

2018-2019 National Club Achievement Competition

Category of Entry: Membership

Throughout 2018-2019, the Ad 2 Dallas Membership Team has focused on recruitment, retention and engagement. As we began this year, our overall goal was to maintain a healthy club for young professionals, and to continue to foster a strong presence among advertising and marketing organizations throughout the Dallas community. Considering the club was founded just 5 short years ago, we are extremely proud of the membership growth to date. In order to set the stage for success, we have set the following goals for the year:

- Recruitment:
 - Goal is to achieve 10% growth or 400+ members.
 - Based on clean data set of 374 members as of 6/18/2018 (Exhibit 1.1)
- Retention:
 - Goal is to maintain a 90% retention rate.
 - Based on clean data set of 374 members as of 6/18/2018 (Exhibit 1.1)
- Involvement:
 - Goal is to plan the framework for an ambassador program to launch in 2019

The Ad 2 Ambassador Program

Goal: Engagement | Secondary Goal: Retention | Tertiary Goal: Recruitment

Overview: At the first Ad 2 board member retreat, we set very ambitious goals in order to launch an ambassador program. Halfway through the year, we realized our plan was unrealistic and made the

decision to revisit our goals. This evolution led to a thoughtful year of planning to set up a strong 2019 launch. Key details of the program are outlined below:

What is it - The Ambassador Program provides an opportunity to be the face of your company among fellow Ad 2 Dallas members, to network with like-minded professionals, and ultimately to help your company stay up-to-date on the latest and greatest information in the marketing and advertising industry.

Who can join – The only requirement to be an ambassador is that you are a current member of Ad 2 Dallas. However, in the planning stage, we decided to target 3 categories of ambassadors (Exhibit 2.1), in order to achieve both retention and growth:

- Current Members
- Expired Members
- Target Members

We know that corporate memberships are an extremely valuable, as they accounted for 87.7% our total members at the start of the 2018-2019 year. We cross referenced the membership list from 6/18/2018 (Exhibit 1.1) in order to identify recently expired corporate members. Our hope is that identifying expired members and enrolling them as ambassadors will ultimately reignite the interest in membership and ultimately prompt companies to renew expired corporate memberships.

Additionally, we identified several target organizations, based on the 2019 AAF Dallas ADDY Winners (Exhibit 1.3). Our hope is that engaging these target members will drive increased interest and lead to future corporate memberships.

Reasons to join - We recognize that people need intrinsic and extrinsic motivators, and began to think about how to get people to join (and actually be involved). The reasons are pretty much endless, but we listed them out anyway: making meaningful connections with like-minded people, networking, having a

resume booster, landing your next job, making your future best friends, gaining early access to information like industry events, etc.

The launch plan: To support a strong Ad 2 Ambassador Program launch, we have identified a plan to generate buzz and increase word of mouth awareness, as noted in the creative brief (Exhibit 2.2). The launch plan consists of three phases:

- Phase 1: Pre-Launch
 - Educate existing and potential members: What is the program and when will it launch
- Phase 2: Launch
 - Increase awareness of the program and continue to grow ambassador base
- Phase 3: Post-Launch
 - Spotlight ambassadors and continue to remind members and non-members of the new program

StarChapter - The Ultimate Membership Database

Goal: To accurately track memberships | Secondary goal: Go beyond StarChapter to build relationships with non-members via 1:1 personalized emails

Overview: Historically, tracking membership information in real time has been a major struggle for both Ad 2 Dallas and AAF. In fact, an IT error in early 2018 eliminated the membership database - containing over 10,000 records. By establishing a relationship with the AAF Membership team, we have been able to access recovered membership records that have been uploaded and stored on a cloud-based modern association management platform, StarChapter (Exhibit 3.1).

Progress-To-Date: We now have an accurate count of active membership and of our growth year-to-date.

Through our membership database management tool, we were able to prove our hypothesis that the majority of our members truly do originate from corporate memberships.

Going Beyond StarChapter: Through outreach and interpersonal connections, the membership team places new members in roles that match their corresponding interests. Upon potential members expressed interest in the organization, we send them a personalized email which has been tailored throughout the course of the year with the help of our Ad 2 President, Erika Long. This email produces a high response rate as new members have taken additional steps to get involved. It was able to be used by all board members explaining the roles of Ad 2 and how to plug in new members (Exhibit 3.2). We have connected individuals interested in volunteering with Public Service, Programs, Membership, Marcom, Education and Diversity!

Membership Survey

Goal: Feedback from members and non-members

Overview: As we have reflected on the learnings for the year, we also decided that we should conduct a membership survey. With the implementation of StarChapter, we have real-time membership information available to us. Additionally, we have congregated a list of expired members and non-members that have attended some of our recent events, like 32 Under 32.

Go-Forward Plan: Following the Dallas ADDY Awards on March 7th, 2019, our plan is to send (2) surveys - one to current Ad 2 members and one to non-members. Since the ADDY Awards Ceremony is such a big event, our hope is to distribute the survey at a relevant time to obtain insights in several key areas, such as:

- How can we improve our events? (for members and non-members)
- Why are you interested in an Ad 2 membership? (for members)
- Is there a reason why you are not interested in an Ad 2 membership? (for non-members)

Understanding what motivates and inspires current and potential members will enable us to achieve future growth. Therefore, we will continue to seek deeper information in order to retain and recruit new members.

The 32 Under 32 Event

Goal: Volunteerism | Secondary Goal: Membership Engagement

Overview: Ad 2 Dallas hosted the second annual *32 Under 32* event to honor the up-and-coming advertising stars in the Dallas area (Exhibit 5.1). Due to the increase in demand from last year, a larger venue was required. The sold-out event took place at Canton Hall, a 12,500 sq venue in the heart of Dallas. A record number of entries were submitted this year totaling up 76 total nominations, and 136 sponsorship placements were sold. The event brought in a net profit of \$4,278.06 with 192 tickets sold.

