



**1998/99  
Officer &  
Board of Directors Manual**

June 4, 1998

To all 1998-1999 AFGM Officers and Board of Directors:

I would like to congratulate all of you on being elected to serve the Advertising Federation of Greater Mobile. I am excited that each of you have agreed to give of your time and energies to AFGM. This year will prove to be as busy as ever. I have already begun planning for this year and wish to share some dates with you, listed below. If you have any conflicts please let me know as soon as possible. The items with an asterisk are mandatory for all officers and board members, not only because they are an important factor in helping you be a successful member and leader but you will also have the opportunity to meet with other clubs from our district, and have one on one training with the AAF Vice President of Club Services Joanne Wiseman. Please make sure to mark these dates on your calendar.

If you have any concerns, questions or comments please feel free to contact me any time. I am now working at home doing business as Burton Design - freelance graphic design, art direction, advertising and consulting. My number is 343-2610.

I'm looking forward to working with each of you this year and making it a great year for the Advertising Federation of Greater Mobile.

Sincerely,

Laura Burton  
Advertising Federation of Greater Mobile

Dates to Remember:

June 16 - Officer and Board of Directors Installation Banquet and 50th Anniversary Celebration, Tuesday, 6 pm, The Bakery Cafe on Dauphin Street.

\*June 27 - Officer and Board of Directors Retreat, Saturday, 9 am - 1 pm, Laura Burton's house, 9 Cobblestone Way West, (give me a buzz for directions if you need them 343-2610.)

July 8 - July luncheon meeting, Ramada Inn, Beltline, 12 Noon.

\*July 31 - August 2 - Leadership Conference, New Orleans, Fairmont Hotel. We will leave Thursday after work and drive to New Orleans. We will return Sunday.

\*August 29 - Officer Training with AAF Vice President Joanne Wiseman- Saturday, 9 am - 12 pm. Please make every effort to attend. She is flying to Mobile especially for this training session.

Advertising Federation of  
Greater Mobile  
1998-1999 Officers

Club Address  
P.O. Box 681  
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334-343-2610

President  
Laura Burton  
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Exploreum  
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Vice President/Programs  
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Vice President/Membership  
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Treasurer  
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Home: 334-626-1142

Historian  
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kimble@osiprint.com  
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Scholarship  
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QMS  
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Communications  
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Springhill Memorial Hospital  
3719 Dauphin Street  
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334-460-5436  
Fax: 334-460-5361  
lskundrich@springhill.org  
Home: 334-343-3677

Media Auction  
Suzanne Harrington  
Townsend, Barney & Patrick  
5909 Airport Blvd.  
Mobile, AL 36608  
334-343-0640  
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TBPmobile@aol.com  
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Diversity  
Talma Carstarphen  
Mobile Register  
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tacar@aol.com  
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At Large  
Hannah Deason  
WEAR 3 ABC  
200 Government Street, Suite 201  
Mobile, AL 36602  
334-433-3333  
Fax: 334-432-5339  
hdeason@zebra.net  
Home:

At Large  
Suzanne Massingill  
Barefoot Models & Talent  
750 Downtowner Loop West  
Suite G  
Mobile, AL 36609  
334-344-5554  
Fax: 334-344-3383  
Home: 334-479-4534

At Large  
Gary Smith  
WWRO  
3100 Cottage Hill Road, Suite 321  
Mobile, AL 36606-2936  
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AAF 7th District Representatives

7th District State Director-Alabama  
Kimble Walch

7th District Council of Presidents  
Chairman  
Leslie Eschete

7th District Council of Presidents  
Secretary  
Laura Burton

Past Presidents Council

Immediate Past President  
Leslie Eschete

Kimble Walch

Patti Grandquest  
Lewis Advertising  
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Scott Rye  
Timbes & Yeager  
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Fax: 334-432-7570

Pat Hartman  
Daily Access Concepts  
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Susan Steber Kangal  
Masland Carpets  
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Cece Hylton  
Cece Hylton & Associates  
3100 Cottage Hill Road  
Suite 321-A  
Mobile, AL 36606  
334-471-1238  
Fax: 334-471-6225

## Officer and their committee projects responsibilities:

### President - Laura Burton

1. Represent the club at District & National functions
2. Budget
3. American Advertising Awards
4. Directory
5. Serve on all committees of the club

### President Elect - Charlene Patterson

1. Represent the club at District & National functions
2. American Advertising Awards Chair
3. Programs
4. Media Auction

### 1st Vice President/Programs - Michael Strickler

1. Programs
2. Fund Raising
3. American Advertising Awards
4. Media Auction
5. Membership

### 2nd Vice President/Membership - Steve Pickering

1. Membership
  - a. Membership table at all monthly meetings
2. Christmas Auction
3. Public Service
4. American Advertising Awards

