

**BY-LAWS**  
**OF**  
**ORLANDO AREA ADVERTISING FEDERATION, INC.**

**D/B/A AMERICAN ADVERTISING FEDERATION-ORLANDO**

(ADOPTED 1968, REV. 1986, REV. 1992, REV. 1998, REV. 2000, REV. 2001, REV. 2009, [REV. 2015](#))

**Article I.**  
**ORLANDO AND OFFICES**

Section 1.01 Name. The name of this corporation is **ORLANDO AREA ADVERTISING FEDERATION INC. d/b/a AMERICAN ADVERTISING FEDERATION-ORLANDO** (hereinafter referred to as the "Federation"), and shall be affiliated with the **AMERICAN ADVERTISING FEDERATION** (hereinafter referred to as "AAF") and the Fourth District AAF.

Section 1.02 Principal Office. The principal office of the Federation shall be located at such place within the limits of Orange County, State of Florida, United States of America, as the Board of Directors may from time to time designate.

Section 1.03 Registered Office and Agent. The Federation shall have and continuously maintain in the state a registered office and have a registered agent, as required by law. Such office may, but need not, be identical with the principal office of the Federation in the state of Florida. The Federation may from time to time change its registered office or its registered agent, or both, by a resolution of the Board of Directors that adopts the change and authorizes an officer to execute and submit for filing with the Department of State a statement of change setting forth the information required by law. Any new registered agent designated by such statement shall acknowledge in writing such statement, and any new or successor registered agent shall simultaneously file with the Department of State a written statement, in the form and manner prescribed by law, accepting the appointment and stating the registered agent's familiarity with and acceptance of the obligations provided for under the laws of the state.

**Article II.**  
**PURPOSES**

Section 2.01 Statement of Purpose. The Federation shall be a nonprofit corporation. As stated in the Articles of Incorporation, the purposes for which the Federation is organized are exclusively charitable and educational within the meaning of section 501(c)(6) of the Internal Revenue Code of 1986 (the "Code"), and the Federation shall comply with this and all other provisions and restrictions set forth in the Articles of Incorporation.

In furtherance of the charitable and educational purposes of the Federation, the

Federation shall provide leadership on issues involving and affecting the advertising industry, and, through the efforts of its members:

- To strive for the betterment of advertising in all areas affecting the advancement and general welfare of the business and its service to the public.
- To provide forums for the interchange of advertising ideas, knowledge, and experience.
- To protect advertising from legislation and regulation which could over-regulate and unduly restrain advertising and which would be harmful to the advertising industry.
- To cooperate with government officials at the state and local levels, and to represent the industry's positions before legislative and administrative bodies.
- To establish and promote industry self-regulation by the practitioners of advertising.
- To develop a better understanding of the role and benefits of advertising among governmental authorities, the consuming public, and in schools and universities, and to encourage and assist the best students to enter advertising as a career.
- To recognize excellence in advertising.
- To assist and promote public service causes.
- To offer programs to promote fellowship, communication, career enhancement, and education among members of the advertising industry.
- To elevate the profile of the greater Orlando area advertising community locally, regionally, and nationally.
- To encourage individuals to enter the advertising profession by supporting and promoting advertising in educational institutions.
- To promote and encourage fellowship, understanding, and cooperation among the various disciplines of the advertising profession.

### **Article III. MEMBERSHIP**

Section 3.01 Approval. All applicants for membership or any transfer of membership shall be subject to majority approval by the Federation's Board of Directors.

Section 3.02 Eligibility. Membership shall be open to all persons of good standing who buy, sell, or create advertising, publicity, or public relations; who support the objectives of the Federation.

Section 3.03 Categories of Membership. Categories of membership shall be established by the Federation's Board of Directors and may include, without limitation, Individual, Corporate, Active, Associate, Lifetime, Honorary, and other categories as the Executive Officers deem appropriate.

Section 3.04 Application. Prospective members who complete and submit the required application accompanied by the appropriate payments, shall be subject to an official vote requiring a majority approval by the Federation's Board of Directors. Those members who are voted in and approved by the Federation's Board of Directors will be referred to herein as "Federation Members."

### **Article IV. MEMBERSHIP DUES**

Section 4.01 Establishment. Dues for Federation Members shall be established by the Board of Directors. Dues are payable in advance of membership activation.

Section 4.02 Delinquent Accounts. Any Federation Member whose dues have been in arrears for thirty (30) days shall be so notified by the Federation. If such arrears are not paid within thirty (30) days after such notification, the delinquent Federation Member shall have his or her membership revoked. Only those Federation Members whose dues are current shall be entitled to vote on Federation business and elections, or hold a position on the Federation's Board of Directors.

Section 4.03 Discount. All former Federation Presidents shall be entitled to a fifty percent (50%) reduction of membership dues and shall be contingent on their dues being kept current and not in arrears.

Section 4.04 ~~Lifetime Memberships~~ Silver Medal Recipients. ~~Lifetime memberships without expiration shall be granted to all Federation Silver Medal Recipients~~ shall receive an individual local lifetime membership at no cost, and may purchase a national annual membership at dues cost for the remainder of time they wish to continue their membership.

**Article V.**  
**BOARD OF DIRECTORS AND OFFICERS**

Section 5.01 Management. The management of the affairs of the Federation shall be vested in the Federation's Board of Directors (the "Board of Directors"). The Board of Directors shall have charge of the general management of the Federation, approve all applications for membership, hear all grievances, authorize and audit all expenditures, and approve all non-elected appointments.

Section 5.02 Number of Directors. The Board of Directors shall be elected by the membership of the Federation and consist of ~~at least~~ a minimum of three percent (3%) of the total number of Federation members but not exceeding a maximum of 15 Directors.

Section 5.03 Officers. The Executive Officers (Officers) of the Federation shall consist of an Immediate Past President, President, ~~Vice President~~ President-Elect, Secretary, Treasurer, and Ad 2 President. There may be such other officers of the Federation, as the Board of Directors may determine from time to time. Any two or more offices may be held by one person. However, each person may only exercise one vote.

Section 5.04 Eligibility. Any Federation Member in good standing shall be eligible for election to the Federation's Board of Directors. ~~The term of office for Executive Officers shall be for one (1) year or until his or her resignation or removal or until their respective successors are elected and take office. Directors shall be elected for a term of three (3) years or until his or her resignation or removal or until their respective successors are elected and take office.~~

Section 5.05 Terms. The term of office for Secretary and Treasurer shall be for one (1) year or until his or her resignation, removal, or until their respective successors are elected and take office. The President-Elect shall be elected for a term of three (3) years (President-Elect, President, and Immediate Past President), as well as all Directors, or until their resignation or removal.

Section 5.06 Removal. By majority vote, the Federation's Board of Directors are authorized to remove a Director who has missed three (3) board meetings without prior written notice or who has demonstrated non-performance of duties as outlined in the Federation By-laws. In the event of death, resignation, or removal of any Director, the President shall have the authority to appoint, with the prior majority approval of the Board of Directors, a successor who shall take office immediately and serve until the next annual election.

