annual report





aaf Greater Rochester (formerly known as RAF or Rochester Advertising Federation) is a group dedicated to Rochester's creative communications community. We are the local chapter of the American Advertising Federation (AAF) covering Rochester and Central NY. We work to inspire, encourage, support, and unite our creative thinkers throughout our city.

AAF Greater Rochester is a member driven organization supported by an all-volunteer roughly 20 member Board of Directors. Club members consist of local students, freelancers, and creative industry professionals on the agency and client side of the work.

Our Board meets monthly with periodic meetings throughout the month in smaller groups as needed.

"I joined the AAF Greater Rochester board when I was early in my career and have always appreciated the opportunities to meet and work with leaders throughout our ad community. Even coming from different backgrounds and experiences, I've learned so much from everyone I've been fortunate enough to collaborate with - whether on the board, while planning events, or networking in general."





we strengthen our creative communications community through programs and events that educate and inspire great work.

board of directors

President

Nicole Henry

Immediate Past
President

Rich Pulvino

VP, Finance & Membership

Dave Pico

VP, Secretary

Chelsea Salitan

First Vice President

Jill Duff

Events Co-Chair

Judi Gavin

Education Co-Chair

Gretchen Burruto

Education Co-Chair

Emily Fasel

Creative Co-Chair

Elizabeth Koch

Creative Co-Chair

Rob Warchol

20 Minutes and a Beer (20MAAB) Chair

Liz Chatterton

Web Chair

Joe Murray

PR Chair

Jessica Lewis

American Advertising

Awards Advisor

Claire Malboeuf

American Advertising

Awards Advisor

Sarah Casale

American Advertising Awards Co-Chair

Bob Burch

American Advertising

Awards Co-Chair

Jordan Cooper

American Advertising

Awards Co-Chair

Mike McGinnis

Content Chair

Matt McKeveny

Social Chair

Claire O'Reilly

"Effective marketing requires close collaboration with creative and media to drive results for clients. Joining the AAFGR board has allowed me to create meaningful connections with my colleagues in the creative community, while also bringing a different perspective through my background in media. My first year on the board has been an absolute thrill and I'm grateful for the opportunity to work with such an amazing group of professionals."





members

members

Student Memberships

Alexandria Panipinto Emma Fantuzzo Kalem Rutledge Lauren Campbell Lindsay Lavicka Michela Hanlon Miyah Sizer Zoey Pellowitz

Professor Memberships

Peter Murphey (RIT) Stephen Wehner (Nazareth College)

Individual Memberships

Andrew Soucier David LeVant David Van Gorder Diana Cregg Grant Taylor Jillian Duff Laura Nespoli Mitchell Christensen Sean Lukasik Walter Colley Zachary Dunton

members

Corporate Memberships

Brandmint

Butler/Till

Captivate Media

Causewave

Community Partners

Digital Hyve

DS+CO

First American

Equipment Finance

Flynn

Jay Advertising

Mountain House

Media

Mower

Myers

Creative Imaging

Optic Sky

Productions

Partners + Napier

Rich Brainerd

Studios, Inc.

Rochester Institute

of Technology

Truth Collective

Wegmans

"Marketing is all about creating connections and I am so grateful for the opportunity to have done this as a member of the AAF Greater Rochester Board of Directors. It has been a pleasure serving on the board with so many talented individuals and getting to know and collaborate with Greater Rochester's ad industry professionals. Looking forward to year two on the board and all the endless opportunities in front of us."







club representation

D2 conference

October 15-17, 2021

topics included:

- Building a successful club
- Event Ideas
- Scholarships and Charity
- DEI and community partners
- Awards notes and updates

The biggest practical takeaway looks to be the creation of a Rochester rendition of The Big Tip Off featuring guest bartenders from AAFGR member companies.







"Creating community and conversations around the ad industry has been a fascinating endeavor and one that I've been fortunate to be a part of thanks to AAF Greater Rochester. It's like when you step through the gates of an amusement park, see all the roller coasters and think 'this is going to be fun.' Then you ride the roller coasters. 😁 "





Monthly

D2 conference calls

During the 4th Wednesday of every month, the leaders of D2 AAF clubs meet virtually to discuss various business items that range from club engagement, membership updates, American Advertising Awards progress and support, succession planning, conferences, and resources available to clubs. Our club successfully increased attendance this year at these meetings, a part of the executive committee's annual goals.



admerica

June 2-5, 2022

AAF's National Conference was held in Nashville,
Tennessee with programming geared toward
inclusive leadership in the advertising industry,
membership recruiting and retention, club
budgeting, ways to be successful as a club
president, and award show idea exchanges. In
addition to conference sessions, attendees were
able to share ideas and tactics with other clubs and
leaders from D2 and around the country.