### Secretary - Kathie Barton

1. Club Correspondence
2. Membership List
3. Publicity

### Treasurer/Immediate Past President - Leslie Eschete

1. Budget/Membership List
2. Scholarship committee
3. Fund Raising
4. Club Achievement

### Historian- Kimble Walch

1. Club Scrapbook
2. Take Photos at every function
3. Club Achievement

Diversity - Talma Carstarphen

1. Diversity Program
2. American Advertising Awards
3. Public Service

Communications - Lori Skundrich

1. Club newsletter
2. District Quarterly Newsletter
3. Public Service

Fund Raising - Stephanie Ryan

1. Fall Seminars
2. Olympi-Ads
3. Christmas Auction
4. Bowl-a-thon
5. Scholarship committee

Public Service - Danielle Ludlow

1. Public Service
2. Olympi-Ads
3. Scholarship committee

Media Auction - Suzanne Harrington

1. Media Auction
3. Bowl-a-thon
4. American Advertising Awards

Publicity - Nancy Wimberly

1. Publicity on all club happenings
2. Public Service
3. Media Auction

Scholarship - Brian Jordan

1. Scholarship
2. Public Service
3. Olympi-Ads

Member At Large - Gary Smith

1. Media Auction
2. American Advertising Awards
3. Bowl-a-thon

Member At Large - Hannah Deason

1. Media Auction
2. Public Service

Member At Large -Suzanne Massingill

1. American Advertising Awards
2. Christmas Auction

Member At Large -Mike Payne

1. Fall Seminars
2. Bowl-a-thon

# AFGM 1998-1999 Important Dates

1997

## JUNE

June 27 9am Planning Meeting Laura's House

## JULY

July 1 June/July newsletter mails  
 July 7 Club reports due to State Directors  
 July 8 12:00 July Luncheon Meeting Ramada Inn Beltline  
 July 15 Last year's books due to accountant  
 July 29 Postcard mails for August Social  
 July 30 - August 2 Leadership Conference New Orleans

## AUGUST

August 3 August newsletter mails  
 Begin soliciting media auction donations  
 Membership list to Susan Tucker  
 and Judy Whitcomb  
 August 5 11:30 General Board Meeting TBA  
 Info to Lori for September newsletter  
 August 12 5:00 August Member Social Wintzell's Oyster House  
 August 20 11:30 ADDY committee meeting TBA  
 August 26 11:30 Officer Board Meeting Laura's house  
 Postcard mails for September meeting  
 August 29 Member training with  
 Joanne Wiseman from AAF Laura's House  
 August 31 District dues to Susan Tucker/\$6 per member  
 September newsletter mails

## SEPTEMBER

September 2 11:30 General Board Meeting TBA  
 Info to Lori for October newsletter  
 September 7 Labor Day Holiday  
 September 9 12:00 Station Premieres/Monthly meeting Ramada  
 September 14 Secure media donations  
 September 17 11:30 ADDY committee meeting TBA  
 September 24 Club reports due to State Directors  
 September 28 Fax out media  
 October newsletter mails  
 September 30 11:30 Officer Meeting Laura's House  
 Postcard mails for October meeting

## OCTOBER

October 7	11:30	General Board Meeting Info to Lori for Nov. newsletter	TBA
October 12		Media bids closed	
October 14	12:00?	Fall Seminars/Monthly Meeting	Ramada
October 21		Bills for media billed	
October 22	11:30	ADDY committee meeting	TBA
October 28	11:30	Officer meeting Postcard mails for November meeting	Laura's House
October 30 - Nov 1		Fall Board Meeting	Dothan, AL

## NOVEMBER

November 2		November newsletter mails	
November 4	11:30	General Board Meeting Info to Lori for December newsletter	TBA
November 11	12:00	Monthly Meeting/Diversity ADDY teaser postcard #1 mails	Ramada
November 16		Scholarship materials mail out	
November 18		ADDY teaser postcard #2 mails	
November 19	11:30	ADDY committee meeting? or meet to assemble Call to Entry	TBA
November 25	11:30	Officer Board meeting ADDY teaser postcard #3 mails	Laura's House
November 26		Thanksgiving	
November 29?		Postcard mails for December meeting	

## DECEMBER

December 1		December newsletter mails	
December 2	11:30	General Board Meeting ADDY teaser postcard #4 mails Info to Lori for January newsletter	TBA
December 9		ADDY Call to Entry mails	
December 10?	6 pm	Christmas Art for Angels/Auction	TBA
December 25		Christmas	
December 30		Officer Board Meeting Postcard mails for January meeting ADDY deadline postcard reminder mails	Laura's House
December 31		New Year's Eve	

## JANUARY

January		National dues to AAF/\$24. per member	
January 1		New Year's Day	
January 4		January newsletter mails	
January 6	11:30	General Board Meeting Info to Lori for February newsletter	TBA

