



2020-2021 Club Achievement  
Club Operations

## **CLUB OPERATIONS OVERVIEW**

Despite an initially optimistic outlook at the start of our club year, AAF-Houston continued to face many challenges in 2021-2022 from the COVID pandemic and resulting economic downturn. Our re-energized board members stepped up to the plate, providing opportunities on digital platforms while taking advantage of and creating new opportunities for in-person interaction when possible. We also remained committed to maintaining financial stability in an uncertain economic environment. Just as 2020 proved to be challenging, 2021 once again showcased how adversity created opportunities that not only benefited our organization but our community as a whole.

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### **Early Communications (Long-Range Planning)**

To help improve overall cohesion of the new board, a Board Planning Session was held on Saturday, June 26th. In the preceding weeks, AAF-Houston Chair Ray Schilens had one-on-one scheduled phone conversations with each incoming and returning board member to discuss what areas of the organization they could best contribute to and any concerns they had.

### **Board Planning Session, Saturday, June 26th**

AAF-Houston kicked off the club year off with an in-person Board Planning Session - our first in person meeting in over a year! The full day event was held in the offices of LOVE Advertising, and all attendees were greeted with newly branded AAF-Houston items and goodie bags. Board members were provided an opportunity to present their plans and goals for their respective areas and receive feedback from the group as a whole. Also in attendance were Professor Larry Kelley from the University of Houston and Marisol Dominquez-Watson, from Connexion Research, who was involved in our public service campaign. Communications Chair Kelley Robinson was presented with the Spirit of AAF-Houston award.

Club Chair Ray Schilens took the opportunity to introduce his “Be Intentional” concept, encouraging all board members to work with clear intent on every undertaking, and the “250 Initiative,” an aggressive goal to increase our membership to 250 total.

### **Improved Programs/Club Operations Survey (Analysis of Member Needs)**

In 2020 a survey was conducted to help the board better understand what our members were looking for from our programs. This was used through out the 2021-22 club year to develop our approach to programming, focusing on three major areas - **Creative, Business Technologies & Trends and Community & Diversity.**

### **Membership Recruitment & Retention**

In 2020, the board voted to adopt a “rolling membership” plan, so that when someone joins, they receive a full 12 months of membership before it is up for renewal. We received a great deal of positive feedback on that, and will continue to implement the rolling membership model.



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As the club year began in July, we had high expectations for a post-pandemic re-opening, which quickly dissipated. We were however able to host a handful of in-person events, which focused on networking. These Beer With Peers (and in one case Cheers with Peers) events were held at no or minimal cost to the club, and provided welcome opportunities to see friends and colleagues in person. We also used the opportunity to promote membership renewal drive, and offered a incentives for membership renewed. In December we teamed with AIGA and AMA to host a CHEERS With Peers holiday happy hour and food drive for the Houston Food Bank. Based on the success of this event and other collaborative efforts with similar organizations, we will continue this type of programming in the future.

We made the decision to keep our webinars on the same date and time as our normal luncheons, the third Wednesday of the month. We chose to keep them free for all to attend and used the Zoom registration information to follow up and recruit new members which we feel has paid off. We have successfully had a wide range of webinars almost every month.

Although we did not reach our aggressive goal of 60% membership increase, we did grow our ranks by 22%! In fact, we were able to surpass the pre-pandemic membership total of February 2020. Considering the uncertainty we faced throughout the course of the year, we are extremely pleased with this progress. We are also encouraged that our membership is so evenly balanced between Corporate and Individual Members, and consider that a sign that our efforts to diversify our membership and providing results.

**February 2020 Membership - 183**

**February 2021 Membership - 154 (16% decrease)**

**February 2022 Membership - 188 ( +34 - 22% increase)**

**Current Corporate Memberships:**

- Gold x 2 - up to 20 People
- Silver x 2 - up to 10 people each
- Bronze x 7 - up to 5 people each

**95 Corporate Members - 51%**

**93 Individual Members - 49%**



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### **Commitment to Education**

Team leader Kate Nilsen successfully planned and hosted a 2-day virtual Student Conference which drew 75 students and educators from 16 schools across Texas, Oklahoma, Arkansas, and Louisiana, and netted the club more than \$4,300. The board also vote unanimously to once again contribute \$5,000 to the Advertising Education Foundation of Houston Student Scholarship. In addition, we voted to award \$1,000 each to the NSAC teams representing the University of Houston and Texas A&M University.