[AAFGR Blog]

<u>5 Takeaways from the ADMERICA</u> <u>National Conference</u>



aaf leadership immersion

April 12-13, 2022

Led by Dawn Reeves, AAF National's Executive Vice President of Club Services, Membership, & Programs, this two-day virtual training for club leaders included several focus areas such as education and lifelong learning, DEI initiatives, government affairs and policy, events and experiences, the American Advertising Awards, policies and understanding, required documents (for the president and the club), culture and etiquette, succession planning, recommended membership structure, club resources, and member benefits.

leadership immersion

aaf american advertising federation

leadership

club financials

Fiscal 2021-2022 [07.01.21 - 06.30.22]

financial summary

Total Revenue

\$67,901.07

Total Cost of Goods Sold

\$47,344.66

Total Operating Expenditures

\$17,336.58

Net Revenue

\$3,219.83

highlights

Total Revenue +22% and Total Cost of Goods Sold +80% increased (as compared to 2020-2021) as we returned to more in-person events post-Covid.

Membership Revenue increased +21% (as compared to 2020-2021).

Total Operating Expenditures increased +17% (as compared to 2020-2021) largely due to the in-person attendance of the District Two Fall Leadership Conference in Buffalo, NY, and the AAF AdMerica Conference in Nashville, TN.

"I was originally volun-told to be on the AAF board at the beginning of my career by my first Creative Director. I had no idea I was jumping head first into such an exciting and fulfilling adventure. From AdLab Co-Chair in Buffalo to Social Chair, VP, and now President in Rochester, it just keeps getting better and better."





[2021-2022]

dei pledge

Pledge for Greater Diversity, Equity, and Inclusion in the Rochester Advertising Community

[2021-2022] dei pledge

By signing this pledge, you and/or your company commit to:

- Our Organizations: Create a Diversity, Equity, and Inclusion committee/team/initiative at your office that is dedicated to building a diverse and inclusive workforce across all levels of your organization, where equitable opportunities and development are available for <u>all</u> employees.
- Our Organizations: Document a focus on diversity, equity, and inclusion into your organization's business strategy.
- Our Organizations: Commit to the sharing and discussion of resources that expand our knowledge around fostering diversity, equity, and inclusion in our offices, our work, and our networks.
- Our People Recruitment: Recruit outside of personal networks and reach out to different business associations, affinity groups, and diverse professional networks.
- Our People Hiring: Develop and document a structured hiring process that is equitable and inclusive to <u>all</u> applicants.

- **6. Our People Hiring**: Write and post inclusive job descriptions that are focused on the competencies, knowledge, and skills required for each position.
- 7. Our People Mentorship: Work with local high schools and colleges to mentor students about the advertising and creative communication fields, with a focus on students with diverse backgrounds.
- 8. Our Work: Dedicate charitable giving/pro-bono work to organizations that are dedicated to taking anti-racist actions in our community that work to build equity for all.
- 9. Our Work: Commit to working with diverse vendors.
- 10. Our Work: Attend the RAF's Diversity, Inclusion, and Equity Summit that will take place June 2021 where we will discuss:
 - a. Results
 - b. Key learnings
 - c. Areas for improvement

highlights

All respondents have made some change in the last year (with the top initiative being dedicated charitable giving/pro-bono work to organizations taking anti-racist actions in our community that will work to build equity for all).

- Things that would provide support to respondents' business commitments to DEI are a shared database of diverse candidates in our region, education especially when it comes to building an inclusive culture in a hybrid/remote world, and meeting and speaking with other organizations working to implement similar initiatives to understand where they have been successful and where pain points continue.
- Most respondents are still struggling to implement expanding recruitment efforts to hire talent outside of personal networks and reach out to different business associations, affinity groups, and diverse professional networks. This is followed by committing to and/or activating partnerships with diverse vendors.
- All respondents are interested in a quarterly or bi-annual round table discussion with other ad community leaders to share DEI-related initiatives from their organizations, potential challenges, new ideas, and other ways we can collectively live our pledge.