January 12	5 pm	ADDY entries due	TBA
January 13	12:00	Monthly luncheon '98 American Advertising Awards presentation	Ramada
January 14	12:00	Meeting on Club Achievement	TBA
January 15	5 pm	Drop Dead Date for ADDY entries	TBA
January 27	11:30	Officer meeting	Laura's House
January 29	5 pm	Meet the ADDY judges social	TBA
January 30	9 am	ADDY judging	TBA
<b>FEBRUARY</b>			
February 1		February newsletter mails	
February 3	11:30	General Board meeting ADDY winners letters mail	TBA
February 4	12:00	Club Achievement drafts due	TBA
February 8		ADDY invitation mails	
February 14		Club Achievement Entries Due	
February 15		Scholarship Applications due	
February 20	7 pm	American Advertising Awards	TBA
<b>MARCH</b>			
March 1		Postcard mails for March meeting	
March		Deadline for District American Advertising Awards	
March 3	11:30	General Board meeting Info to Lori for March/April newsletter	TBA
March 10	12:00	Monthly luncheon meeting/Creative	Ramada
March 18		Club reports due for State Directors	
March 31	11:30	Officer meeting March/April newsletter mails (contains officer slate, bowl-a-thon info)	Laura's House
<b>APRIL</b>			
April 7	11:30	General Board Meeting info to Lori for May newsletter	TBA
April 14		Monthly meeting/Student Presentations	TBA
April 15-18		Spring Convention	Birmingham, AL
April 20		Spring Social/Bowl-A-Thon	TBA
April 28	11:30	Officer meeting Postcard mails for May meeting	Laura's House
April 30		May newsletter mails	
<b>MAY</b>			
May 5	11:30	General Board Meeting info to Lori for June/July newsletter	TBA

May 12	12:00	Monthly Luncheon (Elections/President's Award/Scholarship Presentation/Motivational)	Ramada
May 25		Installation Banquet invitation mails	
May 26	11:30	Officer meeting	Laura's House
May 31		June/July newsletter mails	

**JUNE**

June 2	11:30	General Board meeting	TBA
June 8	6 pm	Officer Installation Banquet	TBA
June 16-20		National Convention	Washington, D.C.
June 30		Postcard mails for July meeting	

**JULY**

July 14	12:00	Monthly luncheon	Ramada
July		Leadership Convention	Nashville, TN

**FUTURE DATES**

October 1999		Fall Board Meeting	Greenville, MS
April 2000		Spring Convention	Atlanta or Chattanooga
July 2000		Leadership Conference	Augusta, GA
October/November 2000		Fall Board Meeting	Gulf Coast, MS

## **PROJECT RECOMMENDATIONS**

### **American Advertising Awards/ADDYs**

Suggested date - February 20, 1999

Theme - formal

Location - TBD

Need to promote with students and corporate sponsorship of aDDYs

### **Programs**

July - preplanned meeting by '97-'98 board

August - Member Social

September - Monthly Meeting/Station Premieres

October - Workshops and Seminars

November - Monthly Meeting/May be on Diversity or Motivational

December - Christmas Auction, "Art for Angels"

January - "Clio" Awards program

February - American Advertising Awards

March - Monthly Meeting/May be on Diversity or Motivational

April - Monthly Meeting/Student Presentations

May - Monthly Meeting/Elections/President's Awards/Speaker?

June - Installation

July - Monthly Meeting/Speaker?

### **Membership**

Membership must work in conjunction with programs on socials.

Must check membership as people arrive at each function.

Must invoice guests and unpaid members. Billing for luncheon guests is mandatory!

2 committee members should be assigned to each meeting to greet at the membership table.

Each officer and board member must help at one meeting at the membership table.

### **Communications**

Printing of newsletter must be donated if at all possible - Calagaz Copy Stop is donating the printing on the newsletter.

Newsletter will act as an additional meeting reminder and must go on schedule to members.

Design fax reminder banner for Secretary.

### **Fund Raising**

Fall Seminars

Seminars for creative and for sales. Make a plan to include attendees in luncheon.

Christmas Auction

To be held at christmas Social

Items donated by local artists, members, etc.

Bowl-a-thon

To be in April as Spring social

Olympi-Ads

Date to be determined - maybe in the fall

### **Public Service**

Come up with program in conjunction with AAF - children

Utilize media not purchased in media auction

What components will it contain? Broadcast, outdoor, print.

**Media Auction**

Begin solicitations for items August 3  
Get commitments by September 14.  
Fax out media September 28.  
Bids close October 12.  
Notify and bill by October 21.  
Do not send media certificates until payment has been received.  
AFGM reserves the right to refuse any ridiculous offer and utilize leftover media for  
Public Service campaign.  
Fax out to last year's list and update for next year.  
Keep a record and copy of everything you do.

**Scholarship**

Scholarship materials due out November 16.  
Scholarship applications due February 15.  
Interviews held in March and April.  
Scholarship winner announced and check award at May Meeting, May 12.

**Diversity**

Establish an ongoing Diversity Program for the club.  
Work with American Advertising Awards chair to have a diverse judges.  
Work with Programs to have one monthly meeting dedicated to talk about Diversity in Advertising.

**Historian**

Keep club records by maintaining a scrapbook.  
Take photographs at all Ad Fed functions.  
Keep several copies of all Ad Fed mailings and publicity for scrapbook and club achievement.

