

# HANDBOOK FOR CLUBS

## 2015 AAF DISTRICT 5 LEADERSHIP CONFERENCE

April 17-18, 2015  
Park Inn by Radisson, Toledo

Join us in Toledo, Ohio as we gather for the 2015 District Five AAF Leadership Conference and National Student Advertising Competition. It promises to be a time of idea sharing, learning, planning, and inspiration, with maybe a little fun mixed in. You'll leave Toledo with some great ideas that you can implement right away at your Club, as well as new-found energy for the industry. It's also a great time to engage with the students who compete in the NSAC, and demonstrate what involvement in this industry is all about!

### AGENDA HIGHLIGHTS

#### 04.17.15

12:00pm AAF-Toledo luncheon featuring Rich Stoddart, CEO/Leo Burnett and Chairman of AAF (\$30 Member rate)

2:15pm Incoming President's Seminar

3:30pm D5 Executive Board Meeting

5:00pm D5/NSAC awards reception

7:00pm Group Dinner (TBD)

**ALL DAY NSAC** team presentations and results reception at 5:00. Please take the afternoon to sit in on some NSAC presentations, especially if you've never seen any. These students are the future of our industry.

#### 04.18.15

8:30am District meeting (coffee will be served!)

10:00am Club Management Roundtable Discussions  
(the rest of the day, boxed lunch included)

3:00-3:30pm Say our goodbyes

ONLY  
\$100  
(AAF Toledo luncheon  
separate cost)



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**WHO:** D5 Executive Board, All Club officers, Future officers, All Club executive directors, NSAC competitors, All Club members

**WHAT:** District Five AAF Leadership Conference & NSAC

**WHEN:** Friday, April 17 starting at 12:00 noon  
Saturday, April 18, starting at 8:30am

**WHERE:** The Park Inn and Seagate Conference Center, located in downtown Toledo. Room rate: \$105 single occupancy.

**BONUS:** AAF-Toledo will be hosting a luncheon on Friday, April 17 at the Park Inn. Conference attendees will receive discounted admission. Details will be unveiled soon, but you won't want to miss it! **Make checks payable to District Five AAF.**

Conference workshops will include: A full day of roundtable sessions that will address topics like ADDY awards, membership value, fundraising ideas, programming and events, strategic planning, and much more!

**BASKET RAFFLE:** Yes, it's back. Because - let's face it - we all love to win one! Each D5 Club should plan to bring a basket of goodies/gifts that can be used as prizes for attendees!

**COST:** \$100 conference registration fee: includes all leadership conference sessions, roundtable discussion, entry to NSAC team presentation rooms and D5/NSAC Awards reception. Also includes lunch Saturday.

Make your reservations with the hotel directly using the link below.

<http://www.parkinn.com/hotel-toledooh> Use code AAFTO

**RSVP by April 8 to [tim@kleidon.com](mailto:tim@kleidon.com)**

**QUESTIONS:** [tim@kleidon.com](mailto:tim@kleidon.com) or [michael.seay@sensorymax.com](mailto:michael.seay@sensorymax.com)