If a situation arises in which the Board of Directors wishes to rescind its election of any Officer, the Federation's Board of Directors must first seek out arbitration of the issues with the Board of Trustees. After arbitration if rescinding election of the Officer is still necessary the Board of Directors may do so with a 3/4 majority vote.

In the event of severe physical or mental disability, removal from office, resignation, or death of an officer, the Executive Committee shall elect a successor, subject to approval of the Board of Directors at the next regular Board Meeting, to serve until the next election of Officers.

Section 5.07 Voting: Regardless of committee affiliation, each member of the Board of Directors is allocated only one (1) vote, with the President voting only in the case of a tie.

## **Article VI. DUTIES OF OFFICERS**

Section 6.01 President. The President shall be the Chief Executive Officer of the Federation and as such provide active leadership for the Federation. He/She shall preside over all meetings of the Federation and represent the Federation in all necessary capacities not delegated to the other officers. The President shall be an ex-officio member of all Standing Committees except the Nominating Committee, and shall appoint all Standing Committee Chairs with the exception of the Nominating Committee. Such appointments shall be subject to the majority approval of the Federation's Board of Directors. The President will also act as the Federation's primary liaison with the AAF. The President shall sign all written contracts and obligations of the Federation, which must have prior majority approval of the Federation's Board of Directors to be legal and binding.

The President shall represent the Federation at the National Convention of the AMERICAN ADVERTISING FEDERATION and all conferences of the Fourth District AAF. Expenses related to registration fees, hotels and round-trip transportation, and any other expenses approved by the Board of Directors shall be paid for by the Federation or reimbursed to the President, or his replacement. In the event of the inability of the President to attend these conventions, conferences, his replacement shall be the ~~Vice President~~ President-Elect. Should the ~~Vice President~~ President-Elect be unavailable, another replacement shall be appointed by the President and subject to majority approval from the Federation's Board of Directors.

Section 6.02 ~~Vice President~~ President-Elect. The ~~Vice President~~ President-Elect shall assist the President in all his/her duties and shall be vested with all the powers and shall perform all duties of the President in the absence or disability of the ~~latter~~ President.

Section 6.03 Secretary. The Secretary shall give written notice of all meetings of the Federation to the Federation's Board of Directors and shall keep accurate and detailed minutes of each meeting. He/she shall conduct any correspondence to the Federation under the direction of the Federation's Board of Directors and/or the President, send out all notices, and keep records of the Federation's official documents.

Section 6.04 Treasurer. The Treasurer shall ~~supervise, under the control of the Federation's Board of Directors,~~ oversee the finances of the Federation, in a bank or trust company selected by the Federation's Board of Directors, all Federation monies; aid in the collection of all sums due to the Federation from all sources; issue receipts when necessary; ~~make sign~~ all authorized disbursements; and or supervise the outsourced assistance of these duties as approved by the Board of Directors. The Treasurer shall also, at each meeting of the Federation's Board of Directors, present a current balance sheet, profit & loss statement, and bank account summaries. At the final meeting of the Federation's Board of Directors, the Treasurer shall ~~render an itemized~~

~~statement certified by an Auditing Committee composed of three (3) individuals appointed by the President, of the financial condition of receipts and disbursements of the Federation of the current fiscal year. The Treasurer shall be bonded for an amount to be determined by the Federation's Board of Directors~~ present the auditing committee report as outlined in Article IX Section 9.01.

Section ~~5.06~~ 6.05 Immediate Past President. The Immediate Past President shall serve as a ~~Director~~ an Officer on the Federation's Board of Directors. The Immediate Past President shall finalize uncompleted projects, and ensure tax returns from the previous year are filed properly by the accountant to keep the Federation in good standing. ~~and~~ The Immediate Past President shall also make himself/herself available to serve and assist the current President as needed or requested.

The Immediate Past President will work with the AAF-Orlando bookkeeper to finalize financials from his/her fiscal year and submit the necessary information to the AAF-Orlando accountant no later than September 30th of the club year. By September 30th, if necessary information has not been supplied, the President will assume this process and Board of Directors may vote to remove the Immediate Past President from the Board of Directors. Upon doing so he/she will lose their eligibility to become a Trustee of AAF-Orlando.

## **Article VII. BOARD OF TRUSTEES**

Section 7.01 Role. It is the role of Federation's Board of Trustees (the "Board of Trustees") to ensure a representative is in attendance at all meetings of the Federations Board of Directors. The Board of Trustees should also be a place for the Board of Directors to look to for guidance in resolving issues that detract from the clubs overall mission. The Board of Trustees may be consulted to arbitrate issues that interrupt the normal course of club operations and distract the Board of Directors from its overall purpose.

Section 7.042 Eligibility. All former Federation Immediate Past Presidents whose membership dues remain current and in good standing, shall be entitled to serve on the Board of Trustees. The Board of Trustees shall be chaired as they deem appropriate and meet on a quarterly basis to address, without limitation, issues, concerns, and suggestions to help guide and mentor the current Federation's Board of Directors.

Section 7.023 Voting Power. The Board of Trustees shall be entitled to one (1) vote ~~on the~~ for every five (5) members of the Federation's Board of Directors; provided that at least one (1) representative member of the Board of Trustees is present for each vote allotted at the time of the vote, and count towards the overall quorum. Absence at the time of any vote will automatically disqualify the Board of Trustees' right to have their vote recognized. Members of the Board of Trustees may also serve on the Federation's Board of Directors. However, in the case where a member of the Board of Trustees is also a member of the Federation's Board of Directors they may only vote as a member of the Board of Directors.

## **Article VIII. AD 2 ORLANDO**

Section 8.01 Affiliation. Ad 2 Orlando is a direct affiliate of the Federation, serving as an organization within an organization. Ad 2 Orlando will operate under the governance of the ~~Federation Constitution and By-laws~~ and the Ad 2 Orlando/AAF-Orlando Affiliation Agreement (see Schedule A). Ad 2 Orlando will retain its affiliation as part of AAF's National Ad 2 and its own delegates on the 4th District board.

Section 8.02 Mission. Ad 2 Orlando's mission is to provide young advertising, marketing, and communication professionals with the contacts, education, and leadership opportunities they need to become tomorrow's industry leaders. The Board of Directors is dedicated to supporting the Ad 2 Board of Directors' initiatives to serve the Federation's members aged 18-32, and mentor them by teaching leadership skills and overall industry education.

Section 8.03 Management. The management of the affairs of Ad 2 Orlando shall be vested in the Ad 2 Orlando Board of Directors. The Ad 2 Board of Directors shall have charge of the general management of Ad 2 Orlando, approve all applications for membership, hear all grievances, authorize and audit all expenditures, and approve all non-elected appointments.

Section 8.04 Ad 2 Board of Directors. The Ad 2 Board of Directors shall be elected by membership of Ad 2 Orlando and shall consist of at least three percent (3%) of the total number of the Ad 2 Orlando members.

