



Presidents' Handbook

2021-2022

*Updated 7/9/2021*



## Welcome, Presidents!

Congratulations on your new leadership role!

As you guys embark on this year's journey, I want to recognize and applaud you for stepping up and making a difference in the advertising industry. It's not a small feat to step up to the plate, and you already took the first step. In these extraordinary times, you decided to rise up and stand up for your group and your community. Leaders rise up against the tide, always.

This year, it's going to be a new chapter in all our clubs as we look at ways to bounce back from a year that tested our resilience and patience and questioned the way we did things before 2020. I hope that you look at it as opportunities – an opportunity to reset, re-engage, and refocus on what's most important. I reflected on why I decided to commit 5+ years of serving on the local leadership and then into national. It's because of you – the community. The relationships and connections we foster on the local level translates onto a National scale. There is strength in our numbers, especially when you have a group of motivated, passionate, and hungry leaders like us who are ready to propel AAF to the top of the pack.

We will bounce back; I am sure of it. In the meantime, don't forget to enjoy the ride and have some fun while you're at it. We are going to make our mark and leave this organization in a better place than we found it.

Humbly Yours ♥,

*Tina Tsang*



## Who we are





## Our Purpose

The purpose of Ad 2 is to provide an opportunity to members of the American Advertising Federation (AAF), aged 32 and under, to gain leadership experience and give back to their communities with their skills through public service while supporting the goals of the AAF.

## Our Brand

In order to use the name “Ad 2”, we require you to be an active Club or working toward being an active Club. If you forgo your Club’s membership to Ad 2 and AAF then you are no longer eligible to use the Ad 2 name. AAF does own the trademark to the Ad 2 branding.

Clubs who use any variation of the Ad 2 name other than “Ad 2 (City Name)” are in violation of the brand and contribute to the weakening and dilution of our brand nationwide. Examples include but are not limited to: “Ad2(City Name)”, “Ad2 (City Name)”, and “Ad 2 (Nickname)”. Please make sure to include the space between “Ad” and “2”.

If you have any questions, please contact the Ad 2 National Executive Board.





# The Unifying Voice for Advertising

## AAF and Ad 2

Established in 1905, the American Advertising Federation (AAF) is the only organization that includes members across all disciplines and career levels in advertising. Whether you're new to the fast-paced world of advertising or a seasoned professional, the AAF is for you. We're here to help you advance your career, build your connections and celebrate this ever-changing, amazing industry we work in.

As the 32-and-under division of the AAF, Ad 2 is designed for those early in their profession who are ready to propel their career to the next level through the network, core values, and leadership of the AAF.

We may host separate events, but we work together to ensure you have the clearest path to success possible. As your career surpasses the scope of Ad 2, AAF is ready to provide new and exciting opportunities for you to take advantage of.

### AAF and Ad 2's 8 Core Values:

- Advertising Education
- Club Operations
- Communications
- Diversity and Multiculturalism
- Government Relations
- Membership
- Programs
- Public Service

