



2014-2015 Club Achievement

Austin Advertising Federation – Programs

Submitted by Catie Ormsby, VP Programs; Bonnie Buckley, Big Wigs Chair; Laura Hernandez, Diversity Chair; Deborah Magnuson-Elliott, VP/ADDYs

Utilizing insights gained from the 2012 Listening Tour and post-event attendee surveys, the Programs Committee developed a schedule of programs that included a mix of regular programs and extracurricular/informal programs. Our goal was not only to appeal to individual disciplines within the advertising community, but also to bring the advertising community together as a whole and demonstrate its value to the community. The *Drink and Draw* series focused largely on creatives, who are typically difficult to attract to events, and were very loosely structured evening events during which guests sketched and chatted about issues relevant to their work. At the end of 2014, we hosted a holiday party that brought together Ad Fed members, sponsors, and friends of the advertising industry to share the spirit of the season. **(Exhibits 1.1: Program Schedule, Drink and Draw)**

Feedback Mechanism: Program Spreadsheet and Member Surveys

Following all programs, we survey attendees to gauge the event's success. These responses are included in a detailed spreadsheet that tracks all programs and events. The spreadsheet provides a full analysis of each event, including names and companies of all attendees, production details, costs and financial

information. The spreadsheet is a valuable tool in evaluating the success of any given topic or venue, year to year, and helps with our program planning. **(Exhibit 2.1: Survey Forms / Event Spreadsheet)**

REGULAR PROGRAMS

2014 Big Wigs Awards, 10/23/14

The Big Wig Awards were the inverse of the ADDYs - a party that recognized the contributions of the unsung heroes of advertising: the service, account, and tech specialists who allowed creatives to win big prizes. Big Wigs was about recognizing hard work, as well as networking, socializing and supporting their advertising peers.

Event Details: The theme for the Big Wigs was a takeoff on the musical “Hair” so the trophies were record albums with customized labels and the venue was decorated with yellow daises. Sponsorship efforts followed the theme by having packages named after popular songs in the musical: *The Age of Aquarius*, *Good Morning Starshine*, and *Let the Sunshine In*.

Nominations were submitted by members for 27 Big Wig categories. Based on input from the previous year’s event, we created a voting algorithm in order to prevent stuffing the ballot box or having a popularity contest. Winners were determined by a panel of winners from the past two years (70%) and general membership (30%). Among the categories were Best Digital Rep, producers of various formats, Best Talent Agent, best buyers of various media, and even an Unsung Hero Award. The Silver Medal was a special award recognizing dedication, creativity, and support of the industry and the 2014 award recipient was Gary Osborn, VP/General Manager with Emmis Communications.

Target Audience: Ad Fed members and potential members; vendors, service providers, support staff, tech specialists, account managers.

Method of Promotion: Eblasts, Facebook, LinkedIn, Twitter

Attendance: 204

Feedback mechanisms: Comments via the event hashtag, monitoring of Facebook comments, and guest photo tagging

Results: Profit: \$6,004.48, a record for this event; sponsorship sales contributed \$4,500 to the bottom line

Total Nominees = 465 (2013 = 260)

Final Nominees = 265 (2013 = 170)

Voters = 472 (2013 = 315)

Votes cast = 6800 (2013 = 4200)

(Exhibits 3.1: E-Blast, Facebook, Event Photos)

Diversity Series

The VP/Programs and VP/Diversity collaborated to develop a series of programs on diversity, targeting multiple constituencies and topics of interest to the advertising community. In addition to promoting diversity only around race/ethnicity, the range of topics presented was expanded to include Asian, LGBT, Disabled, and healthcare-focused segments.

Event Details: The diversity programs were presented at lunches sponsored by AT&T and the agencies that specialized in the specific topics. Lunches were free to members and were held in Austin's own movie theatre/restaurant chain The Alamo Drafthouse.

Program specifics were:

February 2014 – “Playing the Game of Life,” covering the Asian lifestyle, presented by Julia Huang of Intertrend Communications

March 2014 – “It is a Wonderful Day in the Neighborhood,” marketing to the LGBT consumer, presented by Jon Yokogawa, from Intertrend Communications.

October 2014 – “Reaching the Disability Consumer,” with Carmen Jones, Founder/Solutions Marketing Group, Director of Office of Small and Disadvantaged Business Utilization/US Department of Agriculture, Washington, DC

February 2015 – “Engaging the African-American Consumer,” hosted by Sanders\Wingo, the largest African-American-owned agency in Texas, and featuring Santika Sigers, their VP/Creative Director.

Target Audience: Ad Fed members, potential members, the broader advertising community

Method of Promotion: Ad Fed website, E-Blasts, Facebook

Average Attendance: Attendance at each program exceeded expectations, averaging 40 guests per event.

Feedback Mechanisms: Following the programs, surveys were distributed to guests, who provided positive input and direction for future programs.

Results: Guests, averaging 40 at each program, were enthusiastic and provided positive comments about increasing their knowledge of the various topics. Jon Yokagawa, was invited to speak at the District 10 Conference in April 2015.

(Exhibits 4.1: Ad Fed Website, E-Blasts, Event Photos, Feed Back Survey)

Hispanic Marketing Symposium, 6/4/14

In its 4th year, the Austin Ad Fed Hispanic Marketing Symposium brought together industry leaders, and influencers to create a deeper understanding of today’s Latino trendsetters & groundbreakers – all in a half-day conference.

Today, Latinos are online, engaged & live in the digital space: 32M Latinos are currently online, with the number projected to be 42M in 2015. Over 97% of Latinos use social media. As leaders, Latinos are shaping major industries in entertainment, the digital landscape and the overall marketing experience.

Behind the trends, beyond today and by breaking new ground the general market will be influenced by a community that inherits traditions, creates their own, and ultimately runs the marketing game. With this information, the theme for the 2014 HMS was “Running the Game: Today’s Latino Trendsetters and Groundbreakers.”

Goals for the HMS were to:

- Create understanding of the Latino trendsetters, groundbreakers, and the market in general
- Provide insight into the Hispanic market for general market agencies
- Develop greater cultural awareness and increased sophistication when marketing to Latinos

Event Details: The team worked with partners and professionals in the multicultural advertising market to execute the event in a non-traditional venue, allowing guests to reflect and think creatively about the Hispanic market. The *Austin American-Statesman* hosted the event and also provided sponsorship and promotional support. Speakers provided strategies, trends and ideas in workshop formats. To showcase the outstanding Hispanic creative talent, HMS created a pop-up agency to develop research and marketing materials for two non-profits, Con Mi Madre and the Economic Growth Business Incubator. Following the workshops, guests enjoyed an after-party Fiesta.

Target Audience: Hispanic media, Hispanic and general-market ad agencies, marketing firms, MARCOM managers, agency account execs, media planners, marketing professionals, and students.

