

- First Place National
- First Place District



## NATIONAL CLUB ACHIEVEMENT COMPETITION CALL FOR ENTRIES 2014–2015

### OFFICIAL ENTRY FORM

Affix a completed copy of this form to the outside front cover of each entry binder. This form may be duplicated.

Name of club or federation: AAF-Austin

Population of city or metro area served by club (#): 2 million

Total club members at date of entry (#): 1,500

Name of club or federation president: Cynthia McGuineas Phone: \_\_\_\_\_

#### Check Appropriate Division

(based on size of membership):

- Division I 500+ members
- Division II 250–499 members
- Division III 100–249 members
- Division IV up to 99 members
- Division V Ad 2 Clubs

#### Check Appropriate Category:

- Advertising Education
- Club Operations
- Communications
- Diversity & Multicultural Initiatives
- Government Relations
- Membership Development
- Programs
- Public Service

Do you want your binder returned?  YES  NO (If yes, please provide your shipping account information)

Your FedEx account number: Wouldn't you like to know.

#### Club Contact

(For questions or notifications regarding the entry, as well as where the entry will be returned, if requested.)

Name of Contact Person: Marc Eisenberg

Company: AAF-Austin

Street address (no P.O. Boxes): 11511 D K Ranch Road

City/State/Zip: Austin, TX 78759

Phone: 512.797.3266 E-mail: emarc213@yahoo.com



## **2014-2015 Club Achievement Report – Public Service Austin Advertising Federation**

Scott Van Osdol, Co-VP Public Service, Hill Country Ride for AIDS Marketing Director,  
Suzie Lopez, Co-VP Public Service, Back on My Feet Marketing Contact,  
Marc Eisenberg, Director of Operations

Public Service projects are central to the Austin Ad Fed's success. They provide meaningful volunteer opportunities to current and prospective members, help volunteers make new friends and establish enduring professional relationships, and allow students and professionals to build their portfolios and win professional recognition. Public Service also builds the Ad Fed brand and public profile by promoting the perception of advertising as an important creative industry, contributing to the region's prosperity and health.

### **Public Service Goals for 2014-2015**

1. Develop campaign for new public service client, Back On My Feet.
2. Promote public service/advertising education client e4 Youth at the ADDY Awards.
3. Continue to build support and sponsorship for the Hill Country Ride for AIDS.
4. Provide meaningful volunteer opportunities to Ad Fed members wanting to make new friends, learn new skills, build the portfolio, and earn professional honors.

#### **1. Develop campaign for our new public service client, Back On My Feet.**

**Objective:** Secure a new public service client that Ad Fed members will support through pro-bono donations of marketing, design, and production services. The Ad Fed has a long history of working with the homeless, dating back to the late 1990's support for Art From the Streets, a sale of artwork by

homeless artists, who reaped all the proceeds.

**Back On My Feet: *Changing Lives One Mile, Job and House at a Time***

Back on My Feet (BoMF) is a national non-profit 501(c)3 organization that uses running to help those experiencing homelessness change the way they see themselves so they can make real change in their lives, resulting in employment and independent living. **(Exhibit 2.1: BOMF Website)** The organization's mission is not to create runners within the homeless population, but to use running to create self-sufficiency in the lives of those experiencing homelessness. The program's success is measured by how many members obtain independence through employment, job training, and housing.

**Goals:** Increase the number of registrants for Back On My Feet's Big Foot Trail Race (September 15, 2015). Raise awareness about the Back On My Feet organization and the race time and location. Drive traffic to [www.backonmyfeet.org/](http://www.backonmyfeet.org/). **Target Audience:** Texans who are interested in signing up to run a 10K, 30K, or 50K race, people who enjoy beautiful scenery, and giving back to a great cause: helping the homeless help themselves. **Strategy:** Reach target audience through compelling creative that provides event details and has a "work hard, play hard for a good cause" tone. Develop a race logo, look and feel, and tagline.

**Execution Tactics:** Collaborate with Dan Augustine and Tony Seaman of the Milwaukee-based agency Castor Pollux to produce the campaign creative. Potential campaign components include: website design, print collateral, illustration, and more. This is an opportunity for the Austin Ad Fed community to collaborate with another Ad Fed board, since both Dan and Tony are members of the Milwaukee Ad Fed, and also presents the opportunity for other Ad Fed boards to get involved with their particular local chapter of Back On My Feet. **Results:** We have secured our partnership with Castor Pollux and are in the drafting stages of producing creative for Back On My Feet's Big Foot Trail Race.

## **2. Promote public service/advertising education client e4 Youth at the ADDY Awards**

**Objective:** Long-time Ad Fed professional and personal networks continue to promote e4 Youth as the “pro-bono client of choice” for the Austin ad community by featuring e4Y students at the ADDY Awards Show. **Goals:** Leverage existing club relationships to provide marketing and creative support to client. **Target Audience:** Ad Fed members, Austin advertising community **Execution/Tactics:** The Ad Fed has long supported e4 Youth ([www.e4youth.org](http://www.e4youth.org))—a successful program working with minority and at-risk Austin high school students exploring advertising, commercial art, and media as career paths. Directed by former Ad Fed VP Diversity Carl Settles, it is a model program with an active and diverse support community. e4Y board members include principals and executive officers from several of Austin’s leading ad agencies and the HR Manager and the Vendor Partner/Diversity Director from Austin’s largest agency, GSD&M. Several of these e4Y board members previously served on the Ad Fed board, one as president. Last year the e4Y board enlarged its efforts to make e4Y the “go-to” non-profit of choice for the Austin advertising community. In response, several Ad Fed board members continue to work in support of e4Y. To date, our most important initiative is e4Y’s presence at the ADDY Awards. For several years our ADDY Sponsorship Chair has sold sponsorships to agencies that purchased them with the express intent of donating the benefits to e4 Y.