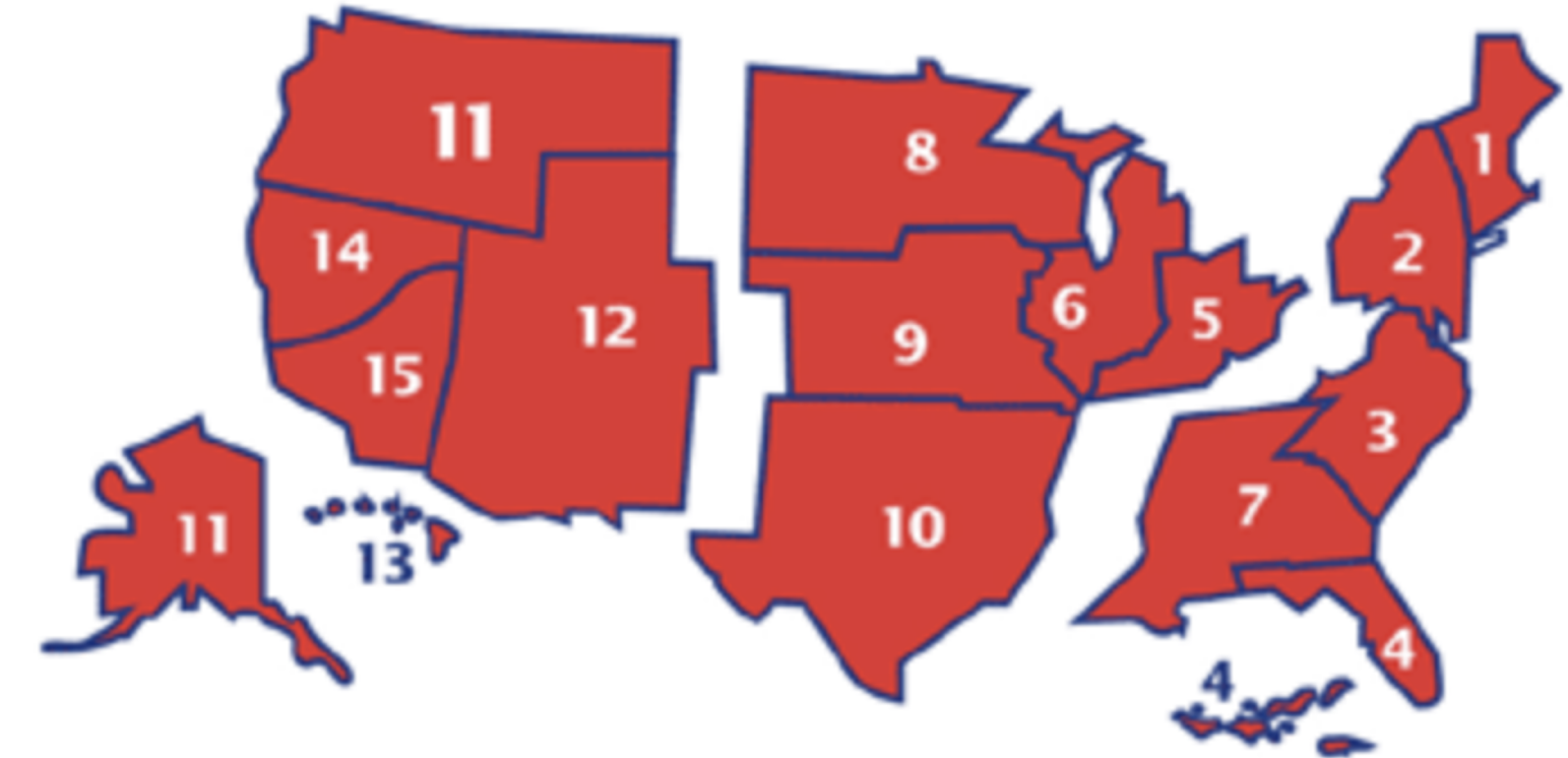




## Districts and Regions

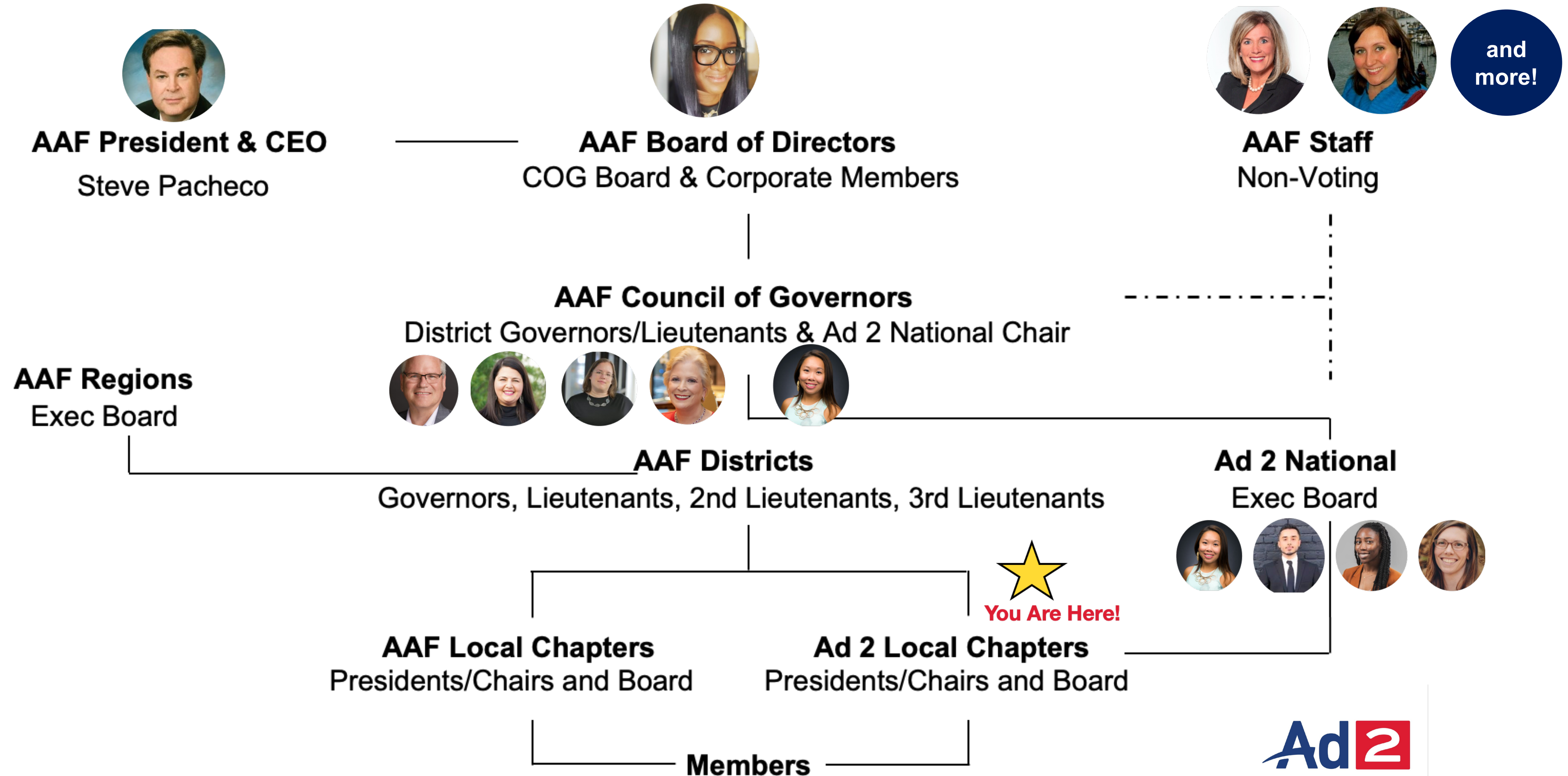
- **District 1:** Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut
- **District 2:** New York, Pennsylvania, New Jersey, Maryland, Delaware, Washington, D.C.
- **District 3:** Virginia, North Carolina, South Carolina
- **District 4:** Florida, U.S. Virgin Islands, Puerto Rico
- **District 5:** Ohio, West Virginia, Kentucky
- **District 6:** Illinois, Indiana, Michigan
- **District 7:** Tennessee, Georgia, Alabama, Mississippi, Southeast Louisiana
- **District 8:** North Dakota, South Dakota, Minnesota, Wisconsin
- **District 9:** Nebraska, Kansas, Iowa, Missouri
- **District 10:** Texas, Oklahoma, Arkansas, Northwest Louisiana
- **District 11:** Washington, Oregon, Idaho, Montana, Alaska
- **District 12:** Wyoming, Colorado, Utah, Arizona, New Mexico
- **District 13:** Hawaii
- **District 14:** Northern California, Northern Nevada
- **District 15:** Southern California, Southern Nevada

- **Eastern Region:** Districts 1, 2, 3, 4, and 7
- **Central Region:** Districts 5, 6, 8, 9, and 10
- **Western Region:** Districts 11, 12, 13, 14, and 15





# AAF Hierarchy





## Council of Governors

The current District Governors and the Ad 2 National Chair sit on the Council of Governors (COG), which is led by the COG Executive team, all of whom are past District Governors:



Larry Brantley

Chair

[lbrantley@yahoo.com](mailto:lbrantley@yahoo.com)

District 10



Danielle Salley

Vice Chair

[danielle.salley@chernoffnewman.com](mailto:danielle.salley@chernoffnewman.com)

District 3



Leigh Farrior

Treasurer/Secretary

[leigh@stampideas.com](mailto:leigh@stampideas.com)

District 7



Mary Lee

Immediate Past Chair

[mary@frontier.ms](mailto:mary@frontier.ms)

District 7

Additionally, the Ad 2 National Chair sits on the AAF Board of Directors. We represent you and your members. We are your voice and advocates.





