

The Advertising Federation of Minnesota (AdFed)

2025-2026 Club Achievement: Club Operations

OVERVIEW

The Advertising Federation of Minnesota (AdFed) is a professional trade association that has served the Twin Cities advertising and marketing community since 1906. AdFed connects advertising professionals across agencies, brands, suppliers, and educational institutions through programming, events, and industry recognition, including hosting the local level of the American Advertising Federation's national awards competition. AdFed also oversees Ad 2 Minnesota, a standing committee focused on advertising professionals under the age of 32, which operates its own board of directors and programming calendar under AdFed's governance.

AdFed entered the 2025-2026 board year on a foundation of renewed clarity, momentum, and national recognition. At the 2025 AAF ADMERICA conference, the AAF's annual national gathering, AdFed was honored with Chapter of the Year and President of the Year for Division II, and earned three National Club Achievement Awards: 1st Place in Club Operations, 2nd Place in Programs, and 2nd Place in Cornerstone Initiatives. (Exhibit 1) Building on that momentum and led by President Althea Larson, the incoming board established three strategic priorities at the board year kickoff in August 2025:

- Membership Value: fostering meaningful connections, delivering educational opportunities, and recognizing Twin Cities advertising talent;
- Culture: building an inclusive, creative, and connected community across the AdFed board of directors; and
- Financial Responsibility: practicing smart stewardship for a sustainable future of the organization.

(Exhibit 2)

Every initiative undertaken this year traces back to one or more of these priorities.

LONG-RANGE PLANNING

AdFed's long-range planning goal this year was to build on the renewed relationships and operational improvements of the prior year—deepening connections with Ad 2 Minnesota, AAF District 8 (the regional grouping of AAF chapters that includes Minnesota), and the broader AAF national community, while positioning AdFed as a leader and resource within the network.

Goals/Objectives

- Continue strengthening the AdFed and Ad 2 relationship.
- Deepen engagement with AAF District 8 and AAF National.
- Expand AdFed's presence beyond its own district and region.
- Establish formal governance structures that future-proof the organization.

Strategy/Tactics

Ad 2 Minnesota

Ad 2 Minnesota is a standing committee of AdFed focused on advertising professionals under the age of 32, in the first ten years of their careers. The two organizations share governance, finances, and resources. In prior years the relationship had been strained, with friction over processes, budgets, and shared responsibilities. The 2025-2026 board made a deliberate commitment to leave those challenges behind, resulting in a transformed partnership characterized by open communication, mutual respect, and genuine collaboration. Joint planning, co-hosted events, and a unified voice to the community have become the norm. The combined board year kickoff in August 2025 set the tone with both full boards in attendance. (Exhibit 3)

Regional and National Engagement

AdFed significantly expanded its presence across the AAF network this year. The executive team consistently participated in monthly AAF District 8 meetings and regular executive director calls. AdFed supported the National Student Advertising Competition, a prestigious annual competition in which

college students develop and present a full advertising campaign for a real corporate client, by connecting the district with college contacts and providing leads on venues and vendors and volunteering at the local level of the competition.

AdFed played a central role in bringing Ad Connect, the AAF Central Region's bi-annual professional development conference, to Minneapolis for the first time. President Althea Larson, Executive Director Kate Kearns, and incoming Vice President Sara Johnson all served on the planning committee, helping coordinate logistics, secure vendors and sponsors, and shape the program. Larson and Kearns also presented two sessions on the American Advertising Awards, one main stage panel discussion and one breakout session, sharing AdFed's expertise with club leaders from across the country. The conference was held October 17-18, 2025 at the Radisson Blu Mall of America. (Exhibit 4-5)

AdFed's reach extended to the AAF Western Region as well. Executive Director Kate Kearns was invited to present at AdWest, the Western Region's annual conference held October 2-4, 2025 in Honolulu, Hawaii, delivering a session on the American Advertising Awards and sharing how AdFed runs one of the most successful local competitions in the country. (Exhibit 6) AdFed also attended ADMERICA, participated in Presidential Idea Exchange (PIE) meetings throughout the year, traveled to North Dakota to support AAF North Dakota's American Advertising Awards program (Exhibit 7), and collaborated with peer chapters to discuss and improve club operations and source judges for the Minneapolis competition. (Exhibit 8)

Results

AdFed's long-range planning efforts produced a stronger, more functional relationship with Ad 2; increased visibility and credibility within the AAF network; and a growing reputation as a resource and leader for peer chapters nationally, demonstrated by presenting sessions at both the Central and Western regional conferences.

ANALYSIS OF MEMBER NEEDS

Central to the board's Membership Value priority was improving how AdFed communicates with and delivers value to its member agencies. In prior years, communication was largely one-directional, with limited mechanisms for hearing back from the agencies AdFed serves. Leadership sought to create a more structured, reciprocal relationship that gave agencies a genuine voice in shaping the organization.

Goals/Objectives

- Develop a formal structure for communication between AdFed and member agencies.
- Increase engagement and participation among member agencies.
- Create mechanisms for agencies to provide feedback and shape AdFed's direction.

Strategy/Tactics

AdFed developed and launched the Agency Liaison Program, a first-of-its-kind initiative that designates one person at each member agency as the official point of contact between the agency and the AdFed board. (Exhibit 9) Agency liaisons ensure all employees receive AdFed communications; provide insight and feedback to the board; encourage event attendance and use of member benefits; and connect their agency with the broader benefits of AAF national membership. In recognition of their role, liaisons receive complimentary admission to all AdFed and Ad 2 events.

Results

Since launching, 32 agencies have enrolled an agency liaison, a strong initial response that reflects the appetite for a more direct connection with the AdFed board. (Exhibit 10) The program is one component of a broader membership strategy producing exceptional results: over the eligibility period for these awards, AdFed grew from 188 to 229 active memberships, a 22% increase, welcomed 61 new memberships, achieved an 89% retention rate, and maintained a 1% churn rate. These numbers reflect a community that is actively choosing AdFed—and choosing to stay.

LEADERSHIP ORGANIZATION AND DEVELOPMENT

The board's Culture priority inspired a fresh look at AdFed's board structure, with the goal of building a volunteer leadership team that is capable, diverse, and genuinely equipped for the work ahead.

Goals/Objectives

- Expand the board to better distribute responsibilities and reduce burnout.
- Add roles that reflect emerging operational needs.
- Maintain continuity while welcoming new perspectives.

Strategy/Tactics

The 2025-2026 board grew to 25 members (previously 21). New roles included two Public Service Co-Chairs (a category AdFed had not formally pursued in more than a decade), a Legal Affairs Chair, and a Design Chair (reintroduced after being previously retired). The Technology Chair was retitled Digital Operations Chair to better align with the scope of responsibilities. The Programs team expanded from two to four chairs to support the growing events calendar. (Exhibit 11) Althea Larson stepped into the role of President on July 1, 2025. Sara Johnson serves as Vice President, Melissa O'Keefe as Secretary, and Alex Ostermann as Treasurer. Executive Director Kate Kearns continues in her role, providing organizational continuity and strategic oversight across both boards. (Exhibit 12) Leadership also conducted regular check-ins with board members and attended committee meetings throughout the month, a meaningful shift from prior years. Resonate, a Minneapolis design agency, continued as AdFed's external creative partner, with the reintroduction of a Design Chair creating a dedicated internal contact for the partnership. (Exhibit 13)

Results

The board is larger, more capable, and more cohesive than in prior years. While six board members departed at the end of the 2024-2025 board year, net growth in board size reflects a healthy and expanding organization, with anticipated turnover for the coming year remaining low.