Section 8.05 Eligibility. Only Ad 2 Orlando members in good standing may serve on the Ad 2 Board of Directors. [A member in good standing is one who is current on individual membership dues, or is named as a voting member as part of a corporate membership.](#)

Section 8.06 Ad 2 Board Composition. The Ad 2 board is composed of a President and Ad 2 Committee Chairs, including but not limited to President-Elect, Communications Chair, Diversity Chair, Education Chair, Government Relations Chair, Membership Chair, Programs Chair, Public Relations Chair, Public Service Chair, Socials Chair, and Sponsorships Chair.

Section 8.07 Membership Dues. Ad 2 Orlando membership is offered at a reduced rate, and Ad 2 Orlando members receive the benefits of Federation Members, except that they are not [considered voting members](#) or eligible to serve on the Federation Board or Directors, with the following exceptions:

- The Ad 2 Orlando president receives a one (1) year appointment to the Federation Board of Directors that coincides with his/her Ad 2 Orlando presidency. [The Ad 2 Orlando president is entitled to a vote as a Federation Member.](#)
- Members of the Ad 2 Board of Directors are eligible to run for election to the Federation Board of Directors after serving on the Ad 2 Board of Directors for a one (1) year period. [As a member of the Federation Board of Directors they will be considered a voting member.](#)

**Article IX.**  
**STANDING COMMITTEES**

Section 9.01 Chair Appointments. The President shall appoint the chair(s) of each one of the Federation's Standing Committees. All committee chairs shall serve for a one (1) year term or until resignation or removal or their successors are appointed.

Section 9.02 Mission. The Standing Committees and their appointed Chairs are responsible for shaping the present and future of the Federation. Each year, the Federation shall call upon Federation Members to serve as Standing Committee Chairs and Members to both plan and execute the Federation's highest profile initiatives including, but not limited to, the ADDY Awards, professional and social programs, strategic partnerships, [education](#), [public service](#), and government relations.

Section 9.03 Duties. The duties and responsibilities of the Standing Committees shall include:

- Appoint enough committee members to manage all aspects of the committee's objectives.
- Lead the committee and guide its direction toward realizing those objectives.
- Oversee and manage the work, deadlines, and responsibilities of committee members.
- Manage the budget allowances allocated for the committee.
- Employ fiscal responsibility to spending and income decisions.
- Secure the approval of the Federation's Board of Directors for all anticipated expenses before entering into any agreements or arrangements.
- Attend all of the Federation's Board Meetings and prepare a written report of the status of the committee's accomplishments and action plans.

Section 9.04 Standing Committees. Standing Committees may include, but shall not be limited to:

- [ADDY® Awards Planning](#)
- [Communications](#)
- [Diversity & Multi-Cultural Initiatives](#)
- [Education & Scholarships](#)
- [Government Relations](#)
- [Membership](#)
- [Programs & Events](#)
- [Public Relations](#)
- [Sponsorships](#)
- [Public Service](#)
- [Silver Medal Awards Selection](#)



- Audit
- Achievement

Section 9.05 Special Committees. The President, with the majority approval of the Federation's Board of Directors, shall also appoint such special committees as may be needed to carry on the work of the Federation and shall ~~name~~ appoint the chair of each. ~~No committee may ever merge with or super cede the authority of the executive committee officers. While Officers are permitted to serve on any Special Committees, Special Committee members may not be Officers unless directly elected by the Federations Board of Directors.~~

Section 9.06 Authority. No committee shall have the independent authority to commit the Federation on the matters of policy or to create financial obligations. All committee plans and actions shall be subject to the majority approval of the Federation's Board of Directors.

Section 9.07 Audit Committee. Prior to the final meeting of the Federation's Board of Directors, an Auditing Committee composed of three (3) individuals appointed by the President, shall be convened to review the financial condition of receipts and disbursements of the Federation of the current fiscal year. They shall render and certify an itemized statement to be provided to the board by the Treasurer at the final meeting of the year.

## **Article X. MEETINGS**

Section 10.01 Annual Business Meeting. The Annual Business Meeting of the Federation shall be held ~~on the same day and location as the June board meeting, but~~ no later than the last day of June of each year.

Section 10.02 Meetings. A schedule of regular meetings of the Federation's Board of Directors shall be set by the Board within sixty (60) days after the annual election. ~~Special meetings of the Federation's Board of Directors may be called by the President by notice in writing, sent to each of the members of the Board at least five (5) days before the called meeting. Special meetings of the Federation's Board of Directors may also be called by the Secretary upon written notices to him/her, signed by at least four (4) board members. The requirement of a five (5) day notice may be waived upon consent of a majority of the Federations Board of Directors, expressed in writing or by attendance at the called meeting.~~

Section 10.03 Special Meetings. Special meetings may be called by the President, by the Federation's Board of Directors, or by written request from ten percent (10%) of the Federation Members in good standing.

~~Special meetings of the Federation's Board of Directors may be called by the President by notice in writing, sent to each of the members of the Board at least five (5) days before the called meeting.~~

~~Special meetings of the Federation's Board of Directors may also be called by the Secretary upon~~

written notices to him/her, signed by at least 25% of board members. The requirement of a five (5) day notice may be waived upon consent of a majority of the Federation's Board of Directors, expressed in writing or by attendance at the called meeting.

Section 10.04 Notice. Notice of the Annual Business Meeting and of each Special Meeting shall be sent by the Secretary to every Federation Member at his/her last known email address at least two weeks prior to the date of such meeting giving the date, hour, place, and purpose of the meeting.

## **Article XI. QUORUM**

Section 11.01 General Membership Business. For general membership business, quorum is not required so long as the Federation is compliant with Article X, Section 10.04 of these By-laws. It is important to note that no votes may be taken for any business without quorum.

Section 11.02 Board of Directors. ~~One-third (1/3) of~~ Fifty percent (50%) plus one (1) member, of the Federation's Board of Directors shall constitute its quorum. The vote held by the Board of Trustees is counted in the total of the Federation's Board of Directors, in that a member of the Board of Trustees is expected to be present at any and all meetings of the Federation's Board of Directors.

Section 11.03 Standing Committees. Fifty percent (50%) plus one (1) member attendance of any Standing Committee shall constitute its quorum.

## **Article XII. BOARD OF DIRECTOR ELECTIONS**

Section 12.01 Time and Eligibility. ~~Elections shall be held at the Annual Business Meeting and shall be by secret ballot. Only Federation Members in good standing may be nominated for office or be allowed to vote.~~ election to the Board of Directors. Good standing indicates that the member can be identified by name on the AAF-Orlando membership roster.

Section 12.02 Timing. At least thirty (30) days prior to the Annual Business Meeting, the Federation's Board of Directors shall appoint a Nominating Committee to oversee both the Board of Director and Officer election processes.

No later than ten (10) days prior to the Annual Business Meeting the Nominating Committee will present the secretary with the list of all nominees for the Board of Directors.

Section 12.023 Nominating Committee. The Federation's Board of Directors shall appoint ~~at least sixty (60) days before the Annual Business Meeting,~~ a Nominating Committee that shall consist of three (3) Federation Members in good standing, two (2) of whom must not be a member of

the current Federation's Board of Directors.

