

2010-2011 Slate of Candidates Officers and Board of Directors

Ashlee Purcell: Account Executive, Redstone

Ashlee Purcell is an Account Executive at Redstone where her primary responsibility is retail marketing management. She thrives in this fast-paced work environment and likes that every day is unpredictable. She loves watching a promotion develop from start to finish and seeing the end results.

It is this enthusiasm that Ashlee will bring to the AAF Omaha Board of Directors as President. Ashlee has been an active member of the Board and is currently serving as the 1st Vice President. She has assisted in multiple areas of the organization and is excited about the upcoming year.

Ashlee is a graduate of Northwest Missouri State University where she obtained a Bachelor of Arts degree in Public Relations and a minor Spanish.

Michael Goldsmith: Lincoln Financial Group

Mike joined Lincoln Financial Group in 2004. He designs print and web advertising and marketing. In the past he also assisted with planning and implementation of advertising and marketing activities for the Group Insurance division (formerly Jefferson Pilot Financial) of the corporation.

Prior to Lincoln Financial Group, Mike was with DTN Market Access, Adesta Communications and the Paralyzed Veterans of America Education Center. His responsibilities have included public relations, marketing, special event planning, web and multimedia design, tradeshow, telecom project introduction and rollout, computer lab design and assistive technology application.

He has/does volunteer for River City Roundup, Knights of Aksarben, Sarpy County Museum, Summer Arts Festival, Kingswood Athletic Association and Douglas and Harrison County Fairs. Mike most recently was OFA board director for special events. He has been active in planning OFA's *Bid The Blues* fundraiser and has served on the 2003 ADDYs committee. Mike also enjoys freelance work and playing drums in a band.

Teresa Lauver: Director of Marketing, C & A Industries, Inc.

Teresa Lauver is the Director of Marketing for C&A Industries, Inc. Her responsibilities include all areas of advertising, marketing, public relations, employee communications, and special events for the parent company and its 11 subsidiary firms. She has more than 15 years of advertising and marketing experience in the healthcare, financial, communication, and retail industries. Teresa has served AAF Omaha as a co-chair for the 9th District AAF Conference, Nebraska ADDYs, Programs, and Public Service committees. When she's not working, she enjoys spending time with her husband and 2 children.

Jane Shinn: Owner and Creative Director, JES Design and Community Outreach Specialist with the Domestic Violence Coordinating Council.

Originally from the Chicago area and currently residing in Omaha, Nebraska, Jane has over twenty years of experience in marketing, advertising, and graphic design. Her career background is multi-faceted with experience in design, production, corporate identity, branding, marketing, advertising, copywriting, customer relations, education and corporate training. She has experience in television and radio creative development, interactive online sweepstakes, management, strategic planning, promotional partner liaisons, vendor relations, corporate communications and sales. These experiences have given her the opportunity to work with a diverse set of business platforms including privately owned, small business, non-profit, entertainment, wholesales, education, health care, banking, interactive and franchising.

As a graduate from Illinois State University with a degree in Visual Communication, Jane loves the creative process, brainstorming and developing new ideas. She has a passion for all forms of art, is an avid tennis player, loves adventure/travel, and enjoys spending time with her friends and being in the comical company of her two cats, Purr-D Wapello and Slick.

Currently as owner and creative director of JES Design Jane is interested in learning about new full time employment or free lance opportunities. Being left-handed and ambidextrous, she is computer adept on Mac or PC with extensive knowledge of the full color printing process, web design, Adobe Creative Suite and Microsoft Office.

Jane is owner and creative director of JES Design and Community Outreach Specialist with the Domestic Violence Coordinating Council.

Greg Ahrens: V.P. Co-Creative Director, SKAR Advertising

Greg has more than 20 years experience as a writer/producer and is currently employed at SKAR Advertising. After six intense years of studying at the University of Iowa and Iowa State University, Greg graduated with a B.S. in journalism and mass communication. Greg has won local and national advertising awards. He has worked on accounts such as Half Price Stores, Richman Gordman, Commercial Federal Bank, Omaha Golden Spikes, Goodwill Industries, Sue Bee Honey and Kentucky Fried Chicken. He has a private pilot's license and is retired from the Iowa Air National Guard. In his spare time, Greg enjoys golf, beer can collecting, Clint Eastwood movies and Rock'em Sock'em Robots.

Patrick Stibbs: President/On the SPOT Productions; Marketing Executive & Writer/Producer, Journal Broadcast Group

With over 25 years in the marketing & advertising field, PATRICK STIBBS began his career in radio in 1984, first as an on-air personality for KEZO and KOIL, and then as Account Executive for KGOR radio and Certified Radio Marketing Consultant for KQKQ/Sweet 98, at the time one of the country's most successful Top 40 radio stations.