### **“Join The Team” Volunteer Recruitment Program**

Board member Dylan Moore developed a “Join The Team” volunteer recruitment campaign, aligned with the Team concept for committees. Promoted through social media and e-mail newsletters, the campaign has yielded good results - including a volunteer who designed our American Advertising Awards Show Program, another who will be interviewing and writing “member spotlights,” and a new Public Service Team Leader.

### **Take Full Advantage of District and National Resources**

Continuing our commitment to be more involved with, and to take full advantages of the resources offered by District 10 and the AAF National organization,

### **Hosting the 2022 District 10 Conference - Advention**

At the June Board Planning Session the opportunity to serve as the host city the 2022 District 10 Conference was presented. After discussion and research, our board voted unanimously to accept the challenge. Immediate Past Chair Kay Krenek and Vice Chair Candy Pittman are serving as Team Leaders, with a full committee of volunteers coordinating accommodations, speakers agenda, entertainment and the NSAC.

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## **FINANCIAL OVERVIEW (FISCAL MANAGEMENT)**

A 2021 - 2022 club year budget was presented at the Board Planning Session. At the time, we were optimistic that the worst of the pandemic was behind us, and that the economy would soon be on the rise, with people ready to get back to in-person events. Little did we know...

That being said, we were able to have a full and active year of programs providing value to our membership, and commitment to education, diversity and inclusion. While most of our events remained virtual, we were able to host three in-person, outdoor happy hour networking events at little or no cost to the club thanks to sponsorships.



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With a relatively healthy balance, and reduced overhead for programs, we opted to continue to support education with contributions to scholarships and support of NSAC programs. We also invested in the education and training of our current and future leadership by paying for their attendance at various District 10 and Central Region events. And we continued to support worthwhile efforts such as the Mosaic Awards and National and District Day at The Hill with sponsorships. In all, we were able to meet the needs of our club, leadership and membership through uncertain times while basically breaking even.

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### **GOALS & RESULTS**

**Several major goals for the 2021-2022 club year were presented at the Board Planning Session:**

#### **Grow and Diversify Our Membership**

**RESULT:** Though we did not achieve our lofty goal of 60% growth, we did expand our membership by 22%, exceeding our 2020 pre-pandemic level. And our efforts in providing programs of interest and value, and partnering with similar organizations have helped us reach new audiences, despite not being able to hold many in person events.

#### **Increase leadership opportunities by engaging more non-board members on committees/teams.**

**RESULT:** We continued our “Join The Team” program that has successfully helped connect us with a number of volunteers in a variety of areas. Our Financial, Program, Communications, American Advertising Awards and Advention teams all receive support from non-board member committee members.

#### **Improve Leadership Succession**

**RESULT:** We continue to find this a challenging prospect, but have had success in several areas. Our Treasurer, Ad 2 Liaison, Advertising Education & Student Conference, American Advertising Awards and Program chairs have all identified their future replacements and regularly involve them in the process.

#### **Remain Financially Responsible and Provide Financial Transparency**

**RESULT:** Our Treasurer Joni Verdina has worked with our Executive Director Patty Eldridge to accomplish this goal. We have cut costs and needed and invested wisely in education, leadership and worthwhile causes. We receive concise monthly statements at each board meeting, and those reports are available to board members online at all times. Our Alice B. Rogers Education Fund is not being included in that monthly statement, but is also reported monthly, and continues to show healthy gains.



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**Provide Value to Our Membership Through Continuing Uncertain Times**

**RESULT:** Our board has pulled together and supported all events in a big way. Although we would prefer to have had more events in person, our virtual events have offered quality content on a variety of topics and been well attended. Our LIVE American Advertising Awards show was a huge success, and our series of in-person networking happy hour events have produced a diverse audience from which to draw new members and leadership.

