

The Advertising Federation of Minnesota (AdFed)

2025-2026 Club Achievement: Cornerstone Initiatives & Events

OVERVIEW

The Advertising Federation of Minnesota (AdFed) approaches its cornerstone initiatives and events with a clear mandate: to serve the Twin Cities advertising community through meaningful programming that educates, connects, and celebrates. The 2025-2026 board year delivered on that mandate across every area of focus, including diversity and multicultural initiatives, advertising education, and the American Advertising Awards, while also relaunching a revitalized tentpole event in The Minnies and supporting advocacy for legislation that would directly benefit the creative industry. Guided by the board's three strategic priorities of Membership Value, Culture, and Financial Responsibility, AdFed's cornerstone initiatives this year were among its strongest in recent memory.

DIVERSITY & MULTICULTURAL INITIATIVES

AdFed's commitment to diversity, equity, inclusion, and belonging (DEIB) deepened significantly in 2025-2026, with two dedicated DEIB co-chairs on the board, new community partnerships, and a standalone DEIB-focused event.

Community + Inclusion: "What Now?" Fireside Event

AdFed partnered with The BrandLab, a Twin Cities nonprofit whose mission is to open the marketing and advertising profession to all voices and perspectives, to host a fireside chat and networking event titled "What Now?" The event drew from The BrandLab's 2025 State of the Industry Report and featured a candid conversation with Jasmine Russell and moderator Laura Fegley exploring the business case for inclusion and practical next steps for the advertising industry. The event was led by AdFed board member

Michaela Clubb, who also serves as Co-Executive Director of The BrandLab, and board member Alison Clark. (Exhibit 1)

Held Thursday, November 6, 2025 at The Journey in Minneapolis, the event sold 59 tickets with 50 attendees on the night. The Q&A ran longer than anticipated, a sign of the depth of engagement in the room. The event just barely broke even (the explicit goal), supported by local agency sponsorship, and generated strong organic sharing post-event. (Exhibit 2)

Operation Metro Surge Statement

In January 2026, AdFed took a public stand in response to increased ICE enforcement activity in Minnesota as part of Operation Metro Surge, marked by a campaign of fear, illegal detainment of both citizens and non-citizens, and the unjust killing of Renee Good and Alex Pretti by ICE agents. On January 15, 2026, AdFed published a formal statement reaffirming its commitment to dignity, respect, and fair treatment for all people, and outlining concrete steps to keep its events and community safe, including engaging with event venues about their law enforcement policies and sharing legal resources with members. AdFed also published a companion resource page on adfed.org linking to immigration resources. (Exhibit 3)

This commitment to community extended to AdFed's ongoing advocacy for the proposed Minnesota Creative Industry Tax Credit, a 20% tax credit on eligible expenditures for new creative projects utilizing Minnesota-based vendors that would directly benefit advertising agencies, media companies, and other creative businesses across the state. (Exhibit 4)

ADVERTISING EDUCATION

The 2025-2026 board year delivered AdFed's strongest educational programming slate in recent memory, spanning an intimate legal seminar, the organization's flagship leadership panel, a growing CEO panel series, a relaunched media-focused tentpole event, and contributions to regional professional development.

Coffee & Conversations: AI, Privacy, and the Future of Digital Trust

AdFed's Coffee & Conversations series gives advertising and marketing professionals direct access to attorneys from Fredrikson, AdFed's annual sponsor and a leading Twin Cities law firm, for a practical conversation about the legal landscape affecting their work, without paying a retainer or legal fees. This year's topic was artificial intelligence, privacy, and digital trust. Attorneys Steve Helland and Courtney Thompson led the September 25, 2025 session, covering data hygiene when prompting AI tools, Colorado's first-of-its-kind AI Act, copyright protections for AI-assisted work, and FTC standards around synthetic influencers. 74% of attendees were AdFed members. AdFed published a full event recap on adfed.org to extend the content's reach. (Exhibit 5)

Women's Leadership Panel: When Women Win, We All Win

Who: Event chairs Claire Tierney Anderson, Maddy Miller, and Annie Huynh, supported by producer Natasha Carlson and AdFed leadership.