GOVERNANCE AND POLICIES

One of the most significant accomplishments of 2025-2026 was the development and adoption of a comprehensive Policies and Procedures document, a first for AdFed in its modern history. As a volunteer-led nonprofit, AdFed had historically operated without a formal written set of policies governing financial decisions, board conduct, or event planning. This year, the executive director undertook the effort to build out these comprehensive policies and procedures, which were reviewed and approved by the board. The effort supports all three board priorities: improving Culture through clear behavioral expectations; advancing Financial Responsibility through formal fiscal controls; and protecting Membership Value by ensuring the organization operates with integrity and sustainability.

Goals/Objectives

- Formalize organizational policies to reduce ambiguity and improve accountability.
- Establish clear guidance on financial management, governance, and conduct.
- Progress the bylaws review process with expert legal support.

Strategy/Tactics

The Policies and Procedures document covers 15 sections including governance structure, code of conduct, financial policies, conflict of interest, technology access, file storage, travel, event planning, communications, credit card use, intellectual property, and more. (Exhibit 14) Key highlights include a formal Conflict of Interest policy requiring annual disclosure from all board members; a Segregation of Duties policy preventing any single individual from controlling all aspects of a financial transaction; a comprehensive Event Planning policy with required timelines, budget approval processes, and a financial viability checkpoint two weeks prior to each event; and a document retention policy preserving institutional knowledge for future leadership. Upon adoption, all board and Ad 2 board members signed a formal acknowledgement confirming they had reviewed and agreed to comply with the full document for the duration of their service.

The bylaws review, initiated in the prior board year, continued with a significant development: AdFed became a pro bono client of Fredrikson, a large Twin Cities law firm and long-standing annual sponsor.

Fredrikson's legal team is providing expert review and guidance on AdFed's governing bylaws, ensuring they are legally sound and aligned with nonprofit best practices, a service AdFed could not otherwise afford. (Exhibit 15)

Results

The Policies and Procedures document, last revised September 9, 2025, is available for easy reference to all board members via the AdFed Google Drive. It represents a foundational step in AdFed's commitment to transparency, accountability, and organizational resilience, providing incoming volunteer leaders with a clear operational roadmap regardless of their tenure with the organization.

FISCAL MANAGEMENT

The board's Financial Responsibility priority drove meaningful progress across sponsorship, financial controls, and overall organizational financial health in 2025-2026.

Goals/Objectives

- Grow the annual sponsorship program.
- Reduce administrative burden through improved financial tools and processes.
- Improve Ad 2's financial performance after a significant deficit in 2024-2025.
- Increase transparency and board engagement in financial decision-making.

Strategy/Tactics

AdFed grew its roster of annual sponsors from two to three, welcoming broadhead, a Minneapolis-based full-service marketing agency, as an annual partner alongside EisnerAmper (accounting and advisory) and Fredrikson (law). (Exhibit 16) Annual sponsors receive year-round recognition and benefits across AdFed programming in exchange for a financial commitment to the organization.

AdFed obtained its first organizational credit card, reducing the administrative burden of reimbursements and eliminating the need for volunteer board members to front personal funds. Any points or rewards accrued remain with the organization to offset the rising costs of conducting business. (Exhibit 17)

For the first time in more than a decade, AdFed created and voted on a formal annual budget covering both AdFed and Ad 2 operations, ensuring financial decisions were made transparently and with full board awareness. AdFed also diversified its vendor relationships, prioritizing competitive bids for key services. (Exhibit 18)

Results

The financial picture for 2025-2026 is significantly stronger than the prior year. Ad 2, which operated at a significant deficit in 2024-2025, is on track to break even in the current fiscal year, a remarkable turnaround reflecting improved planning and oversight. AdFed's financial tracking is vastly improved, with decisions brought to the leadership team or full board as appropriate. The addition of broadhead as a third annual sponsor reflects growing confidence in AdFed as a community leader and partner.

SUMMARY

The 2025-2026 board year has been one of structure, sustainability, and growth. Coming off a year in which AdFed earned Chapter of the Year, President of the Year, and three National Club Achievement Awards, the pressure was on to deliver, and the board has risen to the challenge. Guided by its three strategic priorities of Membership Value, Culture, and Financial Responsibility, AdFed has moved confidently forward with clear policies, an expanded board, stronger community relationships at every level of the AAF network, significantly improved financial health, and membership growth of 22% (from 188 to 229 active memberships) with an 89% retention rate. The board looks forward to building on this momentum in the year ahead, continuing to deliver exceptional value to its members and the Minneapolis advertising community.



The Advertising Federation of Minnesota (AdFed)
2025-2026 Club Achievement: Club Operations

Exhibit 1: ADMERICA awards / national recognition documentation

2025 Club Achievement Winners

Division 2

AdFed Minnesota

1st Place—Club Operations
2nd Place—Cornerstone Initiatives & Events
2nd Place—Programs

AAF Houston

2nd Place—Club Operations
1st Place—Cornerstone Initiatives & Events
1st Place—Membership Development & Communications
1st Place—Programs

2025 Chapters & Presidents of the Year



Division 1

AAF Dallas
Elisa Silva



Division 2

AdFed Minnesota
Hana Chughtai



Exhibit 2: Deck from combined Board Kickoff in August 2025 (select slides)



Exhibit 2: continued)

American Advertising Federation



150+ local clubs

35,000+ members

15 districts

HQ in DC




AdFed

Recent National Recognition

- Chapter of the Year for Division II
- President of the Year for Division II
- National Club Achievement Awards for Division II:
 - 1st Place in Club Operations
 - 2nd Place in Programs
 - 2nd Place in Cornerstone Initiatives




AdFed

Leadership Team

- Exec: Pres, VP, Exec Director
- Officers: President Emeritus, Treasurer, Secretary, Ad 2 President, Ad 2 Vice President








AdFed

2025-2026 Priorities

- Membership Value**
Fostering meaningful connections, delivering educational opportunities, and recognizing Twin Cities advertising talent.
- Culture**
Building an inclusive, creative, and connected community across the AdFed Minnesota Board of Directors.
- Financial Responsibility**
Practicing smart stewardship for a sustainable future of the organization.

AdFed

New SUPER FUN Stuff

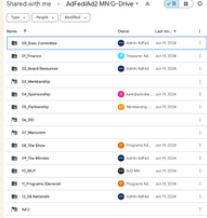
- Policies + Procedures
- Board Agreement
- Conflict of Interest Disclosure Form
- Style Guide!



AdFed + Ad2

Google Drive

- EVERYTHING LIVES HERE AT ALL TIMES
- Best practices
 - Always store stuff on the drive!
 - Use when logged in to an AdFed/Ad 2 email address so:
 - Files don't take your personal storage space
 - Ownership stays with the organization



AdFed + Ad2

Exhibit 3: combined Board Kickoff photos



Exhibit 4: Ad Connect conference planning committee documentation / conference website)



AD CONNECT
It's About YOU

2025 Central Region Conference Agenda
Thursday, July 31, 2025
Conference call via ZOOM

I. Welcome.

II. Hotel RFP Discussion. Radisson Blu. Mall of America
Bill Richmond

III. Budget Discussion.
Bill Richmond

IV. Project Assignments.

- Graphic Design.
Sophie Rogers
- Internet-Website Design.
Chris McDonald
- Programming.
Tom Woody
- Sponsorships.
Shannon Steffke

V. Open Discussion.

Important Dates:
July 31, 2025: Launch registration on website.
August 1, 2025: Notify District Governors of registration link.
September 13, 2025: Early Bird Registration ends.
October 17-18, 2025: AD CONNECT Conference, Minneapolis, MN.