Budget Report  
 6/25/98-6/24/99

INCOME CATEGORIES  
 ADDYS

	3500.	
Dues		
corporate	3375.	
quarterly	900.	
yearly	7500.	
Fundraising		
Spring Social/Bowl-a-thon	1500.	
Chrlistmas Auction	1200.	
Spring Social/Olympi-Ads	500.	
Fall Seminars	500.	
Installation	1400.	
Investment Income		
Interest	75.	
Media Auction	11,500.	
Monthly Meetings		
Luncheons	500.	
Income - Unassigned	200.	

Total Income  
 \$32,650.  
 If I added right

EXPENSE CATEGORIES  
 ADDYs

Seed Money	450.
Administrative expenses	
Letterhead	300.
AdMobile	
Printing	1000.
Postage	576.
Audit & Tax	400.
Awards/gifts	
Flowers	225.
Gifts	250.
Silver Medal	75.
President's Award	150.
BHudgenSchl	1000.
Christmas Auction	
food	500.
Club Avhievement	
District	95.
National	105.
shipping	20.
DistConv	
Registration	800.
Hotel	375.
Travel	250.

DistDues	480.
Fall Member Social	
Invitations	100.
Food	650.
liquor	200.
giveaways	200.
FallBdMtg	
Regis	390.
Hotel	175.
Travel	100.
Fall Seminars	
Speakers	1000.
Travel	500.
Hotel	150.
Fundraising/Seed Money	
Spring Social/Bowl-a-thon	100.
Fall Seminars	200.
Christmas auction	100.
Olympi-Ads	100.
Historian	
Photography	100.
Installtion	
inviations	250.
Food	1500.
Liquor	500.
Speaker	825.
Leadership Conf	
Regis	1400.
Travel	200.
Hotel	1200.
Legislative	100.
Local College Comp	200.
Media auction	
production	100.
postage/fax	100.
Misc Exp	100.
Misc postage	
bills	32.
correspondence	64.
Awards	50.
Monthly meeetings	
Food	3500.
Audio/Visual	1000.
postage	450.
Nat Conv	
regis	700.
Hotel	600.
Travel	600.
Nat Dues	1920.

Olympi-Ads	300.
Planning Mtg	75.
Food	25.
liquor	
P O Box	40.
Pres Elect	25.
President	50.
Public Service	500.
Schl-Gardner	100.
Secretary exp	25.
Serv Charges	
Analysis Fee	25.
checks	30.
Speakers	
Gifts	250.
Hotel	375.
Travel	1000.
Fees	2000.
Spring Social/bowl-a-thon	
invitations	150.
food	500.
liquor	150.
giveaways	150.
St Colle Comp	115.
State Mtg	150.
StDirFund	110.
Treas Exp	25.

Total Expenses  
**\$32,549.**  
 If I added right

Budget line Item Description and Ownership

INCOME

American Advertising Awards/Addys Charlene  
Secondary fund raising event

Dues Steve/Leslie  
Dues paid by members - \$150 annual (50)  
\$45 quarterly (5)  
10% corporate discount/3 members or more paid annually (25)  
Budget based on 50 members @ \$150. each, 5 members @ \$45. each billed quarterly, and  
corporate discount. 25 members paying with

Fund Raising Stephanie  
Christmas Auction  
Silent auction of Christmas related items, donated by local artists, companies, etc.  
Stephanie and Michael to work together.  
\$1,200. profit  
Fall Seminars  
To be part of the October program. Stephanie and Michael to work together.  
\$500. profit  
Bowl-a-thon  
2nd annual, format similar to last year's  
\$1,500. profit  
Olympi-Ads  
Fund raiser with crazy games  
\$500.

Income-miscellaneous  
\$200. profit from September meeting for 4 stations paying \$50. each to present

Installation Laura  
40 attendees at \$35. each

Investment Income Leslie  
Interest from general checking, special account, and scholarship CD.  
Profit \$75.

Media Auction Suzanne H.  
Auction conducted via fax to agencies, corporations, etc. in Mobile, Pensacola and MS coast.  
Primary fund raising event  
Profit \$11,500.

Monthly Meetings Steve  
Budget based on 4 guests at \$20. each, at all luncheon meetings

EXPENSES

American Advertising Awards 124 Charlene  
124.1 - \$450. seed money, to be returned to club after ADDY budget closed out.

Administrative expenses 102                      Laura  
102.2 - \$300. to be used to pay for printing of club stationary.

AdMobile 107                                      Lori  
107.1 - Printing  
This will be donated by Calagaz Copy Stop - Budget to be used is \$1000.  
107.2 - Postage  
Budget based on 150 newsletters mailed at \$.32 each ( includes postage and handling)  
This rate should be negotiated with the mailhouse as an annual contract rate.

Audit & Tax 103                                  Leslie  
\$400. - Annual charge to examine books at year end.

Awards/Gifts 128                                 Laura/Kathie  
128.1 - Flowers  
\$225. - Flowers for club members on special occasion i.e. birth, funeral, award.  
128.2 - Gifts  
\$250. - Gifts for speakers, board members at end of the year and past president plaque.  
128.3 - Silver Medal  
128.4 - President's Award

Bettie Hudgens Memorial Scholarship 118     Brian/Leslie  
\$1,000. annual scholarship to honor Bettie Hudgens  
This amount should be invested in a CD until awarding.  
Awarded to a local college student.

