



2011 – 2012 Committee Descriptions/Generic Responsibilities

PUBLIC SERVICE

Jeffery Maciejewski, Creighton University

Each year, the AAFO chooses a worthy non-profit organization to arm with a full-scale multi-media campaign. The work produced by the committee has achieved critical acclaim and has received numerous Club Achievement Awards.

It is ideal that the Public Service Committee should include a creative director, copywriter, producer, public relations executive, media planner, media vendor, production manager and supporting members to help facilitate in-kind donations from vendors, production management and client communications.

PROGRAMS

Lori Shields, Council Bluffs Area Chamber of Commerce
Co-chair -- Carrie Kentch, Omaha World-Herald

This committee arranges speakers and activities for the club's monthly meetings. They coordinate all programming details including meeting notices, location, reservations, event publicity, ticket collections, audio/visual, and attendance record maintenance with the assistance of the Executive Director and Membership Chair.

The Programs Committee is responsible for developing all communications to promote the monthly programs to AAFO members and non-members.

The challenge for this committee is to develop a series of meaningful and entertaining programs that address the diverse needs of Ad Club members.

MEMBERSHIP

Greg Ahrens, SKAR Advertising

This committee is all about getting people interested in AAFO and watching out for the best interest of members. This committee organizes membership drives, recruits and motivates new members and constantly analyzes and promotes the benefits of membership in AAFO to all individuals involved in, or interested in, the advertising industry. Committee members also act as greeters at events, make calls to new and prospective members and develop and distribute an annual survey to new, existing, lapsed and resigning club members.

By keeping a pulse on the health and well-being of the membership, it gives a good indication of how well the organization will function and prosper. In actuality each committee and member is involved with the Membership Committee through events, word-of-mouth, and the positive relationships within the organization.

This committee also encourages minority and multicultural involvement in the advertising industry with the goal to increase minority representation in the local ad community through scholarships, educational and recruitment programs for the AAFO and local advertising-related businesses.

LEGISLATIVE AFFAIRS

Gil Cohen, Omaha Publications

Ever wondered who makes the rules? The AAFO's Legislative Affairs committee focuses on key areas and projects designed to build effective relations with our local, state and national government and educate them about advertising.

This committee also educates our members on legislation, both favorable and adverse, and from time to time may spearhead proactive and defensive actions. In addition, they promote civic engagement and social responsibility among our members as well as industry self-regulation.

SPECIAL EVENTS/FUNDRAISING

Patrick Stibbs, On the Spot Productions

Co-chair -- Matt Wilson, SKAR Advertising

Co-chair -- Jaylene Eilenstine, All Makes Office Equipment Co.

Money can't buy happiness, but it does pay the bills. We need money to function and this committee helps us get it.

The three main fundraising events, held annually and coordinated by the committee, are the Holiday Event, AdWars and our Bowl-o-Rama. A portion of the money raised benefits the AAFO's fully integrated marketing campaign for one non-profit organization, chosen by the organization each year. Money raised also helps fund student scholarships and other programs that further our members' education and are designed to enrich and encourage new skills in the industry.

This committee ideally should plan two additional fundraising events each year. In the past these have included Bid the Blues Auction and Concert, Grape and Grain Tasting and Auction, a golf tournament and movie screenings.

EDUCATION

Cheri Duryea, Lortz Direct Marketing, Inc.

Co-chair -- Beth Greiner, Knights of Ak-Sar-Ben Foundation

This committee is charged with advancing the ad professional's knowledge and coordinating activities with students at local colleges and universities.

The group plans a regular series of professional development programs on specific topics of interest to advertising and communication professionals. Each program covers a specific area of interest. Committee members plan the programs, develop promotional materials, handle event publicity and assist with registration.

The education committee also works toward advancing the field of advertising among young professionals and students. They head up scholarship and student recognition programs and shape the direction of educational activities. Personal visits to colleges and universities to talk with advertising students about the club and the ad industry are also in their repertoire.

Through the committee's Speaker's Bureau program, the public and high school and college students are educated on the role and benefits of advertising in our society.

COMMUNICATIONS/PUBLIC RELATIONS

Jennifer Peters, C&A Industries, Inc.

Our industry has made communication an art. The Communications Committee assures that. As experts in advertising and marketing communications, we are practicing what we preach by maximizing the effectiveness of marketing communications.

To truly establish a credible position as the leading marketing communications professional organization, or "The Unifying Voice of Advertising," we need to employ the best practices in everything from brand identity management to direct marketing and measurement.

This committee handles the copywriting, design, production and ad/banner sales for the AAFO's AdMuse newsletter and website. In addition, it writes and sends out press releases, pitch stories and keeps a clippings file for our portfolio.

The Communications committee also gets involved with media exposure for club activities, programs and key club milestones (like every time we win districts and nationals for our Public Service project!).

The Communications Committee members work with various committees to promote the AAFO and club objectives in the media, and stay on the lookout for innovative ways to send out key club information. Team members develop collateral pieces, execute web projects and manage the club's brand.

ADDYs

Bryan Mohr, Bozell

Co-chair -- ????? ????????????

This committee runs the local ADDY Awards Competition recognizing outstanding achievement in advertising. Using the AAF ADDY Awards Manual, this committee conducts the competition (including promotion and judging) and organizes the log-ins, preview party and awards events.

CLUB ACHIEVEMENT

All AAFO Board Members

Coordinates and prepares materials entering the AAF Club Achievement competition. This competition helps our committees gain national recognition for their achievements in such areas as membership, communication, management public service, equal opportunities, programming, and education and government relations.

NOMINATING COMMITTEE

Ashley Purcell, Redstone

AAFO Executive Board

This committee, assisted by the Chairman of the Board and Membership Chair, conducts the annual search for deserving candidate for the clubs Ad Pro, Ad Rookie and Silver Award and arranges for presentation of these awards when appropriate.

NOTE - The Silver Medal winner is recognized for his/her contribution to the advertising community.

In addition, this committee is charged with developing the slate of officers that the membership will vote on each year.

The President, Chairman of the Board and Membership Chair handpick this prestigious Committee among the membership in good standing.

AFTER HOURS /NETWORKING

Nicole Steier, Crossroads of Western Iowa

Co-chair -- Megan Bergman, Ervin & Smith Advertising & Public Relations

There is life after work, and After Hours is dedicated to proving this through informal, predominately evening, social events. It's a chance to unwind, relax and talk shop (or not) with people who actually understand what you do for a living.

The committee works with other committees to organize 2-3 social get-togethers and networking events throughout the year – in addition to the annual Holiday Party.

MEET THE PROS

Michael Johnson, Swanson Russell

Co-chair -- ????? ??????????

This committee works to create an exciting and informative seminar for college-level students interested in careers in advertising or marketing. This two-day event includes skill-building workshops, portfolio reviews, agency tours and professional round table meet and greets.