Next meeting time & date:

AD CONNECT
It's About YOU

2025 CENTRAL REGION CONFERENCE
OCTOBER 17 - 18
MINNEAPOLIS, MN



aaf central region

[SPEAKERS](#) [AGENDA](#) [SPONSORS](#) [ABOUT](#) [BOOK HOTEL](#) [REGISTRATION](#)

Exhibit 5: Ad Connect session agenda / screenshots showing AdFed presentations

CONFERENCE SCHEDULE

MORE DETAILS TO COME ... STAY TUNED!

THURSDAY, OCT 16

2:00 pm - 6:00 pm
REGISTRATION OPEN

FRIDAY, OCT 17

8:00 am - 5:00 pm
REGISTRATION OPEN
8:00 am - 5:00 pm
VENDOR EXHIBIT
8:30 am - 10:00 am
CONFERENCE OPENING
BREAKFAST BUFFET IN BALLROOM
WELCOME GREETING
MAIN STAGE PRESENTATION
10:00 am - 10:15 am
BREAK

SATURDAY, OCT 18

8:00 am - 4:00 pm
REGISTRATION OPEN
8:00 am - 5:00 pm
VENDOR EXHIBIT
9:00 am - 10:00 am
BREAKFAST SERVED IN BALLROOM
WELCOME GREETING
MAIN STAGE PRESENTATION
Steve Pacheco, AAF President & CEO
"State of the Organization"
10:00 am - 10:15 am
BREAK
10:15 am - 11:00 am
PANEL DISCUSSION
American Advertising Awards
11:15 am - 12:00 pm
BREAKOUT SESSION 1



ALTHEA LARSON
AD FED Minnesota
President



KATE KEARNS
AD FED Minnesota
Executive Director

Exhibit 5: continued



Cracking the Code
of the American Advertising Awards

AdFed
MINNESOTA

revenue allocation

entry fees

→

production budget

ticket sales

→

profit

cash sponsorship

→

buffer

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event strategy

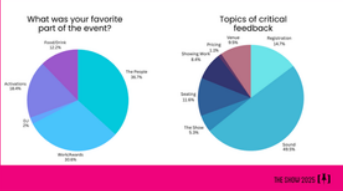
ASK PEOPLE WHAT THEY WANT

- survey to attendees
- conversations with agencies, key partners

DO WHAT THEY ASK
IMMERSIVE ENGAGEMENT

let the work shine

PRINT WORK
SILVER-WINNING REEL
THE REEL
THE BOOK



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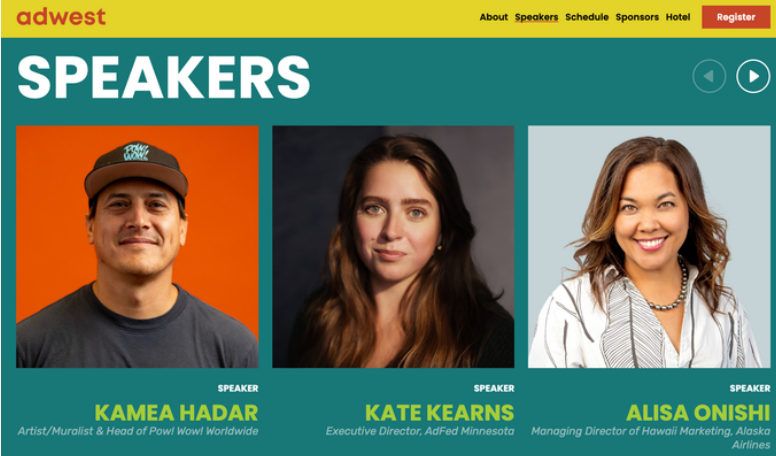


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Exhibit 6: AdWest conference — speaker listing / session documentation



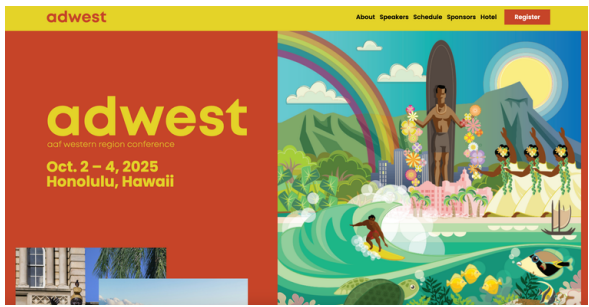


Exhibit 7: AAF North Dakota trip documentation / photos



Exhibit 8: Peer chapter collaboration / judges documentation

Demonstrating partnership with AAF Los Angeles, who offered to make a connection with their At-Large Board Member Suzie Bao, who became an AdFed judge

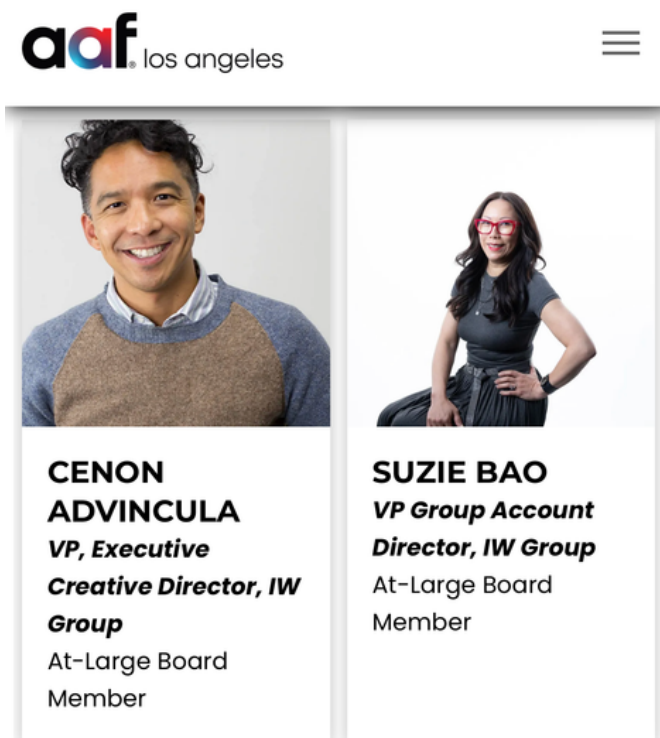


Exhibit 9: Agency Liaison Program materials—solicitation email; pre-event email reminder

Agency Liaison Email
October 2025 Update

Version 1 (if one point of contact)

Hello!

We are reaching out because (agency name) is a valued member of AdFed and we have you listed as the current point of contact. We are launching a new Agency Liaison program that seeks to simplify communication between AdFed and our members.

We are seeking one volunteer from each member agency to be the Agency Liaison for their agency and are looking for the best person at (agency name) to fill this role.

The role of the liaison is to:

- Serve as the point person for communication between the AdFed Board of Directors and their agency, ensuring all employees at the member agency receive AdFed communications and newsletters
- Have the opportunity to provide insight, make suggestions, and help make AdFed the best organization it can be for our community
- Help communicate AdFed events and initiatives to their agency with the goal of increasing participation, event attendance, and overall engagement with our members
- Encourage full use of AdFed member benefits (e.g. job board, AAF membership)
- Connect agency employees with the American Advertising Federation (AAF) to access the benefits of their national membership
- Provide information for AdFed's agency records, including points of contact for sponsorship, The Show, etc. and basic agency information like number of employees

As a thank you, agency liaisons will receive free admission to all AdFed and Ad 2 events. You will also be invited to attend semi-annual events exclusive to agency liaisons.

If you could pass along this opportunity to the rest of the agency and send any interested individuals back to us (at membership@adfed.org), it would be greatly appreciated. If you are personally interested in being the agency liaison, you can simply respond to this email.

