

# 2017 AAF DISTRICT 5 LEADERSHIP CONFERENCE



Friday, April 7th and Saturday, April 8th  
The Campbell House, Lexington, KY

ONLY  
**\$169**

(excludes Friday's  
D5 Luncheon)

## Agenda Highlights

### Friday, April 7th

**11:00 – 11:45:** District 5 Registration & Networking

**11:45 – 1:30:** Keynote Luncheon, presented by AAF Lexington

**2:00 – 3:30:** Incoming Presidents' Workshop

Joanne Underwood, AAF Lexington – Past President and Chairman of AAF Louisville

**2:00 – 3:30:** District Executive Board Meeting/Mid-Year Retreat

**4:00 – 5:30:** District Meeting/Club Reports, Courtney Lee – Governor, District 5

**6:00 – 8:00:** District 5 Governor's Dinner (Included with Registration)  
The Campbell House

### Saturday, April 8th

**8:00 – 3:00:** NSAC Competitions (Open Viewing for Leadership Attendees)

**9:00 – 9:45:** American Advertising Awards, Sara McCatherine – Executive Director, AAF Dayton

**10:00 – 10:45:** Programs, Dan Leibundgut – Executive Director, AAF Cleveland

**11:00 – 11:45:** Membership, Mary Gratzer – Executive Director, AAF Louisville

**Noon - 12:45:** Boxed Lunch (Included with Registration) & Basket Raffle

**1:00 – 1:45:** ADDY Awards - How do you do it?

**2:00 – 2:45:** Board Engagement - Recruiting, Retaining and Roles & Responsibilities

**3:00 – 3:45:** Roundtable Open Discussion, Michael Seay - Incoming Governor, District 5

**4:30 – 5:00:** NSAC Awards Program

# 2017 AAF DISTRICT 5 LEADERSHIP CONFERENCE



**WHO:** D5 Executive Board, All Club Officers, Future Officers,  
All Club Executive Directors, All Club Members

**WHAT:** District Five AAF Leadership Conference

**WHEN:** April 7th & 8th

**WHERE:** The Campbell House  
1375 S Broadway  
Lexington, KY 40504  
Room rate: \$141 double occupancy.

Reserved rooms and rate available through **March 17th. Reserve today!**

**HOW:** Please make checks payable to: District 5 AAF

**Mail to:** Barry Shawgo, Sales Development Services, Inc.

600 N. Cleveland Ave, Suite 260, Westerville, OH 43082

Or, bring your check to the Leadership Conference.

\$169 Leadership Conference Fee and \$30 Friday Luncheon Program Fee – RSVP by March 24th

Conference workshops will include Executive Director Presentations addressing topics like American Advertising Awards, Membership value, Fundraising ideas, Programming, Incoming Presidents' Workshop and more! It promises to be a time of idea sharing, learning, planning and inspiration. You'll walk away with great new ideas you can begin implementing immediately.

**A \$169 Conference Registration Fee** includes all D5 Leadership Conference sessions, entry into the NSAC team presentation rooms and reception. Also includes the Governor's Dinner\* on Friday and your lunch on Saturday.

**Make your reservation with the hotel by March 17th directly here:  
AAF D5 Leadership Conference**

**RSVP by March 24th** to Michael.Seay@MadAveGroup.com.

**Questions:** Michael.Seay@MadAveGroup.com

*\*Alcoholic Beverages not Included, Cash Bar*