**Section 12.04** Nominees. The Nominating Committee shall ~~prepare a list of nominees~~, put out a call for nominations for both Directors and Officers, and prepare a list of all nominees to be presented to the Secretary. No nominee shall be proposed for office by the Nominating Committee unless his/her consent to serve has been secured. ~~The Nominating Committee shall report its nominations in writing to all Federation Members at least thirty (30) days prior to the elections and shall inform them that they may nominate alternate choices if they so desire.~~

The Nominating Committee chair shall ask the Ad 2 Orlando President if any members of the Ad 2 Board of Directors are eligible and willing to run for election to the Federation Board of Directors. Any interested and eligible members will be added to the slate presented to the membership.

~~Section 12.04 Ad 2 Nominations. Forty five (45) days prior to the election, the Nominating Committee chair shall ask the Ad 2 Orlando President if any members of the Ad 2 Board of Directors are eligible and willing to run for election to the Federation Board of Directors. Any interested and eligible members will be added to the slate presented to the membership.~~

**Section 12.065** Ballot Procedure. Not later than ten (10) business days before the ~~elections~~ **Annual Business Meeting**, the ~~Nominating Committee~~ **Secretary** shall ~~issue~~ send the final ~~nomination selection in writing~~ **Director's ballot** to all voting Federation Members **in good standing**, ~~incorporating any additional candidates who have been properly endorsed. The Secretary shall send the final ballot to only those Federation Members in good standing. Each Federation Member shall mark his ballot and personally deliver it to the Chair of the Nominating Committee at the Annual Business Meeting. Additional ballots may be available at the Annual Business Meeting.~~

**Section 12.056** Tally. On the date set for the elections, the Chair of the Nominating Committee shall preside at the elections. He shall be assisted by two (2) tellers, appointed by the Nominating Chair and approved by the Federation's Board of Directors. The tellers may not be candidates for elections. The ballots shall be tallied by the tellers. A written report shall be given immediately to the President, who shall announce the results of the elections and declare the officers and directors elected. **Federation Member votes for the Board of Directors only are due at the Annual Business Meeting via electronic or paper ballot as deemed by the Secretary. A minimum of ten percent (10%) of the membership must cast a ballot. A minimum of three (3) attempts must be made to encourage the Federation's Membership to cast a ballot.**

The Board of Director Nominee(s) who receives the most favorable votes based on the number of positions are available will be elected to the Federation Board of Directors.

The tally shall be presented to the Chair of the Nominating Committee who will review the votes, certify the results, and pass the report on to the president for announcement. **In the event of a tie the current Board of Directors will vote, within seven (7) days, to break the tie via electronic or physical secret ballot.**

~~Section 12.08 Transition Period. The Executive Officers shall, in their best efforts, designate a transition period between the Federation's Board of Directors.~~

**Article XIII.**  
**OFFICER ELECTIONS**

Section 12.01 Eligibility. The Federation's Board of Directors shall conduct Elections for Officers at the Annual Business Meeting. Only Federation Members in good standing may be nominated for office.

Section 12.02 Timing. The Nominating Committee shall report its Director and Officer nominations to the Secretary at least fourteen (14) days prior to the Annual Business Meeting.

The Officer nominations should be distributed to the current Federation Board of Directors no later than ten (10) days prior to the Annual Business Meeting.

Section 12.03 Ballot Procedure & Tally. At the annual business meeting the Chair of the Nominating Committee shall preside and be assisted by the other two (2) members of the Nominating Committee at the Officer elections. The Elections should be held by secret ballot. A report shall be provided to the President, who shall announce the results of the elections and declare the officers elected.

Section 12.04 Transition Period. The Executive Officers shall, in their best efforts, designate a transition period between the Federation's Board of Directors.

**Article ~~XIII~~ XIV.**  
**ADOPTION OF BY-LAWS**

Section 13.01 Adoption. These By-laws shall become the By-laws of the Orlando Area Advertising Federation, Inc., d/b/a American Advertising Federation - Orlando upon approval by a two-thirds (2/3) vote of the Federation Members present at any regular or special meeting, provided Federation Members have been given written notice of the complete proposed changes at least two (2) weeks in advance.

**Article ~~XIV~~ XV.**  
**PARLIAMENTARY AUTHORITY**

Section 14.01 Parliamentary Authority. Roberts' Rules of Order Newly Revised shall be the authority of this Federation in all matters not covered by these By-laws.

**Article ~~XV~~ XVI.**  
**AMENDMENTS TO BYLAWS**

Section 15.01 Power to Amend. The By-laws may be amended by two-thirds (2/3) vote of the Federation Members present at any business meeting.

Section 15.02 Proposals. Amendments must be proposed in writing by Federation Members in good standing and a copy thereof must be presented to the Federation's Board of Directors at

least two (2) weeks before the meeting at which it is moved for adoption.

Section 15.03 Notice. Notice of any proposed amendment shall be mailed or e-mailed to all Federation Members no more than one (1) week after it has been presented to the Federation's Board of Directors. This may also be done through the Federation's web-based publication or e-mail announcement.

#### **Article XVI XVII.**

#### **MISCELLANEOUS**

Section 16.01 Books and Minutes. The Federation shall keep correct and complete books and records of account and shall also keep minutes of the meetings of its Board of Directors.

Section 16.02 Fiscal Year. The fiscal year of the Federation shall end on the last day of June in each year.

Section 16.03 Waiver of Notice. Whenever any notice whatsoever is required to be given under the provisions of the Florida Not For Profit Corporation Act (the "Act") or any successor thereto, or under the provisions of the Articles of Incorporation or these By-laws, a waiver thereof in writing signed by the persons entitled to such notice, whether before or after the time stated therein, shall be deemed equivalent to the giving of such notice. Attendance at any meeting shall constitute waiver of notice thereof unless the person at the meeting objects to the holding of the meeting because proper notice was not given.

#### **Article XVIII.**

#### **INDEMNIFICATION**

Section 17.01 Provision of Indemnification. Except as otherwise provided in Section 17.02 of these By-laws, the Federation shall, to the fullest extent permitted or required by the Statute (as hereinafter defined), indemnify each Director, Officer, employee, or agent of the Federation against any and all liabilities, and advance any and all reasonable expenses as incurred by a Director, Officer, employee, or agent, arising out of or in connection with any proceeding, including any appeal thereof, to which such Director, Officer, employee, or agent is or was a party because he or she is or was a Director, Officer, employee, or agent of the Federation, or because he or she is or was serving at the request of the Federation as a Director, Officer, employee, or agent of another corporation, partnership, joint venture, trust, or other enterprise. The rights to indemnification granted hereunder shall not be deemed exclusive of any other rights to indemnification against liabilities or the advancement of expenses to which such person may be entitled under any written agreement, Board resolution, the Statute or otherwise. The Federation may, but shall not be required to, supplement the right to indemnification against liability and advancement of expenses under this Section 17.01 by the purchase of insurance on behalf of any one or more of such persons, whether or not the Federation would be obligated to indemnify such person under this Section 17. The term "Statute," as used in this Article, shall mean Sections 617.0831, 617.0834, 607.0831, and 607.0850 of Florida Statutes and all amendments thereto which permit or require the Federation to provide broader indemnification rights than prior to the amendment. All other capitalized terms used in this Article and not otherwise defined herein shall have the meaning set forth in Section 607.0850 of the Florida Statutes.