Sincerely,

David Lovett, Alexandra Cullen and Marc Liu
AdFed Membership & Sponsorship Chairs 2025-2026

Kate Kearns <execdirector@adfed.org>

Join AdFed at Beyond the Boardroom on January 20
8 messages

Membership AdFed <membership@adfed.org> Wed, Jan 14, 2026 at 8:56 PM
Cc: alexandraacullen@gmail.com, Kate Kearns <execdirector@adfed.org>, david.j.f.lovett@gmail.com, Marc Liu <marc@marcliu.com>

Hi Agency Liaisons!

Thanks again for being an agency liaison! As part of your role, please forward this to your full office. And use this promo code for your own ticket: LIAISON26.

AdFed's Beyond the Boardroom is back with another panel of Twin Cities agency leadership. We'll be gathering on January 20th at 5:30 PM at broadhead on 411 N Washington Ave Suite 500, Minneapolis, MN 55401.

This is going to be an honest, forward-looking conversation on the advertising landscape heading into 2026.

The event will be moderated by the legendary Jason DeRusha, with guests Dean Broadhead (broadhead), Neil White (BBDO MW), Billy Jurewicz (space150), Van Horgen (Superhuman) and Gina Nacey (Rise and Shine and Partners.)

Yes, there's food and drinks! More info here and signup here:
<https://www.eventbrite.com/e/beyond-the-boardroom-tickets-1979803018122?aff=oddtcreator>

Sincerely,

Alex, David and Marc
(the AdFed Membership Team)

Exhibit 10: Agency Liaison enrollment list

Agency / Company	Status	First Name	Last Name	Agency	Job
Ostrom Creative	Confirmed	Tom	Ostrom	tom@ostromcreative.com	Chief Creative Officer
Preston Spire	Confirmed	Sammy	Baraga	sbaraga@prestonspire.com	Admin Coordinator
Framework	Confirmed	Ryan	Johnson	ryan.johnson@frameworkr.com	Owner/President
MAKE	Confirmed	Oren	Robashkin	oren@makevisual.com	Executive Producer
True Media	Confirmed	Michelle	Zoccoli	mzoccoli@truemediaservices.com	
Superhuman	Confirmed	Malia	Horgan	malia@superhuman.agency	Copywriter
KNOCK inc.	Confirmed	Madeline	Fix	Madeline.Fix@KNOCKinc.com	
Carmichael Lynch	Confirmed	Kirsten	Buckner	kirsten.buckner@clynch.com	
5IVE	Confirmed	Maddie	Massmann	maddie@5ivempls.com	Brand Planner & Project Manager
Asche & Spencer	Confirmed	KARI	SHARFF	ksharff@ascheandspencer.com	Executive Producer
Channel Z, Corp.	Confirmed	Kelly	Nelson	kelly@channelzedit.com	EP & Owner
MONO	Confirmed	Katie	Zurick	katie.zurick@mono-1.com	Executive Assistant-Project Manager
Folklore	Confirmed	Jim	Wakely	jwakely@folklore.digital	
DKY	Confirmed	Joe	Peterson	jpeter@dkyinc.com	Partner, VP Account Service
BIONIC GIANT	Confirmed	Joe	Beard	joe@bionicgiant.com	Founder/ CEO
fjorge	Confirmed	Joe	Barsness	joe.barsness@fjorgedigital.com	Director, Business Development
Motion 117	Confirmed	Jeff	Johnson's	jeff@motion117.com	
SixSpeed	Confirmed	Haley	Daughetee	haley.daughetee@sixspeed.com	Office Manager
X-FCTR	Confirmed	Emily	Moher	emoher@x-fctr.com	Senior Account Manager
Rocket55	Confirmed	David	Lovett	david.l@rocket55.com	VP of Content & SEO
Current Resident	Confirmed	Chaddix	Malchow	chaddix@currentresident.tv	Partner, Head of Post
BBDO	Confirmed	Ben	Nicholson	ben.nicholson@omc.com	Strategist
In The Groove Music	Confirmed	Becky	Shaheen	becky@itgmusic.com	
JT Mega	Confirmed	Ann	Strong	astrong@jtmega.com	Director of Operations
broadhead	Confirmed	Alex	Kolodge	akolodge@broadheadcc.com	Marketing + Growth Supervisor
The Social Lights	Confirmed	Aaron	Komo	aaron@thesocial-lights.com	Director of Growth
Rise & Shine & Partners	Confirmed	Kate	Beacon	kate.beacon@riseandshineandpartners.com	
Land O'Lakes	Confirmed	Sam	Tarquin	tarquin@gmail.com	
Duke Cannon Supply Co.	Confirmed	Rob	Franks	Rob.Franks@dukecannon.com	
Little	Confirmed	Whitney	Bauer	whitney.bauer@littleco.com	
Lawrence & Schiller	Confirmed	Kyrie	Bussler	kyrie.bussler@l-s.com	
Shinebox	Confirmed	Colleen		colleen@shinebox.com	
Betty	Followed up on 10/16	Mike	Caguin	awards@periscope.com	
Curious Plot	Followed up on 10/16	James	Drewicke	jdrewicke@curiousplot.agency	
Fallon	Followed up on 10/16	Jessika	Gore	jessika.gore@fallon.com	
Griffin Archer	Followed up on 10/16	Lisa	Rogers	lisar@griffinarcher.com	
KMWE-TV Telemundo Minn	Followed up on 10/16				
Hunt Adkins	Unable to receive mail	Jordan	Mynderse	jmynderse@huntadkins.com	

Exhibit 11: Org chart and board roster, with Board Kickoff slides highlighting select new board roles