Method of Promotion: As our media sponsor, *Austin360/Austin American-Statesman* provided in-kind ads, both print and digital, as well as social media promotions. Additional promotional opportunities, included E-Blasts to the 3,500 recipients on the Ad Fed list, emails to other sponsor organization lists, posts to media industry calendars a stand-alone website linked to sponsor sites, social media including Facebook and Twitter, and promotion to student ad clubs by offering volunteer opportunities.

Attendance: Over 120 professionals attended this year’s HMS. Eighteen Latino marketing influencers

and thought leaders provided their expertise as speakers for the event.

Feedback Mechanism: A survey was distributed to HMS attendees. Overall results were extremely positive, with 86-100 percent of respondents rating the program as Good or Excellent.

Results: The 5th HMS was a complete success and generated revenue of \$10,000 via sponsorships and ticket sales. Noticing how well produced and attended the HMS event was, the *Statesman* developed their own Hispanic leadership initiative. **(Exhibits 6.1: HMS Microsite, HMS Speaker Schedule, Photos, Emails)**

SPECIAL EVENTS

The 2015 Austin ADDY Awards, 2/19/15

When considering the creative direction for the 2015 ADDYs, the producer's initial goal was to encourage agencies to decisively OWN their work, to take PRIDE in what they create, and to enter it. After deciding on the theme "Own It," they then embarked on a creative way to express ownership. This year's ADDY campaign explored the duality of two groups who embodied this spirit, the Amish and the Dominatrix since each takes pride in their craft. The contrasts between the two subcultures, AM(ish) and DOM(inatrix) were highlighted: spiritual vs physical, introversion vs. extroversion, craft vs. commercial, traditional vs. boundary-pushing and safety vs. risk-taking. Each group is a kindred spirit of the Advertising Creative, whose identity, whether mild or wild, is defined by a commitment to uphold conviction in his/her work, to truly "Own It."

McGarrah Jessee, one of the sponsors, donated their sponsor benefits, an organization that helps underserved students to participate in and learn from the various advertising disciplines.

For the first time, Austin ADDY judging was 100% digital, allowing us to upgrade the quality of the judges by decreasing demands on their time commitments. Agencies saw the benefit in not having to

produce hard materials as they uploaded the work for judging. Judges were selected from six different high profile companies and cities to judge the work and each had the opportunity to award their special Judges award to creative they personally selected that sometimes was outside the realm of ADDY recipient.

Event Details: The ADDYs were held at the Austin Music Hall, with the AM/DOM theme throughout. Servers were dressed in AM or DOM attire and photo opportunities were available for each extreme of the spectrum. There were live vignettes with the AM and DOM “owning it” in various situations during the highlight reel that showcased the work. At intermission, there was a live-choreographed performance dance/rap with the AM and DOM showing empowerment, yet maintaining “ownership” of individuality.

Target Audience: Advertising professionals, agencies, industry vendors, and media were targeted to sponsor and attend the show. Advertising students from our two major universities were encouraged to enter and attend the show, promoting the opportunity to volunteer, see good work, and meet industry professionals.

Method of Promotion: The creative team developed a dedicated website for the ADDYs, with the AM and DOM themes pictured in counter visuals. All the creative material emphasized the craftsmanship of each group, from the AM’s hand stitching used in the lettering to the DOM’s commitment to her role. The event was also linked to the Ad Fed website and calendar. E-Blasts were sent to the email recipients twice weekly, promoting ticket sales and social media activity. Contests were done on both Facebook and Twitter: Face-bookers were encouraged to caption an AM and DOM photo for a chance to win tickets to next year’s show. During the evening, there were posts on FB and Twitter. Articles, with links to the Winners’ Books, ran in the *Austin American Statesman* and *Austin Business Journal*.

Attendance: This year, we had over 435 professional and student guests attend. We also had a dozen E4Youth students join us to see the work of professional and student creatives.

Feedback mechanism: We distributed an on-line survey, asking for attendees' input on their experience at this year's ADDYs and results are currently being tabulated. During the evening, we monitored tweets and saw guests were enjoying the evening.

Results: This year, there were over 450 professional and student entries, generating over \$43k in entry fees. Sponsorship income totaled \$24.2k, from a mix of returning sponsors and sponsors new to the ADDYs. Net revenue is now being calculated. **(Exhibits 8.1: Dedicated Website, E-Blasts, Tweets, Facebook, Event Photos)**

CONCLUSION

By focusing on the knowledge gained in the Listening Tour and member surveys, and by following our objectives for the year, the 2014-2015 Programs Committee created a calendar of programs that received positive feedback from our members and guests—they voted with their feet, showing up in ever-increasing numbers. They voted with their feedback, both in formal surveys and in post-event social media. Creatives, typically hard to reach, responded well to the *Drink 'n Draw* events, and other events brought together members of various disciplines within the ad community. Sponsorship sales saw a mix of companies ready to support the Ad Fed community, with their contributions boosting our financials.

Last year's success laid the groundwork for another robust and varied schedule for the New Year. Members see the programs as benefits of membership. As the value of membership increases, so will our membership numbers. As members' perception of the Ad Fed improves, so will our practice rise to meet their expectations. As we continue to grow and improve, we better meet our Vision and Mission Statements: *Powering the World's Most Creative Minds* while we *Unite, Challenge & Promote*

Exhibit 1.1: Program Schedule

2014/2015 • Program / Event Schedule

A U S T I N



A D • F E D

2014

- March 6 AD2 Interactive Panel
- March 26 Drink 'n Draw
- March 27 Diversity: It's a Wonderful Day in the Neighborhood (LGBT)
- April 16 - 19 AAF-Tenth District Convention - NSAC competition, Professional Development,
- April 23 Kegs with Legs - nFusion
- April 29 Make ATX (laser cutting)
- May 20 Drink 'n Draw
- May 29 H2 Happy Hour
- June 4 Hispanic Marketing Symposium (HMS)
- September 27 H2 Happy Hour
- October 16 Diversity: Disabled Consumers
- October 23 Big Wigs Awards
- November 8 Job Propulsion Lab DIY Career Overhaul
- November 20 Austin Canvas Auction Night
- December 11 Holiday Party (AD2ATX and Ad Fed)

2015

- February 12 Diversity: African American Consumers
- February 19 American Advertising Awards (ADDY's) Show
- March 25 Intellectual Property Workshop



Exhibit 1.1: Drink and Draw

A U S T I N



A D F E D



DRINK & DRAW

GRAW SOMETHING DREAT!

Let's create just because. Join us for our very informal Drink + Draw, where we'll spend a couple of hours relaxing, making connections, chatting about creativity, and drawing what we see. Oh, you don't draw? Sure you do. Nobody's watching.

It's all in the spirit of building community and taking a break from paid creativity.

BYO notepad or journal and drawing implements. Beverages, if you wish to partake, are at your expense. Good company and inspiration are free.

Date: November 13

Time: 5:30-8:00 PM

Place: Violet Crown Social Club
1111 East 6th St

Cost: Free!