### **E4 Youth Students introduced at the ADDY Awards**

**Goals:** Promote e4 Youth at the ADDY Awards and elevate the ADDY mission by exposing guests to worthy pro-bono opportunities. **Audience:** ADDY guests, Ad Fed members and potential members **Execution/Tactics:** For the last four years the Austin ADDYs featured our educational and public service client e4 Youth as a way to elevate the ADDYs to something more than “just an awards show.” For the fourth year, leading Austin ad agency McGarrah Jessee purchased an ADDY sponsorship and donated the benefits to e4 Youth. Partnering with Austin’s largest African-American owned agency,

Sanders\Wingo, these leading creative shops designed a brilliant campaign rolled out at the February 19<sup>th</sup> ADDY Awards Show. **Media/Materials Used:** The central component of this year's plan was a short documentary film in which e4Y students and leaders talked about e4Y's mission and its effect on students' lives. Secondary components included two full-page ads in the ADDY Winners Book and T-Shirts for e4Y students explaining, tongue in cheek, e4Y's mission. **(Exhibit 4.1: e4Y Video Captures, Winners Book Ads)**

Mentors from both agencies guided students during the show, introducing them to guests. Prior to the show the e4 Youth logo appeared on all ADDY promotional collateral, the ADDY website, and email broadcasts. **Results:** A dozen e4Y students attended the ADDYs as our guests. **(Exhibit 4.2: e4Y ADDY Awards Photos)** During this year's award show, students were invited to tour several ad agencies including LatinWorks, Ad Age's Multicultural Agency of the Year; Texas' largest African-American-owned ad agency, Sanders\Wingo; and Austin's largest agency, GSD&M. Many e4Youth students are hired as interns at these and other agencies gaining valuable work experience and often receiving a paycheck. **(Exhibit 4.3: e4Y-McGarrah Jessee Tour Email)** By showcasing e4 Youth at our industry's leading event, we help promote the club's support for diversity and education initiatives, while providing our members an easy way to get involved by mentoring students and hiring interns.

### **3. Continue to build support and sponsorships for Hill Country Ride for AIDS**

In 2004 the Austin Ad Fed tapped the Hill Country Ride for AIDS as its premiere public service client. HCRA is a cycling event that raises money for local nonprofit agencies providing AIDS education and services such as housing, health care, food, and counseling to some 2,500 Central Texans living with HIV/AIDS. In the 12 years we've worked with them, the ride has raised nearly seven million dollars, over 80% of which goes directly to client agencies.

The Ad Fed continues to support the ride by encouraging our members and friends to join and

donate to riders. More importantly, when our long-time creative agency resigned following the 2011 ride, we wrote creative briefs and developed pitch strategies to secure new pro-bono ad agencies. Each year the VP Public Service/HCRA Volunteer Marketing Director sends dozens of personalized mail pieces, followed by personal calls to “sell” the project to our member agencies. They rely on us to make the personal appeals that land the agencies.

### **Campaign for April 25, 2015 Ride**

#### **Goals:**

- Secure new creative agency
- Work with new agency (Creative Tonic) to create a fresh campaign look and feel
- Reinforce relationship with Ad Fed member sponsors who, for years, have provided pro-bono creative campaigns, printing, paper, media relations, and banners and signage

**Target Audience:** Former riders, the cycling community, the AIDS service community, the LGBT community, the general public, Ad Fed community and ride sponsors

#### **Strategy:**

- Reach out to Ad Fed members to secure new pro-bono agency
- Develop new campaign with a new look and feel, celebrating the 15th anniversary
- Expand use of social media and events to build ridership and donations
- Recognize value of pro-bono donations at all opportunities

**Execution/Tactics:** Ad Fed volunteer Ride Marketing Director mailed and called 25 different ad agencies and was told each time that they were too busy to take on the campaign but to keep them in mind for future campaigns. We finally secured new Ad Fed member agency Creative Tonic, in large part because their account service director had worked at our first and longest serving (HCRA?) agency as their campaigns won multiple national awards including Communication Arts, PRINT, and HOW

International Design Annual. (**Exhibit 5.1: HCRA Agency RFP Spreadsheet**) Ad Fed volunteer Ride Marketing Director worked closely with ride staff and Creative Tonic as they produced a new campaign with an entirely different look and feel. The website and social media updated to match the new creative campaign and style. The sponsors were recognized with logo displays on the website, hyperlinked to their own websites, recognized at all ride events and personally thanked from the stage. Email will be broadcast to Ad Fed members and friends encouraging them to ride, volunteer, or donate

**Media/Materials:** Print collateral, including posters, push cards, event signage, riding jerseys, guerilla bike cards; interactive and social media, including website, Facebook, and html email; display ads; mass media press releases (**Exhibit 6.1: 2015 HCRA Collateral**)

**Results:** The 2015 ride campaign was produced and launched earlier than usual. The new campaign collateral is receiving rave reviews. The value of the pro-bono contributions is approximately \$75,000. Creative Tonic campaign strategy and design: \$42,000; TWG+ donated printing: \$12,000; Clampitt Paper donated paper: \$5,000; Enviromedia donated PR: \$10,000; Van Osdol Photographer donated photos: \$3,000; Donated magazine display ads: \$3,000. A ±\$90,000 raised to date (3/1/15), tracking to meet or exceed \$500,000 goal, and newly registered riders and volunteers exceed all previous years too. Last but not least, a 2016 creative agency has already been secured, should current agency Creative Tonic decide not to produce a second year **Summary:** Over its 15 year history, the ride has raised nearly \$7 million. We helped grow volunteers and riders from 125 in 2003 to an expected 1,000+ this year. Donations have grown from \$186,000 in 2003 to a high of \$663,000, a figure we hope to eclipse this year. The ride has been embraced by the advertising community with multiple agencies and vendors sponsoring teams over the years. The pro-bono campaigns designed and executed by Ad Fed volunteer members have appeared in the pages of *Communication Arts*, *HOW International Design Annual*, and *PRINT*, and have won multiple local and regional ADDY awards. This recognition helps build the

professional status of our volunteer partners, and makes it easier to recruit new creative agency and vendor partners. **(Exhibit 7.1: Creative agency staff at Ride Kickoff Party)** The Ad Fed's continued involvement with the HCRA proves the slogan of the Ad Fed Team *Veloci-Peddlers* (Latin for Speedy Sellers) — *Our Campaigns' Got Great Legs!*

