluating term limits is to provide enhanced stability and long-term leadership for AAF Dallas.

Board Succession and Diversity:

- Carla Benitez, the current First Vice President, represents Arm Candy, a successful media agency, which reinforces the club's commitment to diversifying the opinion that AAF Dallas is only for "creatives." Carla represents a vital vertical, HR and Recruitment, within the industry.

- The club reinstated the role of VP2, adding Marie Dale, who comes from a non-traditional advertising role in Sales with Spectrum Reach.
- The Executive Committee is committed to ensuring the board incorporates different points of view and experiences from a variety of roles across the Advertising and Marketing community.
- The commitment to the immediate past-president playing an advisory role was strengthened to ensure valuable experience continues to benefit the Executive Committee and board.

Financial Management: AAF Dallas remains fiscally solvent year over year. The Executive Administrator works closely with the club's accounting firm, The Financial Affairs, and maintains a contract with the former Management Company, Madaline Crouch and Associates (MCC), for physical address and check deposit services.

RESULTS

The club's focus on building awareness, increasing relationships within the Advertising and Marketing Community, and improving operational efficiency has yielded the following measurable results:

- **Membership Growth & Community Support:** Since the offer of free membership began in January 2026, **close to 40 individuals** have filled out the request form, gaining an additional resource for networking and community during a challenging period.
- **Vertical Inclusivity & Attendance:** AAF Dallas successfully increased awareness among professionals in advertising and marketing verticals who previously felt the club "wasn't for them" because they did not hold a traditional creative role. The club is proud to report an **increase in media agency membership and event attendance**, as well as growth among production partners and sales professionals.
- **Financial Success:** While we are fresh off of the 2026 American Advertising Awards competition locally, we are extremely glad to report that we saw a 34% increase in profit year over year for our overall AAA P&L for 2025 – 2026. This alone will help the club greatly

through the upcoming term for 2026 – 2027.

The passion and commitment of the leadership team have been invaluable to the Board of Directors, members, vendors, and third-party partners. The strategic focus on building awareness and increasing relationships is expected to have long-term benefits to AAF Dallas and the larger advertising community for years to come.

[networking happy hour](#) on January 22 and opening up entries for our [2026](#) Luminary Awards. We would also love to get more individuals and organizations involved in the AAF Dallas Foundation in [2026](#). Click the link below to learn more.

Thank you for being part of this community, reading this long email :) and for showing up for each other.

Elisabeth
President@aafdallas.org

Membership Request Form

Job Openings Form

AAF Dallas Foundation Information

Dallas American Advertising
Awards Entry Form

Dallas Suits Awards Entry
Form

AAF Dallas American Advertising Awards Deadlines and Fees

- Regular Deadline is January 12, [2026](#)
- Late Deadline is January 16, [2026](#)
- Late Deadline for CORPORATE MEMBERS* is January 19, [2026](#)

**Ask for your corporate member coupon code

*Not sure if you're a corporate member, email office@aafdallas.org



our members in early [2026](#), and we want all news, resources, and job postings to be open and accessible to everyone who wants them.

I'm aware that our current membership database skews heavily toward agency email addresses. If you know someone who could benefit from this, please forward this email along. And if your company is hiring, **please submit roles using the job posting link below** so we can help amplify those opportunities.

I also want to emphasize that AAF Dallas is an organization for *everyone* in the advertising and marketing industry, regardless of vertical. We are not just here to advocate for and celebrate creative work. [If you look at our current board, you'll see representation across media sales, HR, media planning, buying, and strategy; account services; production; creative; marketing; PR; and more.](#)

Lastly, since I already have your attention: [AAF Dallas Awards entries are open through January 16](#). We've brought back Honorable Mentions and expanded our [Suits Awards](#) to recognize even more industry verticals and experience levels. A huge thank you to the **Cheil Dallas** team for serving as our AAF Dallas Awards Creative Sponsor. We hope you'll join us in February to celebrate all the incredible work done over the past year. We will soon be sharing more details about our first [networking happy hour](#) on January 22 and opening up entries for our [2026](#) Luminary Awards. We would also love to get more individuals and organizations involved in the AAF Dallas Foundation in [2026](#). Click the link below to learn more.