GET THIS ON YOUR

-31-

calendar

November 13 - Drink & Draw

November 19 - AD2ATX
'Best Career Practices from Bart Cleveland'

November 21 - Kody Chamberlain to host our November Program

December 5 - Austin Ad Fed & AD2ATX Holiday Party

December 11 - ADDY How To Workshop

December 18 - ADDY Student Call for Entries!

January 3 - ADDY Professional Call for Entries!

Exhibit 2.1 Event Spreadsheet

Attendee.xlsx

MHTL What's Cooking - D

Home Layout Tables Charts SmartArt Formulas Data Review

Edit Font Alignment Number Format Cells Themes

Calibri (Body) 12

General

Wrap Text

Conditional Formatting Styles Insert Delete Format Themes

	A	B	C	D	E	F	G	H	I
	FIRST	LAST	COMPANY	ADDRESS	EMAIL	MEMBER	RATE	STATS	COSTS
1	Katie	Osborne	Full Moon Design Group	3355 Bee Cave Road Suite 501 Suite 501 Austin TX 78746	katie@fullmoondesigngroup.com	No		35 Tuesday, July 30 - 11:30 - 1PM	
2	Jo Ella	Mathis	GSD&M	828 W. 6th St Austin TX 78703	joella.mathis@gsdm.com	Yes		25 Venu - GSD&M Theatre	
3	Jennifer	Kennedy	GSD&M	828 W. 6th St Austin TX 78703	jennifer.kennedy@gsdm.com	Yes		25 WEATHER - Good, sunny, hot	
4	Laurie	Pascoe	GSD&M	828 W. 6th St Austin TX 78703	laurie.pascoe@gsdm.com	Yes		25 COSTS	
5	Jeannie	Turlington	GSD&M	828 W. 6th St Austin TX 78703	jeannie.turlington@gsdm.com	Yes		25 Catering - Whole Foods	\$881.37
6	Jillian	English	LatinWorks	206 East 9th Street Austin TX 78701	s.rice@latinworks.com	Yes		25 INCOME	
7	Irene	Yardley	LatinWorks	206 East 9th Street Austin TX 78701	s.rice@latinworks.com	Yes		25 Ticket Sales	
8	Denise	Daniels	LIN Austin	908 W. Mik Jr. Blvd Austin TX 78701	denise.daniels@kxan.com	Yes		25 Members - 30 @ \$25	\$750.00
9	Amanda	Best	lookthinkmake	4025 Camacho Street Austin TX 78723		Yes		Sponsor Non-Members - 5 @ \$35	\$175.00
10	Jordan	Jeffus	lookthinkmake	4025 Camacho Street Austin TX 78723		Yes		Sponsor Sponsorship - lookthinkmake - 5 tickets	\$250
11	Jennifer	Sinski	lookthinkmake	4025 Camacho Street Austin TX 78723		Yes		Sponsor TOTAL INCOME	\$1,175.00
12	Kelsey	Kemper	lookthinkmake	4025 Camacho Street Austin TX 78723		Yes		Sponsor Profit/Loss -	\$293.63
13	Nate	Stine	lookthinkmake	4025 Camacho Street Austin TX 78723		Yes		Sponsor	
14	Deborah	Linder	McGarrah Jessee	121 W. 6th Street Austin TX 78701	debbie@mc-j.com	Yes		25 SURVEY	
15	Gab	Leal	McGarrah Jessee	121 W. 6th Street Austin TX 78701	gab@mc-j.com	Yes		25 Venu - Very good	
16	Anne	Bergen	McGarrah Jessee	121 W. Sixth Street Austin TX 78701	anne@mc-j.com	Yes		25 Catering - Very good	
17	Matthew	Burr	MWR Legal	2611 Bee Cave #211 Austin TX 78746	mburr@mwrlegal.com	Yes		25 Speaker, subject - moderately good to good	
18	Sam	Burr	MWR Legal	2611 Bee Cave #211 Austin TX 78746	mburr@mwrlegal.com	Yes		25	
19	Barrett	Rogers	Nfusion	5000 Plaza On The Lake Suite 200 Austin TX 78746	brogers@nfusion.com	Yes		25	
20	Lauren	Alexander	Nfusion	5000 Plaza On The Lake Suite 200 Austin TX 78746	brogers@nfusion.com	Yes		25	
21	Jeff	Jacobs	Nfusion	5000 Plaza On The Lake Suite 200 Austin TX 78746	brogers@nfusion.com	Yes		25	
22	Christy	Roberts	Nfusion	5000 Plaza On The Lake Suite 200 Austin TX 78746	brogers@nfusion.com	Yes		25	
23	Brad	Langford	Nfusion	5000 Plaza On The Lake Suite 200 Austin TX 78746	brogers@nfusion.com	Yes		25	
24	Cady	DIGiovanni	Proof Advertising	114 W. 7th Street Suite 500 Austin TX 78701	kristin.knight@Proof-Advertising.com	Yes		25	
25	Vicki	Russell	Proof Advertising	114 W. 7th Street Suite 500 Austin TX 78701	kristin.knight@Proof-Advertising.com	Yes		25	
26	Johanna	Arellano	Proof Advertising	114 W. 7th Street Suite 500 Austin TX 78701	kristin.knight@Proof-Advertising.com	Yes		25	
27	Maureen	Chunta	Red Velvet Events	7000 North MoPac Expy, Suite 345 Austin TX 78731	maureen@redvelvetevents.com	Yes		25	
28	Cynthia	McGuineas	Regan Outdoor	7301 Burleson Road Austin TX 78744	cynthia@reaganusa.com	Yes		25	
29	Karen	Goumakos	Regan Outdoor	7301 Burleson Road Austin TX 78744	kgoumakos@reaganusa.com	Yes		25	
30	Barbara	Rodgers	Rodgers & Associates	9112 Fairwood Lane Austin TX 78749	brodgers8@mac.com	Yes		25	
31	Stephanie	Skaggs	Springbox	708 Congress Ave. Austin TX 78701	stephanie.skaggs@springbox.com	No		35	
32	Marissa	Telford	T3	1801 N Lamar Austin TX 78701	marissa.telford@t-3.com	Yes		25	
33	Lyndsey	Wilson	T3	1801 N Lamar Austin TX 78701	lyndsey.wilson@t-3.com	Yes		25	
34	Andrea	Howard	Texas A&M University	1001 Leadership Place Killeen TX 76549		Yes		25	
35	Kevin	Cassis	The Whitley Group	4129 Commercial Center Drive, Ste 400 Austin TX 78744	Kevin.Cassis@whitleyplus.com	Yes		Sponsor	
36	Bob	Zendt	The Whitley Group	4129 Commercial Center Drive, Ste 400 Austin TX 78744	bob.zendt@whitleyplus.com	Yes		Sponsor	
37	Laurie	Christensen	Xtreme Xhibits By Skyline	3616 Derby Trail Round Rock TX 78681	lauriec@xtremexhibits.com	Yes		25	
38	Michelle	Gutman		811 W. Slaughter Lane Apt # 1213 Austin TX 78748	michelle.gutman@gmail.com	No		35	
39	Scott	Warren			scott.warren@mac.com	No		35	
40	Edgar	Mireles		7401 N Lamar Blvd Austin TX 78752	mireles33@live.com	Yes		25	
41	Larry	Jolly	Jolly Design	12600 Alberta Ridge Tr Austin TX 78726		No		35	
42	Tanille	Day-Walker	GSD&M	828 W. 6th St Austin TX 78703	tanille.day-walker@gsdm.com	Yes		25	
43									
44									
45									
46									
47									
48									
49									
50									
51									
52									
53									