Section 17.02 Private Corporation Limitations. Notwithstanding the foregoing, no indemnification will be permitted to the extent such indemnification would constitute an act of "self-dealing" or is an "excess benefit transaction" or is otherwise subject to excise taxes under Chapter 42 of the United States Internal Revenue Code of 1986, as amended, or is prohibited under Section 617.0835 of the Florida Statutes or any similar successor provision thereto.

## SCHEDULE A

### AD 2 ORLANDO/AMERICAN ADVERTISING FEDERATION-ORLANDO AFFILIATION AGREEMENT

#### Affiliation

Ad 2 Orlando is a direct affiliate of the American Advertising Federation-Orlando (AAF-Orlando), ~~servicing as an organization within an organization~~ a subset of active AAF-Orlando members age 32 and under. Ad 2 Orlando shall be managed by an Ad 2 Orlando Board of Directors, which should contain officer-level volunteers (e.g., President, President-Elect, Secretary, and Treasurer) as well as Committee Chairs (e.g., Programs, Social, and Public Service).

Ad 2 Orlando will operate under the governance of the AAF – Orlando ~~Constitution and~~ By-laws, ~~the AAF – Orlando Policies and Procedures Manual~~, and will also develop and maintain an Ad 2 Orlando Operating Manual, ~~as recognized in the AAF – Orlando Constitution and Bylaws.~~

Ad 2 Orlando will maintain its affiliation as part of ~~AAF's National~~ Ad 2 National and its own delegates on the AAF 4th District Board of Directors.

~~Ad 2 Greater Orlando will retain its own delegates on the 4<sup>th</sup> District Level.~~

Ad 2 Orlando's mission is to provide young advertising, marketing and communication professionals with the contacts, education, and leadership opportunities they need to become tomorrow's industry leaders.

The AAF – Orlando's Board of Directors' dedication to Ad 2 Orlando is to support ~~the Ad 2 Board of Director's~~ Orlando initiatives to ~~that~~ serve the AAF – Orlando's membership ages 18-32 and mentor them by teaching leadership skills and overall industry education.

The management of the affairs of Ad 2 Orlando shall be vested in the Ad 2 Orlando Board of Directors ("Ad 2 Board of Directors"). The Ad 2 Board of Directors shall have charge of the general management of Ad 2 Orlando approve all applications for membership, hear all grievances, authorize and audit all expenditures, and approve all non-elected appointments.

All Ad 2 Orlando branding and communications will clearly note that Ad 2 Orlando is affiliated with the AAF – Orlando. The AAF – Orlando will also include mention and note of Ad 2 Orlando as a direct affiliate in its branding and communications.

#### Board of Directors

The Ad 2 Board of Directors shall be elected by the membership of Ad 2 Orlando and shall consist of at least three percent (3%) of the total number of the Ad 2 Orlando members.

Only Ad 2 Orlando full members in good standing may serve on the Ad 2 Board of Directors.

The Ad 2 Board of Directors is composed of a President and Ad 2 Committee Chairs, including but not limited to President-Elect, Communications Chair, Diversity Chair, Education Chair, Government Relations Chair, Membership Chair, Programs Chair, Public Relations Chair, Public Service Chair, Socials Chair, and Sponsorships Chair.

## Membership

~~A unified membership structure will be applied: any eligible person between the ages of 18 and 32 will be given “dual membership” into AAF-O and Ad 2.~~

~~Ad 2 Orlando and AAF- Orlando will maintain separate membership rosters and membership rates.~~

~~Ad 2 Orlando members receive the benefits of AAF-Orlando Members, except that they are not considered voting members or eligible to serve on the Federation Board or Directors, with the following exceptions:~~

- ~~• The Ad 2 Orlando president receives a one (1) year appointment to the Federation Board of Directors that coincides with his/her Ad 2 Orlando presidency. The Ad 2 Orlando president is entitled to a vote as a Federation Member.~~
- ~~• Members of the Ad 2 Board of Directors are eligible to run for election to the Federation Board of Directors after serving on the Ad 2 Board of Directors for a one (1) year period. As a member of the Federation Board of Directors they will be considered a voting member.~~

~~Prospective Ad Fed AAF – Orlando members meeting the Ad 2 eligibility requirements (age 18-32) will be directed to the Ad 2 Orlando membership committee to become Ad 2 members at the Ad 2 membership rate and will receive the full benefits of both Ad 2 and AAF-O.~~

~~If, however, a prospect aged 32 years or younger would like to be only an AAF-O member to be identified as such, they will pay the higher AAF-O rate. Ad 2 members aging out of Ad 2 will automatically be able to renew as AAF-Orlando Members at the AAF-Orlando rate.~~

~~AAF – Orlando and Ad 2 Orlando will each be responsible for the payment of both District and National dues for their individual membership rosters.~~

~~AAF-O and Ad 2 databases will be updated and maintained by the AAF-O Executive Assistant. Ad 2 Membership rate for both new and renewal memberships shall be \$70.~~

~~The AAF – Orlando and Ad 2 Orlando members and prospects databases may remain separate and be maintained by the AAF – Orlando and Ad 2 Orlando respectively.~~

~~The Ad 2 Orlando Board of Directors shall determine the membership rates that suit their organizations membership and financial commitments.~~

## Structure



AAF-Orlando recognizes two (2) Board of Directors – one AAF-Board of Directors to oversee the business of all AAF-Orlando members and second Ad 2 Orlando Board of Directors to oversee the business and initiatives catered to the Ad 2 Orlando Membership. The Board of Directors will consist of the respective President and appointed or elected Committee Chairs or Co-Chairs.

~~Members of the Ad 2 Board of Directors are eligible to hold a position on the AAF-O Board of Directors if desired after serving on the Ad 2 Board of Directors for a one-year period.~~

Each year, the board of Ad 2 Orlando will elect a President from its membership. The President of Ad 2 Orlando receives a one (1) year appointment to the AAF – Orlando Board of Directors that coincides with his/her Ad 2 Orlando presidency. The Ad 2 President shall serve on the executive committee of AAF – Orlando.

While Ad 2 Orlando and AAF – Orlando Committee Chairs(s) will correspond regularly with one another, the Ad 2 Orlando President and AAF – Orlando Presidents are responsible for ensuring the collaboration between both entities.

The Ad 2 Orlando President will appoint ~~the following~~ Committee Chairs to comprise the Ad 2 Orlando Board of Directors. All Committee Chairs report directly to the Ad 2 Orlando President. The chairs of AAF – Orlando and Ad 2 Orlando standing committees (e.g., Membership, Social, Programs, ADDYs, Communications) shall meet and communicate regularly to ensure events and programs are complimentary, not competitive. The Ad 2 Orlando Board of Directors may be comprised of the following Chairs:

#### **Public Service Chair(s)**

The Ad 2 Orlando Public Service Chair and Committee will maintain an autonomous public service project in accordance with ~~National~~ Ad 2 National and AAF guidelines.