Thank you for being part of this community, reading this long email :) and for showing up for each other.

Elisabeth
President@aafdallas.org

Membership Request Form

Job Openings Form

AAF Dallas Foundation Information

Dallas American Advertising
Awards Entry Form

Dallas Suits Awards Entry
Form



American Advertising Federation - Dallas <office-aafdallas.org@shared1.ccsend.com>
to me ▾

[Unsubscribe](#)

Wed, Jan 7, 8:30 AM

TLDR: AAF Dallas is offering FREE individual membership to anyone laid off in 2025. Just click the link at the bottom of the email to request membership.

Hey AAF Dallas,

My name is Elisabeth Zuerker, and I'm excited to serve as your 2025-2026 AAF Dallas President. While my term officially began back in July, it feels important, reach out after 2025 has come to a close to share *why*.

Like so many people in our industry, I was laid off in 2025. At the time, I was already in line to step into the role of AAF Dallas President, and I struggled with what it would look like for the largest AAF club in the country (I'm serious, y'all, some things really *are* bigger in Texas) to be led by someone unemployed at the time.

Now here we are, halfway through my term, and the news surrounding our industry hasn't improved. I wish I could tell you that everything will magically turn around in 2026, but I can't.

What we *can* do as AAF Dallas is show up for our community. That's why we're offering **free AAF Dallas membership to anyone laid off in 2025**. Simply click the membership request link below to sign up. We're rolling out **exciting updates** for our members in early 2026, and we want all news, resources, and job postings to be open and accessible to everyone who wants them.

I'm aware that our current membership database skews heavily toward agency email addresses. If you know someone who could benefit from this, please forward this email along. And if your company is hiring, **please submit roles using the job posting link below** so we can help amplify those opportunities.

I also want to emphasize that AAF Dallas is an organization for *everyone* in the advertising and marketing industry, regardless of vertical. We are not just here to advocate for and celebrate creative work. [If you look at our current board, you'll see representation across media sales, HR, media planning, buying, and strategy; account services; production; creative; marketing; PR; and more.](#)



Image source: Mad Men, Season 2, Episode 13 (AMC, 2008)

AAF Dallas Updates From The President

AAF Dallas
3,365 followers



January 7, 2026

Hey AAF Dallas,

My name is Elisabeth Zuerker, and I'm excited to serve as your 2025–2026 AAF Dallas President. While my term officially began back in July, it feels important to reach out after 2025 has come to a close to share *why*.

Like so many people in our industry, I was laid off in 2025. At the time, I was already in line to step into the role of AAF Dallas President, and I struggled with what it would look like for the largest AAF club in the country (I'm serious, y'all, some things really *are* bigger in Texas) to be led by someone unemployed at the time.

Now here we are, halfway through my term, and the news surrounding our industry hasn't improved. I wish I could tell you that everything will magically turn around in 2026, but I can't.

What we can do as AAF Dallas is show up for our community. That's why we're offering [free AAF Dallas membership to anyone laid off in 2025](#). Simply click [here](#) to sign up. We're rolling out exciting updates for our members in early 2026, and we want all news, resources, and job postings to be open and accessible to everyone who wants them.

I'm aware that our current membership skews heavily toward agency contacts

Comments

13 · 2 comments · 6 reposts



Like

Comment

Share

Add a comment...



Most recent ▾



Cora Veltman · 2nd
Art Director · Designer · Sports Pho...

1mo · ...

commenting for Dallas peeps that could use a little community rn

Like · 1 · Reply · 1 reply

AAF Dallas
3,365 followers

1mo · ...

Thank you!

Like · Reply · 14 impressions

By Elisabeth Zuerker • 1/7/2026

...

AAF Dallas
3,385 followers
1mo •

TLDR: AAF Dallas is offering FREE individual membership to anyone laid off in 2025. Just click the link in the article to request membership.