Christmas Auction 142                         Stephanie/Michael  
142.1 - Food  
\$500. to be used for food for guests.

Club Achievement 125                         Leslie/Laura  
125.1 - District  
\$95 - for entry fees, copies, binders  
125.2 - National  
\$105. - for entry fees, copies, binders  
125.3 - Shipping

District Convention 127                        Laura/Charlene/Michael  
127.1 - Registration  
Budget on 3 attendees  
127.2 - Hotel  
2 rooms for 3 nights  
Laura, Charlene, Leslie, Kimble, Michael  
127.3 - Travel  
2 cars with reimbursement for gas.

District Dues 111                                Laura/Leslie  
\$6.00 per member. Budgeted on 80 members.

Fall Seminars 143                                Stephanie/Michael

- 143.1 - Speakers  
\$1,000. towards speakers fees
- 143.2 - Travel  
\$500. for speakers' travel
- 143.3 - Hotel  
\$150. for speakers' hotel room

Fall Social 141 Michael

- 141.1 - Invitation  
\$100. for production and postage
- 142.2 - Food
- 143.3 - Liquor
- 143.4 - giveaways

Fall Board Meeting 133 Laura/Charlene/Leslie

- 133.1- Registration  
Budget on 2 attendees
- 133.2 - hotel
- 133.3 - Travel  
Reimbursement for gas in one car to Dothan

Fund Raising 122 (Seed Money) Stephanie

- 122.1 - Spring Social/Bowl-a-thon  
\$100. seed money, to be returned to club after event closed out.
- 122.2 - Fall Seminars  
\$200. seed money, to be returned to club after event closed out.
- 122.3 - Christmas Auction  
\$100. seed money, to be returned to club after event closed out.
- 122.4 - Olympi-Ads  
\$100. seed money, to be returned to club after event closed out.

Historian 144 Kimble

- 144.1 - Photography  
\$100. towards film and processing to be used for scrapbook and newsletters.

Installation 101 Laura

- 101.1 - Invitations  
Production and postage on invitations for next year.
- 101.2 - Food
- 101.3 - Liquor
- 101.4 - Speaker  
Used to pay for travel and accommodations for person performing installation.

Leadership Conference 109 Laura

- 109.1 - Registration  
Budget for 8 attendees at \$175. each - Laura, Charlene, Michael, Steve, Stephanie, Leslie, Talma, Danielle
- 109.2 - Travel  
Mileage allowance for 3 cars
- 109.3 - Hotel  
Budget for rooms for 3 nights at \$119.

Legislative 113                      Laura/Lealie  
District fee accessed at \$1.25 per member, budgeted on 80 members.

Local College Competition 130      Brian/Lealie  
Money donated to USA and Spring Hill College to help with District competition costs.

Media Auction 123                      Suzanne H.  
123.1 - Production  
                Duplication costs  
123.2 - Postage/fax  
                Fax and mailing charges

Misc Expenses 138                      Leslie  
Assorted expenses which don't fit into the above categories

Misc Postage 129                      Laura/Lealie/Kathie  
129.1 - bills  
                A roll of stamps for bills  
129.2 - Correspondence  
                2 rolls of stamps  
129.3 - Awards

Monthly Meetings 119                      Michael  
119.1 - food  
                \$3,500. for monthly meeting luncheons  
119.2 - Audio/Visual  
                \$1,000. for monthly meeting luncheons  
119.3 - Postage  
                Mailing 150 invitations/postcards at \$.32 each

National Convention 137                      Laura/Charlene  
137.1 - Registration  
                1 full registration and 1 a la carte registration  
137.2 - Hotel  
137.3 - Travel  
                Air fare to Washington, D.C.

National Dues 112                      Laura/Lealie  
\$24. per member based on 80 members

Olympi-Ads 145                      Stephanie  
\$300. to go towards promoting the event

Planning Meeting 140                      Laura  
140.1 - Food  
140.2 - Liquor

PO Box 110                      Leslie  
Annual cost

President Elect 135                      Charlene

Miscellaneous cost incurred by President Elect.

President 134                      Laura  
Miscellaneous cost incurred by President

Public Service 132              Danielle  
\$500. seed money for production expenses.

Scholarship Gardner 117      Leslie  
Annual contribution to district Scholarship

State Scholarship 116          Leslie  
\$1.25 per member towards scholarship given by the state. Based on 80 members.

Secretary Expenses 105        Kathie  
Faxes, copies, thank you notes, etc.

Service Charges 139            Leslie  
139.1 - Analysis Fee  
139.2 - Checks

Speakers 104                    Michael  
104.1 - Gifts  
104.2 - Hotel  
104.3 - Travel  
104.4 - Fees

Spring Social 126              Michael/Stephanie  
126.1 - Invitations  
          Cost for printing and postage  
126.2 - Food  
126.3 - Liquor  
126.4 - Giveaways

State College Competition 114   Leslie  
\$1.25 per member to aid in district costs for college competition. Based on 80 members.

