



2021-2022 Club Achievement
Cornerstone Initiatives & Events

OVERVIEW

AAF-Houston continues to be committed to supporting the national organization's cornerstone initiatives. Adapting to a mix of in-person, hybrid and virtual-only events, we were able to produce and participate in several successful programs in support of education, diversity and multiculturalism and government relations. Our "LIVE" production of the American Advertising Awards was a huge hit. Our annual Student Conference, though in a virtual-only format, was well supported and attended and financially viable. While our Night of Diversity & Inclusion event had to be postponed for the second year in a row, we did successfully address this area with podcasts and a webinar, and AAF-Houston was very well represented in the District 10 Mosaic Awards. As legislative issues continue to develop that affect our community and industry, we keep our members informed of pertinent issues through our Government Relations efforts, and a solid Houston contingent participated in the 2022 Virtual Day at the Texas Capitol.

EDUCATION

AAF-Houston Annual Student Conference

Goals – Our primary goal was to host a Student Conference that would reach as many students and educators as possible, and showcase the value that AAF-Houston provides our community and industry. We also wanted to work closely with our events sponsors and hosts to make the event feel as close to an actual professional experience, and be as interactive and collaborative as possible given the virtual nature of the event. Finally, we wanted the event to at least break even financially.

Event Details – AAF-Houston hosted the 26th annual Student Conference Thursday - Friday, November 11-12. Re-imagined for 2021 as Zoom sessions of inspiration and follow up with one-on-one mini-mentorship opportunities between students and professionals, the event was themed Construct, around the concept of providing all of the tools needed to build a career in advertising. It was attended by more than 75 students and professors from 16 schools across Texas, Oklahoma, Arkansas, and Louisiana.

Conference chairs and AAF-Houston Board Members Kate Wiggins Nilsen (Blue Sky Marketing) and Robyn Wright-Harris (Gilbreath Communications), designed pre-roll videos, on-screen presentations, coordinated with speakers and technical production of Zoom experience, with the help of committee members Kay Krenek (Kay Krenek Creative) and Tammy Guest (Disney Media) supporting the Professor Conference.



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On day one, educators attended their own conference, where a panel discussed hiring trends and most requested student skills in today's job market. Panelists included Ad 2 National President Tina Tsang, Jay Hagins (AEFH), AAF-Houston Board Member Kay Krenek (Kay Krenek Creative), Grant Meldrum (Love Advertising), Tom Phommalin (Disney Media & Entertainment), Crystal Pettibone (Profiles), and Allie Danziger (Ampersand Professionals). The Advertising Education Foundation of Houston also sponsored our Educators conference.

On day two, the discussion started with Ad 2 Houston's "How I Got My Start" panel of young industry professionals, who spoke about how they got their start and what they are doing now. The panel was organized by Ad 2 Houston Board Member Rose Garza, and moderated by Erika Long, (Belo + Company). Our panelists were Zena Gittens (The Martin Agency), Art Strong (Strong Visuals Co.), Kaitlyn Zeitler (VMLY&R) and Tom Woody (Freeman Company).

Students were then broken into small groups to hear from industry professionals about "A Day in the Life at Our Company" in two Connections Breakout Rooms. Connections Breakout Rooms were Presented by: KHOU - Sonya Villamagna; iHeart Media - Joe Cesaratto; Gilbreath Communications – Robyn Wright-Harris Lopez Negrete Communications - Patrick Lopez Negrete; Whole Wheat Creative - Lee Wheat 9th Wonder – Kevin King; Blue Sky Marketing – Megan Burr & Chase Gipson; DMMD – Dylan Moore

Students then had the real-world assignment of coordinating with their professional reviewers to schedule virtual Resume and Portfolio Reviews. More than 50 individuals, representing 37 different companies and organizations ranging from not-for-profits, to media outlets, research, design and advertising agencies and more participated in these one-on-one reviews.

All the students who participated in the 2021 Student Conference received valuable insights into the daily life of several working environments in our industry and one-on-one meetings with professionals from varied backgrounds. Even with the success of this format, we look forward to returning to an in-person competition and conference experience in 2022 so we can form even stronger connections between students and our industry professionals.

Results: With participation from more than 75 students and educators from 16 schools across Texas, Oklahoma, Arkansas, and Louisiana, plus eight host firms, dozens of professional participants and volunteers and multiple sponsors, the event met and exceeded all of our goals. Between registrations and sponsorships, and with very little cost to the club to produce (the event was handled entirely pro-bono by our all volunteer team, and very little was spent on advertising and fees) the event netted AAF-Houston \$4,373!



