



# AIR FORCE SERGEANTS ASSOCIATION

*Defending the Enlisted Corps and Their Families Since 1961*



## ANDREA D. SANFORD

AFSA Business Center and Communications Director

Andrea "Andy" Sanford brings more than 34 years of marketing, graphic design, print, and public speaking experience; primarily developing marketing strategies, social media and supporting multi-channel programs. She creates and executes highly successful communications and fundraising plans for corporate, community-based, and non-profit associations.



Andy leads the Communications Directorate and the Print & Business Center for the **Air Force Sergeants Association**. Prior to joining AFSA, she served as the Creative Director at a mid-sized Washington metropolitan area Ad Agency; and began her advertising career moving from production through corporate management at a major pharmaceutical and retail chain.

Devoted to programs that support military families and children within our global community, Andrea developed communications materials and programs in support of the AFSA and Veterans projects, Small Businesses, and children-centered and non-profit fundraising programs for Very Special Arts, The Center for Children, Hospice of Charles County, Southern Maryland Women's League, Kiwanis, and many youth recreational sports and academic programs.

### SPECIALTIES

**The Idea-Lady:** Andy has extensive experience in all phases of marketing, graphic design, printing, and promotional advertising. A highly motivated, dynamic, "out of the box" thinker, she brings passion, humor, and energy to every marketing project.

**Communications/Art Direction/Graphic Design:** managing all aspects of communications, Andy is an extremely talented graphic designer with an outstanding portfolio of work. A Communications Director with a strong visual arts background, she ensures her teams see, understand, and implement a vision, while taking input from, and lifting others to ensure overall success.

**Social Media Coach:** administrator of several social media sites, Andrea was selected by Facebook to serve as an Expert Panelist to share her successful strategies at the Facebook Small Business Boost conference at the College of Southern Maryland, and several Small Business Administration workshops.

**Public Speaker:** Laugh, learn, and interact, Ms. Sanford's lively and informative presentations include Social Media Strategies, Social Media Rocks: Starting the Journey, Small Business Start-up Marketing, Living Life with Positive Intent, Marketing for Non-profit/Charitable Organizations, and the Drive2Survive Advanced Youth Driving Strategies.

**Community Service** | Andrea serves at the President of the Board of Directors for the Center for Children, an organization dedicated to the prevention and treatment of child Abuse and the promotion of positive Mental and Behavioral Health through Crisis intervention, therapy and education. To donate to these programs, visit [www.center-for-children.org](http://www.center-for-children.org)

A charter member of the Southern Maryland Women's League, Andy serves as the President of the Board of Directors. During the past 18 years, SMWL members have raised and donated over \$425,000+ in support of programs, scholarships, organizations, education, resources, and special events in support of women and children in need within our community. To support, visit [www.smwl.org](http://www.smwl.org)