## Ad 2 National Structure

Ad 2 is overseen by a National Executive Board, all of whom are past Ad 2 Presidents and elected by the Board of Directors. They meet bi-weekly on Zoom, and in person three times a year (Executive Board Retreat, Mid-Year Retreat, and ADMERICA). The Chair and Vice Chair meet up to an additional three times a year (depending on finances) in conjunction with the AAF Council of Governors and Board of Directors meetings.



Tina Tsang

Chair

[chair@ad2.org](mailto:chair@ad2.org)

Ad 2 Houston



Peter Iliopoulos

Vice Chair

[vicechair@ad2.org](mailto:vicechair@ad2.org)

Ad 2 Tampa Bay



Ariana Peters

2nd Vice Chair

[secretary@ad2.org](mailto:secretary@ad2.org)

Ad 2 Tampa Bay



Katie Dirks

Immediate Past Chair

[kdirks21@gmail.com](mailto:kdirks21@gmail.com)

Ad 2 DC

## Mentorship Program

The Ad 2 National Executive Board are assigned Clubs to mentor. Your mentor will host at least (2) one-on-one calls with local Club Presidents, usually once in the early fall, and once after the new year. You may, however, reach out to them as frequently as needed. They are your primary contact on the Board and are here to serve you. The following active Clubs are grouped accordingly:

### Tina's Mentee Clubs

DC  
Las Vegas  
Louisville  
OKC  
SoCal  
St. Louis  
Tampa Bay

### Peter's Mentee Clubs

Amarillo  
Austin  
Dallas  
Minnesota  
Orlando  
Pittsburgh

### Ariana's Mentee Clubs

Colorado  
Hawaii  
Houston  
Kansas City  
Madison  
Milwaukee



## How we do it





## Ad 2 Exec Budget

The Ad 2 National Executive Board operates on its own budget. Our main income sources include:

- **Club Dues** - Every Club is expected to pay \$5/member (minimum of 15 members or \$75) in order to be in good standing.
- **ADMERICA Raffle** - National and local chapters donate items that are raffled off at the conference. This is the largest income generator outside of Club dues to which every Club contributes.
- **Ad 2 National Event Registration** - Registration fees for Ad 2 National events like Mid-Year Retreat and ADMERICA programming help to cover event costs and provide essential leadership training.
- More to come here as Ad 2 National works with AAF National...

This budget is used to provide travel stipends to conferences, provide valuable leadership training and networking opportunities, send the Exec Board to conferences and meetings to represent our members, and for other Club resources like printing and tokens of appreciation to guest speakers/judges.

## Club Expectations

- **IMPORTANT!** Pay your Ad 2 National, AAF, and District membership dues (as applicable) — Please budget *now*!
- Participate at the National level in monthly Leadership Roundtables and attend MYR or ADMERICA, if budgets allow
- Depending on club bandwidth, complete a form of public service and participate in the Club Achievement competition
  - Pro-bono advertising campaigns are ideal, but the competition and fully-integrated campaigns are not required
  - If you cannot perform a full pro-bono campaign, review your team's capabilities with your Public Service Director(s) and help a local non-profit client out accordingly. (e.g. logo redesign, social media strategy, PR, marketing materials, etc.)
- And of course, foster relationships with the young professionals network in your community!





## President Expectations

- Attend every monthly Ad 2 National Leadership Roundtable
- Develop/maintain relationships with your local (affiliate) AAF Clubs
- Participate on the District, Regional, and National levels (attend calls and/or conferences)
- Make sure there is an accurate membership roster for AAF and Ad 2 National
- Consider your participation after your term (Ad 2 National, District, local AAF, etc.)
- Submit a President's Report for ADMERICA Business Meeting
- Keep the Ad 2 National Exec Board (by way of your mentor) up-to-date with what is happening in your Club, including:
  - Changes or struggles in leadership
  - Issues with Board members
  - Financial challenges
  - Problems or concerns with your affiliate AAF chapter
  - Questions about AAF or Club Achievement
  - Wildly successful programs/events