**Better Utilize AAF Tenth District and National Resources**

**RESULT:** We have seen great success in this area. Our board voted to invest the funds needed for board members to attend as many leadership events as were available. 5 AAF and 3 Ad 2 board members attended the D10 Club Officer's Training in Dallas, in July 2021. Vice Chair Candy Pittman attended the Regional Conference in Amarillo in September of 2021, while Chair Ray Schilens attended virtually. Likewise, we opted to send our Current Chair, Chair Elect and Vice Chair, as well as the current Chair and incoming Chair of Ad 2 Houston, to the Mid-Year Leadership Retreat in Wimberly. Our leadership participates in the monthly President's Call, and a monthly call with the District's State Representative.

**Be Intentional**

**RESULT:** This theme introduced by Chair Ray Schilens at our Board Planning Retreat in July has remained a mantra to all of our efforts, and has helped us to remain focused on the larger tasks at hand through uncertain and distracting, often frustrating times.

RESOURCES & EXHIBITS

**CLUB OPERATIONS**



## 2021-22 Board Planning Retreat

### BE INTENTIONAL AGENDA

#### 9:30 AM CDT Start

**(:05) Ray:** Call to order, establish quorum, approval of prior board meeting minutes, announce new members, introduce Kay.

**(:05) Kay:** Year recap and brief commentary on accomplishments.

**(:05) Ray:** Opening remarks, introduction of "Be Intentional" and the "250 Initiative".

**Ray:** Introduction of team leaders and teams

**(:05) Valentina** (Chair Elect) Valentina comments as chair-elect

**(:05) Ray** Leadership Team (Ray-Team Leader) Kay, (Candice-our new secretary), Joni Verdina-Treasurer, Michael Albrecht, Presidents Council Representative. Valentina Gomez Bravo, Dylan Moore

**(:05) Brian** Membership Team: Brian Bearden team leader, Alfred Martinez, Alvin Wright

**(:05) John** Programs Team: John Del Tatto team leader, Dylan Moore, Sonny Villarreal

**(:05) Kate/Valentina** Advertising Education and Student Conference Team: Kale Nilsen, Valentina Gomez Bravo Co-Charis, Alvin Wright, Tammy Guest, Larry Kelley

**(:05) Sonny** Multi-Cultural and Diversity Team: Sonny Villarreal team leader, Valentina Gomez Bravo, Alvin Wright

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AAF Houston kicked off the 2021 - 2022 Club Year with a Board Planning Session. A theme of Be Intentional was introduced, goals were reviewed and strategies for accomplishing those goals were put in place.



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**2021 - 2022 BUDGET FORECAST & ACTUAL TO DATE**