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Advertising Education Foundation of Houston Scholarships & Grants

Goals – To continue to increase participation among AAF Tenth District students and to award at least 10 scholarships of \$5,000 each to students as they work toward a career in advertising and related fields. We have a secondary goal of providing grants for area schools to help with NSAC and national AAF Student Conference, and to continue our popular Student Conference which involves colleges and universities from throughout the AAF Tenth District.

Event Details – AAF-Houston established a separate 501 (c) (3) corporation (Advertising Education Foundation of Houston – houstonadscholarships.com) to administer its scholarship programs. Each year, with the support of the Houston business community, we have been able to award significant scholarships to AAF Tenth District students. In addition, AAF-Houston contributed \$5,000 out of our operating budget to fund the annual AAF-Houston Trailblazer Scholarship. All told, we were able to provide 10 scholarships of \$5,000 each, for a total of \$50,000. Over the last 20 years, our Houston foundation has awarded over \$650,000 in scholarships to more than 250 students in the AAF Tenth District.

Target Audience – College and university students from throughout the AAF Tenth District, professors, parents, sponsors, the media community and AAF-Houston members

Execution/Tactics – This year we were able to award \$50,000 with 10 scholarships of \$5,000 each. Of the 10 scholarships, 6 were awarded to women and 6 to minority students. Students were recognized for their academic performance, interest in advertising and related professions, financial need, leadership, and the content of submitted essays.

Results – We received more than 40 completed applications this year from throughout the AAF Tenth District. Email messages to professors and social media platforms were increased to communicate with universities, sponsors, and interested students within the AAF Tenth District.

NSAC Grants – AEFH also provides grants to universities to fund students to participate in the AAF's National Student Conference and to help defray AAF student chapter expenses to compete in the regional and national NSAC. This year we awarded \$1,000 to Texas A&M University and \$1,000 to the University of Houston NSAC teams.

Conclusion: Education is a top priority of AAF-Houston. The stronger our club involvement is in professional development and student training, the stronger the benefit, companies will realize from the fresh pool of talent preparing to enter our industry in our market.



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PROFESSIONAL DEVELOPMENT

AAF-Houston strives to have a component of professional development at the core of our program calendar as well. Over the course of the year, we hosted several free webinars with valuable professional development content.

The Art of Rebranding - April 21, 2021

Trace Hallowell, Managing Partner at Tactical Magic

Special Guest Steve Pacheco, President & CEO, American Advertising Federation.

Marketing As A Force for Good - June 16, 2021

AAF Hall of Fame and GSD&M Co-Founder Roy Spence

Using YouTube to Grow Your Business - August 25, 2021

Joy M. Hutton, Joy Consulting, Google Trainer

Protecting Your Brand - October 20, 2021

Jenna Sneed, Gallagher & Sunny Lopez, Phillips 66

Moderated by AAF Houston Board Member John Del Tatto, Carlberg

All recordings of our webinars are available [HERE](#).

DIVERSITY & MULTICULTURAL

While 2021 continued to present its fair share of challenges, the spirit of diversity, inclusion, and multiculturalism grew stronger at AAF-Houston. Maintaining strategies adapted in 2020, AAF-Houston continued to leverage digital technology to continue pushing forward an agenda highlighting the importance and value of diversity in our industry.

EVENTS

Webinar - DE&I Actionable Items for Advertisers

We heard from two Diversity, Equity & Inclusion professionals on how we can all work to develop diverse talent and promote broad and realistic portrayals of multicultural communities during our every day work week.

Kirya Francis, The Collective powered by Omnicom & Ana Leen, Omnicom & ADCOLOR

Podcast - Diversity, Inclusion and Representation Run Deep with Us

You can talk about diversity and inclusion, or you can make it happen. Meet the American Advertising Federation's Mosaic Champions for 2021. You might already know Alex and Cathy Lopez-Negrete, but have you heard their story?

The podcast is available [HERE](#).



