



WESTERN REGION



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AAF Western Region Business Meeting

September 30 , 2011 – Palm Springs, CA

Presiding: Western Region Chair Barbara Scott called the meeting to order at 3:30PM. Chairman Scott introduced the Western Region Board of Directors.

The secretary called the **ROLL** and the following 26 clubs were represented: **Arizona:** AAF Metro Phoenix, AAF Tucson, Ad 2 Tucson, **California:** (District 14) AAF Sacramento, AAF Silicon Valley, Greater San Francisco Ad Club, (District 15) AAF Inland Empire, AAF Palm Springs/Desert Cities, AAF Santa Barbara, Ad 2 Orange County, Ad 2 San Diego, Advertising Club of San Diego, Orange County Advertising Federation, (College Chapters) Westwood College, **Colorado:** AAF Colorado Springs, Ad 2 Denver, Ad Club Denver, **Hawaii:** AAF Hawaii, **Idaho:** Boise Advertising Federation, Magic Valley Advertising Federation, **Nevada:** AAF Las Vegas, AAF Reno, **Oregon:** Advertising Federation of Central Oregon, **Utah:** AAF Utah, **Washington:** AAF Seattle.

MOVED, SECONDED and **APPROVED** to accept the minutes from the Western Region Business meeting in San Diego, CA.

Chairman Scott then called upon outgoing Secretary/Treasurer to report on the final numbers for the 2010-2011 budget. Incoming Secretary/Treasurer Karole Campbell then presented the proposed budget for the 2011-2012 club year. **MOVED, SECONDED** and **APPROVED** to accept the proposed 2011-2012 budget.

District 12 reported that the 2012 Western Region Conference will be in Denver with details to begin coming shortly.

District Governors presented reports: District 15 Bill Houck, District 14 Kathy Mitchell, District 13 Barbara Scott, District 12 Joe Kelley, District 11 Christal Gammill

Joanne Schecter and Kathy Mitchell presented details of the upcoming Hall of Achievement luncheon in San Francisco on November 2nd and encouraged all Western Region leadership to attend.

Secretary/Treasurer Karole Campbell presented the winner of the best idea forum. AAF Tucson was recognized for the best idea, receiving a free registration to the national AAF conference in Austin, TX in June 2012. AAF Hawaii received a free registration for the Western Region Conference in Denver in September 2012 for second place. And Ad2 San Diego received one night's free hotel at the Western Region Conference for third place. AAF San Diego and AAF Reno were also recognized as runners-up.

There being no further business, the meeting **ADJOURNED** at 4:27 PM.

Prepared and submitted by

Karole Campbell, Secretary/Treasurer

**2010-2011 Western Region Budget
As of June 30, 2011**

				Budget	Actual
Expenses					
Travel / Chair					
2010 WR Conference/COG Honolulu				\$700.00	\$706.60
COG Meeting (Spring - East Coast)				\$700.00	
Western Region Planning Meeting				\$200.00	\$221.07
Incoming Governor Meeting				\$0.00	
2011 National Conference				\$400.00	\$400.00
Travel /Vice Chair					
2011 National Conference				\$800.00	\$905.83
Travel / Secretary/Treasurer					
2010 WR Conference/COG Honolulu				\$770.00	\$770.00
2011 National Conference				\$770.00	\$1,185.52
Subtotal				\$4,340.00	\$4,189.02
Conference Expenses	rate	#			
WR Registration 2010	225	4		\$900.00	
Chair					\$225.00
Vice Chair					\$225.00
Secretary Treasurer					\$225.00
Past Chair					\$225.00
National Registration 2011	675	3		\$2,025.00	\$575.00
WR Conference Seed Money					\$1,500.00
WR Conference Grant 2010	245	3		\$735.00	\$675.00
Misc Exp				\$0.00	
Subtotal				\$3,660.00	\$3,650.00
Total				\$8,000.00	\$7,839.02 \$160.98

Western Region Proposed Budget
FY 2011 - 2012

	Budget 11-12	Actual	Difference	Notes
Expenses				
Travel / Chair				
COG Meeting	\$600.00			Ft. Worth
Western Region Conference (Palm Springs)	\$600.00			Palm Springs
COG Meeting (Spring - East Coast)	\$600.00			East Coast
Western Region Planning Meeting Winter 2012	\$200.00			
National Conference	\$600.00			Austin
Travel / Officers				
Western Region Conference (Palm Springs)	\$400.00			\$200 x 2 (Shiiki, Campbell)
Western Region Planning Meeting Winter 2012	\$400.00			\$200 x 2 (Shiiki, Campbell)
National Conference	\$400.00			\$200 x 2 (Shiiki, Campbell)
Incoming Gov (COG meeting-Vice Chair)	\$0.00			
Subtotal	\$3,800.00	\$0.00		
Conference Expenses				
WR Registration 2011	\$900.00			Scott, Shiiki, Campbell, Landon
National Registration (\$675x2)	\$1,350.00			Shiiki, Campbell
WR Conference Seed Money	\$1,500.00			District 12
WR Conference Grant 2011	\$450.00			\$225 x 2
Misc Exp	\$0.00			
Subtotal	\$4,200.00			
Total	\$8,000.00	\$0.00		