State Meeting 131              Laura  
Money for travel to meeting

State Directors Fund 115       Leslie  
\$1.00 per member based on 80 members.

Treasurer Expenses 136       Leslie  
Miscellaneous expenses

















## **ADVERTISING FEDERATION OF GREATER MOBILE 1998/99 GOALS**

### **I. Membership**

- A. Publish a member directory
- B. Increase number of "creative" members through programs and seminars
- C. More student involvement in all federation activities
  - 1. Assemble a panel from members to speak at local colleges
  - 2. Assemble a speakers directory for local colleges
  - 3. Increase student entries in the American Advertising Awards
  - 4. Increase student attendance at monthly meetings
  - 5. Create a job bank for students
- D. Better member recruitment and retention
  - 1. Board members bring a potential new member to each function of the membership drive.
- E. Membership Education
  - 1. New member packet
- F. Have members from every kind of advertising discipline
  - 1. Tap into in-house departments and freelancers for new members

### **II. Programs**

- A. Communication
  - 1. Meeting Evaluations
  - 2. Meeting Invitations out on time to promote activity
  - 3. Phone committee to call members about upcoming activities
  - 4. Effective promotion/publicity of programs
- B. Have creatives in the area donate services for one meeting invitation.
- C. Get corporate sponsorships for programs
- D. Increase budget for programs
- E. Relevant programs that are a benefit to the members

### **III. Advertising Education/Outreach**

- A. More board involvement at meetings - board members sit with new members.
- B. More student participation in programs
- C. Direct more communication to in-house departments and freelancers.
- D. Develop a strong public service campaign
- E. Award a scholarship during the 98-99 year.

### **IV. Diversity**

- A. Establish and Identify a diversity program for the federation.
- B. One meeting will be dedicated to a diversity related subject.
- C. Have a minority as a judge for the American Advertising Awards.

### **V. Finances**

- A. Increase membership to increase income
- B. Exceed budget income figure on fund raising events.
- C. Obtain corporate sponsorship for federation activities to increase income.

### **VI. Communications**

- A. Phone Committee to call members for all federation activities.
- B. Have reminder via mail and fax for federation activities.
- C. Update member list regularly and distribute to board at least quarterly.
- D. Keep a member prospect list and follow up.
- E. Quarterly board retreats to review goals and continue implementation.



**BOARD  
MEETING  
REMINDER**

**Your next board meeting is  
Wednesday, March 3, 1999 at 11:30 a.m. at  
the Clarion Hotel.**

**Brown bag lunch.**

**Your timely attendance to this meeting is  
greatly appreciated.**

**Thanks!  
Laura Burton**

AFGM Board Meeting  
5/5/99

1. President Laura
  - A. Spring Convention Wrapup
  - B. Installation - June 3rd - Bienville Club
  - C. Advertising Standards Chair - Steve Hall with Mobile Register
2. President-Elect Charlene
  - A. ADDYs update - Leslie to get billing done ASAP
3. VP Programs Michael
  - A. May meeting
    1. Elections - Leslie
    2. Presidents Award - Scott
    3. Speaker - Prime Health
  - B. July Meeting
4. VP Membership Steve
  - A. New members
  - B. Membership table for May mtg
5. Treasurer's Report Leslie
  - A. Report
6. Secretary Suzanne
7. Historian Kimble
  - A. Have book at May meeting and installation
  - B. Photos from convention and scholarship
8. Diversity Talma
  - A. mentor program
9. Media Auction
10. Fund Raising Stephanie
  - A. Burn the Cook Roast update
11. Publicity Nancy
  - A. Info to paper about roast and june meeting - can we get mention on WALA?
12. Public Service Danielle
  - A. update
13. Communication Lori
  - A. May/June Newsletter at printer
  - B. July/August newsletter?
14. Scholarship/Education Brian
  - A. Scholarship wrapup
15. At Large
  - Gary -
  - Hannah -
  - Mike Payne -
16. Old Business
  - B. Web Site - Pam Brown
17. New Business
18. Adjourn

November 6, 1998

Dear Roy,

Thanks for attending the Advertising Federation of Greater Mobile's October luncheon. I hope you found the meeting informative and fun. The federation appreciates your interest.

Our next program will be our annual meeting dedicated to diversity. It is scheduled for Wednesday, November 11 at 12 noon at the Clarion Hotel. I hope you'll be able to attend. Please call our Membership Chairman, Steve Pickering at 431-0112 if you plan to attend. We would love to see you there.

Should you have any questions in the meantime please feel free to give me a call. My number is 343-2610.

I hope to see you at our November luncheon.

Sincerely,

Laura Burton  
President, Advertising Federation of Greater Mobile

# Constitution

## Article 1 - Name

This organization shall be known as the Advertising Federation of Greater Mobile and shall be affiliated with the American Advertising Federation and the 7th District AAF.

## Article II - Purpose

The purpose of this organization shall be to promote greater effectiveness in the use of advertising as an instrument for distribution; to foster higher standards of practice in advertising and selling; to expand recognition of advertising as a profitable business tool; and to cultivate a better understanding of the economic and social value of advertising to the consuming public.