Over the past two and a half decades, he has written and produced over 5,000 radio commercials and has won dozens of local, regional and national awards for his advertising campaigns, including a National Cable Ace Award and all radio award categories at the Nebraska Broadcasting Awards (including Best of Show) for the past four consecutive years.

In 2004, Stibbs founded *The City Weekly* newspaper, and is the author of two screenplays, 'The Call' and 'Ghost in the Graveyard', both currently in pre-production. His movie reviews and articles (as "The Box Officer") are featured weekly in Shout! Omaha.

Patrick is the president of On the SPOT Productions (www.onthespotradio.com), a full service radio production company and he also works with the Journal Broadcast Group as a Marketing Executive where he continues to write & produce award winning commercials. Patrick and his wife, Monica, have been married 24 years and are the proud parents of three children – Christopher, Kathleen and Nora.

Drop him a line at Patrick@ontheSpotradio.com

Sarah Childers: Graphic and Web Designer, Coldwell Banker Commercial World Group

Sarah Childers currently serves as a Graphic and Web Designer for Coldwell Banker Commercial World Group. Utilizing her design skills, she works in the marketing department and is responsible for advertising commercial properties in real estate. She works with various media including print, interactive, and web design. Sarah has also won a local award for her achievement in logo design.

Before joining Coldwell Banker Commercial World Group, Sarah attended the University of Northern Iowa. During her college career, she worked as the Promotions Assistant for the

College of Humanities and Fine Arts at UNI to enhance her knowledge in design. She graduated with a Bachelor of Art degree in graphic design and a minored in marketing.

Sarah and her husband currently live outside the Omaha metro. In her spare time she enjoys anything that has to do with art, which gives her inspiration and the determination to excel in her design work. Sarah also loves reading, exercising, watching movies and spending time outside.

Jeffrey Maciejewski: Associate Professor, Creighton University

Jeffrey Maciejewski is an associate professor in the Department of Journalism and Mass Communication at Creighton University. He has taught at Creighton since 1999 and teaches classes in advertising, survey research and media ethics. Additionally, he is director of Creighton Brand Lab, a center for student/faculty collaboration on branding research and publisher of the 2011 College Brand Pulse, a report that reveals college students' perceptions of 86 brands of consumer products.

Prior to his appointment at Creighton Jeff worked professionally for more than 10 years, working as a marketing manager and marketing communications manager.

He earned his doctorate and master's degrees from Marquette University, Milwaukee, Wisconsin, and his bachelor's of arts degree in business administration from Cardinal Stritch University, also of Milwaukee.

Morgan Havermann: Outreach Manager, Juvenile Diabetes Research Foundation

Morgan Havermann is currently the Outreach Manager for the Omaha-Council Bluffs Chapter of the Juvenile Diabetes Research Foundation (JDRF), a non-profit organization with a simple mission: to find a cure for diabetes and its complications through the support of research.

Her professional background includes media sales in Lincoln for Three Eagles Communications and Omaha at NRG Media for 5 years. After a three month summer hiatus as the Director of Public Relations for Timberlake West Summer Camp in upstate New York, specializing in the care and treatment of children with special needs, she found her passion working in non-profit organizations.

Morgan graduated from the University of Nebraska – Lincoln in 2003 with a Bachelor of Arts degree in Communications Studies and Public Relations with a minor in Marketing. She is a Certified Radio Marketing Professional (CRMC), has an accreditation as a Radio Marketing Professional, is a past member of the Nebraska Broadcasters Association and is an American Marketing Association affiliate.

Kathleen Overholt: Director of Brand Strategy, Thought District

After graduating from the University of Nebraska-Lincoln, Kathleen began her advertising agency career at Young & Rubicam, New York. Twenty years later, she returned to Nebraska, and in April 2010, joined Thought District as Director of Brand Strategy. That's the concise story. Said another way, Kathleen went to New York for a year of adventure, and it took her twenty years to find her way home. Along the way, she spent time in Minneapolis and Chicago, where she picked up experience working on brands such as Dove, Red Lobster and Verizon, just to name a few. She also spent a few years at Miller Brewing Company, serving as Director of Content Development for a number of Miller's iconic brands, including Miller High Life. Kathleen's primary role at Thought District is to provide additional strategic leadership and high-touch, integrated thinking across all forms of media.