### **Volunteer Opportunities**

In 2012 the Ad Fed conducted an in-depth survey, a "Listening Tour", inviting 17 member and non-member agencies and media companies to participate. The goal was to discover current perceptions of the club and determine what people want and need from the Ad Fed. Many respondents confirmed our long-held belief that volunteering for public service projects provides meaningful social and professional development opportunities. They asked for more. **Goal:** Provide more meaningful volunteer opportunities to Ad Fed members. **Target Audience:** Ad Fed members and potential members, students. **Strategy:** Providing meaningful volunteer opportunities is one of our most successful membership recruitment and retention tools. Our members feel engaged, make new friends and professional contacts, learn new skills, produce portfolio pieces, and earn the chance to win ADDYs while donating their skills to deserving non-profits. **Execution/Tactics:** Volunteers are recruited with emails/articles about public service projects. The Ad Fed homepage features a "Get Involved" button linked to a volunteer form. Our highly trafficked web Job Line contains new volunteer opportunities listings. Our operations manager receives completed volunteer forms and distributes them to our volunteer coordinator and the appropriate committee. **Media/Materials Used:** HTML email and newsletters, web pages, telephone calls to potential volunteers **Results:** In October, a brief call for volunteers ran in our weekly newsletter. It produced five highly qualified volunteers for the Hill Country Ride for AIDS. **(Exhibit 7.2: Weekly Newsletter Call for Vols)** Our Volunteer Coordinator lists more than 14 new volunteers

this year. Several dozen volunteers and multiple agencies and vendors engaged with public service projects. They donated tens of thousands of dollars worth of pro-bono professional services including research, strategy, design, campaign execution, printing, paper, and PR, social media, and interactive services. **(Exhibit 8.1: Volunteer Spreadsheet)**

## **Conclusion**

The Austin Ad Fed continues to grow its public service practice. In recent years we graduated several successful clients including AustinProBono.org, AustinFree.Net, and The SIMS Foundation (mental healthcare for musicians). This year we: 1). Took on a new public service client, Back On My Feet, enlisting the support of a major ad agency and a design firm; 2). Increased our involvement with E4 Youth; 3). Secured new agency partner for long-time public service client Hill Country Ride for AIDS; and 4). Provided multiple volunteer and pro-bono opportunities, increasing the value of Ad Fed membership. This success makes it clear that public service work is a form of enlightened self-interest; it profits everyone involved. Not only have we helped area nonprofits raise millions of dollars in recent years, we're making a real difference to our members, our industry, and our community. Public Service also builds the Ad Fed brand and public profile by promoting the ad industry's contribution to the region's health and prosperity.

# Exhibit 2.1: BOMF Website - Home Page

The screenshot shows the home page of the Back on My Feet website. At the top, there is a navigation bar with the logo "back on my feet" and a "CHOOSE A CHAPTER" dropdown. To the right are links for "NEWS & PRESS", "STORE", and "SEARCH". Below this is a secondary navigation bar with links for "ABOUT US", "OUR PROGRAM", "EXPANSION", "MEMBERS", "EVENTS", "PARTNERS", "GET INVOLVED", and "SHOP". On the far right of this bar are "DONATE" and "CHAPTERS" buttons.

The main content area features a large blue banner with a video player showing a person in a blue "back on my feet" shirt. To the right of the video is the heading "ABOUT BACK ON MY FEET" and a paragraph: "Back on My Feet is a non-profit creating independence and self-sufficiency within homeless populations in **11 cities nationwide** by engaging them in running as a means to build confidence, strength and self-esteem." Below this is a "WATCH OUR VIDEO" button.

Below the banner are three columns of content:

- HOW IT WORKS**: "Second Chances: see how running, support and training lead to an independent life" with an image of a man hugging a woman.
- OUR IMPACT**: "Learn more about the real-life results driving our program" with an image of a man in a "back on my feet" shirt.
- GET INVOLVED**: "Learn about how you can support Back on My Feet" with an image of a man and a woman.

Below these columns is a large image of a group of runners with the text "OUR NATIONWIDE PARTNERS". Underneath this image is a row of partner logos: Accenture, ICE Coldwater, AT&T, United Way, Marriott, Mizuno, Motion Loans, and MADE.

The footer is divided into three sections:

- BACK ON MY FEET HEADQUARTERS**: "FIND US" with address "Land Title Building, 100 S Broad Street, Suite 1400, Philadelphia, PA 19130" and a "CONTACT US" button.
- CHOOSE A CHAPTER**: "CALL US" with phone number "(215) 772-1080" and "CONNECT WITH US" with links for "Like Us on Facebook", "Follow Us on Twitter", and "Watch Our Videos".
- CAREER OPPORTUNITIES**: "Check out exciting career opportunities with Back on My Feet." and a "LEARN MORE" button.
- NEWSLETTER**: "Sign up for our Newsletter!" and a "SIGN UP" button.

At the bottom left, there is copyright information: "© 2015 Back on My Feet. Back on My Feet is a 501(c)(3) organization. Our tax-id number is 26-2108009." At the bottom right, there are links for "Privacy Policy" and "Terms of Use".

**Exhibit 2.1: BOMF Website - Impact Page**

**back on my feet** CHOOSE A CHAPTER

NEWS & PRESS STORE SEARCH

ABOUT US OUR PROGRAM EXPANSION MEMBERS EVENTS PARTNERS GET INVOLVED SHOP DONATE CHAPTERS

## OUR IMPACT

For the data below, attendance, mileage, and Members served date back to January 2009 and employment, housing and education/training date back to September 2008.