Volunteerism: During this event we were able to utilize our members and non-members in a variety of volunteer capacities. We secured a surplus of volunteers and filled all of the our needed positions. A signup website was created and distributed to both Ad 2 members & potential members (Exhibit 5.2). To reach more potential volunteers, we partnered with the Ad 2 education department and reached out to advertising students at The University of Texas in Arlington. We contacted 47 interested parties regarding the 32 Under 32 volunteer opportunities (Exhibit 5.3). All volunteer positions were filled and executed with precision. The various volunteer responsibilities included: decorating Canton Hall, signing in guests, distributing drink vouchers, creating name-tags, rounding up the nominees, presenting awards

on stage, managing the photo-booth, signing up new Ad 2 members, tearing down the event and packing up.

Membership Engagement: 32 under 32 received numerous praise on social media from the attendees.

This was displayed in the form of posts on Facebook and images captured at the event (Exhibit 5.4).

Membership Drive

Goal: Recruitment - Sign up new members

Overview Following the success of 32 Under 32, we partnered with Ad 2 Programs to put on a membership drive to acquire new members for this year. This was the first membership drive held by Ad 2 Dallas, and we offered a 10% discount to any non-members to sign up for individual membership. The event provided free food, drinks, and allowed potential members the opportunity to sign up for Ad 2 Dallas. The event was hosted at XL Digital and all costs were supplied out of pocket by the sponsor, XL Digital (Exhibit 6.1). This included printing two 10x30 banners to highlight the event, a food buffet, and an open bar.

Recruiting New Members: We had high hopes for this event following the success of 32 under 32. However, we were disappointed when this event received zero new membership enrollments. We decided to take this as an opportunity for learning and brainstormed some reasons as to why the event was not successful:

- *Timing* - the event was held on a Thursday night, close to the Thanksgiving holiday
- *Location* - the location was far from central Dallas (approx. 35 mins to an hour from downtown)
- *Planning* - the event itself and the 10% membership discount were not properly advertised

In retrospect, we believe that timing and location were the two biggest obstacles to success, and had we scheduled under different circumstances, the results may have been different. Internally, as a board, we also recognized that there was a lack of communication between Programs, Marcom, and Membership teams regarding the event execution. If the Ad 2 Dallas board is more collaborative and communicative moving forward, we can continue to grow the club and host successful events.

Future Learnings: The Membership Drive at XL Digital has been a learning experience that we will take into all Ad 2 events going forward. In fact, in 2019-2020, we would recommend another membership drive offering a discount to incentivize members. The fact remains that the majority of our members stem from corporate memberships, yet many of the individual members are highly engaged.

Conclusion

Overall, it has been a successful year for Ad 2 Dallas. Success can be defined in many ways, but we believe in celebrating the small victories, particularly the abundance of learning that transpired over the 2018-2019 year. We are also particularly happy to say that we have grown by more than 10% and now have 422 total Ad 2 Dallas members, as of February 10, 2019.