Nicole Steier: Development Coordinator, Crossroads of Western Iowa

Nicole Steier is currently the Development Coordinator for Crossroads of Western Iowa, a non-profit organization that provides services to empower individuals with intellectual and developmental disabilities to actively seek out opportunities for an enhanced quality of life.

Her professional background includes marketing intern for Boy Scouts of America, Mid-America Council which sparked her interest in working for a non profit. Nicole joined Crossroads of Western Iowa at the beginning of February 2010 as Development Coordinator. She works on increasing the company's focus on public awareness and engaging members of our communities in new ways to join Crossroad's mission. She organizes and implements Crossroads of Western Iowa Foundation events and campaigns in order to enlist financial support from donors.

Nicole graduated from the University of Nebraska – Lincoln in 2009 with a Bachelor of Journalism degree in Advertising with a minor in Psychology and concentrations in English and Anthropology. Currently she is working on getting her private pilots license at the Fremont Airport.

She is a member of the Human Services Advisory Council and serves on their Communication Committee, is a member of Rotary Club in Council Bluffs and serves on their Community Service Committee and is also a member of Council Bluffs Women's Professional Networking Group.

Jenny Dillingham: Media Planner/Buyer, SKAR Advertising

Jenny Dillingham is currently a Media Planner/Buyer at SKAR Advertising. Her professional background includes television reporting, being a commercial producer and assisting in a television sales department. As a graduate from Cornell College with a degree in Speech Communications, Jenny loves the process of a marketing campaign. Seeing it go from an idea to reality. In her spare time Jenny enjoys remodeling her home with her husband. She loves to travel and is an avid Iowa Hawkeye fan.

Bryan Mohr: Senior Copywriter, Bozell

Bryan Mohr is currently a senior copywriter and producer at Bozell. Hired in 2007, Bryan writes all forms of communication for both local and national clients. Before joining Bozell, Bryan spent almost seven years at Fuse Industries in Lincoln – first as an intern, then as a copywriter and producer for some of Nebraska's most visible clients.

Bryan has been in the field of communications since he was 15 years old. In high school, he was an award-winning journalist and editor for his high school paper as well as a production assistant and cameraman for the local TV station.

Bryan is originally from North Platte, Nebraska. He graduated from the University of Nebraska-Lincoln in 2003 with a BA in Advertising and minors in English, History and Marketing. In 2008, Bryan completed his MBA from Creighton University with an emphasis in leadership. In his free time, Bryan enjoys playing guitar, traveling and participating in multiple sports.

Michael Johnson: Writer/Producer, Swanson Russell

Michael Johnson has been a writer/producer with Swanson Russell for two years, and transferred to their Omaha office in February of this year. Swanson Russell is the largest advertising agency in Nebraska, with two offices and more than 100 employees split between Lincoln and Omaha.

Over the course of his career, Michael has worked at advertising agencies in Kansas City, Lincoln, and now Omaha. His first job was with the Kansas City office of Sullivan Higdon & Sink. He then moved back to his hometown of Lincoln, where he worked with Fusebox, Snitily Carr and Swanson Russell.

A passion for the advertising industry led him to receive a Bachelor of Journalism degree in Advertising, with emphases in Marketing, English and History. He was an original member of the Lincoln's YPG Marketing Committee, and worked with the organization over the course of four years, ending his tenure on the Lincoln's YPG Leadership Council when he moved to Omaha.

Rhonda Richardson: Owner, A & K Marketing, Inc.

Rhonda has been in advertising for over 20 years. Having worked for both stations and agencies,

she offers knowledge from both sides of negotiation. Rhonda's 10 + years of agency experience have afforded her the opportunity to work with a diverse client base. Some of these clients include: CBSHOME, Thrasher Basement Systems and The National Safety Council: Greater Omaha Chapter. Rhonda currently works with Children's Hospital & Medical Center and a number of national accounts.

Nikki Huffman: Sales & Marketing Coordinator, Qwest Center Omaha

Nikki is Sales & Marketing Coordinator at Qwest Center Omaha where she is responsible for developing, creating and managing the Convention Center's marketing efforts. With the addition of TD Ameritrade Park Omaha, Nikki's role has expanded to include planning and developing materials for the inaugural College World Series in June 2011. She sits on the executive board of the Event & Arena Marketing Conference, is a board member of Downtown Omaha, Inc. and Toastmasters International (Heartland Communicators chapter.)

Nikki graduated from Augustana College with a degree in Business Administration, emphases in Marketing & Management and minor in Sociology. A native of Omaha, she loves being a part of the downtown revitalization and has enjoyed seeing the changes Omaha has experienced over the last 10 years. She is also active in the community and enjoys volunteering for a number of organizations.