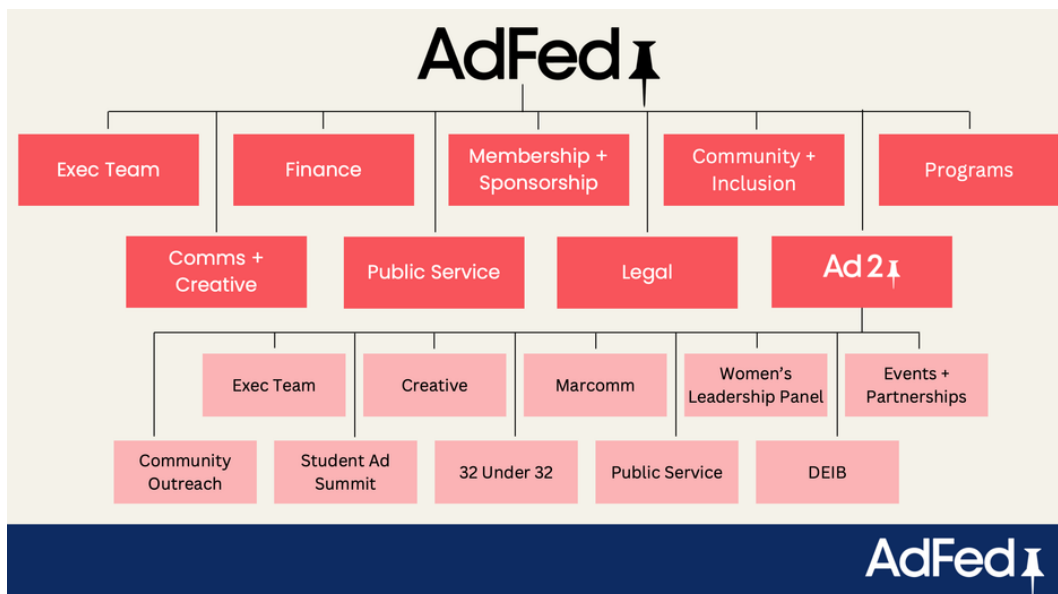


Exhibit 11: continued

AdFed Board of Directors 2025–2026

Board	Title	Team(s) / Committee(s)	Name	Pronouns	Agency / Employer	Email	Phone	Preferred Communication (call, text, email, slack)	LinkedIn
AdFed	President	Executive Committee, Officers	Althea Larson	she/her	broadhead.	larsonalthea@gmail.com	651-324-9707	text/email/slack	https://www.linkedin.com/in/althea-larson-4492b1157/
AdFed	Vice President	Executive Committee, Officers	Sara (SJ) Johnson	she/her	Mall of America	saraalexandra747@gmail.com, sara	515-729-1541	email	https://www.linkedin.com/in/johnson-sara/
AdFed	President Emeritus	Officers (non-voting)	Hana Chughtai	she/her	Hana April Inc	hana@hanaaprilinc.com	612-889-2687	any	https://www.linkedin.com/in/hanaaprilchughtai/
AdFed	Executive Director	Executive Committee, Officers (non-voting), Operations, Finance	Kate Kearns	she/her	AdFed	execdirector@adfed.org	612-306-6848	any	https://www.linkedin.com/in/katekearns/
AdFed	Treasurer	Officers, Finance	Alex Ostermann	he/him	Collective Measures	alex@ostermann.com	262-339-6063	text/email	https://www.linkedin.com/in/alexostermann/
AdFed	Secretary / Project Manager	Officers, Operations	Melissa O'Keefe	she/her	VML	melissa.o.okeefe@gmail.com	612-867-5406	text/slack	https://www.linkedin.com/in/melissaookeefe/
AdFed	Sponsorship Chair	Sponsorship/ Membership	Marc Liu	he/him	Civilized Cycles	marc@civilizedcycles.com	646-247-3972		https://www.linkedin.com/in/liumarc/
AdFed	Membership Chair	Sponsorship/ Membership	David Lovett	he/him	Rocket55	DavidJFBLovett@gmail.com	651-472-2117		https://www.linkedin.com/in/davidlovett/
AdFed	Membership Chair	Sponsorship/ Membership	Alex Cullen	she/her	SixSpeed	alexandraacullen@gmail.com	507-269-8756	text/email/slack	https://www.linkedin.com/in/alexandra-cullen-9a0b5a12/
AdFed	Community + Inclusion Chair	C&I	Michaela Clubb	she/her	The BrandLab	mclubbm@gmail.com	612-800-4802	email	https://www.linkedin.com/in/michaelaclubb-74058a176/
AdFed	Community + Inclusion Chair	C&I	Alison Clark	she/her	Self-Employed	alisonclarkMN@gmail.com	773-383-4612	email	https://www.linkedin.com/in/alisonclark33/
AdFed	The Minnies Chair	Programs	Emy Dominguez	she/her	Mall of America	Emydominguez0@gmail.com	651-890-7582	text/email	https://www.linkedin.com/in/emydominguez/
AdFed	WLP Chair	Programs	Claire Tierney Ande	she/her	Freelance	tierney.pnk@gmail.com	612-889-0802	text/email	https://www.linkedin.com/in/cia-tierneyanderson/
AdFed	Programs Chair	Programs	Dustin Steuck	He/They	Mpls Institute of Art	dustysteuck@gmail.com	920-293-1011	email	https://www.linkedin.com/in/dustin-steuck-9b895596/
AdFed	Programs Chair	Programs	Rachel Flores	she/her	MONO	rachelfloresbookings@gmail.com	323-251-5209	email	https://www.linkedin.com/in/rachelflores-900b03168/
AdFed	Programs Chair	Programs	Emily McCallison	she/her	GreatClips	emilymccallison@gmail.com	320-630-9919	text/email	https://www.linkedin.com/in/emily-mccallison/
AdFed	Programs Chair	Programs	Chelsie Babcock	she/her	Bear Market Financial S	chelsiebabcock@gmail.com	952-217-9139	call/text/emc	https://www.linkedin.com/in/chelsie-babcock/
AdFed	Digital Operations Chair	Operations, Communications	Chaddix Malchow	he/him	Current Resident	chaddix@currentresident.tv	715-338-1198	any	https://www.linkedin.com/in/chaddixmalchow/
AdFed	MarComm Chair	Communications	Emily Rinde	she/her	broadhead.	emily.rinde@gmail.com	763-248-5859	text/email/slack	https://www.linkedin.com/in/emilyrinde/
AdFed	Design Chair	Communications	Sophie Bernstorf	she/her	broadhead.	sophiebernstorf@gmail.com	612-889-5774	any	https://www.linkedin.com/in/sophie-bernstorf/
AdFed	Public Service Chair	Public Service	Danielle Smith	she/her	Russell Herder	daniellecsmith90@gmail.com	612-860-2627	call/text/emc	https://www.linkedin.com/in/daniellecsmith/
AdFed	Public Service Chair	Public Service	Dan Erickson		Dan Erickson Design	danericksondesign@gmail.com	612-483-8224	text/email/slack	https://www.linkedin.com/in/danerickson/
AdFed	Legal Affairs Chair		Courtney Thompson	she	Fredrikson	cthompson@fredlaw.com	612-492-7251	email	https://www.linkedin.com/in/courtneyathompson/
AdFed + Ad 2	Ad 2 President	Officers, Ad 2 Exec Team, Ad 2 Board	Hannah Hill	She/Her/	SixSpeed	hkateolson@gmail.com	612-940-5392	any	https://www.linkedin.com/in/thannahyvette/
AdFed + Ad 2	Ad 2 Vice President	Officers, Ad 2 Exec Team, Ad 2 Board	Sydney Skemp	She/Her/	JT Mega	skemper02@gmail.com	608-304-7881	any	https://www.linkedin.com/in/sydney-skemp/

Public Service

- Client: InspireMSP (student focused organization)
- Project: Design a campaign around InspireMSP's career day
 - December 2025 at Target Center
 - 1,000+ middle and high school students
 - 3 phases: attract sponsors and speakers; get students excited; media buzz
- ED helping for year 1 of this initiative



Danielle Smith

Dan Erickson

New!

AdFed

Legal

- Legal Affairs Chair
 - Focusing on legal trends, industry best practices, regulatory guidance
 - Education + thought leadership
- Courtney is an attorney at Fredrikson (annual sponsor shoutout)
 - AdFed is a pro bono client



Courtney Thompson

New!

AdFed

Exhibit 12: Photo from board kickoff (left to right: Ad 2 Vice President Sydney Skemp, AdFed Vice President Sara Johnson, Ad 2 President Hannah Hill, AdFed Executive Director Kate Kearns, AdFed President Althea Larson)



Exhibit 13: Scope for Resonate creative partnership

AdFed Creative/Design Partner Scope
2025-2026 Resonate Proposed Scope
• The Minnies ◦ Full suite of assets for web/email/social • Community & Inclusion ◦ Full suite of assets for web/email/social ◦ Concepting/positioning and name • CEO panel ◦ Logo/lockup ◦ Full suite of assets for web/email/social ◦ Concepting/positioning and name • The Show ◦ pre-AOR social posts ◦ Full suite of print/auxiliary needs for event • Annual Meeting ◦ 1 web/email asset, 1-2 social assets

Advertising Federation of Minnesota

Policies and Procedures

Last revised September 9, 2025 · Table of Contents

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This document outlines governance, financial, and operational policies for AdFed Minnesota and its standing committee Ad 2.

**Advertising Federation of Minnesota
Board Member Agreement**

Name: David Lovett

Board Role (e.g., Director, Officer, Committee Chair): Membership Chair

Board Year: 2025-2026

I understand that as a member of the Advertising Federation of Minnesota (AdFed) Board of Directors, I have a legal and ethical responsibility to support the organization's mission and ensure it operates effectively in pursuit of its goals. I believe in the purpose and mission of AdFed and will act responsibly and in good faith as a steward of its work.