AAF Dallas Updates From The President

AAF Dallas

You and 12 others

2 comments • 6 reposts

of...

Love

Comment

Repost

Tell them what you loved...



Most relevant ▾



Cora Veltman • 2nd
Art Director 🎨 Designer 🔥 Sports Photographer 📸

1mo •

commenting for Dallas peeps that could use a little community rn

Like • 1 | Reply • 1 reply

Article views: 60 total

Preview results ▾

By Nadia Cortez • 1/10/2026

...

AAF Dallas

3,365 followers
1mo • 🌐

So proud to be part of this organization and committee. Please take advantage of this amazing opportunity.

May everyone find amazing opportunities in 2026! 🍀🍀🍀

AAF Dallas

3,365 followers
1mo • 🌐

TLDR: AAF Dallas is offering FREE individual membership to anyone laid off in 2025. Just click the link in the article to request membership.



AAF Dallas Updates From The President

AAF Dallas

👍 1

VideoAmp

Sales Lead: <https://lnkd.in/g37gr72a>

Mallard Agency

Brand Manager: <https://lnkd.in/gRpCsEm8>

Brand Coordinator: <https://lnkd.in/g6xVZtrZ>

H2O.ai

VP Partnerships, North America: <https://lnkd.in/gHiFM8Us>

Multiview

Digital Media Sales Representative: <https://lnkd.in/gagk7YuA>

The University of Texas at Dallas

Events Planner, Davidson Gundy Alumni Center: <https://lnkd.in/gPwzkxRK>

Acceleration Partners

Associate Account Director/Account Director, Influencer

Marketing: <https://lnkd.in/g6xPEUBg>

PMG

Brand Media Director: <https://lnkd.in/gssUVDHv>

Product Lead, Creative Team: <https://lnkd.in/gs5jH7HY>

Risely

Marketing Account Manager: https://lnkd.in/gQ_YQbRh

Spectrum Reach

Advertising AE- Digital Ad Sales, Fort Worth: <https://lnkd.in/g4eKC5b2>

Eulerity

Senior Digital Marketing Account Lead: <https://lnkd.in/gSUMcFbf>

European Wax Center

Paid Media Director: https://lnkd.in/gU-Ze7_Y

Audacy, Inc.

Account Executive: <https://lnkd.in/gbA8qqzy>

Perry Weather

Senior Demand Generation Manager: <https://lnkd.in/gcHQzmtH>





AAF Dallas

3,365 followers

1mo •

🌟 Job Openings 🌟

These companies are now hiring! Are you hiring in DFW or for remote positions? Add your job in the comments.

Click the links below to apply for each role directly 📩

3Headed Monster

Art Director: <https://lnkd.in/gHs4HrcN>

Account Supervisor: <https://lnkd.in/gXAA8iJB>

Pizza Hut

Sr. Brand Manager, Channel Growth- Marketplace &

Delivery: <https://bit.ly/3LY5kF5>

PepsiCo

Associate Manager, Global Media Capabilities: <https://lnkd.in/gfN8t-Wi>

Topgolf

UX/UI Designer: <https://bit.ly/4jE7SVy>

Arm Candy: <https://lnkd.in/gEYTYmVq>

Associate Director of Media Investment

Associate Director of Media

Media Investment Supervisor

Media Investment Specialist

Media Specialist

Media Associate

Media Investment Associate

Cheil USA

Project Manager: <https://lnkd.in/gUtn7CNF>

270B

Senior Art Director: <https://lnkd.in/epZafwwP>

Senior Copywriter: <https://lnkd.in/etQeu7WB>

Kimpton Hotels & Restaurants

Senior Sales Manager: <https://lnkd.in/gJPTJPmK>

ALSO.

Multiple Positions: <https://lnkd.in/gMgfNv2m>

Tegan

Internships: <https://tegan.io/careers/>

The LOOMIS Agency: <https://lnkd.in/gsW6Dv7d>

Sr. Art Director

Social Media Manager

Sr. AE

AE

Dieste Inc.