"Joining the AAF Greater Rochester Board let me make so many great connections with the fun, talented, extremely creative people in our area's agency world. (It even landed me a new job!) It's so much fun collaborating on projects and seeing all of the hard work come to life with our many events-like R/ADWEEK and the American Advertising Awards. It's been such a pleasure working with this board of directors!"





club happenings



A five-day series of special events and programs featuring local and national creative leaders and speakers. The goal of R/ADWEEK is to inspire and educate members of the Rochester advertising community through informative speakers, thoughtful panel discussions, and sessions designed to elicit conversations on advertising today.



FUTURE GRAWSORF

The future is always beginning now. And our industry is experiencing major change at an accelerated pace. From new technologies to hybrid work models and an urgent push for much-needed diversity, equity, and inclusion on our teams and in our work — massive shifts are underway. Advertising is advancing and this year's R/ADWEEK is all about learning from the past, embracing the present, and positioning our own creative community to be future-forward and excited for what's next.

events

Tuesday, October 5, 2021



lunch & learn

ROC talent showcase showdown

Are you a lowkey crystal-glassware musician? Can you throw it down on the pottery wheel? Or maybe you have jokes for days. In the Rochester ad community, our talent has talent. Our creativity knows no bounds. That's why this year, we want to see what you're up to outside agency hours—the skills you're keeping on the DL, or not-so DL. In the first maybe-annual ROC Talent Showcase Showdown, you'll have the opportunity to show off your talents for the chance to win a major (ok, minor) award. No talent? No problem. Spectators are welcome. Rad.

TRUTH COLLECTIVE

speaker: Pam Sherman

authentic leadership in action

Pam Sherman, leadership coach, consultant, and keynote speaker who works with leaders at every level all over the world, will share a keynote about how authentic leadership allows everyone to be the kind of leader they need to be to make an impact at any level and in any role. Following the Keynote, Pam will moderate a panel of local marketing professionals who have all taken a variety of leadership paths in their careers, focusing on their roles and how they chose their path.

Location: Jack Rabbit Room

events

Wednesday, October 6, 2021



lunch & learn

ARTICLE GROUP

making everyone feel seen

ways to be more inclusive in your work and hybrid workplaces

As marketers, every choice we make has the power to shape our teams, how we collaborate, and the work that we create — and all of those things improve when everyone feels included and connected. Join us for an insight-packed lunch-and-learn where we'll cover what we've learned about building a distributed hybrid culture where all of our team members feel seen, heard, and included — no matter where they're working. We'll also share tips, tools and resources from our work with Google that have helped us get better at making sure diverse perspectives are represented in all stages of the creative process, and that our work truly and authentically represents the multicultural and nuanced world we live in.

speaker: Kevin Beckford

diversity, equity & inclusion strategy in HR and hiring

an interactive workshop

It's no secret that the advertising industry has a lot of catching up to do when it comes to DEI. Kevin Beckford, an experienced culture-changing Anti-Racism & Equity Strategist, is joining us to share insights and ideas on how we can take action and make meaningful progress, right here in Rochester. Join us for some real talk, actionable tips, inspiration, and a sure-to-be-engaging Q&A session with one of our area's top minds on the subject.

Location:

Rochester Museum & Science Center (RMSC)

events

Thursday, October 7, 2021



lunch & learn

simplifying customer experience management

in an increasingly complex world

Simplifying CX In A CompleX World. From your kid's lemonade stand to the Fortune 500, customers are the lifeblood of any business—so you better have a handle on managing customers' experience with your brand. Join Flynn's CX Guru (aka Dan Beca, Director of Insights and Marketing Technology) as he breaks down three key components of kickass CX:

- Measuring and optimizing your existing customer experiences
- Leveraging technology to continuously evolve those experiences
- Fostering a customer-centric culture to build innovative new experiences

flynn

Moderator Norma Holland Panelists: Courtney Cotrupe (Partners & Napier) Kim Allen (Dixon Schwabl + Company) Becca Post (Helen & Gertrude)

new age of agency leadership

panel

Hear from local female leaders about how they're helping move their agencies forward in today's 'new normal.' This is more than just about leading through a pandemic, but will cover topics around the changing employee landscape, keeping up with the faster-than-ever-changing technology and advertising developments, keeping employees engaged as we continue to look to the future, and what it means to be a woman driving this change.