As a member of the Board of Directors of the Advertising Federation of Minnesota (AdFed), I acknowledge the following:

1. I have received and reviewed the full set of AdFed's [Policies and Procedures](#), including but not limited to those related to finance, conflict of interest, board conduct, reimbursement, travel, document retention, and organizational governance.
2. I have read, understand, and agree to comply with all provisions outlined in these Policies and Procedures, in full for the duration of my board service, including any updates or amendments adopted during my term.
3. I understand that failure to comply with these policies may result in disciplinary action up to and including removal from the board, in accordance with AdFed's bylaws and governance procedures. I also understand that any delay or failure by AdFed to enforce any policy or rule will not constitute a waiver of its right to do so in the future.
4. I understand that I am not an employee of AdFed and agreeing to these Policies and Procedures does not set terms or conditions of employment or create an employment contract.

By signing below, I affirm that I have read this acknowledgment in full and understand my obligations as a board member of AdFed.

Signature: David Lovett

Date: 2025-09-11

2026 ANNUAL SPONSORSHIP

FREDRIKSON

Term: February 1, 2026 – January 31, 2027

NEW FOR 2026: PANELIST GIFT PARTNER

Official Panelist Gift Partner for the following two signature events:

1. **Beyond the Boardroom (CEO Panel)** –2027 (Date TBD)
2. **Women's Leadership Panel** – 2026 (Date TBD)

Includes:

- Opportunity for a Fredrikson rep to assist in presenting gifts to speakers.
- Right to include branded items inside the gift package.

CONTENT OPPORTUNITIES

- **Quarterly (4 per year) blogs** highlighting new/key industry information.
 - Fredrikson team to develop content; AdFed team to review and publish.
- Shared via monthly email newsletters and on LinkedIn.

PROGRAMMING

- **Annual event hosted at Fredrikson office** providing relevant legal information for AdFed member orgs, typically a morning event targeted at agency leaders.
- Verbal recognition of Fredrikson's sponsorship for panelist sponsor events & The Show during event programs or introductions.
- **2 tickets** to all AdFed and Ad 2 events.

BRAND PLACEMENT

- Fredrikson logo included in **monthly email newsletters**.
- Fredrikson logo included on **Sponsorships page** of AdFed.org.
- **\$2,000 of total contribution allocated to sponsorship of The Show.**
 - 6 event tickets.
 - Fredrikson logo on theshowmn.org and at the event.
 - Mention on Eventbrite.
 - One pre-event social post.
 - Branded activation.

OTHER

- Fredrikson attorney Courtney Thompson to hold Legal Affairs Chair or similar board position on the AdFed board of directors.

Board meeting attendance to be highly encouraged but optional

- **Corporate AdFed membership** for all Fredrikson employees based in Minnesota.
- **Exclusivity:** As annual sponsor, no other law firms will be considered.
- **First Right of Refusal:**
 - As exclusive law firm sponsor on marquee events.
- FredLaw will provide ad hoc pro bono legal services upon request (subject to conflicts checks and availability)

TOTAL INVESTMENT: \$10,000

Agreed and Accepted:

The Advertising Federation of Minnesota

Signature: 

Date: 02/03/2026

Fredrikson & Byron, P.A.

Signature: Suzanna Jack

Date: 01/30/26

2025-2026

ANNUAL SPONSORSHIP - BRONZE

BE PART OF THE STORY

The Advertising Federation of Minnesota has been serving the Twin Cities advertising community since 1906. Together with Ad 2, we offer impactful programming and opportunities to agencies, advertisers, suppliers, students, and more. We celebrate the Twin Cities' market strength and the global impact our community makes through leading brands, creative advertising campaigns, and sound business practices.

TOTAL INVESTMENT: \$5,000



ALL ANNUAL SPONSORS RECEIVE

Sponsor highlight blog published on AdFed.org and shared via LinkedIn. Logo included in monthly email newsletters and on Sponsors page of AdFed.org.



WOMEN'S LEADERSHIP PANEL

Align your brand with empowerment and equity at this premier event, connecting you directly with influential female leaders and dedicated advocates from across Minnesota's marketing community.



THE SHOW

The Show is the premier annual awards gala where your brand can directly connect with and gain visibility among the most influential leaders, agencies, and rising stars of Minnesota's entire advertising and marketing community.



32 UNDER 32

Position your company as a champion of future leadership by sponsoring this high-profile awards event, which celebrates and puts your brand in front of the 32 most accomplished rising stars in our industry.



STUDENT ADVERTISING SUMMIT

Invest in your future talent pipeline by sponsoring this two-day summit, where your brand can directly engage with, recruit, and build loyalty among the most ambitious advertising students in the region.



THE MINNIES

Gain unparalleled access to the top media strategists, planners, and agency decision-makers as you celebrate and sponsor the awards show dedicated to media innovation and campaign excellence.

Have questions? Looking to customize your sponsorship?

Email sponsorships@AdFed.org

AdFed | **Ad 2**

Exhibit 17: American Express statement for organization credit card, held by Executive Director



Business Platinum Card
 ADFED MINNESOTA
 KATHLEEN KEARNS
 Closing Date 02/26/26 Next Closing Date 03/29/26
 Account Ending 1-71008

p. 1/9
Customer Care: 1-800-492-8468
TTY: Use Relay 711
Website: americanexpress.com

New Balance **\$47,848.87**

Minimum Payment Due **\$4,099.87**

Payment Due Date **03/23/26**

Membership Rewards® Points
 Available and Pending as of 01/31/26
217,200

For up to date point balance and full program details, visit membershiprewards.com

Late Payment Warning: If you do not pay the Minimum Payment Due by the Payment Due Date of 03/23/26, you may have to pay a late fee of \$39.00 and your Pay Over Time APR may be increased to the Penalty APR of 29.99%.

Minimum Payment Warning: If you make only the minimum payment each period, you will pay more in interest and it will take you longer to pay off your Pay Over Time balance. For example:

If you make no additional charges and each month you pay...	You will pay off the balance shown on this statement in about...	And you will pay an estimated total of...
Only the Minimum Payment Due	33 years	\$112,096

If you would like information about credit counseling services, call 1-888-733-4139.

➔ See page 2 for important information about your account.

➔ Please refer to the **IMPORTANT NOTICES** section.

❗ We will debit your bank account for your monthly AutoPay payment of \$47,848.87 on 03/13/26. This date may not be the same date your bank will debit your bank account. Any inquiry to American Express concerning this debit should be made before 03/13/26. If your monthly AutoPay payment is less than your Minimum Payment Due, we must receive an additional payment for at least the difference by 03/23/26.

➔ For information on your Pay Over Time feature and limit, please refer to the **Information on Pay Over Time** section.

Pay In Full Portion

Previous Balance	\$0.00
Payments/Credits	-\$0.00
New Charges	+\$2,848.87
Fees	+\$0.00
New Balance	= \$2,848.87

Pay Over Time Portion

Previous Balance	\$12,006.45
Payments/Credits	-\$12,006.45
New Charges	+\$45,000.00
Fees	+\$0.00
Interest Charged	+\$0.00
New Balance	= \$45,000.00
Minimum Due	\$1,251.00

Account Total

Previous Balance	\$12,006.45
Payments/Credits	-\$12,006.45
New Charges	+\$47,848.87
Fees	+\$0.00
Interest Charged	+\$0.00
New Balance	\$47,848.87
Minimum Payment Due	\$4,099.87

Pay Over Time Limit \$45,000.00

Available Pay Over Time Limit \$0.00

Days in Billing Period: 28

 **Payment Coupon**
Do not staple or use paper clips

 **Pay by Computer**
americanexpress.com/business

 **Pay by Phone**
1-800-472-9297

Account Ending 1-71008

Enter 15 digit account # on all payments.
Make check payable to American Express.