Exhibit 1.1 - Membership List as of 06/18/2018

Current Membership	Employer	Corp Member	First N	Last N	Birth	Primary Email	Secondary Email	Address	Phone	Com Mbr	Affl
6/16/18	Wealthy Mind Creative Solutions	Y	Alessandra	Botti	2/28/84	abotti@wealthymindinc.com		4645 Wyndham Lane #2708	Frisco TX 75033 214-282-7291	N	A&D D10
6/16/18	Wealthy Mind Creative Solutions	Y	Kristin	Botti	7/2/86	kbotti@wealthymindinc.com		4645 Wyndham Lane #2708	Frisco TX 75033 214-815-08903	N	A&D D10
6/16/18	Wealthy Mind Creative Solutions	Y	Mari	Cobb	1/19/89	mcoob@wealthymindinc.com		4645 Wyndham Lane #2708	Frisco TX 75033 870-995-3891	N	A&D D10
8/2/18	AdTheorent	N	Cydney	Van Baricum		cvdny@adtheorent.com					Y-A&E
8/2/18	Lokal Media House	N	Umar	Bragg		umbrag@lokalmehouse.com		5201 Amesbury Drive	Dallas TX 75206 972-310-7552	Y	A&D D10
8/2/18	Monkey Tag	N	Karen	Brady	6/14/86	karen.k.brady@gmail.com					Y
8/2/18	Charter Spectrum	N	Christopher	Potawski		christopher.potawski@charter.com					N
8/2/18	Charter Spectrum	N	M	Ladinos		mark.ladinos@charter.com					A&D D10
8/10/18	Organic BBO	N	McKenzie	Teng	5/23/90	mkmcn@organicbbo.com		839 South Good Latimer Hwy #234	Dallas Tx 75226 817-8323520	Y	A&D D10
8/20/18	Green Kevin	N	Gretchen	Kevin	6/1/05	kgreenwriter@gmail.com		425 Sugar Mill Rd	Cedar Hill TX 75101 972-269-76040	N	
8/27/18	Tuesday Morning	N	Lahri	Hansen		lahrihansen@gmail.com					N
8/27/18	Y	Kathy	McGill		4/8/87	kathy.mcguire@charter.com		13277 Noel Road, Tower 2, Suite 550	Dallas Tx 75240 972-269-76040	N	A&D D10
8/29/18	Charter Spectrum	Y	Kelly	Hendrik	7/9/43	kelby.hendrik@charter.com		13277 Noel Road, Tower 2, Suite 550	Dallas Tx 75240 972-269-76040	N	A&D D10
8/29/18	Charter Spectrum	Y	Peyton	Fish	11/5/92	peyton.fish@charter.com		13277 Noel Road, Tower 2, Suite 550	Dallas Tx 75240 972-269-76040	Y	A&D D10
8/29/18	Charter Spectrum	Y	Roger	Ruedo	5/6/84	roger.ruedo@charter.com		13277 Noel Road, Tower 2, Suite 550	Dallas Tx 75240 972-269-76040	N	A&D D10
8/29/18	N	Callie	Parikh			callie.parikh@gmail.com					N
9/2/18	N	D	Asby								A&D D10
10/1/18	BBDO	N	LYNA	WANG	4/13/92	lyna.wang@bbdo.com		6541 Shady Brook Lane #4305	Dallas TX 75206 713-454-9692	Y	A&D D10
10/16/18	BBDO	N	Chris	McFarland	5/20/91	chris.mcfarland@bbdo.com		1999 Bryan Street	Dallas TX 75201 225-439-8489	N	A&D D10
10/16/18	BBDO	N	Hayden	Sisk	1/17/84	hayden.sisk@bbdo.com		1999 Bryan Street	Dallas TX 75201 225-439-8489	N	A&D D10
10/16/18	BBDO	N	Jesse	Bacon	1/19/91	jessie.bacon@bbdo.com		1999 Bryan Street	Dallas TX 75201 225-439-8489	Y	A&D D10
10/16/18	BBDO	N	Karina	Sigem	2/7/93	karina.sigem@bbdo.com		1999 Bryan Street	Dallas TX 75201 225-439-8489	Y	A&D D10
10/18/18	Blu449	Y	Jason	Pugh	9/21/89	jason.pugh@blu449-na.com	jason.pugh@me.com	2828 South Street, Suite 200	Dallas TX 75201 2146613850	N	A&D D10
10/18/18	Blu449	Y	Kayla	Shea	6/21/93	kyakisha@blu449-na.com	sheakisha@gmail.com	2828 South Street, Suite 200	Dallas TX 75201 2146511903	N	A&D D10
10/18/18	Blu449	Y	Mary	Morgan	4/10/89	mary.morgan@blu449-na.com	mary.morgan@me.com	2828 South Street, Suite 200	Dallas TX 75201 2146613850	N	A&D D10
10/18/18	Blu449	Y	Mike	McCarty	6/27/87	mmccarty@blu449-na.com	mmccarty@gmail.com	2828 South Street, Suite 200	Dallas TX 75201 2146613859	N	A&D D10
10/18/18	Blu449	Y	Oshie	Askin	2/0/91	oshie.askin@blu449-na.com	oshie.askin@gmail.com	2828 South Street, Suite 200	Dallas TX 75201 2146613852	N	A&D D10
10/18/18	Blu449	Y	Stephanie	Torres	2/20/89	stephanie.torres@blu449-na.com	stortress010@gmail.com	2828 South Street, Suite 200	Dallas TX 75201 2146613851	N	A&D D10
12/1/18	Dallas Film Commission	Y	Brie	Woods	1/0/30	brie.wood@dfchq.dallasfilm.com		1500 Marilla St, 2CN	Dallas Tx 75201 214-671-9822	N	A&D D10
12/1/18	Dallas Film Commission	Y	Justin	Hilford	5/20/82	justin.hilford@dfchq.dallasfilm.com		1500 Marilla St, 2CN	Dallas Tx 75201 214-671-8044	N	A&D D10