### ACHIEVING INDEPENDENCE

- 4687 RESIDENTIAL MEMBERS SERVED
- 1685 MEMBERS OBTAINED EMPLOYMENT
- 1203 MEMBERS OBTAINED HOUSING

### ACHIEVING GOALS

- 1187 RESIDENTIAL MEMBERS HAVE OBTAINED TRAINING OR EDUCATION
- 85% RESIDENTIAL MEMBER ATTENDANCE AT MORNING RUNS
- 426009 MILES RUN BY OUR RESIDENTIAL MEMBERS

Make a difference.

[DONATE NOW](#)

**BACK ON MY FEET HEADQUARTERS** CHOOSE A CHAPTER

FIND US  
Land Title Building  
100 S Broad Street, Suite 1400  
Philadelphia, PA 19110

CALL US  
(215) 772-1080

CONNECT WITH US  
Like Us on Facebook Follow Us on Twitter Watch Our Videos

[CONTACT US](#)

**CAREER OPPORTUNITIES**  
Check out exciting career opportunities with Back on My Feet.  
[LEARN MORE](#)

**NEWSLETTER**  
Sign up for our Newsletter!  
[SIGN UP](#)

## Exhibit 2.1: BOMF Website - Events Page

The screenshot shows the BOMF website's Events page for March 2015. The page features a dark header with the BOMF logo and navigation links. The main content area is light blue and white, displaying a list of events for the month of March 2015. Each event card includes a date range, a category tag, the event title, location, and a 'More Info' link.

**back on my feet** CHOOSE A CHAPTER ▾

NEWS & PRESS STORE SEARCH

ABOUT US OUR PROGRAM EXPANSION MEMBERS **EVENTS** PARTNERS GET INVOLVED SHOP

DONATE CHAPTERS ▾

EVENTS ALL CHAPTERS ▾

SHARE: [Facebook] [Twitter] [LinkedIn] [Email]

**EVENTS**

FILTER BY CHAPTER: ALL CHAPTERS ▾

FILTER BY EVENT TYPE: SELECT EVENT TYPE ▾

MARCH 2015

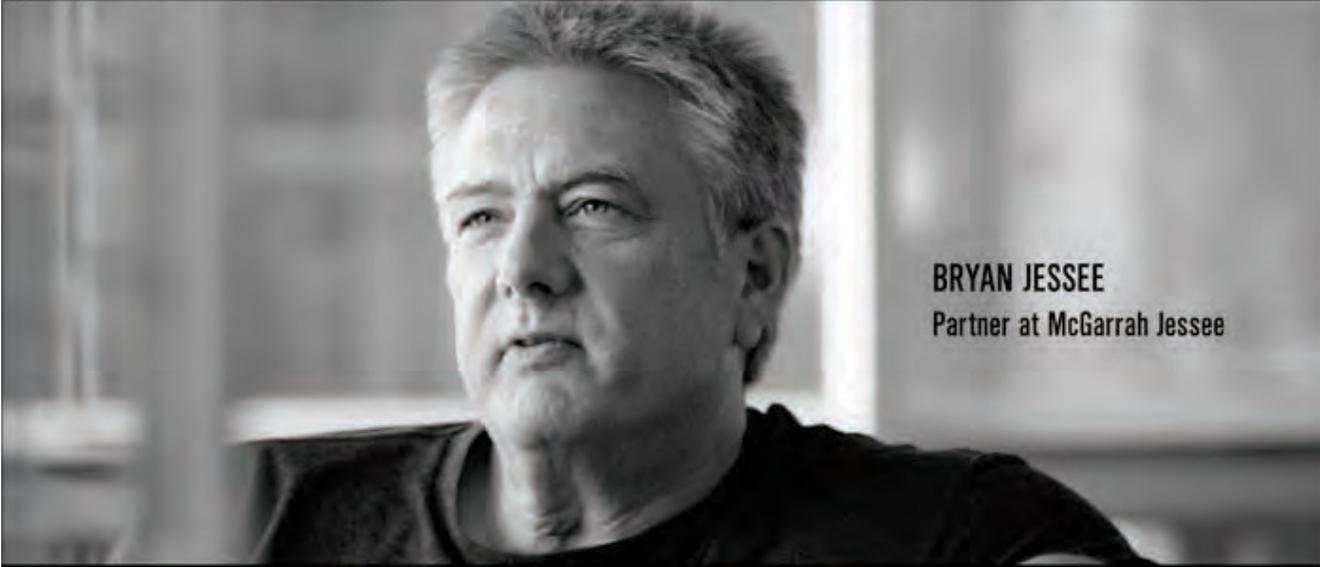
**MAR 01** **MAR 01** **RACES**  
*St. Patrick's Day Race*  
LOCATION: WASHINGTON MONUMENT GROUNDS  
**MORE INFO >**

**MAR 01** **MAR 01** **RACES**  
*Chinatown Firecracker 10k*  
LOCATION: CHINATOWN  
**MORE INFO >**

**SAT** **MAR** **07** **RACES**  
*Trinity River Levee Run*  
LOCATION: DALLAS, TX  
**MORE INFO >**

**MAR 10** **MAR 10** **TEAM SOCIAL EVENTS**  
*YEAH! BURGER*  
LOCATION: GRILL BURGER, LOBBY 10000

**Exhibit 4.1: e4Y Video Captures**



**Exhibit 4.1: e4Y Video Captures**



**Exhibit 4.1: e4Y Video Captures**



Exhibit 4.1: e4Youth ADDY Winners Book Display Ads

**YOUNG ARTISTS FEEL  
LIKE THEY CAN MAKE  
ANYTHING**

*EXCEPT A LIVING.*

DONATE TODAY → [E4YOUTH.ORG/DONATE](http://E4YOUTH.ORG/DONATE)

E4 YOUTH HELPS ARTY KIDS FIND THEIR WAY  
TO CAREERS IN COMMERCIAL CREATIVE ARTS.



