

OVERVIEW

AAF Dallas continues to be an asset to the creative community. Come rain, shine, job loss, or recession, the club stands steady as a resource, and members don't hesitate to tap into its broad reach or deeply engaged community for support. Leveraging the knowledge and experience of returning, seasoned board members across both Membership and MarCom, the club was able to pull forward successful rhythms from last term, working more thoughtfully and efficiently.

It's easy to blame the economy for tight business development or community engagement budgets, the line items that companies that actively - or have the potential to actively - leverage to participate in all AAF Dallas has to offer. But the reality is that this has been a challenge for ages across industries. In most businesses, budgets are primarily informed by quantitative data. So the key is to actively reframe the benefit of the club *not* as a biz dev/networking tool, nor as a way to give back in a volunteer capacity to the advertising and marketing community (though these are steadfast halo effects), but instead to position any dollars spent with AAF Dallas as an investment in human capital - a short-term investment in the intangibles of people, in service of their quantifiable successes for the business longer-term. So how do we get folks on board?

CLUB MEMBERSHIP

Though AAF Dallas does continue to welcome agencies and individuals to the organization each year, by the numbers, that's not where significant growth is going to happen because most agencies are already involved, and new ones aren't popping up at a reliable speed. So, what to do? Where are the people? Dallas is home to eleven Fortune 500 companies. Five of those are in the Fortune 100. Many of them have internal creative services teams. Many of those internal creatives daydream about ad agencies and the outside world. Many brand marketers have ambitions of being on boards. And AAF Dallas has big dreams of better connecting with the creative community *inside* the corporations that call Dallas home. So

Step 1: Find the creative core of these corporations by leveraging new and old contacts

Step 2: Identify the person best suited to successfully contribute to the board and the club

Step 3: Give them time to live the benefits of the club and feel their impact

Step 4: Invite their creative teams into the AAF Dallas community

Recruitment Achievements:

1. AAF Dallas welcomed board members from:

American Airlines - the largest airline in the world and a Fortune 100 company

AT&T - the 13th largest company in America

7-11 - the largest convenience retailer in the *world*

Spectrum Reach - the sales division of Charter Communications, a Fortune 500 company

Pizza Hut - one of the largest pizza chains in the world with over 19,974 locations

2. With all the turmoil in our industry through economic shifts and mergers, I started my term as president without a job. I was one of the many people that was part of a layoff at a large agency within DFW. Knowing how frustrating, scary and lonely that experience can be, I made the motion and was approved by the Executive Committee to offer free AAF Dallas Memberships to anyone laid off in 2025 through the rest of the term. We want to be a resource in our community to help ensure people do not feel alone, have access to any resources and community we can provide and connect to any job opportunities that might be shared with our organization.
3. AAF Dallas' Membership did not increase this year. However, we are in the process of auditing some of our larger group memberships to ensure we have a full headcount. The current AAF Dallas Membership roster is listed at **1,462**. Notably, we have identified four specific agencies who have dropped their group memberships after specifically citing disappointment in the 2025 American Advertising Awards competition results. We listened to their feedback and brought back Honorable Mentions. While this has not immediately corrected the drop in group members, we hope it will have a positive impact going forward. Adding Patty Harrison as our Membership + Industry Liaison Chair has undoubtedly helped to make new connections. Notably, our last two

happy hours have been joint ventures with similar NGO's who have goals and missions that align with AAF's.

4. AAF continues to support 59 group memberships consisting of agencies and brands from the North Texas Area.

AAF Dallas members are a vocal bunch. They want to know when members are getting together, what's free and what isn't, when certain dormant programming will return, and why and how decisions are made. Members have ongoing, direct access to the Executive Committee and aren't shy about sending a note or engaging publicly in social channels. The club is at its best when it follows that energy and responds. This year also marked the launch of a new Liaison Committee, designed to strengthen relationships with organizations that complement and intersect with the advertising community. Outreach began with groups including the DFW Interactive Marketing Association, DFW Search Engine Marketing Association, PRSA, AIGA, Women in Film Dallas, AMA DFW, and the Dallas Society of Visual Communications. The response has been overwhelmingly positive, with these organizations expressing strong interest in collaborating on future AAF Dallas events. The first Liaison event was hosted by the agency Imaginuity and brought together members of both AAF Dallas and AIGA. More than 80 professionals registered and over 50 attended, marking a strong start for this new initiative. Building on that momentum, the next AAF Dallas happy hour in May will include another partner organization. In its first year, the Liaison Committee is already raising awareness, building bridges across the broader creative and marketing community, and positioning AAF Dallas as a central connector among industry organizations.