12/1/18	Dallas Film Commission	Y	Karen	Hicks	1/1/93	karen.hicks@dfchq.dallasfilm.com					N
12/7/18	TMAdvering	Y	JOSHUA	TOVAR	4/3/09	joshua.tovar@tmadvering.com					A&D D10
12/7/18	TMAdvering	Y	JULIA	LEIGHTON	4/0/84	julia.leighton@tmadvering.com					A&D D10
12/7/18	TMAdvering	Y	KATHRYN	BRESLIN	5/6/94	kathryn.breslin@tmadvering.com					A&D D10
12/7/18	TMAdvering	Y	LAURA	GROSS	4/0/92	laura.gross@tmadvering.com					A&D D10
12/7/18	TMAdvering	Y	MADISON	LADYMON	10/0/93	madison.ladymon@tmadvering.com					A&D D10
12/7/18	TMAdvering	Y	MEREDITH	PURSHUE	5/2/92	meredith.purshue@tmadvering.com					A&D D10
12/7/18	TMAdvering	Y	NICOLE	QUIGLEY	1/28/94	nicole.quigley@tmadvering.com					A&D D10
12/7/18	TMAdvering	Y	NICOLE	VANNOORD	8/26/84	nicole.vannoord@tmadvering.com					A&D D10
12/7/18	TMAdvering	Y	RANDI	KENWORTHY	2/2/83	randi.kenworthy@tmadvering.com					A&D D10
12/7/18	TMAdvering	Y	SAM	WAGNON	6/2/19	sam.wagnon@tmadvering.com					A&D D10
12/2/18	Johnson & Soko	Y	Jessica	Tale	9/1/87	jessica.tale@johnsonandsoko.com		800 Jackson Street	Dallas TX 75202 4062391039	N	A&D D10
12/2/18	Johnson & Soko	Y	Jonathan	Armsfield	7/1/83	jonathan.armfield@johnsonandsoko.com		800 Jackson Street	Dallas TX 75202 2149945130	N	A&D D10
12/3/18	Johnson & Soko	Y	Matthew	Wesner	7/2/83	matthew.wesner@johnsonandsoko.com		800 Jackson Street	Dallas TX 75202 2149945131	N	A&D D10
12/3/18	Johnson & Soko	N	Colin	Irwin	12/1/93	colin.93@gmail.com		2323 Flora Street	EdWorth TX 75110 8127317535	N	A&D D10
14/19	Imaginary	N	Barbara	Borensz	8/1/89	barbara.borensz@imaginary.com		5413 Colonial Court	lower Mount TX 75028 214-621-6347	Y	A&D D10
14/19	Wahl	Y	Natalia	Duarte	7/23/95	natalia.duarte@wahl.com		211 N Record St #550	Dallas TX 75202 N	N	A&D D10
1/0/19	N	Amanda	Jordan	9/3/92	amanda.jordan2192@gmail.com		2140 Medical District Dr #3085	Dallas TX 75235 469-859-8619	Y	A&D D10	
1/1/19	ColorDynamics	N	Watson	Hilary	7/1/87	hilary.watson@colordynamics.com		10555 Evangeline Way	Dallas TX 75218 928-581-8364	Y	A&D D10
1/1/19	N	Heidi	Dengler			heidi.dengler@colordynamics.com		10555 Evangeline Way	Dallas TX 75218 928-581-8364	N	A&D D10
1/1/19	Launch Agency	Y	Alexis	Perez	4/2/93	alexis.perez@launchagency.com		4100 Midway Rd, Suite 2110	Carrollton TX 75007 214-854-1000 x 111	N	A&D D10
1/1/19	Launch Agency	Y	Britney	Rovers	1/1/49	britney.rovers@launchagency.com		4100 Midway Rd, Suite 2110	Carrollton TX 75007 214-854-1000 x 112	N	A&D D10
1/1/19	Launch Agency	Y	Caroline	Gilles	1/1/92	caroline.gilles@launchagency.com		4100 Midway Rd, Suite 2110	Carrollton TX 75007 214-854-1000 x 196	N	A&D D10
1/1/19	Launch Agency	Y	Carelyn	Sanson	1/1/87	carelyn.sanson@launchagency.com		4100 Midway Rd, Suite 2110	Carrollton TX 75007 214-854-1000 x 100	N	A&D D10
1/1/19	Launch Agency	Y	Zach	Dentuch	4/2/92	zach.dentuch@launchagency.com		4100 Midway Rd, Suite 2110	Carrollton TX 75007 214-854-1000 x 127	N	A&D D10
1/2/19	UT Dallas Student	N	Liwei	Chenghai	8/1/94	liwei.chenghai@utdallas.edu		2800 Watters Creek Parkway #514B	Richardson TX 75080 469-929-3485	N	A&D D10
1/3/19	N	Ajithika	Quan								N
1/3/19	Richards Partners	Y	Alex	Yao	NA	alex.yao@richards.com		2801 North Central Expressway #110	Dallas TX 75204 214-891-5700	N	A&D D10
1/3/19	Richards Partners	Y	Anna	Merz	NA	anna.merz@richards.com		2801 North Central Expressway #110	Dallas TX 75204 214-891-5700	N	A&D D10
1/3/19	Richards Partners	Y	Aennie	Brehan	NA	aennie.brehan@richards.com		2801 North Central Expressway #110	Dallas TX 75204 214-891-5700	N	A&D D10
1/3/19	Richards Partners	Y	Castle	Gilbert	NA	castle.gilbert@richards.com		2801 North Central Expressway #110	Dallas TX 75204 214-891-5700	N	A&D D10
1/3/19	Richards Partners	Y	Cassie	Ladd	NA	cassie.ladd@richards.com		2801 North Central Expressway #110	Dallas TX 75204 214-891-5700	N	A&D D10