The Ad 2 Orlando President and Public Service Committee may or may not choose to participate in the additional public service initiatives of the AAF – Orlando, ~~the 4<sup>th</sup> District and AAF.~~

The Ad 2 Orlando and AAF – Orlando Public Service Chairs will ~~should~~ ensure that public service efforts conducted in the local market do not erode or compete with each other.

#### **Advertising Education Chair(s) / Student Engagement**

The Ad 2 Orlando Advertising Education Chair(s) will identify programs tailored to ~~young professionals and~~ students, such as résumé, skill, and portfolio building.

Ad 2 Orlando Advertising Education Chair(s) and AAF – Orlando Advertising Education Chair(s) will collaborate to ensure programming content and dates are complimentary, not competitive.

Ad 2 Orlando will assign at least one representative to serve on the ADDYs committee, with a focus on, but not limited to, Student ADDYs.

#### **Communications Chair(s)**

The Ad 2 Orlando Communications Chair(s) is responsible for ensuring information on Ad 2 Orlando initiatives is communicated to all ~~AAF-O members when deemed appropriate by the Ad 2 and AAF-O Communications Chairs~~ Ad 2 Orlando members.

Mass email communications to both databases will be coordinated between the Ad 2 Orlando and AAF – Orlando Communications Chairs when deemed appropriate by the Ad 2 Orlando and AAF – Orlando Communications Chairs and will be sent according to the AAF – Orlando’s communications policies and procedures.

Ad 2 Orlando may have a page on the AAF – Orlando website, but will maintain its own website to represent the needs and interests of the Ad 2 Orlando membership.

Ad 2 Orlando may seek other communications mediums to reach the 18-32 demographic, including but not limited to social media, blogging websites, newsletters, etc.

Ad 2 Orlando will may maintain a separate newsletter email communications from AAF – Orlando to represent the needs and interests of the Ad 2 membership that will be distributed to young professionals and students only, and will also include the initiatives of the AAF – Orlando when appropriate.

### **Programs Chair(s)**

The Ad 2 Orlando Programs Chair(s) will operate independently from the AAF – Orlando Programs Committee to identify and plan educational programs, which interest the Ad 2 Orlando membership. The Ad 2 Orlando and AAF – Orlando Programs Chair(s) will ensure the content and dates of the events are complementary, not competitive, by outlining a calendar at the start of the year and communicating any changes to one another.

All Communication that promotes Ad 2 Orlando-only programs will be distributed to Ad 2 Orlando, include the Ad 2 Orlando and AAF – Orlando logo and note specify that discounted member rates apply for all individually named members — of Ad 2 Orlando and AAF – Orlando.

Communication that promotes “joint” program events will be distributed to all Ad 2 Orlando and AAF – Orlando members, include the Ad 2 Orlando and AAF – Orlando logo, and specify that member rates apply for all individually named members of Ad 2 Orlando and AAF – Orlando.

### **Socials Chair(s)**

The Ad 2 Orlando Social Chair(s) will identify and plan social and networking events that will appeal to the Ad 2 Orlando membership. The Ad 2 Orlando Socials Chair and AAF – Orlando Programs/Special Events Chair(s) are responsible for ensuring event dates are complementary, not competitive by outlining a calendar at the start of the year, and communicating any changes to one another.

The Ad 2 Orlando Socials Chair(s) and AAF – Orlando Programs/Special Events Chair(s) may also develop “joint” socials and events that foster networking among the entire both the Ad 2 Orlando and AAF – Orlando membership.

Communication that promotes Ad 2 Orlando-only programs socials will be distributed to Ad 2 Orlando members, include the Ad 2 Orlando and AAF – Orlando logos, and specify that member rates apply for all individually named members of Ad 2 Orlando and AAF – Orlando.

Communication that promotes “joint” socials and events will be distributed to all Ad 2 Orlando and AAF – Orlando members, include the Ad 2 Orlando and AAF – Orlando logos, and specify that member rates apply for all individually named members of Ad 2 Orlando and AAF – Orlando

### **Membership Chair(s)**

The Ad 2 [Orlando](#) Membership Chair(s) will identify segments of the 18-32 population from which to recruit new members and develop initiatives to recruit and retain them.

The Ad 2 [Orlando](#) and AAF – [Orlando](#) Membership Chair(s) will ~~ensure~~ execute membership initiatives ~~by respectively entered~~ [catering efforts](#) to the appropriate demographic (18-32 for Ad 2 [Orlando](#) and 32+ for AAF – [Orlando](#)) to position the affiliation as complementary and beneficial, not competitive.

The Ad 2 [Orlando](#) and AAF – [Orlando](#) Membership Chair(s) should outline membership objectives and initiatives at the beginning of the year and communicate regularly to report any changes to objectives or results achieved.

Any printed membership collateral produced by either Ad 2 [Orlando](#) or AAF – [Orlando](#) should carry both logos —Ad 2 [Orlando](#) and AAF – [Orlando](#) to communicate the affiliation.

### **Government Relations Chair(s)**

AAF – [Orlando](#) represents the interests of the advertising community through continued lobbying to build relationships and communicate on legislative issues as needed.

Ad 2 [Orlando](#) will support ~~these~~ [any](#) initiatives [by AAF – Orlando to represent the interests of the advertising community through public information/lobbying efforts to build relationships and communicate on legislative issues](#) by appointing an Ad 2 [Orlando](#) Government Relations Chair, who will help plan initiatives in conjunction with the AAF – [Orlando](#) Government Relations Chair, educate Ad 2 [Orlando](#) ~~Board~~ members on issues, and ensure communication on legislative issues is distributed to all Ad 2 [Orlando](#) members regularly and when necessary to act.

### **Public Relations Chair(s) and Social Media Chair(s)**

The Ad 2 [Orlando](#) Public Relations Chair(s) will operate independently to oversee public relations activities, including but not limited to media relations and press releases, to position Ad 2 [Orlando](#) as the organization for young advertising professionals in the market.

[Public Relations efforts will be coordinated with the AAF – Orlando Communications Committee and sent according to the AAF – Orlando’s communications policies and procedures.](#)

The boilerplate copy used for releases distributed on behalf of the Ad 2 [Orlando](#) Public Relations Chair and AAF – [Orlando](#) Public Relations Chair will note the affiliation between the groups to build and maintain accurate perceptions of a unified organization.

The Ad 2 [Orlando](#) and AAF – [Orlando](#) Public Relations Chair(s) should outline public relations objectives and initiatives at the beginning of the year and communicate regularly to report any changes to objectives or results achieved.

### **Sponsorship Chair(s)**

The Ad 2 [Orlando](#) Sponsorship Chair(s) will focus on securing sponsorships and in-kind donations to support initiatives set by the Ad 2 [Orlando](#) [President](#), Membership, Programs, Socials, and [Student Engagement Chairs/Advertising Education Chairs](#).

