



From the Governor
June 2015

Greetings, AAF Jackson Member!

Thank you for your support of the American Advertising Federation (AAF), the largest professional association in our industry. You join more 40,000 other advertising professionals at 200 local federations across the country as well as nearly 100 blue-chip corporate members.

The AAF protects and promotes the well-being of advertising. We accomplish this through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs, college chapters and other businesses in the marketing communications world. Here's what the AAF does:

- Brings members together to yield creative business solutions.
- Protects and promotes advertising at all levels of government through grassroots activities.
- Educates members on the latest trends in technology, creativity and marketing.
- Provides programs to assist local association volunteer leadership.
- Presents the industry with its future leaders.
- Honors advertising excellence.

As the "Unifying Voice for Advertising," AAF Jackson provides unique opportunities for you and other members to share ideas, engage with experts and give back to the community. Additionally, you are also a member of the AAF's District 7, which comprises 21 affiliate advertising clubs and federations in Alabama, Georgia, Louisiana, Mississippi and Tennessee.

This year, I will be working with your local AAF board members and leaders to help you get the most value out of your membership. Related to that, each year, our District hosts two conferences in the spring and summer. We hope you will join us August 20-22 in Nashville, Tennessee, and April 7-9 in Johnson City, Tennessee, for networking and professional development that will help grow your career. Visit AAFDistrict7.com for more information and to connect with us on LinkedIn, Twitter and Facebook.

Again, thank you for your interest and involvement in AAF Jackson. For more than 100 years, the AAF has been bringing advertisers, agencies, the media and their service providers together to protect and promote the advertising industry. Welcome to the club!

Cheers,

A handwritten signature in black ink that reads 'David Jacobs'. The signature is fluid and cursive, with a long, sweeping tail on the 's'.

David Jacobs
Governor
AAF District 7

Alabama • Georgia • Louisiana • Mississippi • Tennessee
AAFDistrict7.com