CLAIM OUR OWN

**CREATIVE KIDS  
DON'T NEED MENTORS.**

THEY **NEED**

**SHERPAS.**

DONATE TODAY → [E4YOUTH.ORG/DONATE](http://E4YOUTH.ORG/DONATE)

E4 YOUTH HELPS ARTY KIDS FIND THEIR WAY  
TO CAREERS IN COMMERCIAL CREATIVE ARTS.



CLAIM OUR OWN

**Exhibit 4.2: e4V ADDY Awards Photos**



## Exhibit 4.3: e4Y-McGarrah Jessee Tour Email

E4Y McJ Tour snap 2015.02.23.png — Locked

Industry Tour Series: McGarrah Jessee — CA15 Exhibits

Industry Tour Series: McGarrah Jessee [View this email in your browser](#)



# McGarrah Jessee

**Industry Tour: March 3, 2015 10:30AM - 11:30AM**  
[RSVP Now](#) Limited Spots Available!

As a part of E4 Youth's Industry Tour Series, we're offering a free tour of [McGarrah Jessee](#) advertising agency. McGarrah Jessee is one of the premiere agencies in the Southwest. Their clients include Whataburger, Frost Bank, Guitar Center and many more.

Participating in [Youth Media Project](#)? Blog about this event and be able to receive independent assignment credits!

Questions? Email [info@e4youth.org](mailto:info@e4youth.org)



Copyright © 2015 E4 Youth, All rights reserved.  
You are receiving this email because you requested information on how to support the E4 Youth Initiative and the Media Communication Council community programs.

**Our mailing address is:**  
E4 Youth  
P.O. Box 66994  
Austin, TX 78757

# Exhibit 5.1: HCRA Agency RFP Spreadsheet

HCRA Agency RFP spreadsheet 2014.08.xlsx

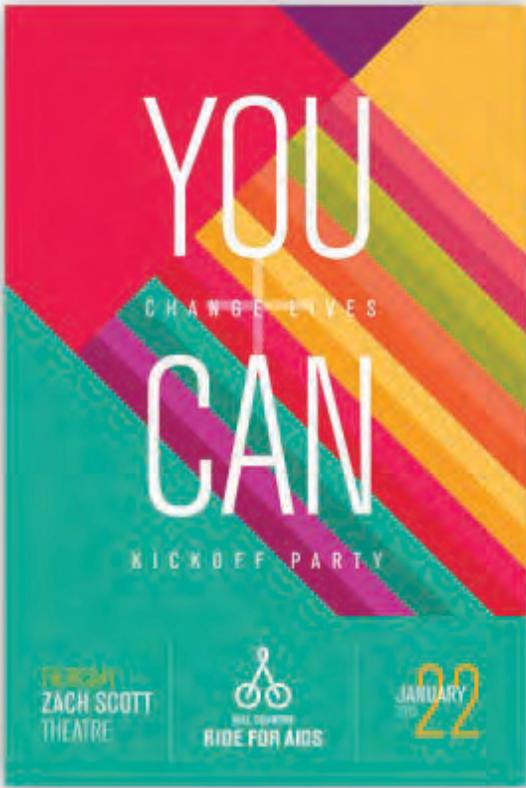
MHTL What's Cooking - D

Agency	Contact 1	Email	Contact 2	Email	Date	Response	Website	Strengths	Comments
AdPeople	Alison Cannon	alisoncannon08@gm	Steve Miller		11-Sep	S/MC Linked me to Miller, emailed Alison Cannon	http://adpeople.com	Del agency	
Arts & Recreation	Paul Fucik				8/21/14	no from Thom	http://arts-rcc.com		
Mighty Arsenal	Jonathan Smith	jonathan@mightyarsenal.com			9/5/14	yes then no from SprATX	http://goarsenal.com	ok design, Dave Shaw in Lily's	
Butler Brothers	Adam Butler	adam@butlerbrothers.com	Marty Butler		9/10/14	2 busy, suggested lookthink, CU@ride			Jay contact
Creative Solutions	Rachel Strickelbacher	rachel@creativesolutions.com			9/10/14	no from Thom			
Door Number 3	Mary Pat Mueller, Prin	mpmueller@dn3austin.com	Patrice Howe, CD		9/10/14		www.dn3.com	great concepts, strong execution	won nat ADDY for Camp Lilly
EnviroMedia	Ted Burton, VP	tburton@enviromedia.com	Valerie Davis, Prin		9/10/14	see will reach out to proof	www.enviromedia.com	Doug Irving copywriter, CO	moda relations agency, ask first
FBA	Jam Baskett, Prin	jbaskett@fba.com	Brad Phillips, CD		9/10/14	no, but nice email	www.fbxottravovipha.com	brilliant work	Exopis partner?
Frans + Victor	Josh Friso, Prin	jfriso@frankandvictor.com	Chris Vist		8/22/14	no, josh no longer there	www.frankandvictor.com	strong design	Livestrong
gggboob	Mary Jay	mjay@gggboob.net			9/10/14			design only	
OSDM	David Backwood	david.backwood@osdm.com	Melanie Mahaffey		9/10/14	no, emailed again, not that big a job	www.osdm.com	the best	handling Mamme Jamma, may not want to do both
Low/Carnegie	Shawn Carnegie, Prin	shawn@lewisandcarnegie.com	Wendy Carnegie		9/10/14		www.lewisandcarnegie.com	strong design	HCRA logo
lookthinkmake	Patricia Buchholz	patricia@lookthinkmake.com	Sean Thompson		9/10/14				
Marketing Matters	Deborah Mahuson-Elliott, Prin	deborah@mmmaustin.com	Matt Carlsen, AD		9/10/14	no doing ADDYS last want to next year	www.mmmaustin.com	brilliant work for 2015 ADDYS	2nd tier, Ad Fee projects
Mercury Mamba	Becky Arreaga - Prin	becky@mercurymamba.com	Liz Arreaga		22-Aug	no, 2016?	www.mercurymamba.com	strong design, great event	rides, small shop
MOSAIC	Rachel Ziegler, ECD	rziegler@mosaic.com	Ms. Kelly Clancy				www.mosaic.com	ECD was at OSD&M	
Proof	Bryan Crispan, Prin	bryan.crispan@proof-ad.com	Craig Miles				www.proof-advertising.com	strong design/copy/concept	big shop, not much pro-bono now?
RNA					9/9/14	Prntals emailed			
Sanders/Wingo	Leslie Wingo, Prin	lwingo@sanderswingo.com	Scott McAfee, CD		8/22/14	2 busy, gracious, yes to future	www.sanderswingo.com	strong TV, copy	AfricanAm societal, Leslie rides
Screecher Co.	Scott Screecher, Prin	scott@thescreechercompany.com			8/22/14	no	http://thescreechercompany.com	strong concept	rides, small shop
Sherry Matthews	Sherry Matthews, Prin	smatthews@sherrymatthews.com	Charles Webb, CD				www.sherrymatthews.com	good design	horse rides
SocialMartin	Mark Norton VP Creat	mnorton@socialmartin.com	Chris Wood, VP Create				www.socialmartin.com	strong copy & design	serious riders, already do lots of pro-bono (negative)
Titled Chair	Rachel Ding	rachel@titledchaircreative.com	Mike D'vart				www.titledchaircreative.com	youth, creative, fun	did 2012 ADDYS, 2011 Big Wigs
TKO	Ravi Garza, Prin	ravi@tkoeventing.com	James Walker, Prin		no did 2013/14				friends, ride donors
WellDone	Grey & Aisa	alisa@welldonedesign.com			8/21/14	no from Thom	www.welldonesign.com	strong design	