The Ad 2 [Orlando](#) and AAF – [Orlando](#) Sponsorship Chair(s) will ensure that efforts to secure sponsors are complementary, not competitive by outlining a list of needs and prospects at the start

of the year and communicating regularly to report new any sponsors secured and opportunities identified.

Ad 2 Orlando Sponsorship Chairs will follow the AAF – Orlando sponsorship policy as outlined in the AAF – Orlando Policies and Procedures Manual.

## **Treasury**

The Ad 2 Orlando treasurer shall work in conjunction with the AAF – Orlando Treasurer and will assist in managing the financial reporting and documentation of all Ad 2 Orlando line items included in the AAF – Orlando budget. Each year, Ad 2 Orlando will request submit an appropriate budget to serve the needs of Ad 2 Orlando AAF-O members ages 18-32, which will be used in a variety of ways as determined by the Ad 2 Orlando President and the Ad 2 Board of Directors.

Line items may include but are not limited to the following:

- ~~4~~AAF Conference Registration/Travel Lodging
- ~~AAF~~ Conference Registration/Travel Lodging
- ~~4~~AAF Dues
- ~~AAF~~ Dues
- ~~National~~ Ad 2 Dues
- ~~Board~~ Meetings/Rewards
- ~~Club~~ Achievement Entries
- ~~Club~~ Achievement Supplies/Shipping
- ~~Membership~~ Initiatives
- ~~Programs~~
- ~~Socials~~ Education
- ~~Communications~~
- ~~Website~~ Hosting

The Ad 2 Orlando Treasurer, President and President-Elect are responsible for submitting the requested budget to the AAF – Orlando President Treasurer in May prior to the first AAF – Orlando Board Meeting of each year based on the needs identified by the Ad 2 Orlando Board of Directors.

Income and expenditures for each line item are to be reported by the Treasurer at the AAF – Orlando Board of Directors monthly meeting, informing the Ad 2 Orlando President of the budget status of Ad 2 Orlando line items.

The Ad 2 Orlando President and Board of Directors is are responsible for submitting expense reports to the AAF-O Ad 2 Orlando Treasurer to document expenses incurred through Ad 2 Orlando initiatives within 30 days of the expense being incurred. and sending a Any income generated through Ad 2 Orlando initiatives will be deposited or provided to the AAF-Orlando Treasurer by the Ad 2 Orlando Treasurer in a timely manner.

The Ad 2 Orlando President may, at any time, request additional budget line items for new/special programs identified for approval from the AAF – Orlando Board of Directors for additional or increased budget lines.

## **Insurance Coverage**

As a direct affiliate of ~~the Orlando Advertising Federation~~ AAF – Orlando, Ad 2 Orlando will be covered under the Professional Liability and General Liability policies ~~insurance rider~~ of the AAF – Orlando.

**Identity**

Ad 2 Orlando will retain a separate logo for identity purposes. AAF – Orlando and Ad 2 Orlando logos will coexist on all membership and programming collateral.

Any changes to the Ad 2 Orlando logo will be presented to the AAF- Orlando board of directors and should be voted on and approved by the Ad 2 Orlando Board of Directors.

**Affiliation Review**

~~On or before May of each year,~~ Within 30 days of the end of the term, the Ad 2 Orlando and AAF – Orlando Presidents and President-Elects shall meet to review the agreement and make alteration and/or enhancement recommendations if necessary or deemed appropriate. At this time, a recommended budget will be established for inclusion in the AAF – Orlando Budget for the upcoming ~~July~~–June fiscal year.

Both the Ad 2 Orlando President and AAF – Orlando Presidents, along with their respective Boards of Directors have the right to review this affiliation at any time ~~this affiliation~~.

**Term**

This affiliation agreement shall be in effect for a term of one year, from the date signed below.

This affiliation was last reviewed on: \_\_\_\_\_  
(mm/dd/yyyy)

\_\_\_\_\_  
AAF – Orlando President:

\_\_\_\_\_  
AAF – Orlando President Signature:

\_\_\_\_\_  
Ad 2 Orlando President

\_\_\_\_\_  
Ad 2 Orlando President Signature:

## SCHEDULE B

### AMERICAN ADVERTISING FEDERATION-ORLANDO SILVER MEDAL AWARD SELECTION AND RECOGNITION GUIDELINES

#### American Advertising Federation-Orlando Silver Medal Award Selection and Recognition Guidelines

##### History:

The Silver Medal Award had historically been conducted, selected and given by the past Silver Medalists only. An annual luncheon or dinner would be scheduled and whichever past Silver Medalists could attend would be the selection committee. Selections were based on the four (4) criteria as outlined by National AAF, however, the nomination and selection process had been loosely conducted through minimal written submissions and open discussion. The Silver Medal recipient would be announced and receive his/her award within the context of the ADDY Awards event.

Unfortunately, the Award had lost its esteem and value with the Central Florida advertising industry. It was perceived as something unattainable and would only be passed on to other, older, past industry leaders who were known within the circle of past Silver Medalists. Therefore, apathy and disinterest by American Advertising Federation- Orlando (AAF-Orlando) members and the ad community towards the Silver Medal Award was pervasive. In 1999-2000, the president, board leadership and past Silver Medalists went through a long process to restructure the entire approach to the nomination, selection, and recognition process for the Award. The results and policies, as outlined in this document, have been followed since and have succeeded in repositioning the Silver Medal Award as one that is respected, attainable, inspirational, and aspirational.

In addition to the four (4) selection criteria defined by National AAF (Contributions to Company, Creativity, Advancement of the Industry, and Contributions to Community), the Selection Committee added a fifth criteria, due to its importance in the Central Florida ad community-Contributions to Education. This new criteria is defined as the nominee's contributions to advertising education at area high schools and colleges/universities, mentoring ad students or young professionals, and/or through contributions to help further advance the professional development and education of ad professionals in the market.

The Silver Medal Award recognition ceremony and event has replaced a ~~regular AAF-Orlando~~ [either the January or March](#) luncheon program event. It has become a signature event for AAF-Orlando.

##### Committee Leadership and Responsibilities:

- Current Silver Medalist is one of the two ~~Silver Medal~~ [Selection](#) Committee Co-Chairs.
- [AAF-Orlando](#) Immediate ~~AAF-Orlando~~ Past President is the other ~~Silver Medal~~

#### Selection Committee Co-chair.

- The two shall divide up responsibilities for the selection and recognition process; their responsibilities include setting the date, time, and location of the selection meeting, notifying the selection committee members, and overseeing the selection meeting. They will also notify the winner, provide them with information regarding the recognition ceremony, and organization the content of the recognition ceremony and event. (The AAF-Orlando Programs Committee is responsible for venue arrangements, logistics, event promotion and attendance.)