Bilingual Copywriter: <https://dieste.com/jobs/>

By Elisabeth Zuerker • 1/22/2026

...

 **AAF Dallas**
3,365 followers
1mo • 

Are you hiring? Comment with a link to your open positions or fill out the form so we can help you find your next great hire! ...more



 Larry Brantley and 3 others

2 reposts

af...

 Like

 Comment

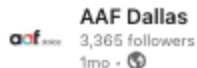
 Repost

Comment as AAF Dallas...



Organic impressions: 646 impressions

Preview results 



These companies are hiring!

Dairy MAX Inc., Vice President – Communications: <https://lnkd.in/grM3eZKu>

TRG, Art Director: <https://lnkd.in/gqXPufez>

TMA, Account Executive: <https://lnkd.in/gjGCvTUM>

7-Eleven, Enterprise Project Manager- PMO: <https://lnkd.in/gZ-6dre8>

Razorfish

Jr. Copywriter: <https://lnkd.in/gTevzRbX>

Associate Creative Director- Art Director: <https://lnkd.in/gWCSxdtb>

Art Director: <https://lnkd.in/g5SAzm8e>

Account Director: <https://lnkd.in/gWJSXGk4>

PMG

Influencer Account Director: <https://lnkd.in/gPvuNUHd>

Influencer Account Executive: https://lnkd.in/g_pw4mpW

Graduate Leadership Program- Junior Art Director: <https://lnkd.in/gmMkZJpH>

Creative Copywriting Lead: <https://lnkd.in/gW7QF9JM>

Graduate Leadership Program- Junior Copywriter: <https://lnkd.in/guXGE5T8>

Wingstop Restaurants Inc., Creative Director: https://lnkd.in/g_A5XsjX

Trooh, Media Sales, Client Partner: <https://lnkd.in/gcnWW3aA>

PepsiCo

Content Creator: <https://lnkd.in/gwwrRiky>

D3 Account Executive: <https://lnkd.in/gwfraA4k>

D3 Account Director: <https://lnkd.in/gWg2RTE4>

D3 Associate Manager, Media Strategy, Planning &

Investment: <https://lnkd.in/gtW87McB>

Hearst Newspapers, VP Sales: <https://lnkd.in/gCUaxZfV>

80Twenty, Senior Account Director: https://lnkd.in/gG4F9v_Y

Drive Social Media, Account Strategist: <https://lnkd.in/gnMpdaTs>

NOW



More job openings!

270B, Sr. Art Director: <https://lnkd.in/gBsMMmVY>

VML, Senior Copywriter: <https://lnkd.in/gv4AfiiG>

iHeartMedia, Account Executive: <https://lnkd.in/gJXc-cG3>

Uber, Client Partner, Advertising (Restaurants, Mid-Market): <https://lnkd.in/gvtFznKG>