Location: German House "It has been such a pleasure serving on the AAFGR board with so many talented individuals! I have loved getting to know and collaborate with Greater Rochester's industry professionals. From creating visual concepts for R/AD Week to staying inspired through our 20 Minutes and a Beer series, I have really valued having a creative outlet outside of work that inspires and educates our community."









Each month (with the exception of December, July, and August) we hosted a 20 Minutes and a Beer event designed to educate and/or inspire our membership. Due to the pandemic, we had to be flexible and pivot from in-person events, to hosting virtually when necessary.



Topics and speakers included:

through the Lens of Quajay Donnell

Why Rochester's Public Art is So Important

what it really means to be "media literate"

(and why it's more essential than ever) with Tom Projett

20 minutes & bi-continental marketing strategy

with Colleen Hardy from Living Roots Winery

the hits just keep coming

How the Rochester Red Wings keep their social game strong with Tim Doohan

growing agritourism in the FLX and beyond

How creative teams are helping farms + rural communities thrive with Maureen Ballatori from 29 Design Studio

building a #CommunityOfBillsFans

through user-generated content with Liz Mattingly from Crowley Webb

how Optic Sky is reaching new heights

with Virtual Production with Tim Stringer and Emily Haldeman

taking on Rochester's brain drain problem

with ROC 2025

illustrating with —and for— Rochester's up and coming

with Chad Grohman

BYOP (Bring Your Own Popcorn)

with Scott Pukos of The Little Theater

"Being a part of the AAF Greater Rochester Board of Directors has given me a chance to be an active and engaged part of the creative community here. I'm proud of how resilient we've been, how well we pivoted during the pandemic, and how much we've accomplished — and I'm super excited for the future of our organization."





Panel Event

PR in Color

During Black History Month, we hosted PR in Color, an event featuring three Black PR leaders talking about what it means to be Black in public relations. Jessica Lewis, owner of LaLew Public Relations, Rashad Smith, Creative Communications Consultant and Tianna Manon, of Manon Media Management all took part. Each shared candid reflections on their experiences and what changes they are looking for going forward from other PR agencies in the area. Specifically, the group wants local firms to refer paid opportunities to them that target the Black community. They are poised to lead projects that have a DEI focus, develop messaging that resonates with the Black community, and reach outlets that have a focus on Black audiences.

[AAFGR Blog]

What Agencies Can Do—Right Now - AAF Greater Rochester



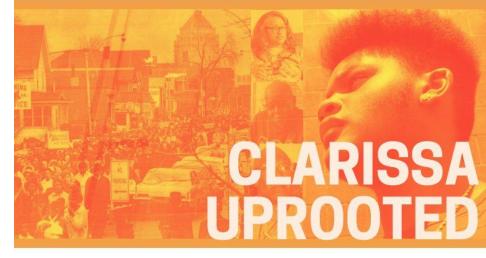




Documentary Film Screening

Clarissa Uprooted

During Black History Month, we hosted a screening of a locally produced documentary, Clarissa Uprooted: Youth and Elders Uncover the Story of Black Rochester. The film depicts the Third Ward as a microcosm of Rochester's history and features some of the Elders who lived this history, and the youth who are living with the consequences today. Bonus! After the film, the AAFGR had a panel of Elders and Youth for a Q&A session immediately following. The screening took place at the Little Theater.









"As the first Black woman to serve on the board of AAF Greater Rochester, I am extremely proud of the work we've done to advance Diversity, Equity and Inclusion to prioritize Black voices through our Black history programming and events."







[American Advertising Awards 2022]



The 2022 American Advertising Awards was one to remember! After a canceled show in 2020 and a completely virtual show in 2021, we were finally able to host the awards show in-person while also providing a live stream option for guests who wanted to enjoy the show in their own home. The theme of the show was ADPARK, which brought out the "wild" side of all attendees and focused on being in the great outdoors reunited with the Rochester advertising community and "Airing" it all out.