KATHLEEN KEARNS
 ADFED MINNESOTA
 ADFED MINNESOTA
 5520 RICHMOND CURVE
 MINNEAPOLIS MN 55410

See reverse side for instructions on how to update your address, phone number, or email.

AMERICAN EXPRESS
 PO BOX 60189
 CITY OF INDUSTRY CA 91716-0189

\$ _____
Amount Enclosed



000034993416012215 004784887000409987 25 H

Exhibit 18: AdFed annual budget

AdFed / Ad 2 2025 - 2026 Budget					
Class	Account #	Line Item	Actual Amount ('25-'26)	Budgeted Amount ('25 - '26)	Actual Amount ('24 - '25)
Class	Account #	Line Item	Actual Amount ('25-'26)	Budgeted Amount ('25 - '26)	Actual Amount ('24 - '25)
ADFED / AD 2 SHARED		TOTAL AdFed / Ad 2	-\$13,663.46	-\$2,325.00	-\$6,998.83
AdFed / Ad 2 Shared		Dues	-\$12,305.00	-\$10,875.00	-\$9,750.00
		<i>Ad 2 National Dues</i>	-\$1,360.00	-\$825.00	-\$780.00
		<i>Ad 2 District 8 Dues</i>	-\$550.00	-\$550.00	-\$500.00
		<i>AdFed National Dues</i>	-\$7,995.00	-\$7,000.00	-\$6,270.00
		<i>AdFed District 8 Dues</i>	-\$2,400.00	-\$2,500.00	-\$2,200.00
AdFed / Ad 2 Shared		Membership		\$51,250.00	\$47,195.25
		<i>Agency & Individual Memberships</i>		\$53,000.00	\$47,300.00
		<i>Agency Liaison Initiative</i>		-\$1,500.00	
		<i>Membership Admin</i>		-\$250.00	-\$104.75
AdFed / Ad 2 Shared		Salaries/Contractor Payments		-\$50,000.00	-\$41,000.00
		<i>Exec Director Salary</i>		-\$39,000.00	-\$36,000.00
		<i>Web/Brand Refresh</i>		-\$11,000.00	-\$5,000.00
AdFed / Ad 2 Shared		Shared Admin		-\$6,300.00	-\$8,767.80
		<i>Bank/Payment Processing</i>			
		<i>Insurance</i>		-\$1,200.00	-\$1,083.43
		<i>Tech Subscriptions</i>		-\$5,100.00	-\$7,684.37
		<i>Taxes</i>			
		<i>Tax Prep</i>			
		<i>Credit Card Annual Fee</i>			
AdFed / Ad 2 Shared		Annual Sponsorships		\$22,750.00	\$13,000.00
		<i>Fredrikson</i>		\$10,000.00	\$10,000.00
		<i>Eisner Amper</i>		\$5,000.00	\$3,000.00
		Goal: \$8k in new annual sponsorship		\$8,000.00	
		<i>Sponsorship Admin</i>		-\$250.00	
AdFed / Ad 2 Shared		Board Kickoff	-\$1,358.46	-\$1,650.00	-\$1,342.93
		<i>Venue</i>			
		<i>Food/Drinks</i>	-\$1,084.20	-\$1,500.00	-\$1,242.00
		<i>AV</i>			
		<i>Photo/Video</i>			-\$50.00
		<i>Talent/Speakers</i>			
		<i>Event Rentals</i>			
		<i>Decor</i>			
		<i>Printing</i>			
		<i>Misc</i>	-\$274.26	-\$150.00	-\$50.93
		<i>Sponsorship</i>			
		<i>Ticket Sales</i>			
AdFed / Ad 2 Shared		Annual Meeting		-\$2,000.00	-\$4,186.10
		<i>Venue</i>			\$0.00
		<i>Food/Drinks</i>		-\$2,000.00	-\$2,000.00
		<i>AV</i>			\$0.00

AdFed / Ad 2 2025 - 2026 Budget

Class	Account #	Line Item	Actual Amount('25-'26)	BudgetedAmount('25 - '26)	ActualAmount ('24 - '25)
		Photo/Video			\$0.00
		Talent/Speakers			\$0.00
		Event Rentals			\$0.00
		Decor			\$0.00
		Printing			\$0.00
		Misc		-\$75.00	\$0.00
		Sponsorship			\$0.00
		Ticket Sales		\$75.00	\$76.14
		2023-2024 Annual Mtg			-\$2,262.24
AdFed / Ad 2 Shared		Misc.		-\$5,500.00	-\$2,147.25
		D8 NSAC Sponsorship		-\$1,000.00	-\$500.00
		UMN NSAC Sponsorship		-\$500.00	-\$257.25
		AdVocation Pride Sponsorship		-\$500.00	
		Ad Connect Central Region Conference Spon	\$0.00	-\$500.00	
		Ad Connect Misc.	-\$428.35	-\$500.00	
		D8 District Awards		\$500.00	\$500.00
		AAF Achievement Awards			
		AdFed/Ad 2 Swag		-\$1,500.00	-\$1,890.00
		Misc. Meetings		-\$500.00	
		Other Misc.		-\$1,000.00	
AD 2		TOTAL	-\$2,997.00	\$0.00	-\$26,782.01
Ad 2		32 Under 32		\$1,550.00	-\$18,190.38
		Venue		-\$3,800.00	-\$2,600.00
		Food/Drinks		-\$15,000.00	-\$24,698.46
		AV		-\$600.00	-\$2,451.00
		Photo/Video		-\$1,000.00	-\$1,000.00
		Talent/Speakers		-\$500.00	-\$800.00
		Event Rentals			
		Decor		-\$750.00	-\$9,114.22
		Printing		-\$400.00	-\$378.22
		Awards		-\$3,000.00	-\$3,008.80
		Judge Thank You Gifts		-\$400.00	-\$545.91
		Misc			-\$125.00
		Sponsorship		\$12,000.00	\$11,500.00
		Ticket Sales		\$15,000.00	\$15,031.23
Ad 2		Ad 2 Admin		-\$1,550.00	-\$4,575.24
		End of Year Party		-\$700.00	-\$1,557.99
		Club Achievement Submissions		-\$250.00	-\$155.00
		Ad 2 National Raffle		-\$200.00	-\$200.00
		Later.com			-\$540.00
		Public Service			-\$2,122.25
		Monthly Meetings		-\$400.00	\$0.00
Ad 2		Ad 2 Conferences/Travel		-\$11,600.00	-\$9,488.00
		Mid-Year Retreat		-\$1,500.00	\$0.00
		Admerica		-\$9,400.00	-\$8,839.00
		Admerica – PS Team Allocation		-\$700.00	-\$649.00