UWorld, Marketing Content Writer: <https://lnkd.in/gp8pSpCE>

3Headed Monster, Art Director: <https://lnkd.in/gUFTwEeB>

Viant Technology

Senior AE: <https://lnkd.in/gSf2arvY>

Account Director: <https://lnkd.in/gfJbQ8vc>

Arcis Golf, Project Manager: <https://lnkd.in/gNFAtNYf>

Monks, Senior Account Manager, Affiliate (Remote): <https://lnkd.in/gRg6e7He>

Fossil Group, Inc., Sr. Copywriter: <https://lnkd.in/gFxeeCjV>

The LOOMIS Agency, Sr. Art Director: <https://lnkd.in/ggnCh2r8>

Invitation Homes, Director, Marketing: <https://lnkd.in/gFkQutNU>

EōS Fitness, Creative Director: <https://lnkd.in/g5B563WP>

Deloitte

Account Executive, CRM: https://lnkd.in/gVB_3fvy

Lead Designer (GPS): <https://lnkd.in/gM2rjTCa>

Signet Jewelers, Hybrid Sr. Creative Copywriter: https://lnkd.in/g_PwRcZx

Cheil USA, Associate Creative Director: <https://lnkd.in/g-x5qzAw>

Dal-Tile LLC, Copywriter: <https://lnkd.in/gJ9Y6usH>

Lennox, Sr. Corporate Communications Specialist: <https://lnkd.in/gDBTDiJj>

GSM Outdoors, Digital Marketing Manager: <https://lnkd.in/gXwJetSr>

European Wax Center, Project Manager: <https://lnkd.in/gxtMvhHU>

Thomson Reuters, Marketing Strategy Digital Director: <https://lnkd.in/gBRE-9Cg>

At Home Group Inc., Copywriter: <https://lnkd.in/gNSQjDhk>

US Oral Surgery Management, Sr. Creative

Designer: <https://lnkd.in/gegvUNhG>

Viral Nation, Account Director, Influencer Marketing: https://lnkd.in/g_T6TPgX

By Elisabeth Zuerker • 1/30/2026

...



Additional job openings!

Hearst Newspapers Dallas, Strategic Account Executive: <https://bit.ly/4qctuKj>

MarketSearch Recruiting Executive Search, VP, Digital Growth Performance
Marketing: <https://bit.ly/4a1uhaS>

Sprout Social, Inc., Field Marketing Manager (ABM): <https://bit.ly/4q3JrCa>

PepsiCo, Biddable Media Activation Manager: <https://bit.ly/45ybe6G>

ARS Brands, Senior Marketing Manager: <https://lnkd.in/gfzAZP3P>

Aurora, Senior Business Analyst, Workforce Strategy: <https://lnkd.in/gXtMtGyR>

Targetbase, Account Director: <https://lnkd.in/gevUVy58>

Nexstar Media Group, Inc., Director, Group Sales: <https://lnkd.in/gbVB6YhW>



Larry Brantley and 4 others

4 reposts

Exhibits: Our Mission





[About](#) [Member Login](#) [Join](#) [Events](#) [News](#) [Jobs](#) [AD 2 Dallas](#) [BBB](#) [Resources](#) [Contact](#)

HOW RICH THE HERITAGE



WHAT'S DONE IS HISTORY. WHAT'S AHEAD IS THE CHALLENGE.

In pausing to celebrate its 100th anniversary by tracing the course of what has happened to date, the Dallas Advertising League can point with pride to the many significant accomplishments of the past in the lives and works of the members who created the League and made it grow.

By reviewing the past, the Dallas Advertising League can find inspiration and guidance for ever-increasing achievement in the future. This is not a full chronicle of that century of progress, only a brief look at some of the ways the Dallas Ad League has helped shape the enormous economic prosperity experienced in Dallas, and the impact made throughout the American Advertising Federation and District 10.

Nine of the DAL's eleven charter members gathered on June 17, 1908, planning to work for safer and saner advertising in Dallas. Includes George Baker, first president, along with Gus Thomasson; Fred Johnson of Johnson Printing Co.; Albert Chaney, Titche-Goettinger Ad Manager; Richard Haughton, Founder of Houghton Brothers Printers; James Kirkland, Ad Manager Sanger Brothers; and Doc Wynn, Owner of Dallas' first advertising agency.



COMMITTEE

WANT TO MAKE A DIFFERENCE IN THE DALLAS ADVERTISING COMMUNITY?

Volunteer your time and talent by joining one of the many AAF Dallas committees. From event planning to member recruitment to public service, there is a committee to fit your passion and experience.

Contact us about any one of the committees listed below and we will put you in contact with the Committee Chair.