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| <p><b>AAF-Houston</b><br/><b>July 2021 Budget Forecast</b></p> <p><b>Current Account Balance</b> <span style="float: right;"><b>\$ 89,500.00</b></span><br/><i>(2/28/2021)</i></p> <p><b>INCOME</b></p> <p>AAF-Houston Dues <span style="float: right;">\$20,000</span><br/>Student Conference <span style="float: right;">\$5,000</span><br/>Am. Advertising Awards <span style="float: right;">\$40,000</span></p> <p><b>Estimated Annual Income</b> <span style="float: right;"><b>\$ 65,000.00</b></span></p> <p><b>EXPENSES</b></p> <p>Monthly Operating Expenses x 12 <span style="float: right;">3,000.00</span><br/>Contributions to Education <span style="float: right;">5,000.00</span><br/>Contributions to Leadership <span style="float: right;">1,000.00</span><br/>Contributions to Community <span style="float: right;">1,000.00</span></p> <p><b>Estimated Annual Expenses</b> <span style="float: right;"><b>\$ 43,000.00</b></span></p> <p><b>Estimated Annual Profit/Loss</b> <span style="float: right;"><b>\$ 22,000.00</b></span></p> <p><b>Estimated Year End Account Balance</b> <span style="float: right;"><b>\$ 111,500.00</b></span></p> | <p><b>AAF-Houston</b><br/><b>February 2022 Financial Overview-YTD</b></p> <p><b>INCOME</b></p> <p>Membership Renewals (Net) <span style="float: right;">14,785.00</span><br/>Program/Event Revenue<br/>AAA Entry Fees <span style="float: right;">50,454.00</span><br/>Tickets <span style="float: right;">33,341.00</span><br/>Sponsorships <span style="float: right;">14,000.00</span><br/>Total AAA <span style="float: right;">97,795.00</span><br/>Student Conference <span style="float: right;">4,485.00</span></p> <p><b>YTD Total Income</b> <span style="float: right;"><b>\$ 117,065</b></span></p> <p><b>EXPENSES</b></p> <p><b>AAA Expenses</b></p> <p>Venue <span style="float: right;">\$ 37,385.00</span><br/>AAF National Entry Fees <span style="float: right;">6,532.00</span><br/>Judging Gifts <span style="float: right;">212.00</span><br/>Postage <span style="float: right;">400.00</span><br/>EventBrite fees <span style="float: right;">1,292.00</span><br/>Processing fees <span style="float: right;">2,220.00</span><br/>Production <span style="float: right;">5,175.00</span><br/>Forward Gold to D10 <span style="float: right;">2,805.00</span><br/>Trophies (Silver and Bronze) <span style="float: right;">9,555.00</span><br/>Total AAA Expenses <span style="float: right;">65,556.00</span></p> <p><b>Student Conference</b> <span style="float: right;"><b>112.00</b></span><br/><b>Contributions to Education</b> <span style="float: right;"><b>6,000.00</b></span><br/><b>Contributions to Leadership</b> <span style="float: right;"><b>2,000.00</b></span><br/><b>Contributions to Community</b> <span style="float: right;"><b>1,000.00</b></span><br/><b>Operating Expenses</b> <span style="float: right;"><b>36,000.00</b></span><br/>avg \$3,000 per mo (x12)<br/>Includes contract labor, storage unit,<br/>google, zoom, qb, insurance etc.</p> <p><b>Accounting fees</b> <span style="float: right;"><b>5,475.00</b></span><br/><b>Fees</b> <span style="float: right;"><b>3,790.00</b></span><br/>Bank, paypal, square<br/><b>Property Taxes</b> <span style="float: right;"><b>27.00</b></span></p> <p><b>Total Expenses</b> <span style="float: right;"><b>\$ 119,960.00</b></span></p> <p><b>YTD Total Profit/Loss</b> <span style="float: right;"><b>\$ (2,895.00)</b></span></p> <p><b>Current Account Balance</b> <span style="float: right;"><b>\$ 86,605.00</b></span><br/><i>(2/28/2022)</i></p> |
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With no income from regularly scheduled events and sponsorships still difficult to come by, we have so far fallen well short of our optimistic projections.

With growth in membership, a successful American Advertising Awards and Student Conference, our club has been able to maintain a financially sustainable position while remaining committed to providing value, supporting education and growth of our leadership for the future.



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The TEAM concept and volunteer recruitment campaign helped bring energetic new members to our group. Creative solutions to networking, fundraising and programming helped keep AAF-Houston an important part of our community.

**NOVEMBER NETWORKING FREE EVENT**

OUTDOORS & IN PERSON  
THURS, NOVEMBER 4  
5:30-8:00 PM

**DRIFT**  
1207 W. 20th St,  
Houston, TX 77008

MIX & MINGLE  
DOOR PRIZES  
SPONSORSHIP OPPORTUNITIES AVAILABLE

aaf houston

**aaf CHEERS**

**WITH PEERS** AIGA AM>

**Thurs. December 9th 6 - 9 pm**

Benefiting: **houston foodbank**

Sponsored by: **dm md**

White Rhino  
319 Milby St.  
in EADO

**Roy Spence**  
CO-FOUNDER, GSD&M

**FREE WEBINAR**  
Wednesday, June 16  
Noon - 1:00 pm

**MARKETING AS A FORCE FOR GOOD**

Originally presented as part of AAF Tenth District's Virtual Day at the Capitol, March 2, 2021

**FREE WEBINAR**

**The Art of Rebranding**

Wednesday, April 21st, 2021  
Noon - 1:00 PM, CST

Creating a brand from scratch and rebranding an existing one are two very different challenges. Rebranding can be life-changing for a business. What is why it must be done right?

