

## 2018-2019 Slate of Candidates Officers and Board of Directors

### ***Lisa Healy: Principal/Account Director***

Lisa has overseen client relations at Webster for over 15 years and is now one of six partners leading the nationally award-winning branding firm. An area native, she temporarily left the Husker Nation to earn a degree from the University of Missouri School of Journalism. She then cut her marketing teeth on national tourism and retail accounts at MMGY Global and Bernstein-Rein in Kansas City before returning to her hometown of Omaha. Responsible for client interaction, brand strategy and keeping shiny-object-loving designers on task, Lisa also enjoys spending time with her family, including following her daughter around as a #dancemom. When not working, attending AAF Omaha events or dance competitions, Lisa likes to take her Golden Retriever, Dug, to dog shows.

### ***David Lempp: Account Lead, Centro***

David Lempp, Account Lead at Centro, has over a decade of marketing experience and achievement with the majority of it focused in the Omaha market including positions with Sinclair Broadcasting, BH Media, and Viamedia. His experience as a Local Sales Manager, Research Director, and Marketing Consultant have made him well-suited for his current role. Centro proudly offers turn-key digital solutions for brands, agencies, and publishers across the US. David is an Omaha native and a University of Nebraska—Lincoln graduate.

### ***Daryl Anderson: Creative Director, Clark Creative Group***

Daryl Anderson is a multidisciplinary creative director with over 20 years experience in marketing strategy, corporate branding and continuity. He graduated from Northwest Missouri State University and received a BFA with emphasis in Graphic Design. Daryl began his career in industries such as fashion and beauty, food and grocery, and health care. After honing skills in critical thinking, brand development and management from the inside out, he was nabbed by Clark Creative Group. When he's not helping to inspire fellow art directors, copywriters, video editors and web developers in producing award winning marketing, he can be found immersing himself in foreign cultures or out playing in the dirt.

### ***Lisa Conklin: Senior Account Manager/Media Buyer, A&K Marketing, Inc.***

Lisa Conklin joined A&K in November 2014. Lisa has over 12 years of advertising sales support and media buying experience. Prior to employment at A&K, Lisa served as Media Director at Envoy, Inc., and prior to that gained experience working for Cox Media, Morningfire, Inc., Bozell, and Omaha World-Herald.

While earning a journalism degree, Lisa developed a passion for all things media and pop-culture, and advertising became a natural fit. Lisa enjoys building media plans that drive results for her broad range of clients while optimizing their budgets, and she enjoys learning about new mediums as they become relevant and bring new opportunities to the table.

Lisa has been an AAF member off and on since 2005 and volunteered with the communications committee from 2011-2016, serving as committee co-chair from the 2012-2013 club year through the 2014-2015 club year and is currently the Communication and Membership team's executive board mentor. Lisa also served as the executive board mentor for the Meet the Pros and Membership committees for the 2016-2017 club year. Lisa was honored to be named the AAF Omaha 2017 Ad Pro. Lisa was an active volunteer with Make-A-Wish from 2008-2012 and currently volunteers for the Boyd Elementary PTA.

### ***Paula Steenson: President, Paula Presents!***

Celebrating 30+ years in the advertising/event planning field. Paula started her company in the early 80s and currently works with her husband Tom and collaborates with a variety of other professionals in the PR, media and event planning world here in Omaha and beyond.

The company does everything from designing print collateral on a national level to planning and executing non-profit and corporate events and conferences locally, regionally and nationally. Paula still truly loves

what she does and is glad she has had the opportunity to keep learning and growing.

Paula was on the Board of AAF Omaha for 10 years serving in a number of positions including President. She was happy to return to serve as co-chair for the 2012 ADDYs, 2014 ADDYs, 2016 ADDYs 2018 ADDYs. Paula is looking forward to co-leading the Membership team this year.