[VOLUNTEER SUBMISSION FORM](#)

Exhibit: Board Leadership

Inbox (159) - office@aafddallas... x saas.starfishadage.agency/than... x Board of Directors - AAF Dallas x +

aafddallas.org/board-of-directors/

Blue: Login 888 Central Inbox (118) - office... Starred - Google Dri... AAF Starfish Platform 2026 AAA Sales 365 Portal 888 Digital Library Ad Review & Invest... 2025 0416_Ad Revie... Member AAF Login... IABBB AI Policy Loom Screen Recor...

aaf american advertising federation

About Awards Join Jobs Ad 2 Dallas BBB Events Member Login



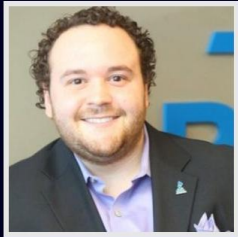
PRESIDENT
Elisabeth Zuerker



FIRST VICE PRESIDENT
Carla Benitez



SECOND VICE PRESIDENT
Marie Dale



EXECUTIVE ADMINISTRATOR & BBB ADVERTISING ADVISOR
Jimmy Asa

78°F Cloudy Search 1:19 PM 3/6/2026

2025 - 2026 Board of Directors Contact Sheet							
File Edit View Insert Format Data Tools Gemini Help							
A1 Name							
	A	B	C	D	E	F	G
	Name	Position	Direct Report	Title	Company	Email	Phone
1	Elisabeth Zuerker	1 - President	The People	Account Director	RVA Media	ezuerker@gmail.com	405-642-6413
2	Carla Benitez	2 - 1st VP	President	Director of Human Resources	Arm Candy	carla.benitez@thearmcandy.com	214-738-5454
3	Marie Dale	3 - 2nd VP (Education, Diversity, Foundation & Sponsorships)	President	Local Sales Manager	Spectrum Reach	marieflynee2@gmail.com	757-344-8283
4	Jimmy Asa	5 - Executive Administrator, BBB & Gov. Relations	President	Director of Advertising Review	BBB Serving North Central Texas	office@aafDallas.org	214-803-8463
5	Elisa Silva	6 - Immediate Past President	President	Partner, Managing Director	3Headed Monster	elisa@3headedmonster.com	512-659-6057
6	Hayley Nielsen	American Advertising Awards	Executive Committee			HHlong11@gmail.com	540-239-7067
7	Andrew Ruth	American Advertising Awards	Executive Committee	Producer/Cinematographer	Ruth Film Productions	Andrew@ruthfilmproductions.com	469-328-2992
8	Andrea Zanon	American Advertising Awards	Executive Committee	Account Supervisor	Cheil USA	andrea.z@cheil.com	505-514-4384
9	Robin Shelby	American Advertising Awards (Lead)	Executive Committee	Chief Operating Officer	Cheil USA	robin.s1@cheil.com	214-693-3791
10	Kayla Griffiths	Education, Diversity, Foundation & Sponsorships	VP2	Senior Brand Strategist		kayagriffis@gmail.com	469-223-4863
11	Noni Akhavan	Education, Diversity, Foundation & Sponsorships	VP2	Project Manager	Pollexco		
12	Collin Quick	Education, Diversity, Foundation & Sponsorships	VP2	Account Director	DHD Films	Collin.Quick@gmail.com	815-703-7276
13	Camille Brown	Education, Diversity, Foundation & Sponsorships	VP 2	Field Marketing Specialist	SpectrumReach	Camille.Brown@charter.com	
14	Angelica Ocampo	Foundation	VP2	Client Partnership Manager	Saatchi & Saatchi	angelica.ocampo@saatchi.com	469-285-8141
15	Suzanne La Forgia	Foundation	VP2	Director of Media Sales	Volta Media	suzannelaforgia@gmail.com	646-438-1559
16	Candace Vanterpool	Government Relations	VP2	Senior Manager	American Airlines	candace.vanterpool@aa.com	832-966-6106
17	Nadia Cortez	MarCom	VP1	Assistant Communications Director	St. Francis of Assisi Catholic Church		756-268-2434
18	Annie Smith	MarCom/Copy	VP1	Art Director	DHD Films	cortez22@icloud.com	817-908-2477
19	Patty Harrison	Membership + Industry Liaison	VP1	Editor-In-Chief	AdChat DFW	patty@adchatdfw.com	214-697-1372
20	Christina Pedison	Membership	VP1	Senior Manager of National Media and Partners	Pizza Hut	christinapedison@gmail.com	214-842-9779
21	Erica Hutchinson	y					615-542-7332
22	Marissa Eddings	Programs	VP2	Sr. Director, Brand, Advertising	711	marissa.eddings@7-11.com	213-503-2930
23	Stephanie delCarpio	Programs	VP2	Senior Producer	TeamOne	stephanie.delcarpio@teamone-usa.com	281-796-0148
24	Andres De La Casa Huertas	Programs (Happy Hour Chair)	VP2	Creative Director		acasahuertas@gmail.com	469-601-2464
25	Nicole French	Secretary (Non-Voting)	Ex. Admin	Media Strategist & Account Leader	The McCarthy Companies	nicolemarie.french@gmail.com	214-542-9896
26	Celina Garcia	Tech + Social Media	VP1	Senior Manager Social Media & Influencer	Signet Jewelers, Zales & Banter	celinagarcia@gmail.com	972-322-9533
27	Christen Jacquotet	Tech + Social Media (Website Lead)	VP1	Digital Project Manager	Lerma/	clacquotet@lermaagency.com	7656090333
28	Stephen Duncan	Tech + Social Media	VP1			sag9602@gmail.com	
29	Michael Burke	Public Service	VP1	Founder & Director	Wild Reply	michael@wildreply.com	708-601-1331
30	David Motter	Public Service	VP1	EVP, Creative	TPN	david@norasound.com	214-886-0043
31							
32							
33							
34							
35							
36							
37							
38							
39							
40							
41							
42							
43							
44							
45							
46							
47							
48							
49							
50							
51							
52							
53							
54							
55							
56							
57							
58							
59							
60							
61							
62							
63							
64							
65							
66							
67							
68							
69							
70							
71							
72							
73							
74							
75							
76							
77							
78							
79							
80							
81							
82							
83							
84							
85							
86							
87							
88							
89							
90							
91							
92							
93							
94							
95							
96							
97							
98							
99							
100							