## Article III - Membership

**Section 1.** Persons of good standing in the community who are engaged in the buying, selling or creating of advertising, or who are connected with a business closely related to advertising shall be eligible for membership.

**Section 2.** A prospective member application must be approved by the Board of Directors. Each application for membership must be endorsed by two members of the Federation in good standing and must be accompanied by remittance covering any initiation fee set by the Board and the first quarter's dues.

## Article IV - Initiation Fees and Dues

**Section 1.** Dues for members shall be an amount set by the Board of Directors and approved by a majority of members at the next scheduled meeting of the Federation at which a quorum is present. Dues are payable annually, semi-annually or quarterly, which shall include the affiliation fee in the American Advertising Federation and in the 7th "Deep South" District.

**Section 2.** Any member of the Federation whose dues have been in arrears for thirty days shall be so notified by the treasurer, citing the provision of this section. If such arrears are not paid within thirty days after such notification, the delinquent member shall be notified again and granted thirty days grace. At the end of this period the delinquent member shall forfeit membership. Only members whose dues are paid up shall be entitled to vote at Federation elections.

**Section 3.** The Board of Directors may at any time set an initiation fee.

## Article V - Board of Directors and Officers

**Section 1.** The management of the affairs of this Federation shall be vested in the Board of Directors.

**Section 2.** The Board of Directors shall consist of a minimum of fourteen members, including nine directors elected by the active members at annual elections, any member serving as an officer or coordinator of the 7th "Deep South" District AAF of the National Headquarters of the American

Advertising Federation, and such officers as are elected under the provisions of Section 3 of this Article and are not serving terms as directors at the time of their election to office and who shall automatically by members of the Board during the terms of their respective offices. The immediate past president and a representative of the Past Presidents' Council shall be ex officio members of the Board.

**Section 3.** The elected officers shall consist of a president, president elect, first vice president, second vice president, secretary and treasurer. Any active member in good standing shall be eligible for election as an officer.

**Section 4. Directors' Terms of Office:** The Board of Directors shall consist of at least three Category I Directors, serving three year terms of office; four Category II Directors, serving two year terms of office; and Two Category III Directors, serving one year terms of office. At the Annual Meeting each year, one Category I Director, two Category II Directors, and two Category III Directors shall be elected to take office to serve out their respective terms of office. In the event that a director is unable to complete the term of office to which that director was elected, the Board of Directors shall elect a successor who shall take office immediately and serve until the next annual election, at which time the nomination committee will nominate a successor to serve out the remaining term of office, if such term remains.

**Section 5.** Officers shall take office at the first meeting in July.

**Section 6.** In the event of the death or resignation of any officer or director, the Board of Directors shall elect a successor who shall take office immediately and serve until the next annual election.

**Section 7.** A schedule of regular quarterly meetings of the Board of Directors shall be set up by the Board within thirty days after the annual election. Special meetings may be called by the president by notice in writing or by attendance at the called meeting.

**Section 8.** All Officers and Directors are expected to attend all regularly scheduled Board meetings. Any member missing more than three meetings is automatically removed from the Board.

## **Article VI - Duties of Officers and Directors**

**Section 1.** The president shall be the chief executive officer of the Federation and of the Board of Directors. The president shall preside over all meetings of the Federation and of the Board of Directors. The president shall be ex officio member of all committees except the Nominating Committee. The president shall appoint all committees, with the exception of the Nominating committee, such appointments to be subject to the approval of the Board of Directors. The president and the secretary shall sign all written contracts and obligations of the Federation, which must have prior approval of the Board of Directors to be legal and binding.

**Section 2.** The president-elect shall be vested with all the powers and shall perform all the duties of the president in the absence or disability of the latter. The president-elect shall also chair the annual ADDY awards program committee, with responsibility of management of entries, judging, logistics and production of the annual creative awards program.

**Section 3.** The first vice president shall be chair of the programs committee. The first vice president shall also be responsible for the publication and publicity for the organization. The first

vice president, with approval of the Board of Directors, shall appoint a newsletter editor or editorial board and a publicity coordinator who will be responsible for the dissemination of information to local, regional and national media on behalf of the organization.

**Section 4.** The second vice president shall be chair of the attendance, membership and telephone committees.

**Section 5.** The secretary shall record the minutes of all meetings of the Federation and of the Board of Directors, issue notices of meetings, keep all Federation records, submit a written report to each regularly scheduled director's meeting and perform all other duties customarily pertaining to the office.

**Section 6.** The treasurer shall receive and deposit in the name of the Federation in a bank or trust company selected by the board of Directors all Federation monies, issue receipts, make all authorized disbursements and at a regular quarterly Board meeting shall be certified to by an Auditing Committee of three, appointed by the president, of the financial condition and the receipts and disbursements of the Federation for the current fiscal year.

**Section 7.** The Board of Directors shall have charge of the general management of the Federation and shall pass upon the eligibility of all applicants for membership, hear all grievances, authorize and audit all expenditures and approve all appointments.