Board Retention Achievements:

1. Nearly 67% of the club's board returned for another term, with a determination to further leverage their unique skills to the betterment of the organization. With them they brought forward immense knowledge, which allowed operations and events to be built on rather than continuously reinvented.
2. The other 33% were new to either the club or the board, bringing new perspectives across brands and creative and media agencies, extending the club's reach into new areas.

3. The club cracked the code on consistent, low-lift happy hours to bring the community together without over-extending the executives on the programming committee that volunteer their time. The committee identified up-and-coming bars that were happy to be exposed to new guests, and leveraged member organizations to sponsor food and/or beverages, keeping club costs low.
4. In keeping with the club's goals to foster a diverse board with various backgrounds, we're thrilled to report this year's board is led by a 71% majority of female leaders.

Involvement Achievements*:

Collaborate with similar non-governmental organizations (NGO's) with similar missions as AAF.

- **Dallas Producers Association (DPA):** Our first happy hour of the term was held, in conjunction with DPA, at Trilogy Studios on July 24, 2026. The event was attended by roughly 250 guests. Guests were treated to experience the “newest” and “largest sound stage in Texas.”
- **AIGA:** We hosted a happy hour with AIGA in conjunction with our host, Imagunity, on January 22, 2026. We had roughly 80 attendees.
- **OAAA:** Working with Olivia Oshry, Chief Marketing Officer at Out of Home Advertising Association of America (OAAA), we co-promoted their upcoming event and discount offered just to AAF Members.
- **Dallas Fort Worth Interactive Marketing Association (DFWIMA):** While the date has yet to be set, AAF Dallas is in active talks with DFWIMA to host a joint happy hour for our members.
- **Record-breaking attendance at happy hours,** with a charitable heart at the core of every one. There is a queue in the works now as agencies are experiencing the benefits of hosting an AAF Dallas Happy Hour.
- Professional development & networking opportunities - Driven by member feedback, events provided resume-writing help, portfolio reviews, headshots, and rich dialog around combatting performative DEI
- AAF plans to participate once again at Day on the Hill, with **new AAF Dallas members from the American Airlines executive team in attendance** as our Government Relations Chair

- A speed-professional-dating event, pairing recent grads with hiring managers that have open roles
- A **return of the AAF Dallas annual Trends event**, hosted at the fantastic Dallas Morning News offices to be held in late 2026. Medium Giant **returned as our Annual Gold Sponsor** for the year and will host at DMN's HQ. We also gained MNI Media Now Interactive People, Inc. as **our first Annual Bronze Sponsor**.
- A return of the event formerly known as Shining Stars, rebranded to further reflect the club's commitment to elevating women: **The Luminary Awards**, a celebration of ten remarkable women in the Dallas advertising and marketing community. This recognition event will return on May 14, 2026. Nominations are currently open.

**Programming specifics are further detailed in the Programs and Cornerstone Initiatives club achievement books.*

COMMUNICATIONS

Strategies and goals realized in a compact period of twelve months require ongoing, tight dialog among the Executive Committee, with the committee chairs and their teams, and on through thoughtfully to AAF Dallas members. As representatives of dozens of award-winning organizations and several hundred award-winning talent, the club had to ensure comms rose to the occasion of its members - well designed, clear calls to action, and clear benefits.

Best practices for the '25-26 term:

- Weekly Executive Committee meetings virtually every Friday
- Bi-Weekly status meetings for each of 11 committees
- Bi-Monthly board meetings in person every other month, hosted at the various offices of board members; off-months conducted virtually on the 2nd and 4th Mondays of each month
- Reaching members with consistent monthly emails, highlighting Dallas, District 10, and National club news, events, and benefits
- Social posting across AAF Dallas owned channels 2-3 times per week; social also serves as the primary vehicle to reach non-members

Communications Achievements:

Website: Over time, much like many brands, the AAF Dallas has become a secondary source for information, both for members and non-members; rather than drive anyone *to* the website, the club has committed to pushing information out to where the audience is, whether that's social, email, or in-person engagement. The club's digital development agency, White Pants, continues to provide high-level updates to the site at no cost to AAF Dallas and will soon take on a larger project to simplify the site in line with the national brand direction.