***Bob Mancuso: Director, Mid-America Expositions, Inc.***

Bob joined Mid-America Expo in 2005. Their company produces trade shows, events, and festivals. The Omaha Health & Wellness Expo, the Triumph of Agriculture Expo – Farm & Ranch Machinery Show, the Taste of Omaha, the Nebraska Balloon & Wine Festival, and the Outland Trophy AD are a few of their shows. Prior to joining Mid-America Expo, Bob worked at Mutual of Omaha in the Customer Service Division and worked at the University of Nebraska Medical Center. He is a graduate of Iowa State University and has a Master of Business Administration (MBA) from Creighton University. Bob has been a member of AAF Omaha since 2011 and was on the Public Service Committee from 2012-2018. He is looking forward to working in the Membership Area this year and serving on the AAF Omaha Board of Directors again.

***April Clark: Regional Sales Manager, nSightful Powered by CAS: a direct marketing service bureau***

A graduate of Bellevue University, April has been in the direct marketing arena for more than 30 years. A big supporter of the Mid America Direct Marketing Association, she was on their board from 1983 to 2012, serving as secretary for many years, treasurer, VP and as President twice.

April handles sales for CAS in list brokering, letter shop, email and data cleansing, email deployment, data processing, email marketing, and other marketing services. In the course of selling services, she rubs elbows with almost all the local direct marketing folks!

A native of Connecticut, April attended the University of CT and then lived in Monterey CA, San Angelo TX, and in Bellevue, then in Papillion since 1971. Married for 40 years to Jon, Mom to Bob, and Grandma to Michaela, Amanda and Dylan – family is very important. Her interests include gardening, sewing, church activities, walking, TaeKwonDo and Relay for Life.

***Robert Richardson, Coordinator of Business Development / Partner at A&K Marketing, Inc.***

Robert grew up in Crawford located in northwest Nebraska and graduated from University of Nebraska at Kearney, majoring in Business Administration. Robert spent twelve years in the Air National Guard as a Crew Chief and received an Associate's Degree in Applied Science from the Community College of the Air Force. Robert took an unusual path before he started working full time at the ad agency with his wife Rhonda Richardson. He worked for two fortune 500 Communication Services Providers as a Major Account Executive providing customized voice and data solutions for 20 years. August 2015 Robert joined their Ad Agency full time. Robert joined AAF in March of 2016 and volunteered for the OAX Planning Committee and AAF membership committee.

A & K Marketing is a full-service advertising agency specializing in strategic media planning and placement. With over 25 years in media and marketing experience, they are experts in rate negotiation, audience targeting, and market analysis.

***Jenny Andersen: Strategic Communications Manager, The Salvation Army Kroc Center + Adjunct Instructor, Metropolitan Community College***

Jenny is serving her second year as co-chair of Programs and currently is asking herself how she can make the “old” of Programs, fresh and dynamic. Jenny is just beginning a new career adventure at The Salvation Army Kroc Center as Strategic Communications Manager. A person of many career appetites, the position will be a blend of process improvement, communications streamlining, Spanish, art direction, and some good ol’ fashioned hands-on design. Jenny also teaches the fundamentals of advertising and visual literacy, and some other skills to graphic design students at Metropolitan Community College. In her free time, she is likely to be exploring Fontenelle Forrest, or doing the zip lines at Mahoney.

***Ann Woodford: Creative Services Manager, Goodwill Industries, Inc. - Serving Eastern Nebraska and Southwest Iowa.***

After graduating from The Art Institute of Las Vegas with her bachelor's degree in Graphic Design, Ann Woodford returned to her hometown of Omaha. She got a job designing shirts and store signage for a local sporting goods company, where her passion for design flourished. In 2013, Ann received a new job opportunity at Goodwill Industries, Inc. in Omaha, where she could use her design skills to help an organization with a mission to help people in the community find self-sustaining employment.

Ann's talents were quickly recognized at Goodwill, and she was promoted to Creative Services Manager. Now, Ann oversees all design work for the entire agency, including store signage, billboards and magazine advertisements for 17 retail stores and direct mail pieces for the development department.

Ann is a member of the North Omaha Kiwanis Club, where she has volunteered to take on much of their design work as well as plan events and fundraisers. When not busy designing, she enjoys spending time with her husband, two dogs, and friends.