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Podcast - DE&I Alive and Important - This is What We Do in Houston

The podcast is available here:

<https://aaf-houston.transistor.fm/episodes/de-i-alive-and-important-this-is-what-we-do-in-houston>

Annual Night of Diversity + Inclusion – Postponed

After a successful inaugural event in 2019, AAF-Houston worked diligently to produce a strong follow-up event in 2020. By January of 2020, the Night of Diversity + Inclusion Committee secured over \$20,000 in cash sponsorship commitments, along with media sponsorships valued at \$22,500. Major companies such as Houston Chronicle, Telemundo, Houston Dynamo, Motiva Enterprises, 76, Phillips 66, and Fullidity were among the list of title and premier sponsors. Sadly, the event has remained postponed with new Covid variants on the rise.

DISTRICT 10 MOSAIC WINNERS

AAF-Houston was a big winner at the 2021 District 10 Mosaic Awards! Co-hosted by AAF-Houston;s own Valentina Gomez Bravo, a 2020 Mosaic Champion, The “D-10” Mosaic Awards recognized individuals, companies and agencies within Arkansas, Louisiana, Oklahoma, and Texas whose commitment to diversity and inclusion is evident through their creative work and organization-wide initiatives.

Details can be found [HERE](#).

MOSAIC Champion

Audrey Gilbreath; Gilbreath Communications

Mosaic Talent in Advertising, Content Creation

Audrey Gilbreath; Gilbreath Communications

Diversity and Inclusion Integrated Campaign

Lopez Negrete Communications & Team Hounanimous

PRISM Award – Special Judges Award

Dana Hewling; b.iD

Diversity & Inclusion Online/Interactive Campaign

Audrey Gilbreath; Gilbreath Communications

Mosaic Star:

Dionna Widder; Houston Dynamo FC/Houston Dash



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GOVERNMENT RELATIONS

GOAL: Take a more active role in the Tenth District Government Relations and better communicate with AAF-Houston members about Government Relations activity and initiatives.

Actions: Board Member Alberto Morales was appointed the Government Relations Team Leader. Alberto works at Clear Channel Outdoor, which has a vested interest in any legislation that impacts advertising and therefore stays up to date in this area of interest. He gives a monthly report at our board meetings about any city, state or national government relations items that we need to know about. He also shares links on the topic that our members may find helpful via our monthly e-newsletter and social media channels. AAF-Houston was represented at the Virtual Day at the Texas Capitol on March 2, 2022, where we had the opportunity to meet with various legislators or staff members to discuss the economic impact that advertising makes on the Texas economy.

AMERICAN ADVERTISING AWARDS

Goals – Our goal for the 2022 60th American Advertising Awards was first and foremost to celebrate with an in-person event, as we were virtual-only in 2021 due to COVID. We wanted to encourage our tremendously creative talents in Houston to enter to win an ADDY and attend the awards show up in person for a great LIVE evening of fun and entertainment. Our overall goal is to encourage and celebrate creative excellence in advertising - and make it fun! We also honor our annual Silver Medal winner for outstanding achievements in Houston advertising at the awards event. And of course, we always have the over-riding goal of having the event be a profitable one for our club.

Target Audience – Our target audience was threefold. First, to encourage members of every aspect of the Houston-area advertising community to enter their work for recognition. Second, to invite all members of the community to attend the event to support the organization and their peers and colleagues. And lastly, to raise awareness in general of our vibrant creative community, and to encourage participation now and in the future in the American Advertising Awards and all other AAF activities.

Strategy – The event was promoted through multiple channels to encourage both the submission of entries and attendance at the live event. E-mail, Social Media and Direct Mail all played a major part in the efforts. Additionally, Clear Channel Communications donated three 14 x 48' vinyl billboards and eight digital billboards throughout Houston to promote the event.



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We allowed all entries to be submitted digitally. We had four noted and highly respected judges view the entries digitally. We also had a zoom with the judges so they could have a better view of the dimensional work and answer questions on judging. They judged and voted on the winning entries per each category to determine which entries won Gold, Silver and Bronze.

Execution – We had several Zoom meetings with the production team and volunteers to make sure the evening went well. We also had a Zoom meeting with the crew and the Improv Talent to go over the run of show. We also had meetings with the venue and venue producer to make sure everyone knew that time and what was needed. Lighting and stage effects were put in place. The outdoor billboard vinyl was repurposed as a backdrop on the stage.

Event Details – The event was held on Thursday, February 17th, in The Ballroom at Bayou Place, in the heart of the theatre district in Downtown Houston. The event’s theme was based on Saturday Night Live, and we called it “LIVE FROM HOUSTON!” We wanted the evening to be LIVE and engaging to honor our winners with a program that showed the excellence of our Houston creatives.