**Section 8.** The president shall represent this organization to the Annual Convention of the American Advertising Federation and the 7th "Deep South" District Conference. In the event of the inability of the president to attend these convention, the president-elect will attend on behalf of the organization.

**Section 9.** The immediate past president shall be responsible for the "club achievement" entries in national AAF competition. The immediate past president shall also chair the nominating committee.

## **Article VII - Committees**

**Section 1.** The president, with the approval of the Board of Directors, shall appoint the following standing committees (except as provided in Article VI, Sections 2,3, and 4), and the chairman of each and shall assign a member of the Board of Directors as additional ex officio member of each committee:

Goals and Objectives/Long Range Planning, By-Laws, Advertising Awards, Membership, Programs, Publications, Publicity, Public Service, Advertising Education (seminars, workshops), Advertising Review Board, Audit, Scholarships and Student Competition, Legislative Affairs, Advertising of Behalf of Advertising, Club Achievement, Fund Raising, Federation Directory

All standing committees shall serve for one year or until their successors are appointed.

**Section 2.** The president, with the approval of the Board of Directors, shall also appoint such special committees as may be needed to carry on the work of the Federation and shall name the chairman of each.

**Section 3.** The Silver Medal Committee shall be composed of former Silver Medal Recipients who are members in good standing of the Advertising Federation of Greater Mobile, with the immediate past recipient serving as chairman. If the immediate past recipient is not a member of the Advertising Federation of Greater Mobile or is unable to serve, the president, with the approval of the Board of Directors, shall appoint another former Silver Medal recipient as chairman. Any member in good standing may nominate a candidate for the Silver Medal Award.

**Section 4.** The Past Presidents' Council shall be composed of past presidents of the Advertising Federation of Greater Mobile who are members in good standing. The Council will act as an advisory council to the president and the Board of Directors and carry on such projects as approved by the Board of Directors. The Past Presidents' Council will meet quarterly and at specially called meetings determined by the Council Chairman. The Past Presidents' Council will elect a chairman at their first regularly scheduled meeting of each new fiscal year of the Advertising Federation of Greater Mobile, The Chairman of the Past Presidents' Council will represent the Council as an ex officio member of the Board of Directors.

**Section 5.** No committee shall have the authority to commit the Federation on matters of policy or to create financial obligations. All committee plans and actions shall be subject to the approval of the Board of Directors.

**Section 6.** The president shall be an ex officio member of all committees.

## **Article VIII - Meetings**

**Section 1.** The Annual Meeting shall be held in the month of May on a date selected by the Board of Directors.

**Section 2.** The regular meetings of the Federation shall be held at such times and places as the Board of Directors may determine.

**Section 3.** Special meetings may be called by the president at the discretion of the president and shall be called by the president upon written request of any five members in good standing.

**Section 4.** Separate notice of the Annual Meeting and of each special meeting shall be sent by the secretary to every active member of the club at his last known address at least one week prior to the date of such meeting.

## **Article IX - Quorums**

**Section 1.** Twenty-five percent of the active members shall constitute a quorum for the transaction of business at any meeting of the Federation.

**Section 2.** Eight voting members of the Board of Directors shall constitute a quorum for the transaction of business.

**Section 3.** A majority of any committee shall constitute its quorum.

## **Article X - Elections**

**Section 1.** Officers shall be elected by the membership at large. There shall, however, be a nominating committee, composed of the immediate past president, if a member in good standing, and two members at large appointed by the president. If the immediate past president is unable to serve, a chairman shall be appointed by the Board. The nomination of this committee shall be mailed to the general membership not less than 10 calendar days before the general meeting at which officers are to be elected. Any member in good standing may be nominated for any office, provide his nomination, in writing, is made by a member in good standing and endorsed in writing by 5 other such members, These written nominations by the membership at large will be presented at the general meeting at which officers are elected.

**Section 2.** Each year the Nominating Committee shall submit a list of nominees for the officers and Board members prior to the Annual Meeting and in sufficient time to be submitted to the membership prior to the Annual Meeting. Nominees shall have given prior consent to this nomination. Nomination may be made from the floor at the Annual Meeting, providing prior consent has been given by the nominees nominated from the floor.

**Section 3.** Elections shall be held at the Annual Meeting and shall be by secret ballot.

**Section 4.** The Board of Directors shall appoint three election tellers, including no members of the Board or candidates for election, whose duty it shall be to count the ballots and announce the results of the election.

#### **Article XI - Amendments**

**Section 1.** This constitution may be amended by a two-thirds ballot vote of the active members present at any business meeting.

**Section 2.** Amendments must be proposed in writing, signed by at least five active members in good standing and a copy thereof must be presented to the Board of Directors at least two weeks before the meeting at which it is moved for adoption.

**Section 3.** Notice of any proposed amendment shall be mailed by the secretary to each active member of the Federation no less than one week before the meeting at which adoption will be considered.

**Section 4.** Robert's Rules of Order, Revised, shall govern except where otherwise specifically stipulated in this Constitution.

10/10/97