Social

Notably, our Senior MarCom Chair had to step down mid-way through the term and we had to pivot to our newest MarCom Co-Chairs, Nadia Cortez and Annie Smith to help take over the responsibilities. It is important to note that we did not have content being posted on social media as we normally would have during the lead up to the AAA competition and Gala. As such, our overall social media statistics are down from where they were this time last year. However, in the last three weeks (since February 16, 2026), Nadia and Annie have gotten us back on track.

In the last seven days (since February 27, 2026), AAF Dallas's social media engagement has seen a dramatic increase:

- Number of Impressions: 28.12K
- Facebook: 524 (up 52.77%)
- Instagram: 24.44K (up 266.42%)
- LinkedIn: 316K (up 153.49%)
- Post Reach: 3.11K
- Facebook: 155 (up 56.57%)
- Instagram: 1.57K (up 58.11%)
- LinkedIn: 1.38K (up 117.67%)

CONCLUSION

AAF Dallas remains a resilient and essential force within the North Texas advertising and marketing

community. Over the past year, the organization has focused on strengthening its foundation, deepening relationships within the industry, expanding connections with adjacent professional organizations, and refining the way the club communicates its value to members and partners alike. While membership growth by raw numbers remains a challenge across a mature market, the club has made meaningful progress in expanding its reach into corporate creative teams, fostering cross-industry collaboration, and ensuring that the community remains accessible to professionals at every stage of their careers.

This term demonstrated that the strength of AAF Dallas lies not simply in its programming or its events, but in its people. A highly experienced returning board combined with new voices from agencies, brands, and internal creative teams allowed the organization to maintain operational continuity while bringing fresh perspectives to the table. The board's commitment to service is reflected in consistent leadership, new initiatives, and a renewed focus on professional development ensures that the club continues to evolve alongside the industry it represents.

AAF Dallas also reaffirmed its role as a support system for the community during times of change. From offering complimentary memberships to professionals affected by layoffs, to hosting networking opportunities, portfolio reviews, and collaborative events with partner organizations, the club has prioritized connection and career resilience. These efforts reinforce the central idea that investment in AAF Dallas is ultimately an investment in the people who drive the advertising and marketing industry forward.

Looking ahead, the path forward is clear: continue building bridges between agencies, brands, and the broader creative ecosystem; continue demonstrating the measurable value of community and professional development; and continue creating opportunities for the next generation of leaders in Dallas advertising. With a committed board, engaged membership, and a growing network of partner organizations, AAF Dallas is well positioned to remain the connective tissue of the region's creative community for years to come.

EXHIBITS

Current AAF Dallas Group Members:

· 3Headed Monster	Association	· Plot Twist Creativity
· AiseWorx	· Genuine Article Brand Communications LLC	· PMG
· Alpha Business Images	· Imaginuity	· Saatchi & Saatchi
· American Airlines	· Intuit - MxD (internal agency)	· SAG-AFTRA
· Augustine Agency	· Johnson & Sekin	· Simpli.fi
· Avocadoes from Mexico	· LERMA/ Agency	· Spectrum Reach
· Basis Technologies	· Lockett-Up Public Relations	· Spire Agency
· BeautifulBeast	· M2STUDIO DBA POLYCOUNT	· Tandem Theory
· Bestview Digital Advertising	· MasonBaronet	· The Barber Shop Marketing
· BS Agency	· Media Now Interactive ~ People, Inc.	· The Dealey Group
· Caliber Creative	· MediumGiant	· The Launch Agency
· Captivate	· Millet the Printer	· The Richards Group (TRG)
· Chaloner	· Mogl	· The Scout Guide Dallas
· Cheil Dallas	· Momentum Media Group	· The Shop
· Cheil USA, Inc.	· Moroch	· The University of Texas at Arlington
· Children's Health	· Munck Wilson Mandala	· TMA
· Cinemastory LLC	· Orange142	· Toyota
· Communities Foundation of Texas	· Outfront Media	· TracyLocke
· Dallas Fort Worth International Airport	· Paladin	· VAQUERO ADVERTISING
· Dallas Producers		· Wild Reply
		· Wolfman

Outreach

Calls

0

0%

SMS

0

0%

Emails

0

0%

Facebook

0

0%

GBP

0

0%

Instagram

82

↑ 215%

WhatsApp

0

0%

Starfish Ad Age

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facts about how large pizza hut

app.starfishadage.agency/v2/location/ABKg7pv0fnTlobM2ZX0B/marketing/social-planner/planner?tab=post-list&fromDate=2025-10-06&toDate=2026-04-07&filters=N4lgZg9gtlgQwC4FMQC4QCYAMWCsAtAhw6E4BslANCEllqhtnheQCz...