## Ad 2 National Participation

- Monthly Leadership Roundtable - Last Tuesday of each month\*
- Attend Mid-Year Retreat (Oct. 29 – 31, 2021)
- Attend ADMERICA – first week of June (dates TBD)
- Contribute to the ADMERICA raffle fundraiser
- Ad 2 National Club of Excellence Program

### Presidents' Call Dates\*

<u>2021</u>	<u>2022</u>
• 7/27	• 1/25
• 8/31	• 2/22
• 9/28	• 3/29
• 10/26	• 4/26
• 11/16	• 5/31
• 12/14	

**Note:** All due dates will be maintained on [ad2.org](https://ad2.org) and communicated via email and Facebook.

\* Leadership Roundtable dates subject to change, but we will let leaders know in advance.





## Policies and Procedures

### Clubs in Good Standing

In order for Clubs to be in good standing with Ad 2 and AAF, they must:

- Pay all dues on time on an annual basis (AAF National, Ad 2 National, and District dues *if applicable*)
- Maintain a membership of at least 15 members
- Submit a current copy of their bylaws (independent Clubs) or policies & procedures and affiliation agreement (affiliates)
- Submit contact information for the Club's President and Vice President

Presidents will be made aware of due dates for each deliverable.

### Voting

Each Club in good standing shall be entitled to a number of votes on the Ad 2 Board of Directors based on its membership size:

- Clubs with up to 25 members receive one (1) vote
- Clubs with 26-75 members receive two (2) votes
- Clubs with 76-150 members receive three (3) votes
- Clubs with 151 or more members receive four (4) votes

A Club President may appoint a proxy to serve on the Board if the Club President is unable to represent the Club. That President must register their proxy with the 2<sup>nd</sup> Vice Chair before roll call of a Board meeting.





## Policies and Procedures

### Membership Dues

**IMPORTANT:** All Ad 2 Clubs holding charters from AAF shall pay dues on an annual basis to:

- **AAF** (including the Ad 2's affiliate Club) - \$22/member
- **Ad 2 National** - \$5/member (\$75 minimum)
- **AAF District** (if applicable) - amounts vary by District

In your annual budget, be sure to include expense lines for every type of due you will owe. Check with your District to see what their dues are (if any) – your District Governor contact is listed on Page 6.

Each party that collects dues will give you an exact due date.

**Note:** Ad 2 National dues are typically due in Q1, but we're working on aligning with AAF National dues this year, which could come in Q4.

### Board of Directors

The Ad 2 National Board of Directors shall consist of:

- The National Executive Board (Chair, Vice Chair, 2nd Vice Chair, and Immediate Past Chair)
- The Club President from each local Ad 2 Club in good standing

Nominees for election to the National Executive Board must:

- Be in good standing with their Ad 2 Club at time of election
- Have served a term as Ad 2 President (or in the process of)
- Not hold a local Club presidency in the upcoming year
- Be age 32 or younger by the time they'd serve as Ad 2 National Chair.





A close-up photograph of a person's hands writing in a notebook on a wooden table. The person is wearing a colorful, patterned jacket and a gold bracelet. Three coffee cups are on the table: an orange one on the left, a blue one in the center, and a yellow one on the right. The person's right hand is holding a black pen and writing on a piece of paper. Their left hand is resting on the table, gesturing. The background is blurred, showing another person's arm in a patterned sleeve.

All the things



## AAF National - Club Achievement

Each year, AAF National hosts the Club Achievement competition to recognize outstanding achievement in its eight core values. They release a Call for Entries in the first half of the fiscal year that includes competition rules, category definitions, judging criteria, awards, and more.

These categories were chosen to reflect the areas of operations of the local chapters. Clubs submit Achievement Books that contain an 8-page narrative and exhibits in a digital format. A Club and President of the Year award is designated in each AAF Division to the Club with the highest total points. Ad 2 chapters compete strictly with each other in Division V of the competition.

It is strongly recommended that you participate in this competition as a way to elevate your Club year over year. If you've never submitted before, we suggest starting with one or two books and designing a plan to increase entries over time.

**For reference:** [2020-2021 Club Achievement Competition](#) (with winning books)

## Ad 2 National - Public Service

In the Call for Entries, you will see the requirements for submitting these five Club Achievement (CA) books. In addition, Ad 2 National has a Public Service presentation competition for our Clubs only.