**Exhibit 6.1: HCRA Collateral - Posters**



**Exhibit 6.1: HCRA Collateral - Cards**



**YOU CAN**  
CHANGE LIVES  
**CAN**  
KICKOFF PARTY

Presented by  
**ZACH SCOTT THEATRE**

HILL COUNTRY  
**RIDE FOR AIDS**

JANUARY 22



EARLY REGISTRATION FOR THE 2015 RIDE IS ONLY \$16 UNTIL KICKOFF

THURSDAY  
**JAN 22 / 2015**

7:00-9:00PM  
LOBBY OF THE  
**ZACH SCOTT THEATRE**  
FREE PARKING AVAILABLE

CATERING GENEROUSLY DONATED BY: 

[WWW.HILLCOUNTRYRIDE.ORG](http://WWW.HILLCOUNTRYRIDE.ORG)



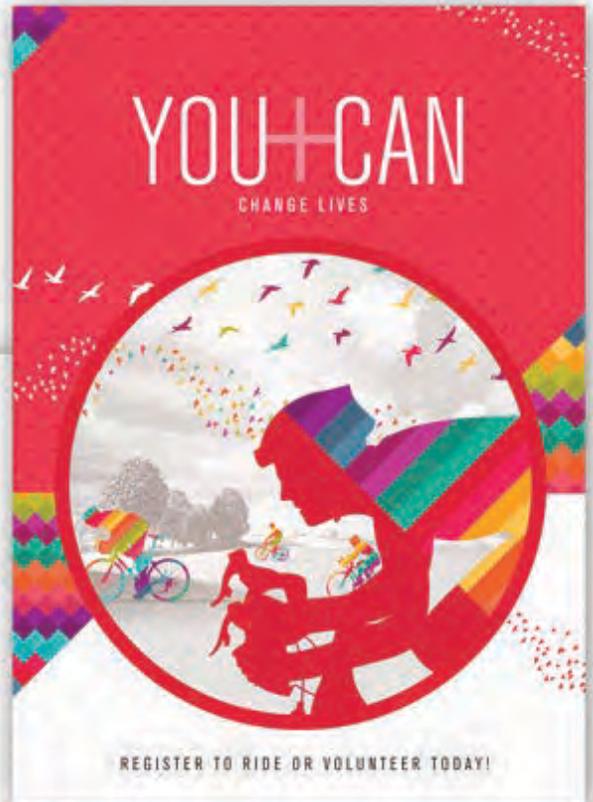
JOIN US AND HELP SUPPORT LOCAL NONPROFITS PROVIDING HIV/AIDS SERVICES IN CENTRAL TEXAS.

HILL COUNTRY  
**RIDE FOR AIDS**

**SATURDAY KRAUSE SPRINGS**

APRIL 25 2015

[WWW.HILLCOUNTRYRIDE.ORG](http://WWW.HILLCOUNTRYRIDE.ORG)