Master Suits IntellectualProp Sharks

Normal View Ready

Sum=0

Exhibit 2.1: Survey Forms



AUSTIN
AD FED

Program Date: October 16, 2014
 Program Title: Disability
 Location, Time: Alamo Drafthouse - Slaughter / 11:30 - 1 PM

PROGRAM FEEDBACK

- Please rate the speaker and topic: 1 2 3 4 5 6 7 8 9 10 10 Being BEST
- Additional comments *Very intisig, accurate & informative.*
- Please rate the venue: 1 2 3 4 5 6 7 8 9 10 10 Being BEST
- Additional comments *I come here often for movies. It was highly accessible. Please rate the food*
- Please rate the food: 1 2 3 4 5 6 7 8 9 10 10 Being BEST
- Additional comments *Beet + Orange Salad w/ awesome Sherry Dressing*
- If you have suggestions for topics, speakers or locations, please let us know.
- Additional comment

- If there are other ways Ad Fed can be of value to you, your company or your job, please let us know.
- Additional comment



AUSTIN
AD FED

Program Date: October 16, 2014
 Program Title: Disability
 Location, Time: Alamo Drafthouse - Slaughter / 11:30 - 1 PM

PROGRAM FEEDBACK

- Please rate the speaker and topic: 1 2 3 4 5 6 7 8 9 10 10 Being BEST
- Additional comments *Thank you so much! Very informative + diverse content!*
- Please rate the venue: 1 2 3 4 5 6 7 8 9 10 10 Being BEST
- Additional comments
- Please rate the food: 1 2 3 4 5 6 7 8 9 10 10 Being BEST
- Additional comments *Food is GREAT. Had to wait a long time for my order to get taken*
- If you have suggestions for topics, speakers or locations, please let us know.
- Additional comment *People first language in marketing*
- If there are other ways Ad Fed can be of value to you, your company or your job, please let us know.
- Additional comments *We hold the Texas Statewide ll conference next March in Austin - conferences.txsilc.org Please help us promote the cross-disability event!*

Exhibit 3.1: E-Blast

AUSTIN AD FED

'When the Moon is in the Seventh House and Jupiter aligns with Mars', you know it's time for The Big Wigs Awards!
Nominations are now OPEN!

HOW TO NOMINATE

- Anyone can Nominate: Click [HERE](#) to submit your Nominees.
- Nominations Close September 15th!
- Please forward this email to anyone you think would like to nominate a Big Wig!

THE EVENT

The Big Wigs will be announced on October 23rd from the 6 to 9 evening hours. The Rattle Inn will be the place for 'Harmony and understanding' and appetizers served with a cash bar.

Tickets purchased **before October 15th** are \$30 for Ad Fed and AD2ATX Members, \$40 for Non Ad Fed Members and \$20 for students.

Tickets purchased **after October 15th** are \$35 for Ad Fed and AD2ATX Members, \$45 for Non Ad Fed Members and \$25 for students.

Tickets can be purchased [HERE](#). Please check out the Ad Fed [website](#) for more information.

Anyone can nominate, but only members can vote. Not a member and want to vote for those you nominated? Join [HERE](#).

May the Best Hair win!

Thank you to our Ad Fed Club Sponsors:

THE WHITLEY GROUP
Printing and message logistics

PAPER PEOPLE

Click to view our many wonderful sponsors.

Young professionals & students under 32. Check out AD2ATX to help advance your career!

See the results of this year's ADDY competition

Contact info@austinadfed.com for information

AUSTIN AD FED

When the moon is in the Seventh House and Jupiter aligns with Mars, then peace will guide everyone to purchase their tickets...the event is this Thursday!
 It is time for all Ad Fed members to be groovy and get your tickets for the Big Wigs of 2014!

THE EVENT – purchase your tickets now! Tickets are selling out FAST!

The Big Wigs will be awarded this Thursday from 6 to 9 pm. The [Rattle Inn](#) (610 Nueces Street) will be the place for 'Harmony and Understanding' as well as appetizers served with a cash bar.

Tickets: \$35 for Ad Fed Members, \$45 for Non Ad Fed Members and \$25 for AD2ATX and Students.

Tickets can be purchased [NOW](#). Please check out the Ad Fed [website](#) for more information.

May the Best Hair win!

Silver Medal Award Presentation

At the conclusion of the Big Wigs, the Silver Medal Award will be presented to Gary Osborn, of Emms Communications. This is the highest national award a club can bestow upon an individual. Please join us, as we honor Gary Osborn.

Thank you to our Age of Aquarius Sponsors

SANDERSWINGO

GSD & M

Thank you to our Good Morning Sunshine Sponsor

CALENDAR OF EVENTS

2014

Big Wigs
Thursday, October 23

ATXGAN
Thursday, November 20

Member Benefits. Go on, take advantage of us.

As a member of the Austin Ad Fed you will become part of an advertising community that is all inclusive. We strive to make sure our entire industry is represented in our ranks. And not only do we throw great events and award shows, we give back to the community, we strive for diversity, we are involved in governmental affairs and we support area schools and universities and their advertising and marketing programs. Find out a little more about us and get the most out of your membership.

[Find out here.](#)

About the Austin Advertising Federation

The Austin Ad Fed is a gathering place—both real and virtual—for the Austin advertising community. The Ad Fed makes sure that the world knows about the epic creative Austin produces, helps draw clients and advertising talent to the area, and provides them with opportunities to connect. As Austin's nexus for advertising professionals, the Ad Fed provides networking.

Exhibit 3.1: Facebook

Austin Ad Fed Home 20+ Messages 2 Notifications 5 7

Page Messages Notifications Insights Posts Settings Help

NOTES

2013 Big Wigs Winners
October 25, 2013

POSTS TO PAGE

Catherine Clark
February 27 at 9:56am
Nice writeup from ABJ on the #abaddys
<http://www.bizjournals.co...> See More
Unlike · Comment 1

Bill Peary
February 19 at 9:50pm
Dom Photo Booth can be viewed at Peary Photography
Unlike · Comment 1

Bill Peary
February 19 at 9:14pm
Amish and Dom photoboos can be viewed at Peary Photography
Like · Comment 3 2

REVIEWS

Tell people what you think

LIKED BY THIS PAGE

SDF St. David's Foundation

Velvet Cartel

UT Division of Diversity and Comm...