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Marketing

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Ad Manager

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Filter Views: All

Search by caption (min 3 chars)

☐	Caption	Media	Status	Type	Date	Social
☐	And the love letter of the night went to our Best in Show Winner of the 2026 American Advertising Awards. Congrats...		Scheduled	Post Composer	Mar 10, 2026 07:00 PM	+2
☐	Let's toast the Student Best in Show winner for the 2026 American Advertising Awards...		Scheduled	Post Composer	Mar 09, 2026 11:00 AM	+2
☐	They came. They created. They conquered. Congrats to the winners of the Student...		Scheduled	Post Composer	Mar 06, 2026 07:00 PM	+2
☐	From May 11-13, the Out of Home Advertising Association of America is bringing the OOH Media Conference to Dallas, TX!		Published	Post Composer	Mar 05, 2026 07:04 PM	
☐	From May 11-13, the Out of Home Advertising Association of America is bringing the OOH Media Conference to Dallas, TX!		Published	Post Composer	Mar 05, 2026 07:03 PM	
☐	From May 11-13, the Out of Home Advertising Association of America is bringing the OOH Media Conference to Dallas, TX!		Published	Post Composer	Mar 05, 2026 07:03 PM	
☐	Cheers to the winners of the Suits Awards, those unsung heroes and heroines who made great creative possible...		Published	Post Composer	Mar 05, 2026 06:04 PM	
☐	Cheers to the winners of the Suits Awards, those unsung heroes and heroines who made great creative possible...		Published	Post Composer	Mar 05, 2026 06:04 PM	
☐	A standing ovation for the ones who won our hearts. Congrats to the winners of the Professional Awards at the 2026 American Advertising A...		Published	Post Composer	Mar 05, 2026 06:04 PM	
☐	A standing ovation for the ones who won our hearts. Congrats to the winners of the Professional Awards at the 2026 American Advertising A...		Published	Post Composer	Mar 05, 2026 06:03 PM	

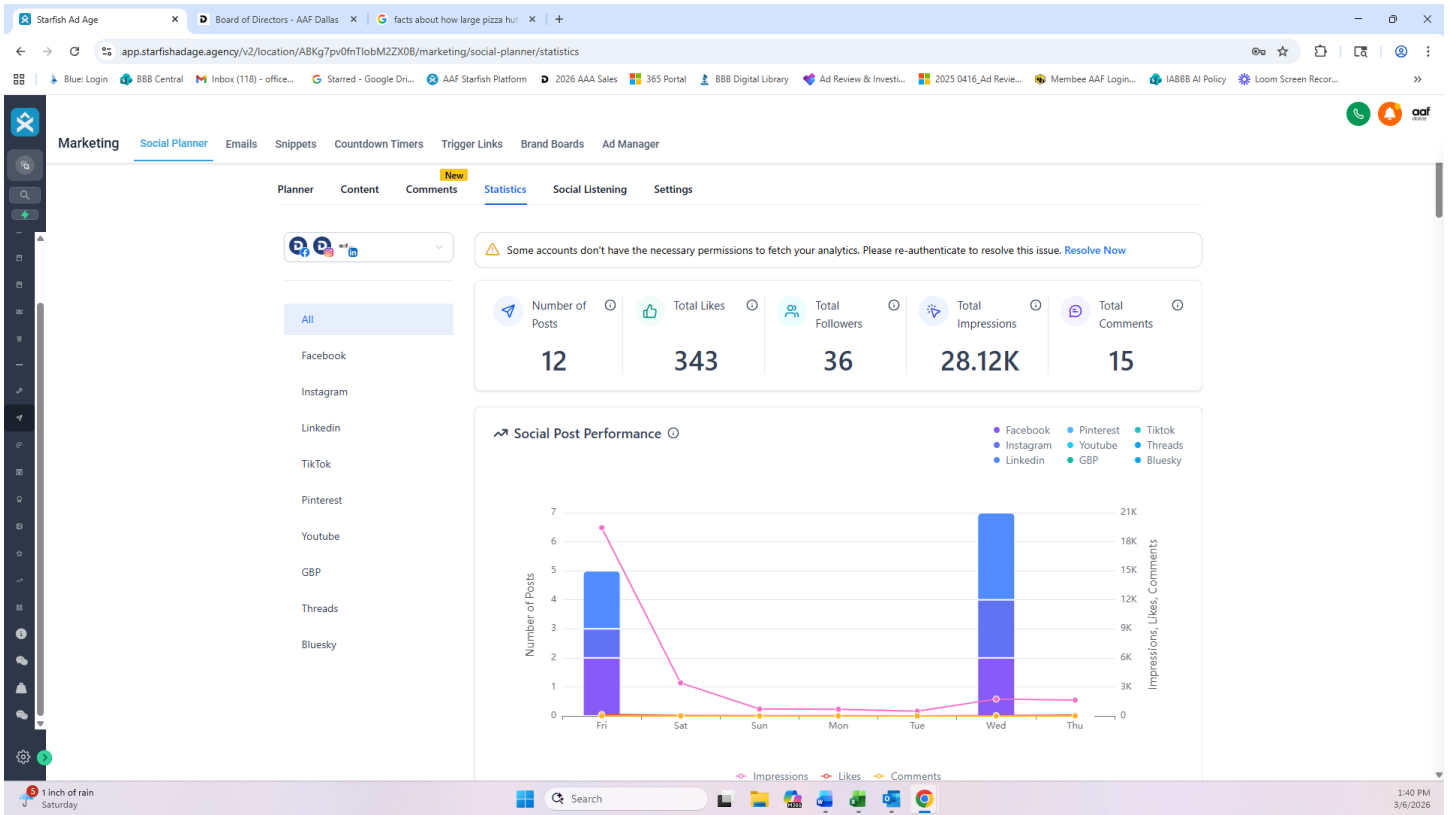
1 to 10 of 24 result(s)