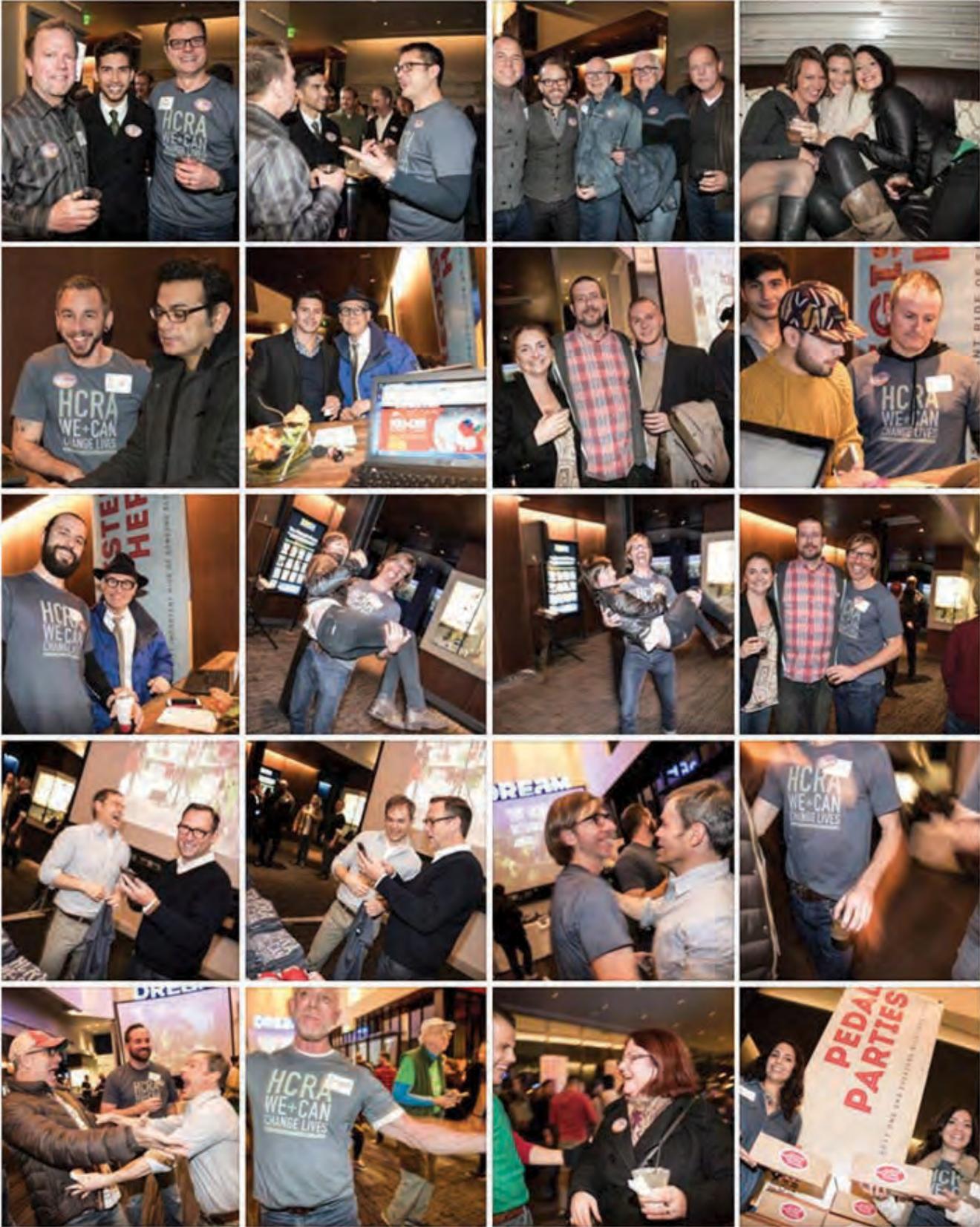
**YOU+CAN**  
CHANGE LIVES

REGISTER TO RIDE OR VOLUNTEER TODAY!

**Exhibit 6.1: HCRA Collateral - Jersey**



**Exhibit 7.1: Creative agency staff at Ride Kickoff Party**



## Exhibit 7.2: Weekly Newsletter Call for Volunteers



HILL COUNTRY  
RIDE  
FOR  
AIDS

### Use your superhuman creative skills for the good.

Want to make new friends while you build the portfolio? Maybe see your name in lights as ADDY credits roll? You can do that by pitching in to create the 2015 Hill Country Ride for AIDS campaign.

We need social media mavens, brilliant designers and copywriters, interactive wizards and PR experts to help produce the Ad Fed's most celebrated public service campaign. Since 2004 Ad Fed members helped raise more than \$7 million for our friends and co-workers living with HIV/AIDS. Our members created campaigns that appeared in the pages of Communication Arts, PRINT, and HOW while winning box loads of ADDYs.

We need your help now. To volunteer contact Scott Van Osdol, VP Public Service, at [scott@vanosdol.com](mailto:scott@vanosdol.com).

Thank you to our Ad Fed Club Sponsors:



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# Exhibit 8.1: Volunteer Spreadsheet