All submitted print work was displayed in “The Print Gallery” sponsored by Skyline Exhibits. Broadcast entries were presented on 75” monitors in a separate curtained off room, sponsored by iHeart Media and dubbed “The Broadcast Theatre.” Digital-only work was likewise separately displayed on two 65” monitors in “The Digital Café” sponsored by Lopez Negrete Communications. After a cocktail reception and viewing period, attendees were ushered into the grand ballroom for a seated dinner and the presentation of awards. The stage was set with a giant backdrop featuring the event theme and city skyline, as well as a seating area and live band, a la late-night television. We hired a local Improv Talent as our MC who kept the room alive with his jokes and commentaries. AAF-Houston board members took the stage in pairs to announce the winners LIVE. This gave the program a more special and personal feel and we will continue to announce the winners in this fashion. In addition to the presentation and speech of our Silver Medal recipient, District Mosaic Award and Best of Show winners were welcomed to the stage to accept their awards in person. After the awards ceremonies had been concluded, guests were encouraged to stay for “The After Party” featuring live music from the House band and a DJ.

Results – It was a success! Our promotional efforts garnered 367 professional entries and 13 student entries. 265 people attended the live awards presentation and celebration. The event itself was exciting and engaging, and we have since received tons of positive feedback via e-mail, phone and in-person. With a gross revenue of \$96,970 in entry fees, event tickets and sponsorships, the event eventually netted our club a profit of \$31,394!

View the list of winners and event photos [HERE](#).

RESOURCES & EXHIBITS STUDENT CONFERENCE

CONSTRUCT
The 2021 Student Conference
Building Your Career in Advertising

NOVEMBER 12
Virtual Event

- Networking Opportunities
- Professional Reviews
- Online Resources

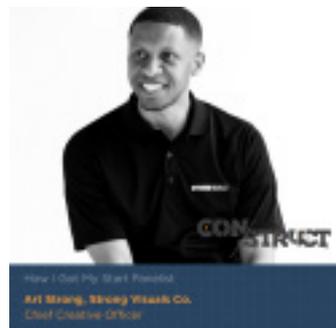
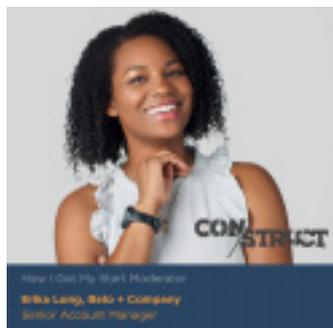
The AAF-Houston 2021 Student Conference is in the works, and we're compiling all of the tools, information and opportunities you'll need to build a successful career in advertising.

Join us November 12 for CONSTRUCT, where we'll combine an online panel discussion, peer networking, a virtual toolbox filled with career resources, and opportunities to polish your resume as a portfolio through professional reviews.

- Get Connected**
Connect with advertising students and educators from programs across the state.
- Sharpen Your Tools**
Browse our online collection of tools and resources for upgrading your advertising skill set.
- Lay Your Foundation**
Gain valuable industry insight from professional panels in our "How I Got My Start" webinar.
- Design Your Skills**
Sign up for interactive roundtable portfolio reviews with experienced AAF's professionals.

Put it all together, and you'll have a shining new example of everything a career in today's advertising industry has to offer.

MAKE PLANS!
Register for Construct today at education.aaf-houston.org/student-conference



CONSTRUCT
The 2021 Student Conference
Building Your Career in Advertising

NOVEMBER 12
Virtual Event

- Networking Opportunities
- Professional Reviews
- Online Resources

For Students
Friday, November 12 | 9:00am - 4:00pm
Includes access to all of the virtual content "How I Got My Start" Panel
Two Sessions: Roundtable: Designers who learn and Professionals share tips and tricks
Two Live on-Gig Portfolios & Resume Reviews with industry Professionals (open to new hires)

For Educators
Thursday, November 11 | 6:00pm - 8:00pm
This year for the first time, we are hosting a virtual meeting to answer pressing questions for you and students, sponsored by Advertising Education Foundation. Professionals will make sure for you.

Get Connected
Connect with advertising students and professionals to form a network that can help find that career move. The small group settings are great for making an impression!

Lay Your Foundation
Gain valuable industry insight from professional panels in our "How I Got My Start" webinar.