Attendance 222 (171 in-person / 51 virtual)

Professional entries 268 (259 last year)

Professional Awards 55

Student entries 85 (71 last year)

Student Awards 18

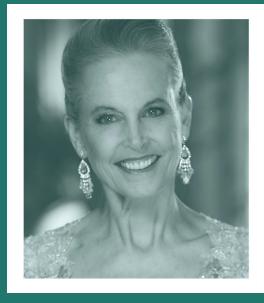
[Schools Represented: Rochester Institute of Technology, Nazareth College, & Syracuse University]



awards









Mary Therese Friel

Claire Malboeuf



Best of Print & Best of Photography



Best of Digital

Judges Recognition



Myers Creative Imaging / Brandtatorship



Wegmans / Optic Sky

[Little Helper]



Truth Collective

[Holiday Party Game]



DS+CO

[MCC Gold Star Gala Invitations]

[Scouting in Action]



Myers Creative Imaging & Brandtatorship

Scouting in Action Campaign









"Getting involved with the AAFGR board was an awesome opportunity to further my career by not only networking with many other advertising professionals on the board and their connections, but also the added learnings of running an award show with an entirely volunteer team. It was so fulfilling to see everything come together each year to really celebrate all the great work this city creates."





American Advertising Awards

D2 winners

Several Rochester based agencies won awards at the District 2 American Advertising Awards. District 2 of the American Advertising Federation represents ad clubs in New York, New Jersey, Pennsylvania, Delaware, Maryland, and Washington, DC.

Total Professional Awards

18

including: Myers Creative Imaging and Brandtatorship, Optic Sky Productions, Dixon Schwabl, Partners and Napier, and Wegmans Food Markets

Total Professional Awards

5

representing Syracuse University Newhouse and RIT

Full Press Release



"Joining the AAFGR board has allowed me to flex my 'event planning' muscle and meet amazing people from the Rochester creative community. I have had so much fun growing my network and providing opportunities for others to do the same."





American Advertising Awards

National winners

Our national winners were announced during the National American Advertising Awards Gala & Celebration on June 3, 2022, at the Nashville Gaylord Opryland Resort & Convention Center. With over 25,000 entries across the country, the American Advertising Awards are the largest and statistically the toughest advertising competition. It represents the true spirit of creative excellence by recognizing all forms of advertising and cultivates the highest creative standards in our industry.



[AAFGR Blog]

AAFGR rocks the house at the national american advertising awards

Silver ADDY

in Card, Invitation, or Announcement

National winners

DS+CO

MCC Gold Star Gala Invitation for Monroe Community College Foundation

Student Gold ADDY

in Magazine Advertising—Campaign

Victoria Lin

Flushed Away, Syracuse University Newhouse

Silver ADDY

in Integrated Advertising Campaign—Local—Consumer

Brandtatorship & Myers Creative Imaging

Scouting in Action for Seneca Waterways Council, Boy Scouts of America

Student Gold ADDY

in Consumer-Campaign

Jessica Mastorides & Rachel Hayashi

Have It The Real Way, Syracuse University Newhouse

Silver ADDY

in Black & White/Color/ Digitally Enhanced—Campaign

Brandtatorship & Myers Creative Imaging

Scouting in Action for Seneca Waterways Council, Boy Scouts of America

greater rochester

RAF>>> AAFGR

rebrand

For as long as any of us can probably remember, this club has been called the RAF – Rochester Advertising Federation. Sometimes also known as RAF Connect. We are the oldest advertising organization in the region, dating back to the late 1960s when we were founded – at the time called the Genesee Valley Advertisers. We're not only the oldest ad group in the area, but we're a part of the American Advertising Federation (AAF), which is the oldest national advertising trade association in the United States.

AAF represents more than 200 local federations and 40,000 advertising professionals across the country. With our current name, you wouldn't necessarily know we're affiliated with this mammoth organization though. That's one of the many reasons we're rebranding this year! When someone hears our name, we want them to understand we're not just Rochester-based, we're a part of the larger American Advertising Federation.

RAF>>> AAFGR

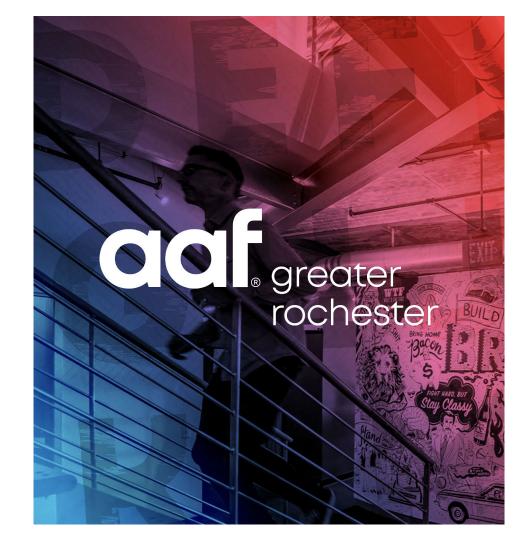
rebrand

We rolled out the new logo along with re-skinning our website to align it with the national brand all while trying to maintain the club's voice.