English (US) · Privacy · Terms · Cookies · Advertising · More · Facebook © 2015

Austin Ad Fed
Posted by Tracy Hinson (?) · October 27, 2014 ·
Congratulations to Carmen Graf and all the Big Wig Winners! Check out the full list!



Big Wigs | Austin Advertising Federation
THE EVENTThe Big Wigs will be announced on October 23rd from 6 to 9 in the evening hours. The Rattle Inn will be the place for 'Harmony and understanding' and appetizers served with a cash bar.
AUSTINADFED.COM

97 people reached **Boost Post**

Like · Comment · Share 2

Austin Ad Fed shared a link.
Posted by Cynthia McGuineas (?) · October 24, 2014 ·



Beer brands are dropping humor for craftsmanship in ads
The surge in microbrewery success and competition has led to a shift in beer marketing away from slapstick ads and toward quality claims, according to Phoenix Marketing International. Sam Adams' "For...
SMARTBRIEF.COM

60 people reached **Boost Post**

Like · Comment · Share

Austin Ad Fed shared AD2ATX's photo.
Posted by Cynthia McGuineas (?) · October 23, 2014 ·



Promote

THIS WEEK

2 Page Likes

719 Post Reach

UNREAD

0 Notifications

0 Messages

Recent

2015

2014

2013

2012

2011

2010

2009

Founded

See Your Ad Here



Million Mile Month
millionmilemonth.org

Boost Post

Exhibit 3.1: Photos



Exhibit 4.1: Ad Fed Website

AUSTIN  AD · FED

[ABOUT](#) [EVENTS](#) [MEMBERSHIP](#) [GET INVOLVED](#) [EDUCATION](#) [NEWS](#) [RESOURCES](#)

Diversity

Austin Advertising Federation » Diversity





AUSTIN ADVERTISING FEDERATION
NOONER EVENT
**ENGAGING THE
AFRICAN AMERICAN
CONSUMER**
FEBRUARY 12 | ALAMO DRAPPOUSE CINEMA
THURSDAY 12-1:30 P.M. | SOUTH LAMAR
PRESENTER
Shanteka Sigers, SVP, Executive Creative Director
SANDERS\WINGO ADVERTISING

Engaging the African American Consumer

Shanteka Sigers, Executive Creative Director at Sanders\Wingo, discussed the internal structure necessary to create content that engages the African American consumer. Far from compiling a simple list of dos and don'ts, Sigers outlined the framework and philosophy of organizations that do it right.



Thank you to our generous sponsors:



SANDERS\WINGO

Thank you to our generous Club Sponsors:



THE WHITLEY GROUP
Printing and message logistics.



CLAMPITT PAPER
EST. 1941
PAPER PEOPLE

Exhibit 4.1: E-Blasts



This Thursday! Noon: Playing the Game of Life - The Asian Way

Julia Huang, CEO of interTrend Communications will be speaking about the Asian American Market in a fun and engaging way during this month's Austin Ad Fed Noon event. Mark your calendar, bring your friends, it's FREE!

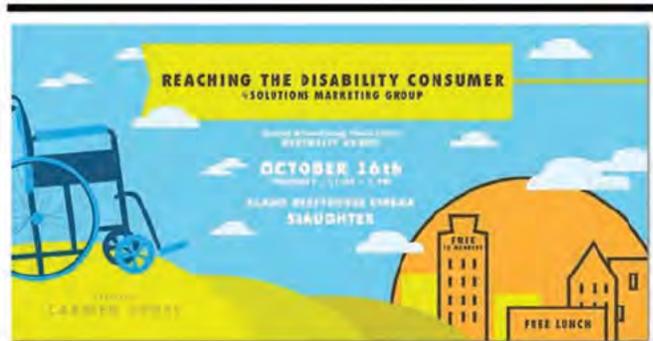
DATE: THIS Thursday, February 27 2014

TIME: 12:00 PM - 1:00 PM

PLACE: Alamo Draffhouse Cinema - The Ritz | [320 E 6th St Austin TX 78701](#)

COST: FREE! Tell your friends and colleagues.

Join our Facebook event [Here!](#)



Reaching the Disability Consumer

Why do consumers with disabilities select the companies they do? How do they interact with the companies they do business with? What is the end result of their impressions, transactions and experiences?

Carmen Jones, Founder of Solutions Marketing Group, will be speaking about how to reach the Disability Consumer during this month's Austin Ad Fed Noon event. Mark your calendar, bring your friends, it's FREE!

When: Thursday, October 16th

This program has been rescheduled from October 1st.

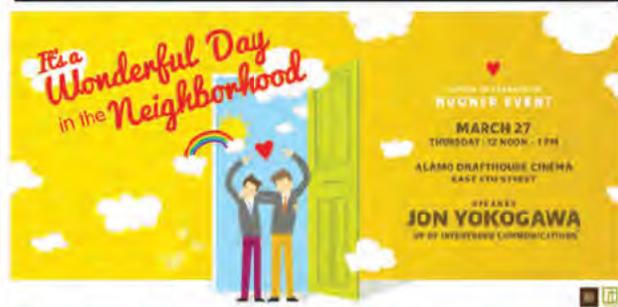
Time: 11:30 AM to 1 PM

Location: Alamo Draffhouse – Slaughter Lane

Cost: It's FREE!

Please RSVP your attendance [HERE](#).

Thanks to our program sponsors:



Thursday's Noon: It's a Wonderful Day in the Neighborhood

Come and get to know your LGBT neighbors this Thursday, March 27th at the Alamo Draffhouse on E. 6th Street. The doors open at 11:30a to order your lunch. You can look forward to learning more about the LGBT segment such as statistical data, lifestyle, mindset as well as fun facts.

DATE: **THIS Thursday**, March 27 2014

TIME: 11:30 AM - Doors open, order lunch

12:00 PM - 1:00 PM - Program

PLACE: Alamo Draffhouse Cinema - The Ritz | [320 E 6th St Austin TX 78701](#)

COST: FREE! Tell your friends and colleagues.

Please **RSVP** your attendance.

Join our Facebook event [Here!](#)



Engaging the African American Consumer

Find out why engaging with the African American consumer takes a different approach than the general market. Shanteka Sigers, SVP and Executive Creative Director at SandersWingo Advertising will give an entertaining and thoughtful presentation on how to do it right.

Thursday, February 12th | 12-1:30 PM // [Add to Calendar](#)

Alamo Draffhouse Cinema - South Lamar | 1120 S Lamar Blvd, Austin, Texas 78704

Free to attend, Free lunch provided

RSVP

Exhibit 4.1: Event Photos - It is a Wonderful Day in the Neighborhood



Exhibit 4.1: Event Photos - Reaching the Disability Consumer



Exhibit 4.1: Event Photos - Engaging the African-American Consumer



Exhibits 4.1: Feed Back Survey



AUSTIN
AD · FED

Program Date: October 16, 2014
 Program Title: Disability
 Location, Time: Alamo Drafthouse - Slaughter / 11:30 - 1 PM

PROGRAM FEEDBACK

- Please rate the speaker and topic 1 2 3 4 5 6 7 8 9 10 10 Being BEST
- Additional comments *Very interesting, accurate & informative.*

- Please rate the venue 1 2 3 4 5 6 7 8 9 10 10 Being BEST
- Additional comments *I come here often for movies. It was nice to see it from a meeting venue stand point that is highly accessible.*
- Please rate the food 1 2 3 4 5 6 7 8 9 10 10 Being BEST
- Additional comments *Beet + Orange Salad w/ awesome Sherry Dressing*

- If you have suggestions for topics, speakers or locations, please let us know.
- Additional comment

- If there are other ways Ad Fed can be of value to you, your company or your job, please let us know.
- Additional comment



AUSTIN
AD · FED

Program Date: October 16, 2014
 Program Title: Disability
 Location, Time: Alamo Drafthouse - Slaughter / 11:30 - 1 PM

PROGRAM FEEDBACK

- Please rate the speaker and topic 1 2 3 4 5 6 7 8 9 10 10 Being BEST
- Additional comments *Thank you so much! Very informative + diverse content!*

- Please rate the venue 1 2 3 4 5 6 7 8 9 10 10 Being BEST
- Additional comments

- Please rate the food 1 2 3 4 5 6 7 8 9 10 10 Being BEST
- Additional comments *Food is GREAT. Had to wait a long time for my order to get taken*

- If you have suggestions for topics, speakers or locations, please let us know.
- Additional comment *People first language in marketing*

- If there are other ways Ad Fed can be of value to you, your company or your job, please let us know.
- Additional comments *We hold the Texas Statewide ll conference next March in Austin - conferences.txsilc.org Please help us promote the cross-disability event!*

Exhibit 6.1: HMS Microsite

HISPANIC MARKETING SYMPOSIUM PRESENTS
RUNNING THE GAME
TODAY'S LATINO TRENDSETTERS & GROUNDBREAKERS

HOME ABOUT SPEAKERS SCHEDULE SPONSORS CONTACT REGISTER NOW

LATINO INSIGHTS, MARKETING, FOOD, MUSIC, CULTURE, TECH Y MÁS!

About

Mil Gracias! - Hispanic Marketing Symposium 2014 - Thank you!

Thanks for everyone who participated in the 2014 Hispanic Marketing Symposium. With over 20 speakers and 100+ influencers and leaders, we brought "Running the Game" to life through TedTalk - style sessions, panel discussions & El After-Party. Our content included the latest insights in Latino marketing, the ambicultural identity and the new Latina with Christian Fill, LatinWorks, Adrienne Pulido, EthniFacts and Lucian Gomez, Dieste to future trends and changemakers making their moves in the industry including Down Holiday-Mack from El Rey Network, May Way with Chingo Bling and Cumbia Culture vs Commodity with DJ Orion. Industry leaders recognized the value of Latinos and we're proud to partner with our supporters including presenting partners:

Check out the #HMTexas story on [Storyfy](#)

Speakers



Schedule

See you in 2015!

Sponsors

SEEK TO GO

Exhibit 6.1: HMS Speaker Schedule

HISPANIC MARKETING SYMPOSIUM PRESENTS

RUNNING THE GAME

TODAY'S LATINO TRENDSETTERS & GROUNDBREAKERS

Time	Speakers	Org/Co.	FAST TRACK SESSIONS - Statesman Room
12:00 - 1:00pm			Registration
1:00-1:30pm	Mando & Partners/Sponsors Cynthia McGuineas Susie Ellwood		Opening Remarks Austin AdFed Austin American-Statesman
Time	Speakers	Org/Co.	FAST TRACK SESSIONS - Statesman Room
1:40 - 2:00	Christian Filli	LatinWorks	Whose DREAM is it anyway?
2:10 - 2:30	Chingo Bling	Chingo Bling	My Way: From Pedro Herrera to Chingo Bling
2:40 - 3:00	Adrienne Pulido	EthniFacts	The CulturEdge Countdown Clock
3:10 - 3:30	Marco Torres	Marco from Houston	Viewing The World from a Different Angle
3:40 - 4:00	Marisa Trevino	LatinaLista	How I invited Myself to the Mesa of Big Media
4:10 - 4:30	Orion Garcia/ Juan Camilo Agudelo	Peligrosa	The Question of Cumbia: Culture vs Commodity
Time	Speakers	Org/Co.	PANELS: Austin360 Room (1st Floor)
1:40 - 2:20	Steve Dorsey, Josefina Villicaña Casati Ann Poe	Austin American Statesman	Serving a changing Austin
2:30 - 3:10	Dawn Holliday-Mack	El Rey Network/Factory Made	The New Network on the Block: El Rey Network
3:20 - 4:00	Luciana Gomez Dannely Flores Kramer	Dieste	What will happen when abuelita is gone?
Time	Speakers	Org/Co.	PANELS: Cap10K Room (Small Room, 3rd Floor)
1:40 - 2:20	Molly Costigan Carmen Llanes Pulido Bianca Flores	SFC La Cocina Alegre Marathon Kids People's Community Clinic	Latinos in Health: New ways to engage Latinos in healthy living
2:30 - 3:10	Mickey Ogando Roy Camargo	The Bakery Interactive	La Era Del Robo Shopper: How New Retail Technology Will Forever Change The Way Hispanics Make Purchases
3:20 - 4:00	Paulina Artieda Sara Ines Calderon Rocio Chavez	Bloggers	Blogueras Latinas & The Importance of their Voice
4:00 - 4:30	Liz Arreaga Robert Treviño	Mercury Mambo	How Gibson changed the Game
4:40 - 5:00	Mando and Sponsors		Closing Remarks, thank you and Pop-up Agency
5:00 - 7:00	After-Party		Patio

Exhibit 6.1: Photos from Statesman

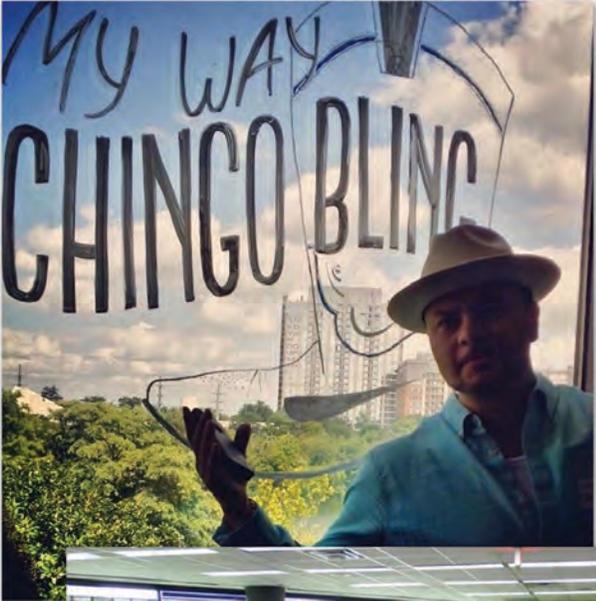


Exhibit 6.1: HMS Emails

AUSTIN  AD · FED

HISPANIC MARKETING SYMPOSIUM
RUNNING THE GAME
TODAY'S LATINO TRENDSETTERS & GROUNDBREAKERS

At this very moment Latino Gamechangers are breaking new ground and shaping major industries in entertainment, the digital landscape and consumer trends. Eventually, the "General Market" will be driven by a community that inherits traditions, owns their multicultural experience and ultimately runs the marketing game.