Gather Your Tools
Access our entire collection of tools and resources for upgrading your advertising skill set.

Sharpen Your Skills
Sign up for two one-on-one resume or portfolio reviews with experienced industry professionals from top local employers.

Thank You to Our Conference Sponsors!



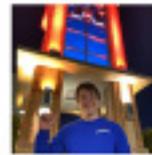
Our Student Conference was produced and hosted at almost no cost. With 85 students and educators, 7 host firms and a major sponsorship, the event netted the club over \$4,350!

RESOURCES & EXHIBITS EDUCATION SCHOLARSHIPS & GRANTS



Congratulations to our Scholarship Recipients!

Click on the images below to watch their Thank You Videos.



WITTE FAMILY EDUCATION FUND
Chris Stewart
University of Houston



OPPER FOUNDATION FOR HIGHER EDUCATION FUND
Chelsea Johnson
University of Texas at Austin



HOUSTON MEDIA GUILD & STAFF SCHOLARSHIP
Catherine Cooper
Houston State University



DAVE HENNING FOUNDATION
Cheyenne Houston
Houston Community College



WILLIAMS & BILL FOLETT FOUNDATION FUND
Jani Negrete Pineda
University of Houston



LOVE ADVERTISING SCHOLARSHIP
Catherine Smith
University of Houston



WITTE FAMILY EDUCATION FUND
ANDERSON FOUNDATION
Andrew Ward
Texas A&M University



OURBURN COMMUNICATIONS SCHOLARSHIP FUND
Patrick Lee
Texas A&M University



THE SPICER FAMILY FUND
Sarah Roberts
Texas A&M University



10TH DISTRICT COMMUNICATIONS MAJORS
Sofia Lee
University of Texas at Austin

Social Media Carousel - Call for Applications



Thank You Letter from Winner

Website & 2021 Winners

This year AEFH was able to award \$50,000 in \$5,000 scholarships to 10 students from among 40 applicants pursuing degrees in advertising and related fields. We also provided \$1,000 to Texas A&M University and \$1,000 to the University of Houston to fund students participating in AAF's National Student Conference.



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RESOURCES & EXHIBITS
DIVERSITY & MULTICULTURAL

FREE WEBINAR

DE&I

actionable items
for advertisers

JOIN THE DISCUSSION
WED • MAY 26 • NOON-1

Kirya Francis
Chief Diversity Officer at
the Collective powered
by Omnicom.

Ana Leen
Director of Diversity,
Equity & Inclusion at
Omnicom and Director of
Partnerships at ADCOLOR.

M
most
promising
multi
cultural
students

apply
now
for
2022!

AAF TENTH DISTRICT
MOSAIC
AWARDS

AAF-Houston remained committed to producing programs that support Diversity & Mutlicultural initiatives, and proudly supported the Houston winners at the District 10 Mosaic Awards.

RESOURCES & EXHIBITS
GOVERNMENT RELATIONS

Join Us!

The Texas chapters in AAF District 10 present: Texas Advertising Day at the Capitol

A free virtual event via Zoom on Wednesday, March 2 from 12:00 Noon CST to 3:30 PM CST. Register here: <https://buff.ly/3Hgiuot>

Virtual Day At The Capitol is our chance to impact legislation that governs the advertising industry, directly affecting each of our livelihoods. Texas lawmakers are ready to hear our voices and understand our impact on the Texas economy.

We'll also have a brief presentation: "How the Texas State Government works and how to talk to legislators" before going into legislator meetings.



AAF-Houston Government Relations Team Leader Alberto Morales worked to keep our membership informed of legislative issues and other activities that affect or interest our community, sharing pertinent items via e-mail and social media.



Early voting started on October 13th. Most Texas counties allow you to vote at any polling stations during the early voting period and even on election day November 3.

You will be voting on national and many local seats. Many local elections have been changed due to COVID 19 concerns to the November 3rd election. Below is some information about the election.

You can always log on to your county clerk's office for more details about voting in the county in which you live.

- **Early voting in Texas is from Oct. 13 through Oct. 30.**
- **Healthy Voting tips**
 - Find healthy, secure, and safe ways to cast your ballot this year: <https://www.healthyvoting.org/texas/>
- **Official election website**
 - Get details and deadlines for voting in your area: <https://www.vote texas.gov/>

Texas Lawmaker Introduces Digital Ad Tax Bill: How Does It Stack Up to Maryland's?