VolunteerList.9.20.xlsx

MHTL What's Cooking

Company Name	Volunteer	Email	Phone	Address	Date of Request
Compass Learning Inc.	All	victoria.louis@gmail.com	832.247.9887		7/28/12
	All	ryndhaedon@gmail.com	302.266.0764		8/5/12
	All	jequelyn.joseph@gmail.com	512.821.7012		4/18/12
	All	brandonmccorm@gmail.com	512.529.2268		4/24/12
	All	evccamacho@gmail.com	469.951.4487		9/24/12
Class of 2013 Advertising	All	talciapenik@texas.com			9/26/12
UT Austin	All	barbaratovey@utexas.edu	512.358.6303		10/24/12
	All	Audreylynn@gmail.com	817.875.9553		1/7/13
	All	carolyn.kozisek@texas.edu	824.378.4246		1/24/13
	All	leahoverstreet@gmail.com	646.266.0172		1/28/13
	Membership, Cultural Diversity, Communications, Social Events	elizabethyok@hotmail.com	210.275.2175		2/8/13
UT Austin	Programs, Diversity Initiatives, ADOY Awards, HWS	olgarangel@utexas.edu	512.701.1434		3/29/13
Texas State	Advertising Education, Communications, Membership, Public Service, ADOY Awards, Big Wigs	kellymae@texas.edu	512.871.4096		5/29/13
EnviroMedia	All	clopez@enviromedia.com	512.476.4368		5/29/13
	All	calte.g.myers@gmail.com	915.261.5523		6/14/13
EnviroMedia	Advertising Education, Communications, Membership, Public Service, ADOY Awards, Big Wigs	chris.carberg@gmail.com	713.851.8825		6/17/13
	Communications, Social Media, Public Service, Sponsorships, Big Wigs, ADOY Awards	Brennan.P.Galagher@gmail.com	512.516.7213		7/12/13
	Programs - Scheduling Speakers, Programs - Event Coordination, Communications, Social Media	abby.fine@gmail.com	216.235.7461		7/15/13
	All	lazareth.cford@gmail.com	512.636.9270		7/28/13
	Programs, Membership, ADOY, Big Wig Awards, Communications, Website, Social Events	zafaruz9@gmail.com	512.771.4420		8/23/13
The Art Institute of Austin	All	awmeparker@gmail.com	512.788.7058		8/30/13
Sherry Matthews Advocacy Marketing	ADOY / Big Wigs	marlynn@sherrymatthews.com			8/30/13
Texas State University	All	jlw13@tstate.edu	281.228.3465		9/17/13
	All	tom2214@tstate.edu	210.364.6389		9/17/13
Daniel Brock Photography	ADOY, Programs	daniel@danielbrock.com	512.922.6539		9/20/13
Art Institute of Austin	All	ned@raedispmedia.com	936.827.2971		9/20/13
Asterick Group	Socials	katejoynteverson@me.com	214.682.6861		10/27/13
	All	jackson.rachel.d@gmail.com			11/14/13
	ADOY, Scholarships, Student Activities	gabrielhambers@utexas.edu			11/23/13
	All	mandy_wong.de@hotmail.com	512.825.7320		2/10/14
Profonna Media & Print Solutions	Yes	edward.martin@profonna.com	210.745.7369		7/17/14
How it Works Media	Public Service, Communications, Website, Social Events	eric@howtoworksmedia.com	512.905.2689		7/17/14
Capital Metro Transit Authority	All	kevin.porkins@capmetro.org	512.369.7758 2910 E. 15th Street Austin, Texas 78702		7/28/14
AMS Pictures	All	kschoonfeld@amspictures.com	512.330.9434 4427 Bee Caves Rd, Ste. 612 Austin, Texas 78746		7/28/14
INBA Advertising	N/A	ptegan@inbaadvertising.com	512.444.0716 2312 Western Trails Austin, Texas 78745		8/5/14
West End Marketing & Communication	Programs	swam@westend-marketing.com	512.970.6028		8/12/14
N/A	Programs, Public Service, Govt. Relations, Social Events, Scholarships & Student Activities				8/21/14
3r Speedy Printing and Marketing	All	joel@3rpeedy092@gmail.com	512.338.9858		10/21/14
N/A	All	coreycarbo@gmail.com	337.412.0777		10/21/14
N/A	All	kv.maria@gmail.com	483.421.6827		10/29/14
Drumroll	N/A	chris@drumroll.com	512.651.3538		2/8/13
N/A	All	etracy414@hotmail.com			5/29/13
Austin American Statesmen	Big Wigs, Social Events	lucidilo@statesman.com	512.799.6402		5/29/13
N/A	Cultural Diversity, Social Events	katstina@me.com			5/28/13
N/A	Programs, Membership, Public Service, Social Events	antichier@gmail.com	512.466.6325		6/14/13
Big Lead Sports	Membership	gflier@bigleadsports.com	917.370.4729 1500 Broadway New York, New York 10003		6/17/13
Pictoria Media Group	Programs, Membership, ADOY, Communications, Social Events, Club Achievement	Company contact: Natalie Holloway: nbc	512.773.8507 3555 Ranch Road 620 South Austin, Texas 78734		7/12/13
Varnos Marketing	All	jonathan@varnosmarketing.com	512.684.0452		7/15/13
Better Way to Say It	All	jeony@betterwaytosayit.com	419.962.2211		7/28/13
TS	Newsletter, Social Events	sona.hendler@t3.com			8/23/13
State Bar of Texas	All	john.sirman@texasbar.com	512.736.4885 5414 Colorado St Austin, Texas 78701		8/30/13
	All	moon1020@yahoo.com	512.574.7650		8/31/13
Whittly Group	ADOY, Govt Relations	bob.zent@whittlyplus.com	512.628.5854 4129 commercial center drive austin tx 78744		9/17/13
N/A	Social Events	teroyrosales@gmail.com	512.517.5895		9/17/13
Englander 4DgnPak	All	sharris@englanderdp.com	512.219.4042 11782 Jollyville Rd., Ste. 102A Austin, Texas 78759		9/20/13
ThinkStreet	All	candice@thinkstreet.net	512.444.7900 3601 S. Congress Ave Austin, TX 78704		9/20/13
N/A	ADOY, Public Service, Newsletter, Social Event	evagocales89@gmail.com			10/29/13
Envision Creative Group	Programs, ADOY, Big Wigs, Communication and Social Events	ebellow@envision-creative.com	512.628.0380 9400 Northland Drive Austin TX 78731		11/14/13
Blue Orb Music	Volunteer	Mitchell.westmoreland@gmail.com			11/25/13
N/A	All	vjlawson2001@gmail.com	713.299.9530 5738 Jason Houston, TX 77096		2/10/14
N/A	Volunteer	murlan005@yahoo.com	512.657.6693 2833 Barley Field Pass Phagerville, TX 78660		7/17/14
Earl, LLC	ADOY, Public Service, Social Events	wfo@jakeheerle.com	846.484.0697		7/17/14
N/A	All	klary904@gmail.com			7/28/14
Lee Tilford Agency, Inc	Membership	john@leeetilford.com	512.899.1100 5725 W Hwy 290 Austin, TX 78735		7/28/14
Seton Healthcare Family	N/A	lurd@seton.org	512.324.9999 1345 Philomena Street Austin, TX 78723		8/5/14
Vendor, Inc.	All	sara.stinesmeulen@vendorinc.com	512.474.8363 801 W. 17th Street Austin, TX 78701		8/12/14
N/A	All	shelbaan.kiser@gmail.com	361.860.0810		8/21/14
Compass Learning Inc.	N/A	victoria.louis@gmail.com	832.247.9887		10/12/14
N/A	Membership	katiegatt18@yahoo.com		2283 Panke Place Circle Round Rock, TX 78683	10/12/14
Elizabeth Poplawski	N/A	davidaranson@eyecorp.com	512.492.8921 901 South MoPac Expressway Austin TX 78766		12/9/14
Hill Country Ride for AOS	ADOY, Public Service, Communication, Website, Social Events	lauren@hillcountryride.org	512.371.7433 4315 Guadalupe Street Austin, TX 78751		7/17/14
RVLV TV	Programs, ADOY, Big Wigs, Public Service, Cultural Diversity, Communication	shaidam@yahoo.com	512.589.0635		7/17/14