Current Membership HW 6.4.18

Expired Members 6.4.18

Student - Career Fair Network

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Exhibit 1.2 - Membership List as of 02/10/2019

Birth Date	First Name	Last Name	Title	Company Name	Email address	Phone	Date paid through	Date j.	
20-Sep	Toby	Adams	VP, Strategy	Accelerate Online Marketing	tobyradams@gmail.com	2144932658	12/11/18		
Yes	Jake	Adix	Planner	The Richards Group	jake_adix@richards.com		1/19/20	1/1/50	
Yes	Paola	Aguayo	Brand Manager	Richards/Lerma	paguayo@richardslerma.com		1/19/20	1/1/50	
6/9/89	Moren	Akinwoye	National Account Executive	Niw Music	moren@niwmusic.com	8058446268	1/19	1/3/19	
yes	Victoria	Alder		Temerlin Advertising Institute	valder@smu.edu		6/30/19	9/30/18	
Yes	Jacky	Almendarez	Receptionist & Billing Coordinator	Richards/Lerma	jalmendarez@richardslerma.com		1/19/20	1/1/50	
Yes	Cindy	Almonte	Planner	Richards/Lerma	calmonte@richardslerma.com		1/19/20	1/1/50	
Yes	Gebrin	Alvarez	Assistant Property Manager	The Richards Group	gebrin.alvarez@richards.com		1/19/20	1/1/50	
Yes	Katie	Anderson	Planner	The Richards Group	katie.anderson@richards.com		1/19/20	1/1/50	
Yes	Amanda	Archey	Art Director	Richards/Lerma	aarchey@richardslerma.com		1/19/20	1/1/50	
yes	Maria	Archundia		Temerlin Advertising Institute	marchundia@smu.edu		6/30/19	9/30/18	
yes	Ibe	Arevalo		Temerlin Advertising Institute	iarevalo@smu.edu		6/30/19	9/30/18	
Yes	DeShaun	Artis	Brand Manager	Richards/Lerma	darris@richardslerma.com		1/19/20	1/1/50	
Yes	Rebecca	Atkins	Social Media Strategist	The Richards Group	becca.atkins@richards.com		1/19/20	1/1/50	
Yes	Corey	Austin	Digital Strategist	The Richards Group	corey.austin@richards.com		1/19/20	1/1/50	
2-Jun-94	Breanne	Avedikian	Junior Art Director	bloomfield knoble Advertising	breanne.avedikian@bloomfieldknoble.com	214-446-5848	12/10/19	1/1/50	
6-Mar	Trish	Avery	DFW Local Executive Director	SAG-AFTRA	trishavery@sagaftra.org	214-363-8300	1/4/20	1/4/19	
yes	Gabby	Axelson		Temerlin Advertising Institute	gaxelson@smu.edu		6/30/19	9/30/18	
Yes	Kagan	Baker	Brand Manager	The Richards Group	kagan.baker@richards.com		1/19/20	1/1/50	
Yes	Blake	Balser	Brand Manager	The Richards Group	blake.balser@richards.com		1/19/20	1/1/50	
Yes	Caitlyn	Banowsky	Analyst	The Richards Group	caitlyn.banowsky@richards.com		1/19/20	1/1/50	
Yes	Brooke	Barber	Planner	The Richards Group	brooke.barber@richards.com		1/19/20	1/1/50	
Yes	Preston	Barrett	Brand Manager	The Richards Group	preston.barrett@richards.com		1/19/20	1/1/50	
Yes	Haley	Becker	Brand Manager	The Richards Group	hailey.becker@richards.com		1/19/20	1/1/50	
Yes	Zach	Behr	Planner	The Richards Group	zach.behr@richards.com		1/19/20	1/1/50	
Yes	Parker	Bell	Art Director	The Richards Group	parker.bell@richards.com		1/19/20	1/1/50	
12.23.91	Teddy	Berlin	Account Executive				teddy.berlin@charter.com	8/29/19	1/1/50
Yes	Camille	Bernal	Brand Manager	The Richards Group	camille.bernal@richards.com		1/19/20	1/1/50	
Yes	Katie	Bernet	Writer	The Richards Group	katie.bernet@richards.com		1/19/20	1/1/50	
Yes	Emily	Biar	Planner	The Richards Group	emily.biart@richards.com		1/19/20	1/1/50	
Yes	Ann	Bills	Brand Manager	The Richards Group	ann.bills@richards.com		1/19/20	1/1/50	
12/28/91	Logan	Bingaman	Graphic Designer	Monkey Tag	logan.bingaman@monkeytag.com	469-394-4485	5/30/19	5/31/18	
12/30/89	Josh	Bloodworth	Copywriter	Eighty Three Creative	jbloodworth@eightythreecreative.com	214-865-6482	1/19/20	1/1/50	
Yes	Carolina	Bocanegra	Designer	RBMM	carolina.bocanegra@rbmm.com		1/19/20	1/1/50	
Yes	Claire	Boehm	Brand Manager	The Richards Group	claire.boehm@richards.com		1/19/20	1/1/50	
23-Feb	Luann	Boggs	Vice President, Business Development	bloomfield knoble Advertising	luann.boggs@bloomfieldknoble.com	214-446-5894	12/10/19	1/1/50	
Yes	Mark	Bonnette	Planner	The Richards Group	mark.bonnette@richards.com		1/19/20	1/1/50	
Yes	Lauren	Boone	Brand Manager	The Richards Group	lauren.boone@richards.com		1/19/20	1/1/50	
Yes	Jon	Bowen	Planner	The Richards Group	jon.bowen@richards.com		1/19/20	1/1/50	
Yes	Lacey	Branch	Traffic	The Richards Group	lacey.branch@richards.com		1/19/20	1/1/50	
Yes	Sarah	Brandon	Art Director	The Richards Group	sarah.brandon@richards.com		1/19/20	1/1/50	
Yes	Travis	Brannon	Planner	The Richards Group	travis.brannon@richards.com		1/19/20	1/1/50	
8/25/94	ALEX	BRAUNECKER	ASSOCIATE MEDIA PLANNER	TM Advertising	alex.braunecker@tm.com	972-820-2805	12/7/19	1/1/50	
Yes	Cori	Bray	Public Relations	Richards Partners	cori.bray@richards.com		1/19/20	1/1/50	
5/6/94	KATHRYN	BRESLIN	BUSINESS DEVELOPMENT COORDINATOR	TM ADVERTISING	Kathryn.Breslin@tm.com	972-830-2882	12/7/19	1/1/50	
yes	Matthew	Brink		Temerlin Advertising Institute	mbrink@smu.edu		6/30/19	9/30/18	
Yes	Natalie	Brock	Brand Manager	The Richards Group	natalie.brock@richards.com		1/19/20	1/1/50	
Yes	Garrett	Buster	Digital Strategist	The Richards Group	garrett.buster@richards.com		1/19/20	1/1/50	
Yes	Andrew	Bui	Art Director	The Richards Group	andrew.bui@richards.com		1/19/20	1/1/50	
Yes	Cody	Butler	Brand Manager	The Richards Group	cody.butler@richards.com		1/19/20	1/1/50	
20-Dec	Stephanie	Cain	Account Director	9thWonder	stephanie.cain@9thwonder.com	214-435-2686	1/23/20	1/1/50	
7-Dec	Bryan	Camella	Regional Sales Director	Quanticast	beamella@quanticast.com	12142082259	1/19	1/3/19	
Yes	Luis	Can	Brand Manager	Richards/Lerma	lcano@richardslerma.com		1/19/20	1/1/50	
Yes	Allan	Cantu	Digital Strategist	Richards/Lerma	acantu@richardslerma.com		1/19/20	1/1/50	
5/27/91	Ken	Cao	Senior Graphic Designer	Monkey Tag	ken.cao@monkeytag.com	214-914-5681	5/30/19	5/31/18	
12/12/95	JULIA	CARDALI	ASSOCIATE ACCOUNT DIRECTOR	TM Advertising	julia.cardali@tm.com	972-830-2546	12/7/19	1/1/50	
24-Aug	Karen	Carillo	Jr. Graphic Designer	9thWonder	karen.carillo@9thwonder.com	214-606-6275	1/23/20	1/1/50	
Yes	Mackenzie	Carmichael	Brand Manager	The Richards Group	mackenzie.carmichael@richards.com		1/19/20	1/1/50	
12-Aug	Jeff	Carrington	Director, Communications	bloomfield knoble Advertising	jeff.carrington@bloomfieldknoble.com	214-446-5889	12/10/19	1/1/50	
Yes	Filiberto	Cervantes	Art Director	Richards/Lerma	fcervantes@richardslerma.com		1/19/20	1/1/50	
Yes	Pauline	Chean	Planner	The Richards Group	pauleine.chean@richards.com		1/19/20	1/1/50	