We also updated our social handles and created student info sheets that really highlight the benefits as well as the new AAF Greater Rochester branding.

[AAFGR Blog]

introducing AAF greater rochester



"It's great to give back and be part of a one-of-a-kind creative community."





New webpage

Hall of Achievement

We developed a new section of the website to showcase past years' Best of Show and Silver Award winners.

[AAFGR Website]

hall of achievement







2020

Best of Show: Truth Collective

Silver Award: Jim Lahue & Neil Montanus 2019

Best of Show: Partners + Napier

Silver Award: Chris Lyons 2018

Best of Show: Optic Sky Productions

Silver Award: Lauren Dixon & Mike Schwabl







"I am very thankful for the opportunity to be a part of the AAF Greater Rochester board. Each new project has been a fun learning experience that allows me to enhance and expand my skills and introduces me to some of the most fun and creative minds in the Rochester area. It is a pleasure to work with this team!"





giving back

Community donations

As part of our ongoing commitment to giving back to our community, the Board of Directors voted to donate three \$1,000 donations to <u>Ukrainian</u>

<u>Culture Center of Rochester</u>, <u>Baden</u>

<u>Street Settlement</u>, and <u>540 W Main</u>.

These organizations were chosen based on current events, need, and our drive to support local diversity efforts.



giving back

local student & university support

Participated in RIT Creative Days



AAFGR Members as Student Mentors for RIT's Campaign Management class





"Building a connection between our campus and AAF Greater Rochester has provided many opportunities for our students and serving on the board. It has been a privilege to watch the changes AAFGR navigates and the collaboration within the organization."





[the future]

on the horizon

new board role

VP of Diversity, Equity, & Inclusion

AAF Greater Rochester will be expanding its number of directors by adding a new position to its executive committee: Diversity, Equity, and Inclusion Chair. This board seat is not yet filled, as we seek to be deliberate and patient in finding the appropriate fit for such a vital position for the organization. The roles and responsibilities of the DEI Chair are as follows:

- Leads DEI initiatives for AAFGR, with support from the executive committee.
- Develops DEI objectives and strategic plan for AAFGR to codify focus and commitment from the organization.
- Ensures all board members are aligned with AAFGR's DEI goals, objectives, and initiatives.
- Tracks and provides updates to AAFGR board about DEI objectives throughout the year.
- Plans and organizes regular DEI roundtable with AAFGR DEI Pledge signers.
- Works with Events Co-Chairs on planning DEI-related programming throughout the year.

The DEI Chair helps AAF Greater Rochester ensure that DEI remains a critical component of the organization for the foreseeable future. We just started focusing on this back in 2020, and know that it will take a lifetime commitment to make certain that the organization lives up to the mission and values we have set forth for us, the board, and our members.

the legal stuff

new by-laws and member vote

As a part of filing our official name change with the State of New York, the Board of Directors has been working to update the By-Laws and develop appropriate policies to comply with state requirements for non-profit organizations. This has been an extensive process, including a pro bono review from Nixon Peabody LLP. to bring our club up to industry standards and provide greater clarity across the board.

Resulting from this, members will have the opportunity to vote to approve the new Bi-Laws and Conflict of Interest Policy - by state law we're required to have majority approval from members to proceed. This vote will take place during the annual member meeting in September 2022.

Following member approval, both documents will be available on the AAF Greater Rochester website for future reference.

new event

spirit showdown

The AAF Greater Rochester hosted our 1st Annual Spirit Showdown on Thursday, August 18th, 2022 from 5 to 7 p.m. at The Hideaway on Park Avenue. The idea for this competitive, fund-raising event came from our neighbors in the AAF Buffalo Chapter. Every year, they host "The Big Tip-Off," a competitive Guest Bartending event where elected Bartenders, representing a cross-section of agencies, compete for the greatest amount of tips. Themes and decorated tip jars were encouraged and expected. The winner receives bragging rights and glory for the year! All proceeds from the event will go to one of our most important charity initiatives: the AAF Greater Rochester Student Scholarship fund.