***Sean Heisler: Creative Director, Webster***

After more than 20 years at Webster, Sean is a Creative Director and describes himself as having a debilitating affliction of being acutely aware. Sean has worked on such accounts as Turner Broadcasting, Immanuel, Boston Properties, ConAgra Foods, TD Ameritrade and Omaha's Henry Doorly Zoo. A graduate of Iowa State University he came to Omaha and got onboard with Webster where he has been ever since. Sean has garnered many local and national awards as well as having work featured in publications such as Print, Graphis, Communication Arts and Logo Lounge. Sean is also a father of three, an audiophile, former drummer and music lover.

***Alli Carlson: Account Supervisor, Redstone***

Alli is a graduate of the University of Nebraska-Lincoln College of Journalism and Mass Communications. Alli is an Account Supervisor with Redstone where she's worked for nearly four years. As an Account Supervisor Alli works to understand client marketing goals and then works to make them happen in partnership with the creative and media teams at Redstone. As a Minnesota native Alli worked in the marketing department of a Twin Cities credit union prior to moving to Omaha. Before landing at Redstone, she worked as the Development Coordinator at the American Red Cross helping to plan their annual events. Her experience on both the agency and client side has helped her successfully manage multiple accounts at Redstone.

***Bre Phelan: Ad Creative Tech Project Management Lead, Oath***

Phelan is an online advertising guru, proven project manager, and client relations specialist. As a Project Management Lead for Oath, Bre supports major initiatives for the Global Ad Creative Technology (ACT) organization. Throughout her ten years in the advertising industry, Bre has worked in both corporate and agency environments including SKAR Advertising and The Knot wedding website. She has served on the planning board of Women in Tech of the Heartland, designing their website and orchestrating community events. Additionally, Phelan is Founder and President of Felius Cat Café, a local nonprofit whose mission is to end cat euthanasia and increase adoption rates.

***Mike Gilloon: Director of Strategic Communications, Bozell***

Mike joined Bozell in November of 2016 after nine years at Starcom in Chicago. As Bozell's Director of Strategic Communication, Mike oversees PR, Media and Content for the agency's roster of clients, including First National Bank, 529 College Savings Plans, Sioux Honey and the College World Series. At Starcom, he helped create and execute campaigns for clients like Anheuser-Busch InBev, Best Buy, Nintendo, Hanes, Bank of America and Hallmark.

Mike was born and raised in Omaha. He's a graduate of Creighton Prep and the University of Notre Dame. This is his second year on the AAF Omaha board.

***Rachel Green: Marketing Implementations/Partnership Marketing, First National Bank Omaha***

Rachel graduated the University of South Dakota with a media and journalist degree in 2016. But her experience in advertising began in 2015 with an Account Service internship at Bozell where she worked on multiple accounts including the College World Series. After graduation she was hired by SKAR as an Account Service intern and was quickly promoted to Account Coordinator, and a short time later, to Account Manager. At SKAR, she excelled through her work with multiple regional brands, including,

Nebraska Lottery, East Texas Medical Center and Omaha National. In 2018, Rachel made the move to the in-house side of marketing at First National Bank where she currently works as Marketing Implementations Manager. Rachel she spends her time working on co-branded partnerships. She has been involved with AAF Omaha since 2014.

**Nate Eskra: Vice President and Owner of Regal Printing Company**

Nate has a decade of experience in the visual communication and design industry. A graduate of the University of Nebraska Kearney's graphic design program, Nate started his career as a designer at June Advertising. After a short stint at a local magazine, Nate ventured back into the creative/print work. Now, as a printer, Nate focuses mainly on the crucial relationship between a creative and their printer. Working mainly in a consulting role, Nate spends most days working directly with marketing teams to help ensure they are providing the best possible print solutions for their clients. When not at work Nate can either be found on the golf course or at home with his wife, son and 2 corgis Jax and Lucy.

**Steven Valish: Senior Design Director, Daake**

After more than 12 years at Daake, Steven is the Senior Design Director whose skills extend well beyond print design. He has a wealth of experience developing brand identity, spaces and digital media. His motivation is simple: to be better than you were yesterday. He thrives on learning from the best, working with the best and creating the best possible results for Daake clients. Steven has worked on such accounts as Nebraska Medicine, Children's Hospital & Medical Center, Iowa Western Community College and First Bankcard. He is a 2006 graduate of the University of Nebraska at Kearney and earned a Bachelor of Fine Arts degree with an emphasis in visual communication and design. Steven has been recognized for his work by several organizations, including: Print, Communication Arts, Neenah, and AIGA and ADDY Awards.