Member Roster - As of 02.10.19



Exhibit 1.3 - 2019 AAF Dallas ADDY Winners**THE AAF DALLAS 2019 ADDY WINNERS**

3 Headed Monster
Ad 2 Dallas
Agency Creative
Alpha Business Images LLC
Augustine Agency*
Banowetz + Company
Belmont Icehouse
Blieux & Co.
Caliber Creative
Citrus Advertising
Commerce House
Equilateral*
Firehouse Agency
Flexjet
Four Man Furnace
Globe Runner*
Johnson & Sekin*
Kickstand*
Launch Agency*
masonbaronet
O&H Brand Design
Omni Hotel & Resorts
Propac Agency
RBMM*
Richards/Lerma*
Saatchi & Saatchi
SC Pictures
SEE Pictures
Slingshot*
Spire Agency
StudioTribe
Tadd Myers Photography
Tamarack Agency
Teladoc
Temerlin Advertising Institute*
Texas A&M Commerce
gth Wonder*
The Collective part of The Integer Group
The Integer Group
The Loomis Agency
The Richards Group*
The Shop*
The University of Texas at Arlington
TM Advertising*
TracyLocke*
WALO*
WFAA
Whiskey Bacon Club*

Exhibit 2.1 - Ad 2 Potential Ambassador Roster

Ambassador Program - Draft as of 02.07  

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	A	B	C	D	E
1	CURRENT MEMBERS	COMPANY	POTENTIAL AMBASSADOR #1	POTENTIAL AMBASSADOR #2	CONTACTED?
2		Charter Spectrum	Peyton Fish	-	No
3		Blue 449	-	-	No
4		TM Advertising	-	-	No
5		Launch Agency	-	-	No
6		Richards Partners	-	-	No
7		Richards/Lerma	Cesar Jasso	Derek Diaz de Leon	No
8		The Richards Group	Ashley Mora	Dana Magnuson	No
9		Monkey Tag	Armando Perez	Molly Grummun	No
10	EXPIRED MEMBERS	Southwest Media Group	-	-	No
11		Slingshot	-	-	No
12		Agency Entourage	-	-	No
13		Moroch	-	-	No
14	TARGET MEMBERS	Publicis Hawkeye	Cody Pickett	Parnia Tahamzadeh	No
15		Tracy Locke	Kevin Forister	Josh DuMond	No
16		The Integer Group	Caroline Lorio	Jenna Zarraga	No
17		BBDO	Callie Parish	Carlyn Fox	No
18		Hearts & Science	Maria Hussain	Lauren Ryniak	No
19		Zimmerman	Kira Stearns	-	No
20		Saatchi & Saatchi	Chelsey White	-	No
21		Team One	Hilary Hanger	-	No
22		The Marketing Arm	Natalie Miranda	-	No
23		Infinite Agency	-	-	No
24					
25		Key			
26		Purple = 32 Under 32			
27		Orange = 32 Under 32 Nominee			
28					
29					
30					
31					
32					

+  Ambassador Roster ▾

Exhibit 2.2 - Ad 2 Ambassador Creative Brief**AD 2 Dallas CREATIVE BRIEF**

EVENT DETAILS	
EVENT NAME	Ambassador Program Launch
DATE OF EVENT	May 6, 2019
DESCRIPTION	<p>In 2019, we are launching an Ad 2 Ambassador program with the objective of having 1-2 ambassador per our existing, expired or target corporate memberships.</p> <p>What does an ambassador do? It's simple - attend our events, engage with us on social, and spread the word to your co-workers and friends.</p>

DELIVERABLES*

- Ad 2 Dallas Website - Ambassador Spotlight
 - Idea is to incentivize current or potential members to be an ambassador, by featuring a list of names with their corresponding companies on the website.
- Social Strategy - Facebook & Instagram
 - (1) Informational Post
 - e.g. *Did you know we're launching a new ambassador program?*
 - (1) Launch Post
 - e.g. *It's official! The Ad 2 Ambassador Program has launched. Interested in representing your advertising or marketing company? Learn More.*
 - (1) Reminder Post
 - e.g. *We've identified XX number of Ad 2 Ambassadors so far, but it's not too late to join! Find out more now.*
- Email Marketing Campaign
 - (1) Informational Email
 - (1) Launch Email
 - (1) Reminder Email

Exhibit 3.1 - AAF StarChapter Dashboard (*Ad 2-specific membership data housed in the Exhibit 1.2*)