[\[REDACTED\]](#) SALT Savvy

USA | March 23 2021

Texas has now joined the growing number of states proposing digital advertising taxes that we have covered previously on SALT Savvy, including Maryland's first-in-the-nation digital advertising tax law and other proposals from Connecticut, New York, and Montana. This new Texas bill—H.B. 4467—would take effect in 2022.

The Texas proposal is very similar to the recently-enacted Maryland digital ad tax (H.B. 132) and would impose a new "digital advertising tax" on annual gross revenues derived from digital advertising services in Texas. The tax would apply to a company whose (1) assessable base (i.e., annual gross revenues derived from digital advertising services in Texas) for the reporting period is at least \$1 million, and (2) annual gross revenue (i.e., income or revenue from all sources anywhere in the world before expenses) is at least \$100 million. The tax would be imposed at a rate ranging from 2.5% to 10% depending on the company's total annual gross revenue.

How does this new proposal stack up to Maryland's digital ad tax?

Texas's bill is identical to Maryland's digital advertising tax in the following ways:

- **"Digital Advertising Services."** Both define "digital advertising services" as "advertisement services on a digital interface" that includes "advertisements on the form of banner advertising, search engine advertising, interstitial advertising, and other comparable advertising services."
- **Tax Base.** Both impose the tax on a person's "assessable base" and define the "assessable base" as annual gross revenue derived from digital advertising services in the state. However, since neither bill clearly lays out how to compute the tax base (as discussed below), the tax bases could ultimately differ.
- **Apportionment.** Neither contains sourcing rules for determining what "derived from digital advertising services" in the state means. Instead, both bills punt this work to the state comptroller, who would be compelled to adopt sourcing rules. However, they do so in slightly different ways. The Maryland law lays out a vague and ambiguous apportionment formula that provides that the part of a person's annual gross revenues derived from digital advertising services in the state shall be determined using a fraction, the numerator of which is the annual gross revenues of a person derived from digital advertising services in

DID YOU KNOW:

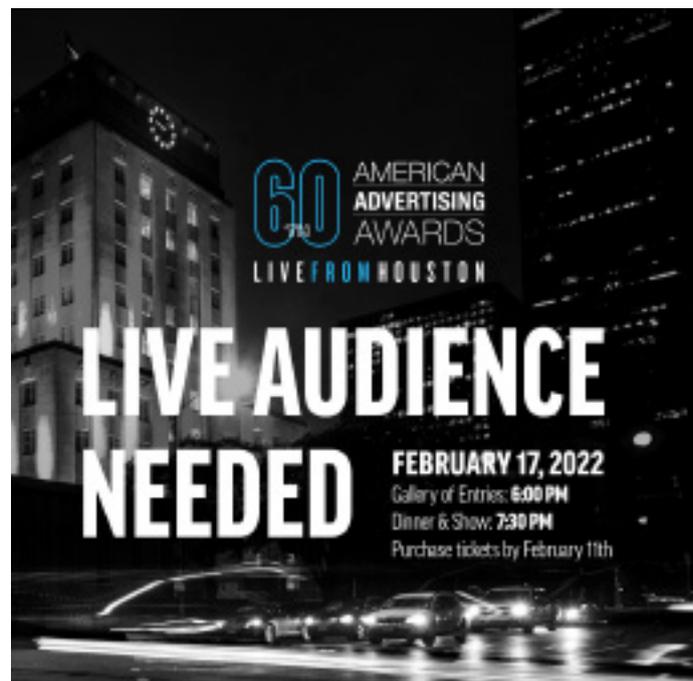
One in six jobs in Texas is related to Advertising. Think television, radio stations, print shops, film-makers, recording and editing houses, actors, photographers, illustrators, retouchers, developers, UX designers, set builders, fabricators, makeup artists, stylists, and of course advertising agencies. "Advertising helps produce 1.7 million - or 14.6% - of all jobs in Texas."



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RESOURCES & EXHIBITS

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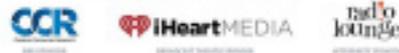


Our American Advertising Awards program was presented live! Themed “LIVE FROM HOUSTON” and promoted around a Saturday Night Live creative concept, it was promoted through social media, e-mail, and press - and billboards!

With more than 370 entries and 265 attendees, the event was a smash hit and netted our club over \$30,000!



We appreciate our Sponsors:



Thank you to our In-Kind Partners:

