

2011-2012 AAF Omaha Officers and Board of Directors

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 Ak-sar-ben, 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.

Kerry Heinrich: Integrated Marketing Director, H&A Media Group

Kerry Heinrich is the integrated marketing director for H&A Media Group, where she has worked since 2008. Prior to joining H&A, she spent ten years as a public relations professional in the Omaha/Council Bluffs area, working in the casino industry for Bluffs Run Casino and Ameristar Casino Hotel, and in the retail arena for Pamida Stores. A native of Minnesota, Kerry has lived in Omaha for 15 years, having come to the area to work for KMTV as their integrated marketing manager in 1996.

At H&A, Kerry is responsible for managing the development and deployment of Integrated Media campaigns for AAA advertisers, including micro sites, email, data and mobile components. H&A is a media company owned by nine AAA clubs, which provides publishing, advertising and media services for those clubs, as well as numerous additional non-owner AAA clubs throughout the nation.

Kerry holds a master's degree in Integrated Marketing Communication from Northwestern University in Evanston, IL. She has served on numerous boards in the Omaha and Council Bluffs area (including previous terms with the Omaha Federation of Advertising), and is currently a board member for the Nebraska Kidney Association.

Michael Johnson: Writer/Producer, Swanson Russell

Michael Johnson has been a writer/producer with Swanson Russell for three years, and transferred to their Omaha office in February of 2011. 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.

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.

Ashlee has been an active member of AAF Omaha's Board of Directors for three years, most recently serving as President. She has assisted in multiple areas of the organization and is excited about the opportunity to serve as Chair of the board during the 2011-2012 year. While serving in this position, she hopes to focus the majority of her efforts towards recruiting and strengthening membership.

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

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As Director of Marketing for C&A Industries, Inc., Teresa is responsible for all areas of digital and print advertising, public relations, internal and external communications, community relations, social media, and special events for C&A and its 9 subsidiary firms. Teresa has over fifteen years of strategic marketing experience having also been a Marketing Director for DTN Market Access, Adesta Communications, and Crossroads Mall. Teresa graduated from the University of Nebraska-Lincoln with a Bachelor of Journalism degree in Advertising.

Over the past eight years, Teresa has served on the AAF Omaha board of Directors in several positions, including 2nd Vice President - Membership, ADDYs Chair, Programs Chair, Public Service Chair and as co-chair of the 9th District American Advertising Federation Spring Conference.

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

Now celebrating 30 years in the media and advertising field, PATRICK STIBBS began his career in radio as a college student in 1981, 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 CableACE Award and numerous Nebraska Broadcasting Awards.

As movie critic "The Box Officer" since 1986, he can be heard every Friday morning at 8:45 on KGOR 99.9.

Patrick is the owner of On the SPOT Productions (www.onthespotradio.com), a full service advertising and marketing firm where he continues to write & produce award winning commercial campaigns. Patrick and his wife, Monica, have been married 25 years and are the proud parents of three children – Christopher, Kathleen and Nora.

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. Jeffrey has served on the AAF Omaha board the past year as the Public Service Chair.

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. Nicole has served on the AAF Omaha board this past year as Communications Chair.

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.

Gil Cohen: Executive Vice President of Sales and Marketing, Omaha Publications

With primary responsibilities being in sales for the 15 publications that we have, I am also involved in business development, business retention and new business opportunities. Although a majority of my career has been in the Hospitality Industry as a Hotel General Manager, I also have been fortunate to hold operations and marketing positions with the River City Star Riverboat and Director of Marketing and Public Relations for the Omaha Symphony. Originally from New Jersey, I have now lived in Omaha over 20 years and consider Omaha my home when people

ask where I am from. I am active in the Omaha community having served on the Omaha Chamber of Commerce Board of Directors, Omaha Press Club Marketing Chair, B'nai B'rith Sports Banquet Chairman, and various other non-profit organizations. I currently serve as Vice President of the local Skat Club of Omaha, an association of tourism professionals. I love living and working in Omaha.

Jennifer Peters: Marketing Specialist, C&A Industries, Inc.

Jennifer has worked for C&A Industries since 2006 after graduating Magna Cum Laude from the University of Nebraska – Omaha with a degree in Public Relations and Communications. As a marketing specialist for three of C&A's staffing divisions, she serves as a project manager coordinating each division's advertising efforts, external newsletters, social media, and various special projects. In 2009 and 2010 Jennifer served as President of the Omaha chapter of the International Association of Business Communicators and currently serves as chair of C&A's wellness committee overseeing the company's wellness initiatives and activities. In her free time Jennifer enjoys a plethora of hobbies and spending time with friends and family most of which include her husband Eric and golden retriever Bailey.

Jaylene Eilenstine: Director of Marketing, All Makes Office Equipment Co.

As Marketing Director, Jaylene Eilenstine is in charge of all marketing, corporate communications and event planning management that strategically aligns with All Makes' branding initiatives in the corporate headquarters of Omaha and its three branch locations. Jaylene's creative work and out-of-the-box thinking is well known in the office furniture industry. Among her accomplishments, in 2009 Jaylene developed a PR campaign that received more than 1 million hits on the contest website and was mentioned in the media 24 times.

Jaylene has more than 12 years of advertising and marketing experience and holds a BA in communications from the University of Nebraska where she studied marketing and public relations. In addition to AAF, Jaylene is also a member of the American Marketing Association and Nebraska Press Women's Club. Outside of work, Jaylene enjoys spending time with her husband and 3-year-old daughter.

Matt Wilson: Account Coordinator, SKAR Advertising

Matt Wilson's primary duties are supporting the Nebraska Lottery account including coordination of all Lottery Street Team promotions. He is a graduate of the University of Nebraska at Omaha and holds a bachelor's degree in communications with a minor in graphic design. He also holds an associate degree in English and history from Metro Community College. Wilson's previous experience includes tenures with Pioneer Investments and Douglas County Environmental Services. He was selected for the University of Nebraska at Omaha National Student Advertising Competition team in 2010 and was a member of the University's Ad Club. Matt has a talent for making realistic drawings in pen-and-ink and graphite, but decided during his early collegiate years to pursue advertising rather than fine arts: "I wanted to stay in the creative field and make money as opposed to staying in the creative field and be broke my whole life." He still enjoys drawing: "Everybody's got their hobbies."

Cheri Duryea: Manager, Direct Mail & Broadcast, LDMI

Cheri has been with LDMI for over 15 years and has extensive experience in direct response marketing. Currently, she is responsible for overseeing all direct mail campaigns, buying local and national broadcast media as well as developing and expanding relationships with clients. Outside of work, she is a Past President of the Mid-America Direct Marketing Association, on the board of the Womens Fund of Omaha, the Nebraska Epilepsy Council, the marketing committee for Boy Scouts Mid-America Council, and the social chair for the Executive Women's Golf Association. Cheri has been a member of AAF Omaha for many years and currently serves as the organizations Education Chair.

Beth Greiner, APR, President, Knights of Ak-Sar-Ben Foundation

Greiner has been with the Knights of Ak-Sar-Ben Foundation for 16 years, serving as President

for the past six. Her responsibilities include all aspects of foundation management from marketing to programming. Prior to joining Ak-Sar-Ben, she was Assistant Director of the Iowa State Fair Blue Ribbon Foundation in Des Moines and the Washington DC Office Manager to Iowa Senator Charles Grassley. She holds a Masters in Public Administration and a Bachelors degree in Journalism and Political Science from Iowa State University along with various professional certifications in the fund-raising and public relations fields.

Beth currently serves as a Board Member of the Greater Omaha Chamber of Commerce Ag Council, President of the North American Livestock Show and Rodeo Managers' Association, and Treasurer of the Association of Rodeo Committees. She is a past board member and President of the Public Relations Society of America Nebraska Chapter. She also belongs to several local professional organizations and is an active volunteer in the community.

Lori Shields: Director of Marketing and Communications, Council Bluffs Area Chamber of Commerce

Lori Shields is the Director of Marketing and Communications for the Council Bluffs Area Chamber of Commerce. She has been with the Council Bluffs Chamber for almost 3 years. Shields has over 15 years of experience in marketing, advertising and public relations. She has previously worked for General Growth Properties, Pamida, Durham Museum, and Omaha-World Herald. She has a degree in Business Administration with an emphasis in Marketing from the University of Nebraska at Kearney. She has been an active member of AAF Omaha since 1998 and held several different board positions throughout her involvement. Shields was born and raised in West Point, Nebraska. She is married to Dave Shields, and together they have a 3 year old daughter, Jasmine, and 2 year old son, Mason.

Carrie Kentch: Local Sales Manager, Omaha World Herald

Carrie returned to the Omaha World Herald in February after a 10 year hiatus. She is working in the Custom Publishing and Events division and manages a team of dynamic account executives. She enjoys helping business with creative and effective marketing plans and working with her team to help them do the same.

A previous board member, Carrie is looking forward to a new opportunity to serve AAF in Programs. Previously she was involved in Events and worked on the Battle of the Bands, Bowl-o-Rama and other annual AAF events. Carrie currently serves on committees with Women in Media and Marketing and The Women's Fund of Omaha and has served on several boards and committees for such organizations as The Omaha Restaurant Association, the Heartland Latino Leadership Conference and Girls Incorporated.

Megan Bergman: Art Director, Ervin & Smith Advertising & Public Relations

As an art director, Megan brings a unique eye to the creative team at Ervin & Smith, where she started as a graphic designer in 2007. She works on a wide array of national and local clients.

Megan has an insatiable urge to create meaningful design that motivates people to take action. Her poster, "Be it.", placed in the top ten of a global competition supporting the Home for Little Wanderers, a Boston service agency for children and families living in at-risk circumstances. As she witnessed two relatives suffer from the ravages of Multiple Sclerosis, Megan decided to use her skills to raise money for research. She founded and organized an annual art show, hosted by Nomad Lounge, offering prints by local artists. She and her participating artists have raised more than \$3,500 for the National MS Society.

While attending the University of Nebraska-Lincoln, Megan was an intern at Lamar Outdoor Advertising and helped with a national fitness campaign at Archrival. Upon graduation, she worked as a marketing coordinator at the Lincoln Journal Star. She is a health enthusiast, having ran two marathons, biked 75-miles for charity and taught fitness classes (Pilates, cycling and toning).

Paula Steenson: President/Paula Presents!

Celebrating 31 years in the advertising/event planning field. Paula started her company in 1980 as Typesetting Etcetera - a graphic design and typesetting company. As the years went by and the industry changed her company went to Paula & Friends in 1985 and finally to Paula Presents! in 1996.

The company does everything from designing print collateral for an international fruitcake company out of Corsicana, Texas to being the primary planner for the Nebraska Kennel Club show at the Qwest and everything in between. Paula still truly loves what she does and is glad she has had the opportunity to keep learning and growing.

Paula was on the Board of AAF Omaha for 10 years serving in a number of positions including President. She is happy to return to serve as co-chair for the 2012 Addys, a position she first filled in 1984 that got her started in the event side of her business.