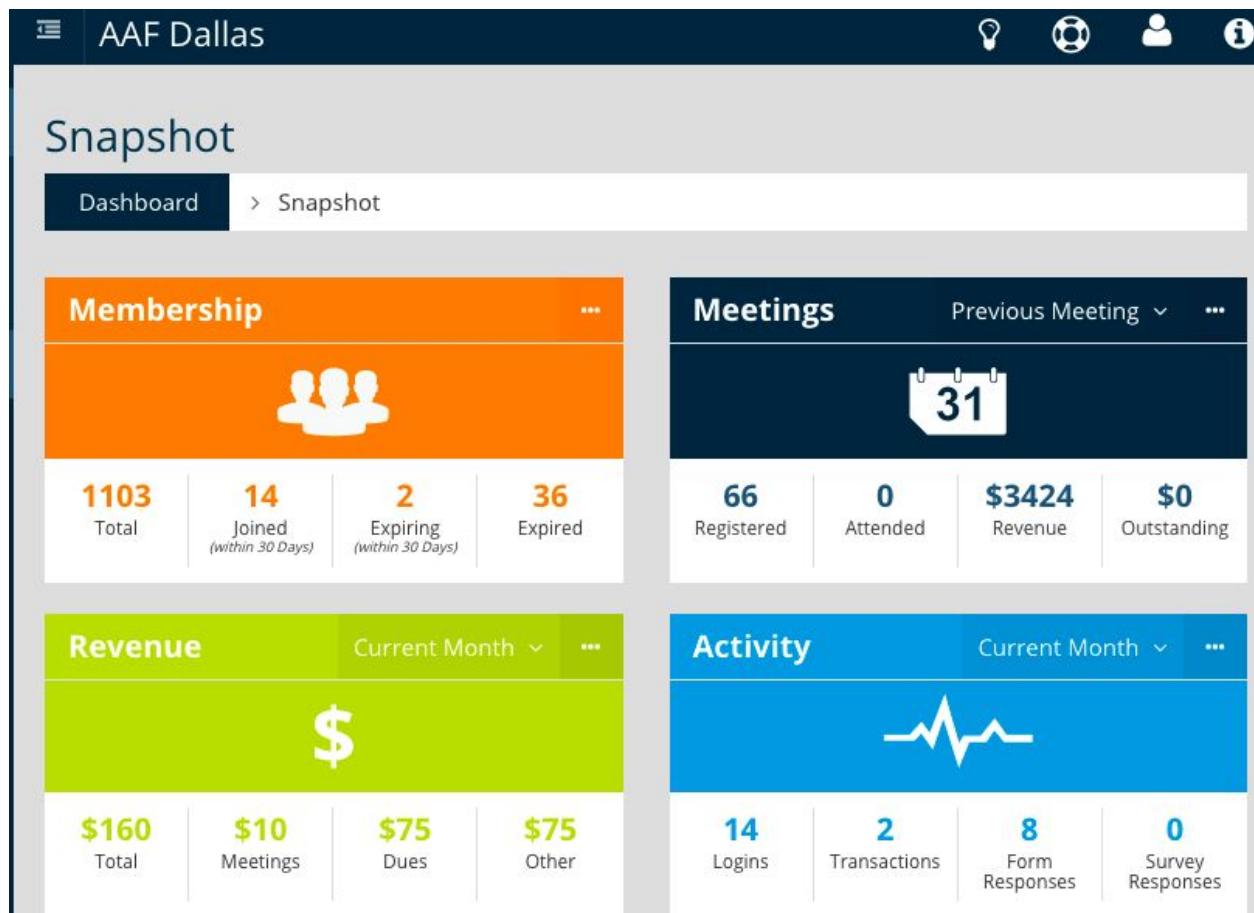


Exhibit 3.2 - Membership Engagement Email Template

Hi (Insert Name),

It is great to e-meet you! I am excited to hear about your interest in the organization.

For background: American Advertising Federation (AAF) is a national organization that is dedicated to the celebrating the achievements of those in advertising. Ad 2 Also has a national chapter and they are focused on celebrating young professionals in advertising (32 or younger). Ad 2 Dallas is an affiliate of the AAF Dallas chapter for advertising professionals who are 32 or younger. We're focused on meeting the needs of young in advertising, marketing, and communications as well as students. We do this by hosting workshops, networking events such as happy hours as well as public service opportunities where we make a full pro-bono advertising campaign for a non profit client each year.

Internally we have 7 different committees that you can join as a volunteer. Those are:

- Public Service: Creates a pro bono campaign for a local company. Currently, The Ad 2 Public Service team is working on putting the final touches on their production and starting to create additional assets for their client: Bonton Farms.
- Market Communications: In charge of creation and promotion of all materials for the club and the events we are hosting.
- Government Relations: In charge of keep us informed about policies that are happening in the advertising industry and helping us advocate for the advancement/betterment for the industry.
- Diversity: In charge of finding ways to celebrate the diversity of our industry as well as being inclusive through our events.
- Programs: Helps with planning each event, finding and working with venues, as well as checking in new members and ensuring the event runs smoothly
- Education: in charge of educational events as well as our student outreach
- Membership: In charge of welcoming new members into our organization as well as finding new ways to increase our membership and ensure that members are aware of our events.

I'd love to hear about you and what you are interested in doing within the industry as well as if any of these committees standout to you.

I have copied our membership team to this email as well so that they can stay in the loop and help out if you have any questions about becoming a member.

Please let me know if you have any questions or need anything additional.

Thank you,

Exhibit 4 - This is a placeholder for the membership survey that will be distributed w/o March 7, 2019.

Exhibit 5.1 -32 Under 32

32 UNDER 32

SUBMISSIONS NOW OPEN

32 UNDER 32 HONOREES

ANGELICA OCAMPO ARMANDO PEREZ ASHLEY MORA CESAR JASSO CHRIS PETRAWSKI CODY RICKETT COTONERI MAMALA CYNTHIA DEMOTT DANA MAGNUSON DEREK DIAZ DE LEON HILARY WATSON JEREMY BERMENDER	JOSH DUMOND JUSTIN VENOUR KATARINA SPAN KEVIN FORISTER KEVIN GREEF KRISTIAN BOTTLINI MARINA VIEIRA VIANA MATTHEW LANE MCKENZIE TENG MOLLY GRUMMUN NADIA CICOTELLI NANCY COBLENZ	NATALIE MIRANDA NINA BRESSAU PARNIA TAHAMZEDEH RACHEL RAMSEY ROGER RICARDO TAYLOR FRANKE VERONICA HOLDEN WILLIAM FLOYD
--	--	---

Congratulations!

32 UNDER 32

THANK YOU TO ALL OF OUR WONDERFUL SPONSORS!

TITLE SPONSOR: SMU | TEMERLIN ADVERTISING INSTITUTE

GOLD SPONSOR: CAPTIVATE

SILVER SPONSOR: RAPP

DINK SPONSORS: CITRUS integer PMG

PHOTOBOOTH SPONSOR: pandora

BRONZE SPONSORS: 270B ColorDynamics monkeytag

QUADRATIC STRATEGAR

RICHARDS / LERMA

Exhibit 5.2 - 32 Under 32 Volunteerism

32 Under 32 Ad2Dallas - AAF

32 Under 32 Volunteer

Ad 2 Dallas will be hosting an awards ceremony to honor the prestigious 32 individuals in the Dallas advertising community selected among their peers under the age of 32.