Previous123Next

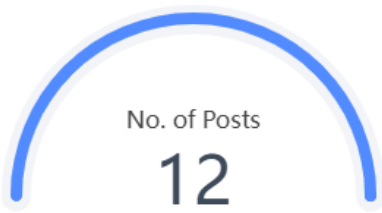
1 inch of rain Saturday

Search

1:39 PM 3/6/2026



Number of Posts



↑ 50%

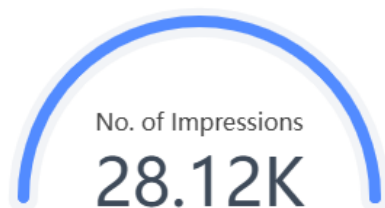
vs previous 7 Days

Facebook	4	↑ 100%
Instagram	3	0%
Linkedin	5	↑ 66.67%
TikTok	-	0%
Pinterest	-	0%
Youtube	-	0%
Threads	-	0%
Bluesky	-	0%

↗ Engagement ⓘ

 Facebook	 1	 1	 -	66.67%↓
 Instagram	 295	 13	 23	↑190.35%
 LinkedIn	 47	 1	 3	↑168.42%
 TikTok	 -	 -	 -	0%
 Youtube	 -	 -	 -	0%
 Threads	 -	 -	 -	0%
 Bluesky	 -	 -	 -	0%

👁 Impressions ⓘ



↑240.53%

vs previous 7 Days

 Facebook	524	↑52.77%
 Instagram	24.44K	↑266.42%
 LinkedIn	3.16K	↑153.49%
 TikTok	-	0%
 Pinterest	-	0%
 GBP	-	0%
 Threads	-	0%
 Bluesky	-	0%

Post Reach ⓘ



↑79.9%

vs previous 7 Days

	Facebook	155	↑56.57%
	Instagram	1.57K	↑58.11%
	LinkedIn	1.38K	↑117.67%
	Pinterest	-	0%
	Youtube	-	0%
	GBP	-	0%
	Threads	-	0%
	Bluesky	-	0%

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Today's actions

Pages that complete these actions regularly grow 4x faster

Save time with content sharing

Grow followers by sharing content from your organization's website and other sources to your Page. [Set up](#)

Respond to a Page mention

Your Page was mentioned in a post. Join the conversation to increase awareness for your Page. [Respond](#)

Track performance

Grow your Page 3x faster by leveraging insights and analytics

2,118

Search appearances

▲19.7% last 7 days

57

New followers

▲78.1% last 7 days

3,175

Post impressions

▲203.2% last 7 days

195

Page visitors

▲230.5% last 7 days

Boost your company page post

Boost your company page post on LinkedIn to reach an expanded B2B audience

[Learn more](#)

Manage recent posts

Manage your Page's content and amplify your reach with boosting. [Learn more](#)

Get up to 250 more clicks by boosting

Get up to 67,000 more impressions by

Get up to 67,000 more impressions by

Tempo to plum... Tomorrow

Search

12:03 PM 3/6/2026

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Constant Contact

+

app.constantcontact.com/home

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Campaigns

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Channels

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Reporting

Automations

Integrations

Upgrade now

Welcome, Jimmy!