Join us and become inspired by learning, co-creating and deepening your understanding of how these leaders are towering with success. The lineup includes industry experts, creatives and gente con ganas that will showcase their vision and present in a TEDTalks-style as well as provide inspiring sessions and workshops. Running The Game 2014 groundbreakers include gente from LatinWorks, Mercury Mambo, Dieste, Inspire Culture, Mando Rayo + Collective y más!

Be There On:
Date: Wednesday, June 4, 2014
Location: Austin American-Statesman
305 S. Congress Ave., Austin, TX 78704 • [MAP](#)
Time: 12 to 7 PM
Tickets: Member - \$75, Non-Member - \$100, Student - \$50
Tickets can be purchased [HERE](#).

Gamechanger Agenda Includes:
12:00 – 1:00pm Registration
1:00 – 5:00pm Sessions and Workshops
5:00 – 7:00pm El After-Party

Additional info can be found [HERE](#).

The Hispanic Marketing Symposium is presented by the Austin Advertising Federation, a nonprofit professional association.

GET THIS ON YOUR

-31-

calendar

May 20 - Drink n Draw
June 4 - HMS

MAKE THE MOST

★ OF YOUR ★
membership

Member Benefits. Go on, take advantage of us.

As a member of the Austin Ad Fed your entry to our happy hours and parties is always free. You also pay less for our lunches & events. And we even hook you up with the best pricing for ADDY awards entries. We work hard to bring you some of the best networking in the Austin advertising world. Are you making the most of your

AUSTIN  AD · FED

HISPANIC MARKETING SYMPOSIUM
RUNNING THE GAME
TODAY'S LATINO TRENDSETTERS & GROUNDBREAKERS

At this very moment Latino Gamechangers are breaking new ground and shaping major industries in entertainment, the digital landscape and consumer trends. Eventually, the "General Market" will be driven by a community that inherits traditions, owns their multicultural experience and ultimately runs the marketing game.

Join us and become inspired by learning, co-creating and deepening your understanding of how these leaders are towering with success. The lineup includes industry experts, creatives and gente con ganas that will showcase their vision and present in a TEDTalks-style as well as provide inspiring sessions and workshops. Running The Game 2014 groundbreakers include gente from LatinWorks, Mercury Mambo, Dieste, Inspire Culture, Mando Rayo + Collective y más!

Be There On:
Date: Wednesday, June 4, 2014
Location: Austin American-Statesman
305 S. Congress Ave., Austin, TX 78704 • [MAP](#)
Time: 12 to 7 PM
Tickets: Member - \$75, Non-Member - \$100, Student - \$50. Bundles of 10 tickets are also available
Tickets can be purchased [HERE](#).

Gamechanger Agenda Includes:
12:00 – 1:00pm Registration
1:00 – 5:00pm Sessions and Workshops
5:00 – 7:00pm El After-Party

Additional info can be found [HERE](#).

The Hispanic Marketing Symposium is presented by the Austin Advertising Federation, a nonprofit professional association.

GET THIS ON YOUR

-31-

calendar

June 4 - HMS
May 29 - H2ATX

MAKE THE MOST

★ OF YOUR ★
membership

Member Benefits. Go on, take advantage of us.

As a member of the Austin Ad Fed your entry to our happy hours and parties is always free. You also pay less for our lunches & events. And we even hook you up with the best pricing for ADDY awards entries. We work hard to bring you some of the best networking in the Austin advertising world. Are you making the most of your membership? [Find out here](#).

AUSTIN  AD · FED

HISPANIC MARKETING SYMPOSIUM PRESENTS
RUNNING THE GAME
TODAY'S LATINO TRENDSETTERS & GROUNDBREAKERS

Mil Gracias! - Hispanic Marketing Symposium

Thanks for everyone who participated in the 2014 Hispanic Marketing Symposium. With over 20 speakers and 100+ influencers and leaders, we brought "Running the Game" to life through TedTalk - style sessions, panel discussions & El After-Party. Our content included the latest insights in Latino marketing, the ambicultural identity and the new Latina with Christian Fill, LatinWorks, Adrienne Pulido, EthniFacts and Lucian Gomez. Dieste to future trends and changemakers making their moves in the industry including Dawn Holliday-Mack from El Rey Network, May Way with Chingo Bling and Cumbia Culture vs Commodity with DJ Orión. Industry leaders recognized the value of Latinos and we're proud to partner with our supporters including presenting partners: Austin American-Statesman, Austin360 & Ahora Si as well as our supporting sponsors: LatinWorks, St. David's Foundation, Univision, Don Julio, Sterling Vineyards, Dieste, KLRU-TV, PBS Austin, Mercury Mambo, GivingCity Austin, Greater Austin Hispanic Chamber of Commerce and UT Division of Diversity and Community Engagement. We'd also like to congratulate the teams in THE POP-UP AGENCY for producing great work (in under 10 hours) for Con Mi Madre and Economic Growth Business Incubator. We hope the 2014 #HMSTexas event provided you with the insights & inspiration to create stronger connections with Latinos in Texas, one of the fastest growing populations in the state and the U.S.

Check out the #HMSTexas story on [Story](#) by @byTonyAtkins



GET THIS ON YOUR

-31-

calendar

MAKE THE MOST

★ OF YOUR ★
membership

Member Benefits. Go on, take advantage of us.

As a member of the Austin Ad Fed your entry to our happy hours and parties is always free. You also pay less for our lunches & events. And we even hook you up with the best pricing for ADDY awards entries. We work hard to bring you some of the best

HMS Sponsors:

PRESENTING PARTNERS

Austin American-Statesman  **DOWNLOAD TODAY**

INFLUENCER

St David's FOUNDATION latinworks. I

PARTNER

díeste  provoke action.

MOBILIZER

THE UNIVERSITY OF TEXAS AT AUSTIN DIVISION OF DIVERSITY AND COMMUNITY ENGAGEMENT **GIVING CITY AUSTIN**

About the Austin Advertising Federation

The Austin Ad Fed is a gathering place—both real and virtual—for the Austin advertising community. The Ad Fed makes sure the world knows Austin produces epic creative, helps draw clients and advertising talent to Austin and gives them a way to find each other. As Austin's nexus for advertising professionals, the Ad Fed provides networking, social events, workshops, speakers, job boards and awards to showcase the enormous creative and business talent that permeates the city.