Board Meeting Agenda/Minutes

...

>

2025-2026 AAF Dallas ...

>

3. Monthly Meeting Age...

▼

✓

☰

ⓘ

> Insights from Gemini

Type ▼

People ▼

Modified ▼

Source ▼

Name	Owner	Date modified	File size	Sort
1. July 2025	AAF Dallas President	Aug 11, 2025 me	—	⋮
2. August 2025	me	Aug 11, 2025 me	—	⋮
3. September 2025	me	Sep 16, 2025 me	—	⋮
4. October 2025	me	Oct 13, 2025 me	—	⋮
5 - November 2025	me	Nov 10, 2025 me	—	⋮
6 - December 2025	me	Dec 8, 2025 me	—	⋮
7 - January 2026	me	Jan 12 me	—	⋮
8 - February 2026	me	Feb 9 me	—	⋮



AAF Dallas Board Retreat Minutes 7-28-2025

Roll Call/Introduction

Present

- Elisabeth Zuerker
- Carla Benitez
- Marie Dale
- Jimmy Asa
- Elisa Silva
- Andrew Ruth
- Vivian De La Cruz
- Robin Shelby
- Kayla Griffis
- Collin Quick
- Angelica Ocampo
- Suzanne La Forgia
- Patty Harrison
- Christina Pedison
- Erica Hutchinson
- Marissa Eddings
- Stephanie delCarpio
- Andres De La Casa Huertas
- Nicole French
- Christen Jacquottet
- David Motter

Not Present

- Jem Akhimien
- Candyce Vanterpool
- Maria Diaz
- Chase Embree
- Asha Ramirez
- Kevin Cooper
- Leaux Johnson
- Michael Burke

Welcome to New Board Members: Nadia Cortez, DHD Films joining MarCom

Board Positions Needed: Creative for MarCom/Social. Two had to drop from Programs. We may need additional hands there, too.

Housekeeping

- Covered Starfish CRM