Complete profile

Recommended for you

Skip

Performance (Past 30 days)

See more insights

Revenue generated

\$0

Email click rate

2%

Total contacts

+ Add

3,226

Contact growth

Grow

3

Accounting made easy

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Sign up

Recent campaigns

View all

View calendar

March Happy Hour

Published on Mar 3, 2026 at 11:00 AM EST

Sent

Email

1820

Sent

31%

Open rate

3%

Click rate

59

Bounced

Feb Jobs Email Template

Created on Feb 6, 2026 at 10:41 AM EST

Draft

Email

Open rate

Click rate

Bounced

Feb Jobs Email

Created on Feb 6, 2026 at 10:39 AM EST

Draft

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Saturday

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12:02 PM

3/6/2026

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Not much soap.

Link&Drink

Quite a bit of bar.

3.5.26 | 6-8 PM

Event ended

March AAF Happy Hour at DHD Films

Event by AAF Dallas

Thu, Mar 5, 2026, 6:00 PM - 8:00 PM (your local time)

2500 Farrington St. Dallas, Texas, US, 75207

Suite 120

Shelby Smith and 16 other connections attending

Attend

Share

Manage

Reach up to 110,000 more impressions by boosting your event post.

Host an event on LinkedIn and invite your network

Create event

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See all

Today, 2:00 PM

Chic Retreat, Malibu California

The Chic Exper...

Today, 12:30 PM

The Ball on the Lake

CancerCare Nor...

Today, 6:00 PM

Wellington Pride Parade

Wellington Pri...

Today, 7:30 PM

Visions & Vitality - Springfield

Illinois Symph...

Happening now

All-Star Case Acceptance...

Academy of Gen...

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Measure success with post-event analytics.

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See who joined your event for follow-up and further engagement.

View

Analytic highlights

Review key performance highlights from your event.

Registrations

59

▲25.5%

last 7 days

Event page visits

31

▲121.4%

last 7 days

Engagement rate

7.8%

Show in-depth analytics →

Reach more members by boosting your event post.

Boost

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Manage event

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Get up to 740 more clicks by boosting this post.

Boost

By Jimmy Asa • 3/6/2026

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17h •

From May 11-13, the Out of Home Advertising Association of America is bringing the OOH Media Conference to Dallas, TX! ...more

OOH MEDIA CONFERENCE

oaa.org

Rick Findlay and 3 others

LikeCommentRepost

Comment as AAF Dallas...

Tag followers in a comment to spark conversations

Tagging relevant followers helps the post get seen and start meaningful conversations.

Tag followers

Organic impressions: 245 Impressions

Preview results

Get up to 67,000 more impressions by boosting this post.

Boost

6 reactions

Get up to 250 additional clicks.

Boost

Most reactions

Raise a glass to this year's winner of the Mosaic Award at the 202...

17 reactions

Get up to 67,000 additional impressions.

Boost

Grow your followers

250/250 credits available

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Invite connections

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Tempo to rise Next Monday

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12:04 PM3/6/2026

OAAA Partnership Emails

----- Forwarded message -----

From: **AAF Dallas** <office@aadallas.org>

Date: Sat, Feb 21, 2026 at 8:04 AM

Subject: Re: AAF Dallas at 2026 OOH Media Conference

To: Olivia Oshry <ooashry@oaaa.org>, Elisabeth Zuerker <EZuerker@gmail.com>, Patty Harrison <patty@adchatdfw.com>

Greetings Olivia,

Thank you so much for reaching out! It's great to hear from the OAAA. We worked with Steve Nicklin in 2022 to promote a similar event to our members. I'm happy to introduce our President, Elisabeth Zuerker and our Membership Industry Liasion, Patty Harrson.

We would be happy to share this opportunity with our members. That said, I want to be transparant in that we're less than a week out from our big American Advertising Awards Gala, so we're laser focused on that at the moment.

That said, if Elisabeth has the bandwidth, we can add something into our email blast and Patty may be able to post something on AdChatDFW.

Elisabeth and Patty, what do you think?

Thank you so much for reaching out! Let me know if you have any questions or if there's anything we can do to help.

Best regards,

Jimmy Asa

AAF Dallas Executive Admin

AAF Dallas Past President

14070 Proton Road, Suite 100

Dallas, TX 75244

office@aadallas.org



11:40 AM
3/12/2026