What: The 16th annual Women's Leadership Panel, a signature event and collaboration between AdFed and Ad 2 (a standing committee focused on young professionals age 32 and under) celebrating women in advertising and marketing. This year's theme, "When Women Win, We All Win," featured four accomplished panelists: Allison Bakken, Co-President and Managing Director at Collective Measures; Taylor Marks, Vice President of Strategy at SixSpeed; Marsha Pitts-Phillips, APR, CEO and Founder of MRPP & Associates Communications; and Diana Quenomoen (DQ), VP and Head of Design at Colle

McVoy. The panel was moderated by Jill Renslow, EVP at Mall of America, whose preparation was widely credited with elevating the conversation. (Exhibit 6)

When/Where: Wednesday, November 19, 2025, 5:30–9:30 PM at Quincy Hall in Minneapolis.

Promotional Strategy: A full campaign across AdFed and Ad 2 social media channels, the AdFed email newsletter, a dedicated pre-event email blast, and calendar inclusion on publisher sites. Key moments included an announcement post on October 10, a moderator post on November 10, and panelist posts on November 14. (Exhibit 7)

Results: Ticket sales totaled 289, shy of the 400 projected by the planning committee. As a result, the event was not profitable. However, sponsorship exceeded its \$11,000 goal at \$12,500. The panel was a standout success, with attendees praising the panelists' candor, chemistry, and the moderator's preparation. A sponsored welcome cocktail and a Mall of America activation at check-in added energy to the evening. Key learnings around venue costs, panelist selection timelines, and decor budgeting have been documented for the incoming planning team. (Exhibit 8)

Beyond the Boardroom: Convos with CEOs

The second annual CEO panel, now branded "Beyond the Boardroom," featured six Twin Cities agency leaders: Dean Broadhead (broadhead.), Gina Nacey (Rise and Shine and Partners), Kevin Reilly (SixSpeed), Neil White (BBDO MW), Billy Jurewicz (space150), and Van Horgen (Superhuman), moderated by WCCO Radio host Jason DeRusha. Held January 20, 2026 at broadhead's Minneapolis office, the event drew approximately 125+ attendees. (Exhibit 9)

This event had a capacity of 140 people and sold 120 tickets. Sponsored by fforge (\$2,000 cash) with in-kind speaker gifts from Fredrikson (approximate value of \$1,050), total expenses of \$3,332.44, and

ticket income of \$1,455, the event turned a small profit, a significant improvement over the 2025 event which lost money. Attendee and panelist response was enthusiastic, and planning is already underway for year three. An elevator outage at the venue presented unexpected accessibility challenges; the team has committed to proactive accessibility conversations with future venues. (Exhibit 10)

The Minnies: Media Masters

After several years of hiatus, The Minnies returned as “Media Masters,” a marketing innovation master class held May 8, 2025 at Mall of America’s Parkview Event Space (an in-kind venue donation). The Minnies is a longstanding AdFed program focused on the media segment of the advertising industry. The event featured Jill Renslow of Mall of America, Lauren and Dani Young of Media Bridge and Aurora Soccer, and Aron Pilhofer of the Star Tribune, moderated by Dave Ryan of iHeart Radio. While not at capacity, the room was full and energetic with 88 tickets sold. With \$4,500 in cash sponsorship from the Star Tribune and Robert Half, and the venue and decor provided as in-kind donations, the event finished in the black by \$231, exceeding the explicit goal of breaking even. Attendees expressed gratitude for an event that gives media professionals a platform in an advertising landscape typically focused on creative work. The Minnies will return in 2026. (Exhibit 11)

Ad Connect: AAF Central Region Conference

AdFed President Althea Larson and Executive Director Kate Kearns presented two sessions on the American Advertising Awards at Ad Connect, the AAF Central Region’s bi-annual professional development conference, held October 17-18, 2025 in Minneapolis. One main stage panel discussion and one breakout session extended AdFed’s educational reach to club leaders from across five AAF districts and positioned the organization as a national resource on running successful local competitions. Three AdFed board members served on the conference planning committee. (Exhibit 12)

AMERICAN ADVERTISING AWARDS: THE SHOW 2026

The Minneapolis American Advertising Awards, known locally as The Show, is the largest and most anticipated event of the AdFed year. The Show 2026 built on the learnings of the prior year and delivered an exceptional experience from start to finish.

Goals/Objectives

AdFed's goals for The Show 2026 were to return to a venue that addressed the sound and accessibility challenges of the prior year; grow entries year-over-year; deliver a financially responsible event despite a challenging sponsorship landscape; and incorporate community-oriented elements that reflect AdFed's values.