**Tyler Catania: Media Director, Zaiss & Company**

I'm the Media Director at Zaiss & Company. I manage all digital and traditional media buys, implementation, and analysis for clients. I have been with Zaiss & Company since 2013 and this will be my first year working with AAF Omaha. Some of my favorite things include movies, crossword puzzles, NFL football, and 90s hip-hop.

**Cody Felber: Advertising Coordinator, WoodmenLife**

Cody joined WoodmenLife in June 2018. As an advertising coordinator, he is responsible for developing multi-channel advertising campaigns, and advising sales representatives on the best advertising tactics and pieces for their budget and goals. Prior to joining WoodmenLife, Cody spent five years at *High Plains Journal* as a marketing assistant and digital advertising coordinator.

Cody is originally from Deweese, NE and a University of Nebraska-Lincoln graduate. In his spare time, he enjoys cycling, reading and spending too much time on YouTube.

**Jason Fox: Freelance Creative Director/Writer**

Jason Fox is a copywriter and creative director who has survived, if only barely, over two decades in the ad industry. A smattering of his previous clients includes Walmart, McDonald's, United Way, the Kansas City Zoo, Interstate Batteries, Ruby Tuesday, UNMC, and Nebraska City. His closetful of awards features hardware from the Effie, ADDYs, and Radio Mercury Awards; recognition from the apparently ironically-named Art Directors Club; appearances in Communication Arts and Adweek's Best of TV; and a smattering of Best of Somethingorother. Jason is a published author, a columnist for Omaha B2B magazine, and the brain behind @leeclowsbeard, an advertising-themed Twitter account that was named the Fourth Best Advertising Twitter Feed to Follow by [BusinessInsider.com](http://BusinessInsider.com). Originally from Kansas City, he has no idea how the Cornhuskers of Collegiate Football are going to do this year. In his poorly named free time, Jason attempts to be a good husband and father, dreams of fast cars, and threatens to nap.

**David Moore: Creative Director, Bozell**

David Moore knows his way around the advertising business. From national brands like BOSCH Power Tools, Glidden Paint and Boise Paper to local favorites Sue Bee Honey and First National Bank, David has built a career finding insights that connect products with buyers. He's written ads for dog wormers, mainframe computer channel extenders, and \$1000 dollar steaks. (He even named the tallest, fastest

roller coaster in the world\*, Cedar Point's *Top Thrill Dragster*.)

Beginning his adventure at Bozell & Jacobs in Omaha, he watched the firm evolve through multiple management and name changes, until running away from home for a decade to lead an agency in Cleveland. Now he's back in Nebraska, and back at Bozell.

With a keen eye for potential, he's recruited and developed a roster of talent who are now creative directors and leaders at agencies across the country. David's job titles over the years have included copywriter, producer, creative director, president, managing partner, and account planner. He's served on the Boards for AAF Cleveland, Cleveland AAAA's, JDRF Northeast Ohio Chapter, Greater Cleveland Film & Media Commission, and the American Red Cross Heartland Chapter. A passionate student of the history of advertising, he's a ringer on the Ad Wars trivia team.

\*Well, it was at the time. But times change. Sigh.

***Kerrigan Flynn: Corporate Communications Intern, Union Pacific Railroad***

Pursuing a degree in advertising and communications at the University of Nebraska at Omaha, Kerrigan works with many teams to grow her passion for the industry. Kerrigan is currently a Corporate Communications Intern at Union Pacific Railroad and Vice President of Publications for UNO's chapter of the Public Relations Student Society of America. Kerrigan also led the UNO Advertising Club as the president and worked with AAF Omaha as a student ambassador. Kerrigan won AAF Omaha scholarships during her time at UNO and attended the Meet the Pros conference for two years.

Kerrigan, a senior at UNO is working towards her B.S. in Communications, majoring in Journalism and Media Communication with an emphasis in Public Relations and Advertising, and will graduate in December.