This competition takes place at ADMERICA and is judged by a different set of judges than CA books. There is no cost to enter, but you must submit the Public Service CA book to AAF National's competition. You will be judged on the digital copy of this book and a 15-minute presentation at the conference. The winning team presents at the Salute to Achievers luncheon at ADMERICA. Learn more on [ad2.org](https://ad2.org).



## Ad 2 Club of Excellence Program

To support Clubs in furthering the goals of AAF and Ad 2, the Ad 2 National Exec Board sponsors an annual Club of Excellence program. Each Club receives a set number of points for completing certain AAF and Ad 2 tasks. Point allocation and rules are determined at the start of each Club year. Clubs will earn points by submitting proof of completion to the Ad 2 National 2nd Vice Chair before each due date.

Clubs can be recognized at two levels for participating in the program:

- Clubs earning at least 75% of the total point allocation will be recognized at ADMERICA as an “Ad 2 National Club of Excellence” and receive a graphic to display on their website.
- Among Clubs who achieve the “Club of Excellence” recognition, the Club with the highest point total within their size category (small, midsize, large) will each receive a \$300 prize 💰. In the (rare) event of a tie, the stipend will be divided between tied Clubs.
- The Club with the highest point total over all will be named “Ad 2 National Most Excellent Club.”

AAF deadlines will vary, but all Ad 2 deadlines will be on **Fridays by 11:59pm Eastern Time** unless otherwise stated. They will be listed on [ad2.org](https://ad2.org) as they become available.





## Ad 2 National - Cohorts

**DE&I (Diversity, Equity and Inclusion):** The DE&I Cohort will serve to promote the ideals of multicultural diversity, equity, and inclusion within the advertising industry. The cohort meets monthly with all DE&I leaders across the country to discuss any trends or learnings that see in their local markets. This is an inclusive, safe space for all Ad 2 members. By being part of this cohort, you'll develop your own relationships with thought leaders and diversity advocate, push the Ad 2 and AAF organization forward, and be able to take new ideas back your own company and community. 💡 🤔

*Meets last Wednesday of every month*

**Communications:** The Comm Cohort will be responsible for posting and coming up with content across our social platforms (Facebook/Instagram, LinkedIn, and Twitter) for Ad 2 and utilize your creative skills to help elevate the Ad 2 National brand and make it more accessible to more of our members. We seek to bring the fun, energizing experience to attendees get at our in-person conferences and translate that into social engagement. 🔥

*Meets TBD - working on ramping this up this year*

**Events:** If event planning is your jam, we're looking for volunteers to help us bring back the in-person experience <sup>100</sup>. The Events team will help coordinate logistics for our Ad 2 events such as Mid-Year Retreat (MYR) in late October and the Ad 2 National Public Service competition and other ADMERICA events in June. You'll help ensure a smooth, enjoyable event experience for all of our attendees and allow our Ad 2 National event to grow and flourish more each year.

(Note: Travel/expenses are to events are **not** covered by Ad 2 National.)

*Meets TBD - working on ramping this up this year*



## Additional Resources

This document serves as an essential resource for Club Presidents, but there are many more available to you and your leadership team online. You should also review and use them throughout the year.

### [ad2.org](https://ad2.org)

Find everything from monthly deadlines to how-to guides and so much more! This is your premiere resource for information and resources. Have a need for something not housed there? Reach out to your mentor. We may be able to add it!

### [National Emails](#)

Whether it's Presidents' Call Recaps or major announcements, Ad 2 National emails will keep you up to date and empowered with crucial information you need to run your chapter.

### [Slack](#)

Started this in 2020-2021 year, and it has been pretty successful in getting quick reminders and easier access to board members around the country and Ad 2 Exec. We will continue to use this platform to get better connected and become more collaborative. There are multiple channels you can join, based on your interests.

### [Facebook Groups \*\(pending questionnaire results\)\*](#)

We'll connect with you on Facebook to add you to our (1) Presidents' Group and (2) Ad 2 Leadership Group that includes your board. Reminders, announcements, and more will be communicated here, but feel free to collaborate with your fellow Club leaders, ask questions, and share ideas.

**Questions? Please reach out to your Executive Board mentor!**







YOUNG PROFESSIONALS IN ADVERTISING

Thank you for your service.

And make it a great year! 💪