Strategy/Tactics

Minneapolis-based Rise and Shine and Partners served as Agency of Record, the creative agency responsible for developing the event's brand identity and marketing campaign, delivering a cohesive, vector-based brand identity across all event touchpoints. AdFed worked with Channel Z and Grey Ghost Sound for video and audio, and Brand Ink for print and venue decor. The event returned to Orchestra Hall on March 5, 2026, chosen directly in response to attendee feedback about sound quality and experience at the prior year's venue. AdFed implemented a robust cash and in-kind sponsorship strategy, with more than two-thirds of sponsors being returning partners. A post-event attendee survey and board debrief captured learnings for future years. AdFed also partnered with Art Buddies, a nonprofit founded by Minneapolis advertising legend Sue Crolick that provides free creative mentorship to children at the Twin Cities' highest-need schools, to collect community donations at the event. (Exhibit 13)

Results

The Show 2026 delivered strong results across every measure: 735 total entries, an 18% increase over the prior year (702 professional, 33 student); 824 tickets sold with actual attendance exceeding 2025 despite the impact of ICE activity on Twin Cities events; 6 Judge's Choice awards (selected directly by the competition's judges), 1 Mosaic ADDY (which honors work that champions diversity and inclusion), 9 Best Of category awards, 1 Best of Student, and 1 Best of Show; \$18,000 in cash sponsorship and \$55,000+ in in-kind sponsorship; and a profitable event. The return to Orchestra Hall was met with overwhelmingly positive feedback on sound, flow, and overall experience. The debrief identified increasing student entries as a priority for 2027. (Exhibit 14)

SUMMARY

The 2025-2026 cornerstone initiatives year was defined by depth, intentionality, and community. AdFed delivered a robust advertising education calendar, relaunched The Minnies after a long hiatus, returned the American Advertising Awards to one of its best-loved venues with a robust increase in entries, and published a public statement of community support during a difficult chapter for the state. Each initiative reflected the board's commitment to Membership Value, Culture, and Financial Responsibility, and together they represent one of AdFed's strongest cornerstone years in recent memory.



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

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

AdFed

New SUPER FUN Stuff

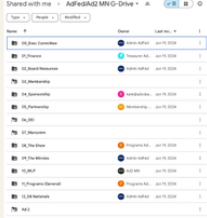
- Policies + Procedures
- Board Agreement
- Conflict of Interest Disclosure Form
- Style Guide!



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





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

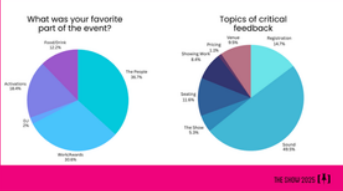
ASK PEOPLE WHAT THEY WANT

- 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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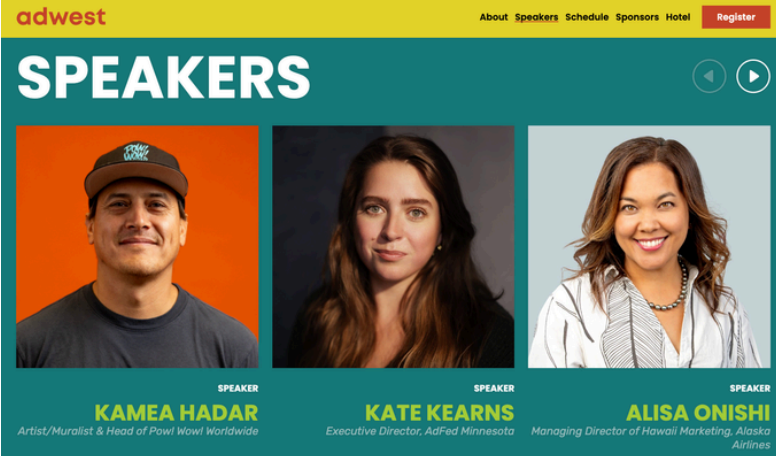


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Exhibit 6: AdWest conference — speaker listing / session documentation