#### Composition of the Selection Committee:

- Seven (7) (maximum number) past Silver Medal Award recipients.
- Seven (7) (maximum number) AAF-Orlando representatives, consisting of active Board of Trustees (past presidents) and the current President of AAF-Orlando.
- One member-at-large to serve as an outside, objective participant in the selection process. This person is identified and appointed by the ~~Silver Medal Selection Committee~~ Selection Committee Co-Chairs. The criteria for selecting the committee member-at-large is:
  - Not a current or past member of the AAF-Orlando Board of Directors.
  - Not a past Silver Medalist.
  - A recognized and respected senior leader in the Central Florida advertising industry that has a reasonable level of involvement and awareness in the business community and of other industry leaders. This person must be entrusted to participate in this process with objectivity, integrity, discretion and confidentiality.
- ~~All Selection Committee members must be present at the Selection Committee to participate and cast a vote. They cannot participate by phone/teleconference or send a proxy.~~
- Nominators and nominees cannot sit serve on the Selection Committee.
- No more than two people from a nominee's company may serve on the selection committee.

#### **Selection Process:**

- ~~The call for nominations should be sent out in early August.~~
- Nomination period shall take place during fourth (4<sup>th</sup>) quarter of award year.
- Nomination deadline can fall by end of year or within first few weeks of New Year, depending on when nomination period is announced.
- The nomination period shall be long enough to provide nominators enough time to put together the nomination form and any back-up submission documents (recommend last a minimum of ~~four~~ three weeks).
- Nominees must reside and work in the Orlando market (the majority of their residence time and work are spent in this market).
- Nominations shall be sent to the designated ~~Silver Medal Award Selection Committee~~ Selection Committee Co-Chair.
- Nominations can be submitted electronically only to the Selection Committee Co-Chairs. Additionally, a hard copy submission with back-up documentation must be

provided. The nomination form must have an original signature from the nominator.

- ~~Each section of the nomination (contributions to company, creative, etc.) is limited to 250 words. A minimum of three, and no more than five, letters of recommendations for the nominee, one of which can be from the nominator, must accompany the submission.~~
- ~~All requirements for nominations should be made clear on the AAF-Orlando Web site, on the nomination form and in the call to nominations.~~
- Nominations will only be accepted from members of AAF-Orlando in [good standing](#); non-members may not submit.
- Only nominations received by the set deadline will be considered. No person shall be considered if his/her submission does not meet that deadline.
- [Nominations received are considered only for the year submitted. If the individual nominated is not selected, he/she will need to be re-nominated again to be considered in future years. No resumes or nominations will be automatically carried forward from previous years.](#)
- The nomination form should provide for additional references, [or in include up to three \(3\) \(maximum\) referral letters](#), with company ~~Orlando~~ name and phone number, which will enable the Selection Committee Co-Chairs to verify, request and/or obtain additional information, if needed.
- [For each nomination category, the submission should be no more than one \(1\) written page. There can be up to three supporting materials \(ie, work samples, publicity/articles\).](#)
- [The nominee should be informed that he/she has been nominated and encouraged to submit any information that may not have been included on the original nomination form. This will help build a better case for his/herself to prove they are qualified and to ensure the selection committee has all valuable information to consider. This additional information can be provided to or secured by the Selection Committee Co-Chairs after the nomination deadline but by the Selection Committee's deadline to have compiled submissions distributed to Selection Committee members in advance of the selection meeting.](#)
- The Co-Chairs may choose to assign to each Selection Committee Member a nominee for purposes of researching references, contacting nominee for additional information, and presenting that nominee to the Committee.
- If the Selection Committee does not feel that any of the nominees are qualified to receive the award, it is not mandatory that an award be presented each year.
- ~~The Selection Committee Meeting should be held in September at a place, date and time determined by the Co-Chairs. The Co-Chairs will contact and determine which past presidents and which past Silver Medalists are available to serve on the Selection Committee and will notify them well in advance to reserve the Selection Meeting date on their calendars. Food is provided as a part of the AAF-Orlando annual budget for Silver Medal.~~
- ~~Nominations received are considered only for the year submitted. If the individual nominated is not selected, he/she will need to be re-nominated again to be considered in future years. No resumes or nominations will be automatically carried forward from previous years. However, nominators should be thanked for their submissions and should be encouraged to update and re-submit the following year (see "Follow Up" below).~~



### **Selection Meeting:**

- The Selection Committee Meeting should be held at a place, date, and time determined by the Co-Chairs. The Co-Chairs will contact and determine which past presidents and which past Silver Medalists are available to serve on the Selection Committee and will notify them well in advance to reserve the Selection Meeting date on their calendars. Food is provided as a part of the AAF- Orlando annual budget for Silver Medal.
- Co-Chairs prepare agenda and materials for the meeting. Each Selection Committee Member is provided with a file containing a photocopy of each nominee's submission and any additional background information that has been attained since the submission deadline.
- The Co-Chairs objectively present each nominee and highlight points about his/her background, ad industry experience, etc.
- Selection Committee members are provided a scoring sheet to allow them to do ~~an~~ **their own** assessment of each nominee in each of the five areas of criteria.
- Discussion will be held on each of the nominees.
- The Selection Committee will agree through consensus to narrow down the field to the top two (2) or three (3) candidates. There may be further narrowing to the top two (2) candidates if the group agrees on it.
- Once narrowed down, additional discussion is held on the nominees.
- A private, written vote is cast by each Selection Committee Member as to who they choose to award the Silver Medal.
- Votes are counted by the **Selection Committee** Co-Chairs and announced to the group.
- The Selection Committee agrees on who and the best way to notify the nominee's nominator and/or company to set up notifying the recipient.
- All nominees, materials, and Selection Committee Meeting discussions remain entirely confidential. Nominees are not announced. The purpose of both points is to protect the integrity of the process, to not have anyone embarrassed that they were not selected and to respect the commitment to open and free discussion about each of the nominees amongst the committee members.
- Selection Committee Members may not divulge who the winner is to anyone until the Silver Medalist is told.

### **Recognition:**

- **Selection Committee** Co-Chairs coordinate notification/announcement to the winner before it is told to anyone else. All Selection Committee Members are invited to participate and attend the announcement.
- One of the Co-Chairs orders the Silver Medal medallion and plaque from **National AAF**. Once received, they get them engraved with his/her name, Orlando, and year, in time for the award ceremony.
- **Selection Committee** Co-Chairs work with Silver Medalist's nominator and/or company to notify family, identify guest speakers, and determine whether any other tributes will be included (i.e. the production of a video for the event).
- **Selection Committee** Co-Chairs define award ceremony/event agenda, flow, timing,

etc.

- AAF-Orlando Communications Committee works with Co-Chairs to produce and distribute the following:
  - E-mail announcement of Silver Medalist, event date, and time.
  - Printed invitation to be mailed to AAF-Orlando members and Silver Medalist's personal/professional invitation list.
  - Printed program for the Award ceremony/event.
  - AAF-Orlando website page tribute/announcement of new Silver Medalist.

**Follow-up:**

- ~~One of the co chairs contacts nominators to thank them for participating and to suggest that they re-submit their nomination the following year. They should also contact the nominators when the call for nominations begins in August of the following year to remind them that they can re-submit their nominations.~~
- ~~The co chairs should gather all nominations and put them in the binder located in the AAF Orlando storage unit.~~

~~Updated: 2/12/08 by 2007 Silver Medal Selection Committee~~

Updated: 2/24/15 by Barb Scherer, per March 2014 Selection Committee meeting agreement and notes