For more information and membership details, please visit www.austinnadfed.com.

Exhibit 8.1: Facebook

The image shows a screenshot of the Facebook page for Austin Ad Fed. The page header includes the name "Austin Ad Fed" and navigation options like "Page", "Messages", "Notifications", "Insights", "Posts", "Settings", and "Help". The main cover photo features the Austin Ad Fed logo, a large red 'a' in a circular emblem, and the text "02.19.15 AUSTIN MUSIC HALL OWNYOURA.COM". Below the cover photo, there are buttons for "Create Call-to-Action", "Liked", "Message", and "More".

The "Photos" section is active, displaying a grid of 12 photos. The photos show various attendees at an event, including a woman in a red scarf, a man in a grey shirt, a woman with blonde hair, and a group of people at a social gathering. A prominent photo shows a woman holding a large circular logo with the letter 'a'.

On the right side of the page, there is a "Promote" dropdown menu and a "THIS WEEK" summary showing 2 Page Likes, 719 Post Reach, 0 UNREAD Notifications, and 0 Messages. Below this is a "See Your Ad Here" section featuring a "MILLION MILE MONTH" advertisement with the website "millionmlemonth.org" and a "Boost Post" button.

Exhibit 8.1: E-Blasts

AUSTIN  AD · FED



GLUTTONS FOR PUNISHMENT

LAST WEEK FOR ENTRIES

ENTRY DEADLINE TOMORROW - DECEMBER 19TH

OWN IT.



HOW TO ENTER

ONLINE SUBMISSIONS NO ENTRY PACKETS!

New, this year! All entries will be submitted online. There will be NO entry packets to pick up or deliver. Reduced work and costs for all! Only winners will be required to complete the entry packet after the judging, so that winning entries can be forwarded to the District level of competition.

ENTRY FEES

Professional: \$95 per entry (single and campaign) for Members / \$125 per entry for Non-Members.
 Student: \$35 per entry for Members / \$45 per entry for Non-Members.

ENTER NOW

Non-Members – want the Member rate? JOIN NOW.

JOIN NOW

PAYMENT - ONLINE ONLY

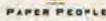
- After entering your work, click on **INVOICES / MANIFESTS**.
- Click **PRINT INVOICE / MANIFEST** or **PRINT INVOICE / MANIFEST AND ALL ENTRIES**
- Then, click to **PAY** for your submissions with a credit card at the online store.
- Enter your total number of entries (shown on the Manifest) and check out.

PAY NOW

CLUB SPONSORS



CLAMPITT PAPER
EST. 1981



PAPER PEOPLE



TWG +
THE WHITLEY GROUP

ADDY SPONSORS



Velvet the Carpet
PRINT | DESIGN | ONLINE MARKETING | EVENTS



api
The Visual Solutions Company



Skyline Xtreme Exhibits
exhibits | graphics | services



MM MARKETING MATTERS

02.19.15

AUSTIN MUSIC HALL

AMERICAN ADVERTISING AWARDS

AUSTIN  AD · FED



OWN YOUR A

You've been scratching your head for many weeks now, wondering what this is all about. Guess you'll just have to go to The Austin ADDYs show, on February 19th, to find out.

Whether you're mild or wild, it's time to get riled – to find out how to OWN YOUR A. Beyond the awards, there's more to look towards. So buy your tickets, today!

BUY TICKETS



Support the Austin Ad Fed by being a sponsor at the ADDYs.

SEE DETAILS

CLUB SPONSORS



TWG +
THE WHITLEY GROUP



CLAMPITT PAPER
EST. 1981



PAPER PEOPLE

ADDY SPONSORS



Velvet the Carpet
VIDEO | DESIGN | ONLINE MARKETING | EVENTS



api
The Visual Solutions Company



Skyline Xtreme Exhibits
exhibits | graphics | services



MM MARKETING MATTERS

02.19.15

AUSTIN MUSIC HALL

AMERICAN ADVERTISING AWARDS

OwnYourA.com

Exhibit 8.1: Tweets

Austin Ad Fed.
Your Tweet got favorited!

Austin Ad Fed
@adfedustin
It's time for the ADDYs! You're in for a great show tonight. Bring your A game and Own It! Parking is... [instagram.com/p/zSfw-gDIFO/](https://www.instagram.com/p/zSfw-gDIFO/)

Favorited by

Mutual Mobile @MutualMobile
Media & Advertising | Marketing | Community | Events

See what else @MutualMobile is favoriting.

Austin Ad Fed.
Your Tweet got retweeted

Austin Ad Fed
@adfedustin
Time to crack the whip! Tickets & table reservations are going fast! Reserve now! #atxaddys austinadfed.mybigcommerce.com/addy-tickets/ pic.twitter.com/KXJm9OoGnL

Retweeted by

Marketing Matters @MarketingM
12,623 followers
about @MarketingM [View their profile](#)

Austin Ad Fed.
A Tweet you were mentioned in got favorited!

In reply to Jimmy Ad Kid

GSD&M
@GSD&M
It was a great night at the Addys *@adfedustin: Congrats GSD&M! 🏆 #atxaddys [instagram.com/p/zToTxhjIEV/](https://www.instagram.com/p/zToTxhjIEV/)

Favorited by

Scott McAfee @ScottTMAfe
Executive Director of Marketing, Government Relations & Community Affairs at Austin Convention Center

See what else @ScottTMAfee is favoriting. [View their profile](#)

Austin Ad Fed.
Your Tweet got favorited!

Austin Ad Fed
@adfedustin
At the ADDYs! Show is starting!! #atxaddys [instagram.com/p/zTxthDIOy/](https://www.instagram.com/p/zTxthDIOy/)

Favorited by

tommy lynn @tommylynn
Executive Director of Marketing & Community Affairs at Austin Convention Center

See what else @tommylynn is favoriting. [View their profile](#)

Austin Ad Fed.
A Tweet you were mentioned in got retweeted

Del Blue
@DelBlue
Oh hello! We are at the @adfedustin #ADDYs. Will we win big? Or will these masks soon hide our tears? Find out soon! pic.twitter.com/su7oW3c7ES

retweeted by

John Gorman @ThisGorman
19,740 followers
Learn more about @ThisGorman

Austin Ad Fed.
A Tweet you were mentioned in got favorited!

Mutual Mobile
@MutualMobile
The @MutualMobile team is all smiles at the Austin ADDYs. Wish us and @nikesb luck! #atxaddys @adfedustin pic.twitter.com/ynIgcNstYo

Favorited by

Tanun Nimragadda @tanun
Co-CEO & Director of Business Development at Mutual Mobile

See what else @Tanun is favoriting. [View their profile](#)

Exhibit 8.1: Event Photos



Exhibit 8.1: Dedicated Website