AdFed / Ad 2 2025 - 2026 Budget

Class	Account #	Line Item	Actual Amount('25-'26)	BudgetedAmount('25 - '26)	ActualAmount ('24 - '25)
Ad 2		DEIB		\$200.00	-\$2,059.26
		Venue		-\$1,000.00	-\$1,700.00
		Food/Drinks		-\$600.00	-\$821.50
		AV		-\$400.00	-\$600.00
		Photo/Video			\$0.00
		Talent/Speakers			\$0.00
		Event Rentals			\$0.00
		Decor		-\$100.00	\$0.00
		Printing		-\$100.00	-\$92.12
		Misc.		-\$100.00	-\$47.07
		Sponsorship		\$2,000.00	\$1,000.00
		Ticket Sales		\$500.00	\$201.43
Ad 2		Other Ad 2 Programs (ex: Agency Hops)		\$600.00	\$507.00
		Food/Drinks		-\$200.00	
		Misc.			
		Sponsorship			
		Ticket Sales		\$800.00	\$507.00
Ad 2		Public Service 2025-2026		\$0.00	\$730.93
		Expenditures (tbd) Social Ads Talent		-\$5,500.00	
		Sound Crew Food/Snacks Admerica			-\$3,015.00
		Travel Sponsorship Misc. Ad 2			-\$1,200.00
		National Competition Winnings			-\$200.00
					-\$160.99
				-\$1,500.00	-\$1,393.08
				\$7,000.00	\$6,400.00
					\$300.00
Ad 2		Student Advertising Summit		\$8,100.00	\$6,404.71
		Venue		-\$7,000.00	-\$6,200.00
		Food/Drinks		-\$8,000.00	-\$7,260.06
		AV			
		Photo/Video		-\$1,800.00	-\$2,000.00
		Talent/Speakers			
		Event Rentals			
		Decor		-\$2,000.00	-\$2,205.50
		Printing		-\$900.00	-\$815.15
		Misc		-\$200.00	-\$200.00
		Sponsorship		\$23,000.00	\$21,000.00
		Ticket Sales		\$5,000.00	\$4,085.42
Ad 2		Women's Leadership Panel	-\$2,997.00	\$2,700.00	-\$111.77
		Venue	-\$20,555.00	-\$3,000.00	-\$18,237.06
		Food/Drinks	included in Venue	-\$17,000.00	-\$209.71
		AV	included in Venue	-\$600.00	
		Photo/Video	-\$1,000.00	-\$1,000.00	-\$800.00
		Talent/Speakers	\$0.00	-\$500.00	-\$400.00

AdFed / Ad 2 2025 - 2026 Budget

Class	Account #	Line Item	Actual Amount('25-'26)	BudgetedAmount('25 - '26)	ActualAmount ('24 - '25)
		Event Rentals	\$0.00	\$0.00	
		Decor	-\$2,593.00	-\$1,000.00	-\$4,000.00
		Misc	-\$424.00	-\$200.00	
		Sponsorship	\$12,500.00	\$11,000.00	\$9,650.00
		Ticket Sales	\$9,075.00	\$15,000.00	\$13,885.00
ADFED		TOTAL	-\$938.59	\$27,550.00	\$19,854.82
AdFed		AdFed Conferences/Travel		-\$13,500.00	-\$10,426.80
		Admerica		-\$10,000.00	-\$9,958.00
		AdWest	-\$1,378.49	-\$1,500.00	\$0.00
		Central Region Conference	-\$428.35	-\$500.00	\$0.00
		Day on the Hill	\$0.00	\$0.00	\$0.00
		NSAC		-\$250.00	-\$468.80
		D8 Awards Attendance		-\$1,250.00	
AdFed		AdFed Admin		-\$11,000.00	-\$6,128.00
		Monthly Meetings		-\$4,000.00	-\$1,943.00
		Ad Hoc Meetings		-\$3,000.00	
		Resonate		-\$2,500.00	
		Ad 2 Meetings			-\$1,200.00
		Club Achievement Submissions		-\$250.00	-\$155.00
		Advokate			-\$1,500.00
		Misc.		-\$750.00	-\$1,330.00
		Silver Medal Award	-\$271.34	-\$500.00	
AdFed		CEO Panel	\$147.56	\$250.00	-\$3,169.23
		Venue	\$0.00	\$0.00	\$0.00
		Food/Drinks/Supplies	-\$2,632.44	-\$2,000.00	-\$3,424.94
		AV	\$0.00	\$0.00	
		Photo/Video	-\$400.00	-\$500.00	-\$360.15
		Talent/Speakers	\$0.00	\$0.00	
		Event Rentals	\$0.00	\$0.00	
		Decor	\$0.00	\$0.00	
		Security	\$0.00		-\$250.00
		Speaker Gifts	\$0.00		-\$450.00
		Misc	-\$300.00	-\$400.00	
		Sponsorship	\$2,000.00	\$1,500.00	\$0.00
		Ticket Sales	\$1,480.00	\$1,650.00	\$1,315.86
AdFed		Community & Inclusion	\$3.52	\$250.00	\$0.00
		Venue	-\$700.00	-\$1,500.00	
		Food/Drinks		-\$1,500.00	
		AV		-\$350.00	
		Photo/Video	-\$100.00	-\$650.00	
		Talent/Speakers	-\$1,300.00	-\$1,200.00	
		Event Rentals			
		Decor		-\$400.00	
		Printing		-\$150.00	
		Misc	-\$133.15		

AdFed / Ad 2 2025 - 2026 Budget

Class	Account #	Line Item	Actual Amount('25-'26)	BudgetedAmount('25 - '26)	ActualAmount ('24 - '25)
		<i>Sponsorship</i>	\$1,750.00	\$4,500.00	
		<i>Ticket Sales</i>	\$486.67	\$1,500.00	
AdFed		The Minnies		\$1,400.00	\$231.41
		<i>Venue</i>		\$0.00	\$0.00
		<i>Food/Drinks</i>		-\$2,750.00	-\$2,725.39
		<i>AV</i>		\$0.00	\$0.00
		<i>Photo/Video</i>		-\$1,000.00	-\$976.77
		<i>Talent/Speakers</i>		-\$650.00	
		<i>Event Rentals</i>		\$0.00	\$0.00
		<i>Decor</i>		-\$2,000.00	-\$3,194.43
		<i>Misc</i>		-\$200.00	-\$154.00
		<i>Sponsorship</i>		\$5,000.00	\$4,500.00
		<i>Ticket Sales</i>		\$3,000.00	\$2,782.00
AdFed		Other AdFed Programs	-\$1,089.67	-\$2,500.00	-\$22.25
		<i>Alive After Five</i>		-\$1,000.00	-\$22.25
		<i>Smize, Sip & Sleigh</i>	-\$605.71		
		<i>Past Presidents Council October</i>	-\$483.96	-\$1,500.00	
		<i>Past Presidents Council April</i>			
AdFed		The Show		\$52,650.00	\$39,369.69
		<i>Venue</i>		-\$20,000.00	-\$7,884.81
		<i>Food/Drinks</i>		-\$25,000.00	
		<i>AV</i>		-\$8,000.00	
		<i>Photo/Video</i>		-\$2,500.00	-\$2,325.00
		<i>Talent/Speakers</i>		-\$2,500.00	-\$2,450.00
		<i>Activations</i>		-\$20,000.00	-\$89,636.56
		<i>Event Rentals</i>		-\$10,000.00	
		<i>Decor</i>		-\$10,000.00	\$0.00
		<i>Printing</i>		-\$5,000.00	-\$4,839.46
		<i>Misc</i>		-\$3,500.00	-\$2,726.28
		<i>Awards</i>		-\$18,000.00	-\$14,407.86
		<i>Dues/Fees</i>		-\$9,500.00	-\$8,733.00
		<i>Cash Sponsorship</i>		\$26,000.00	\$24,600.00
		<i>Ticket Sales</i>		\$45,000.00	\$39,969.66
		<i>Submissions</i>		\$115,000.00	\$107,140.00
		<i>Silver Forwards</i>		\$650.00	\$663.00
		<i>Pin Reorders</i>			
		TOTAL 2024-2025		-\$13,926.02	not complete
		TOTAL 2025 - 2026		\$34,375.00	-\$13,926.02