Join Tracy Hollowell, Managing Partner at Tactical Mojo, as he shares with us the nitty-gritty and all of rebranding.

With Special Guest Steve Pacheco, President & CEO of the National Advertising Network.

**Our Speaker** **Special Guest**

**TRACY HOLLOWELL** **STEVE PACHECO**

<https://www.aaf-houston.net/>

We remained committed to providing content of interest and value to our membership, while continuing our support of education and community.

**aaf** houston presents

**USING YOUTUBE TO GROW YOUR BUSINESS**

**FREE ONLINE WORKSHOP**  
Wednesday, August 25<sup>th</sup>  
11:30 a.m. - 1:00 p.m.

**aaf** houston

**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 and portfolio through professional reviews.

- Get Connected**  
Connect with advertising students and alumni from programs across the state.
- Build Your Tools**  
Access our online collection of tools and resources for upgrading your advertising portfolio.
- Get Some Inspiration**  
Get valuable industry insight from professional speakers at our Career Foundations.
- Exchange Your IDEAS**  
Sign up for interactive round-table portfolio reviews with experienced industry 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](http://education.aaf-houston.org/student-conference)

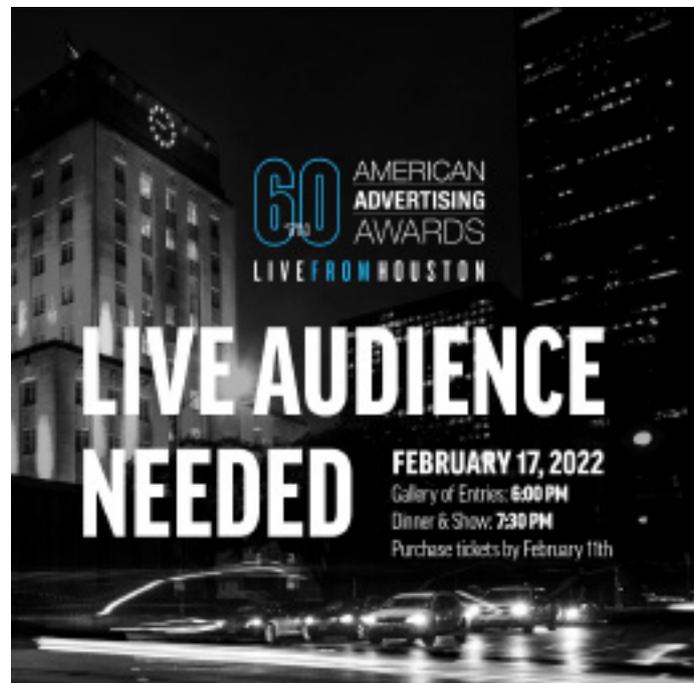
**AAF TENTH DISTRICT**  
**MOSAIC**  
**AWARDS**

**DAY AT THE CAPITOL**

**A Favor for Our Future**

**MARCH 2**

**EVENTBRITE.COM**  
**Texas Advertising Day at the Capitol**  
A Virtual Day At The Capitol discussing legislation that governs t...



Our LIVE American Advertising Awards event renewed a sense of excitement and community within our membership and core audience - and helped our club remain financially viable!

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



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We have strengthened our connection with District 10, the Central Region and AAF National, participating in numerous leadership opportunities.



April 20-23, 2022, AAF-Houston will host the District 10 conference - Advent10n! Students, educators and advertising professionals from across Texas, Oklahoma, Arkansas and Louisiana will gather in the most diverse city in the nation to celebrate education, creativity, innovation and community.

Visit the website [Website](#)

Watch the [Video](#)