This event will be hosted on November 1st, 2018 from 6:30pm-9pm at the Canton Hall next to the Bomb Factory in Deep Ellum. Beverages & appetizers included. If you volunteered, please feel free to stay for duration of the event. This is a sold out event & chairs may or may not be available during the ceremony.

Date: 11/01/2018 (Thu.)

Location: 2727 Canton St, Dallas, TX 75226

Created by:  Aaron Howard 

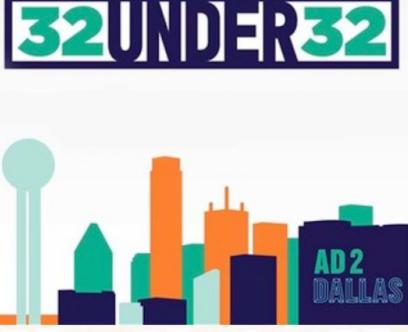


Exhibit 5.3 - 32 Under 32 Volunteer List

First Name	Last Name	Email	Phone	under 32?	32 under 32 Volunteer
Dallas	Johnson	dtjld99@gmail.com	214-394-3237	yes	
Sarah	Davila	sarahlynndavila@gmail.com	682-269-9132	Yes	
Miguel	Luna	miguel.luna@mavs.uta.edu	817-929-9761	yes	yes *
Sajid	Mohamed	sajid.mohamed@mavs.uta.edu	214-862-4456	Yes	
Jenny	Ponce	jenny.ponce@mavs.uta.edu	214-809-2134	yes	
Anniетра	Baker	annieta.baker@mavs.uta.edu	2149230292	yes	yes
Cellina	Browder	cellina.browder@mavs.uta.edu	2818653823	yes	yes
Jessica	Grissom	jessica.grissom@mavs.uta.edu	8178513453	yes	
Jackie	Spencer	jacqueline.spencer@mavs.uta.edu	432-238-3042	yes	
Kilee	Torrez	Kiletorrez@gmail.com	214-264-0032	yes	
Andrea	Palmer	ajp829@gmail.com	4099966554	yes	yes
Vincent	Le	vincent.le3@mavs.uta.edu	(817) 908-2315	yes	
Gloria	Garcia	Gloria.garcia9@mavs.uta.edu	817-319-0014	yes	yes
Lizbeth	Frias	lizbeth.frias@mavs.uta.edu	214-793-9507	yes	yes
Madeleine	Shelton	Maddyrose470@gmail.com	8174540797	yes	yes
alejandro	pescador	alejandro.pescador@mavs.uta.edu	2146760294	yes	
Keyla	Torres	keyla.torres@mavs.uta.edu	9033637226	yes	yes
Taylor	Williams	lynnwilliams36@gmail.com	6824072124	yes	yes
Nayeli	Cervantes	nayeli.cervantes@mavs.uta.edu	6822094036	yes	yes
zainab	safrí	zainab.safrí@mavs.uta.edu	8327279550	yes	yes
Ivan	Diaz	ivan.diaz@mavs.uta.edu	2147107703	yes	yes
Julia	Jahrmann	julia.jahrmann@mavs.uta.edu	214-500-8239	yes	yes
Andrew	Berendzen	andrew.berendzen@mavs.uta.edu	4692853674	yes	
Sean-Isaac	Williams	seansip7@gmail.com	817-689-5628	yes	
Tyler	Beckett	tbeckett1996@gmail.com	817-223-4804	yes	
Anh	Pham	anh.pham@mavs.uta.edu	8172332960	yes	
Mirthy	Yu	mirthy.yu@mavs.uta.edu	9153565623	yes	yes
Edna	Nmashie	edna.nmashie@mavs.uta.edu	6825823709	Yes	
Nora	Loeung	nora.loeung@mavs.uta.edu	3256655581	Yes	
Jeff	Jahns	shakeleboot@gmail.com	10019209388	Yes	yes
Michelle	Brueggemann	michelleleanb@yahoo.com	8178838054	yes!	yes

First Name	Last Name	Email	Phone	under 32?	32 under 32 Volunteer
Morgan	Roberts	morgan.roberts@mavs.uta.edu	8176897342	yes	
Cortney	Courchesne	cortney.courchesne@gmail.com	9724899867	yes	
Tonia	Vu	tonia.vu@mavs.uta.edu	5127201357	Yes	
Jessica	Lee	youkyoung.lee@mavs.uta.edu	8173742055	yes	
Grayson	Stidham	gcsidham@yahoo.com	2148029238	yes	yes
Christopher	Flores	christopherryanflores.crf@gmail.com	2149852606	Yes	Yes
Aurora	Torres	aurora.torres@mavs.uta.edu	2146040123	Yes	Yes
Salma	Nawar	salma.nawar@mavs.uta.edu	4693211293	Yes	
Adrian	Cardenas	adrian.cardenas73@mavs.uta.edu	9728762572	yes	Yes
Elizabeth	Olivarez	olivarezelizabeth@yahoo.com	9722017844	yes	Yes
Sarah	alshamali	sarahshamali1996@gmail.com	6822464734	yes	
Alexandria	Kerr	alexandriakerr96@gmail.com	8177339302	yes	yes
Samone	Franklin	samonexfranklin@gmail.com	8175288545	yes	yes
Selena	Alvarenga	selena.alvarenga@gmail.com	8173533690	Yes	yes
Virginia	Simmons	virginia.simmons@mavs.uta.edu	2103624025	yes	yes

Exhibit 5.4 - 32 Under 32 Engagement

Exhibit 6.1