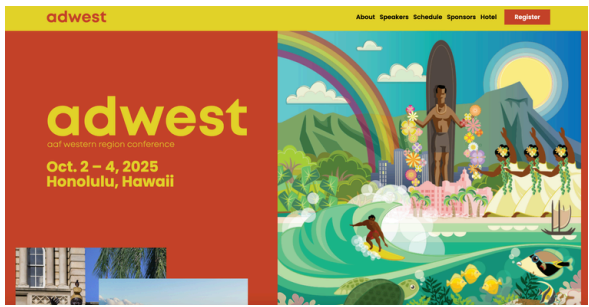


Exhibit 7: AAF North Dakota trip documentation / photos



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

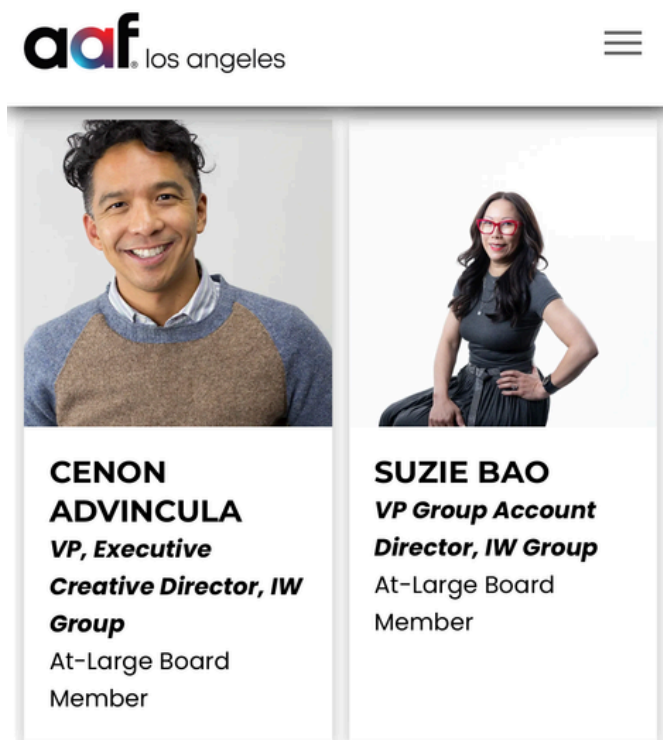


Exhibit 9: Agency Liaison Program materials—solicitation email; pre-event email reminder

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@framework.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

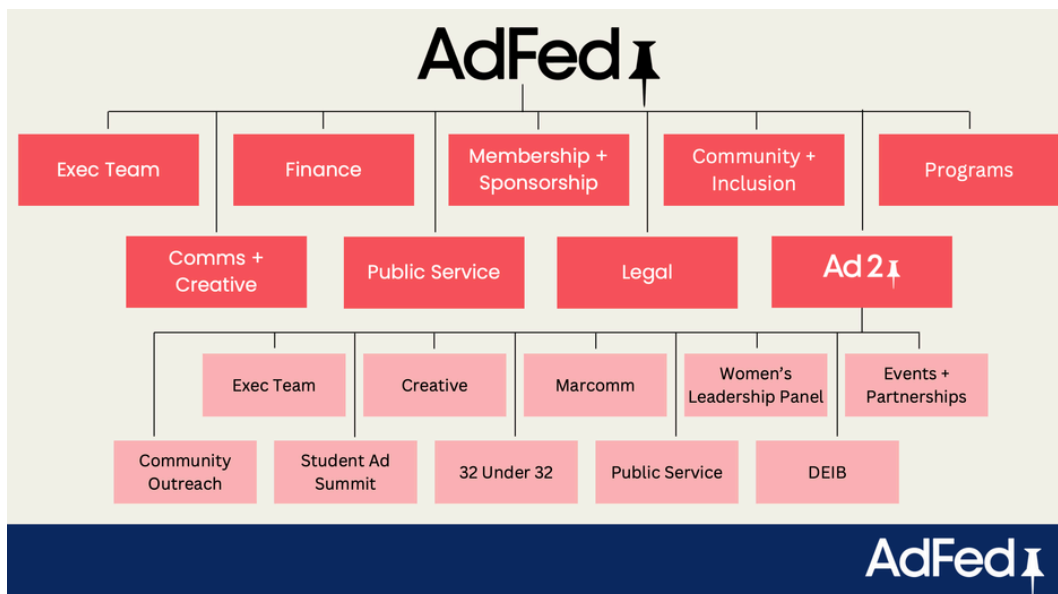


Exhibit 11: continued

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/melissookeefe9/
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 Anderson	she/her	Freelance	tierney.pnk@gmail.com	612-889-0802	text/email	https://www.linkedin.com/in/clairetierneyanderson/
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 Bernstorff	she/her	broadhead.	sophiebernstorff@gmail.com	612-889-5774	any	https://www.linkedin.com/in/sophie-bernstorff/
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/hannahnykate/
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

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

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 membershipewards.com

Account Summary

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

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.

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

Payment Due Date
03/23/26

New Balance
\$47,848.87

AutoPay Amount
\$47,848.87

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>	<i>\$1,750.00</i>	<i>\$4,500.00</i>	
		<i>Ticket Sales</i>	<i>\$486.67</i>	<i>\$1,500.00</i>	
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