"Joining the RAF board, now the aafgr board, was both a privilege and a joy. It was a rare opportunity to work with Rochester's celebrated advertising professionals to fuel meaningful and educational events in an interesting and fun environment for our members. I couldn't have been happier and more excited to be a part of this exceptional board!"





fresh blood

new board slate

During the spring, the Immediate Past President, the current President, and the First VP as incoming President meet around succession planning. This includes connecting with all current board members whose terms may be up in order to understand interest in renewing or moving off the board, and consulting with Past Presidents to discuss potential candidates for the open positions.

For the 2022-2024 slate term, the following positions were to be filled: Events Co-Chairs (2), Education Co-Chair (1), Web Chair (1), 20MAAB Chair (1), and Social Chair (1). In an effort to continue to lead by example and live our DEI pledge, we also developed a new role, VP of DEI, that we needed to recruit for.

Through various suggestions and then conversations and interviews, we're pleased to introduce our new board members:

Events Co-Chair

Alyssa Bileschi, Memorial Art Gallery

Events Co-Chair

Lauren Blowers, First American Equipment Finance

Education Co-Chair

Bryan Adams, Nazareth College

20MAAB Chair

Sarah LaMendola, Brandtatorship

Social Chair

Abby Staub, Jay Advertising

Copy Chair

Deborah Bawe, FCB Health

Web Chair

Sean Pritzkau, Sean Pritzkau, LLC

New American Advertising Awards

award categories

We added the Mosaic Award, plus new local American Advertising Award categories: Up & Coming and Impact.

[AAFGR Blog]

<u>new awards: up&coming,</u> <u>trailblazer, mosaic</u>

Up & Coming Award

recognizes an advertising professional with ten or fewer years of experience in the advertising and communications field who showcases an exceptional marketing mind, skilled ability, and clear leadership potential.

Mosaic Award

designated for work that promotes diversity, celebrates history, or encourages a more inclusive society.

Impact Award

recognizes an outstanding advertising professional who has made a significant, meaningful impact on their clients, customers, company, or community within the past year. This honor is for personal or professional initiatives that resulted in the betterment of all involved. [Thanks]

a big thank you to our sponsors

There are many ways to partner with AAFGR for future events besides fiscal donations. Curious how judging and scoring works? Our American Advertising Awards Show committee could be perfect for you. Want a behind-the-scenes look at how it all comes together? Our R/AD Week committee might be right up your alley.

2021-2022

sponsors

Basis Technologies

20MAAB Sponsor

Mower

American Advertising Awards Show Silver Sponsor

<u>Cheshire</u>

American Advertising Awards Show Audio/Visual

<u>meNu</u>

American Advertising Awards Show Printing

DS+CO

American Advertising Awards Show Intro Video, Script, Show Book Mechanical

Sarah Casale

American Advertising Awards Show Judges Video

Rip & Tear Productions

American Advertising Awards Show Talent Volunteer

<u> Mary Terese Friel</u>

American Advertising Awards Show Talent Volunteer

DJ Naps

American Advertising Awards Show Disc Jockey

Rick Staropoli

American Advertising Awards Show Presenter

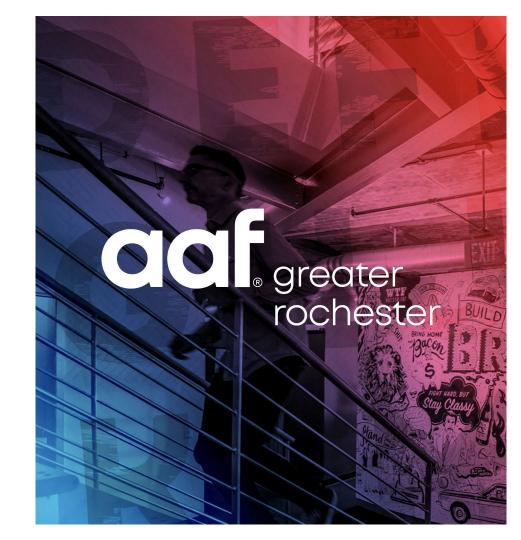
Tiny Fish

American Advertising Awards Show Special Printing

let's connect

ways to get involved

- Mentor our student members: RIT Tiger Connect, Naz Flyers, and Edison Tech opportunities.
- Participate in a roundtable.
- Share your content and news for social, blog, and integration in our newsletters.
- Attend our events and meet your AAFGR community!
- Interested in joining our board? We start planning for our slate every April so start the conversation early!



[thanks]

thank you.

