



President's Note:



THANK YOU!

If you're reading this, let me say that the Ad 2 Board and I appreciate your membership in this organization, especially in these tough economic times. We're doing everything we can to make sure you get your money's worth--from networking opportunities to great speakers for professional development to avenues for you to showcase your talents (e.g. in Public Service).

I recently joined Ad 2 presidents from around the country at our annual mid-year retreat. On a personal note, it was nice to catch up with the people I met at the AAF/Ad 2 National Conference back in June. This conference was different in that its theme was more of club management and other issues presidents face.

At the retreat, I learned some additional ways to increase your return on investment (ROI), and I hope to implement some of those ideas soon. In the meantime, let me remind you that we could always use more help on many of the (pro-bono) projects our organization does. Don't think of it as having to join a committee; instead, you can help out on a project-by-project basis.

I'm proud to say Ad 2 Madison ranks right up there in member value and club achievement compared to other chapters nationwide. On numerous occasions a recommendation would be mentioned that our club had already implemented. That just shows we are on the forefront of excellence.

Lastly, in case you didn't already know, one of our members--Lindsay Ostrowski--is the Vice Chair of Ad 2 National (meaning she's next in line to be the chair). Her role gives us another link to the national level, one that I'm looking forward to using, with the benefits trickling down to you all.

I look forward to meeting you at one of our upcoming events if we haven't met before. As always, I welcome your feedback--this is OUR organization, after all. president@ad2madison.org.

Brian Lee, Ad 2 Madison President

MEASURING SOCIAL MEDIA EFFECTIVENESS RECAP

Ad 2 Madison hosted Brian Johnson from Networked Insights on October 20, 2009. Brian was on hand to share with the group ways to "Measure Social Media Effectiveness." During the presentation, members learned how to get started implementing social media strategies and how to effectively use social media through Facebook, Twitter, blogs, etc. Brian stressed the importance of researching your target audience and finding out where

they spend time online. He also emphasized the importance of listening to what your consumers are saying online. Altogether these strategies will help create effective and engaging messages. Overall, Brian provided a great list of resources to find our audience online and helped everyone generate ideas for using social media. Thanks Networked Insights for a great presentation!

MEMBER SPOTLIGHT:

Steven Heller

Steven Heller is the Diversity Chair for Ad 2 Madison. He grew up in Horicon, Wisconsin and graduated with a bachelor of science in communications from UW-Stevens Point in 2007. After college, Steven moved to Madison for his current role as an Account Executive at Madison's CW.

The benefit of Ad 2 that Steven has enjoyed the most is the ability to network with people in similar fields around his own age. He has also thoroughly enjoyed the honor of meeting Dan Tinder. (Who wouldn't!?)

Steven can almost always be found with friends in his spare time. He also runs regularly and loves to cook. Among his culinary specialties is Croque Madame (it's like a French grilled cheese and ham with an egg on top).

Steven admits to having done too many crazy things to list, but one of his favorite and most fun days is when he flew to LA for an interview at Sony during his junior year of college. He flew there and back the same day--it was his first experience in jet setting. Being in LA just for the day, not to mention being one of six students interviewing for an internship, was one of the best days of his life.

Steven also plays accordion, loves to bowl, and loves when people refer to him as "Heller!"



WELCOME TO THE FOLLOWING NEW MEMBERS

Caitlin Seifert Greenbush Neighborhood Association

Ellen Nordahl Rippe Keane Marketing

Wendy Hathaway WKOW TV



PUBLIC SERVICE UPDATE

The Public Service Committee is continuing its work with The Literacy Network on the 2009-2010 pro-bono campaign. Keep your eyes open for the campaign premiering this upcoming January and ending with an event in March. We are still looking for members to help with the campaign! If you are interested in joining the Public Service Committee, please contact Emily Wirkus at ejwirkus@gmail.com. For more information about The Literacy Network visit their website www.litnetwork.org.



DIVERSITY UPDATE

The Diversity Committee met recently with the AAF Diversity Chair and some members of the community to start planning for the Job Shadow Day that is held every spring. The committee discussed this year's plans, and planned out other events coming up in spring, which include a speaker and Diversity Day at one of the local colleges. Stay tuned for specific dates and more information on all these exciting diversity events.

HALLOWEEN RECAP

Ad 2 Madison's Annual Halloween Bash Sinister Sitcoms

It was another successful year at Lucky's for the annual Halloween party. In years past, the creativity has excelled, and it was no different this year with Sinister Sitcoms as the theme. There was a wide variety of characters including our top prize that went to Meg from the Family Guy. Carrie and Big came down from the City. Perfect Strangers stopped by, Joey left Blossom at home (Whoa!), Peg and Al Bundy took a night off from the kids, and even the Flying Nun dropped by for a cocktail. There was food, fun and Jell-o shots for everyone! We want to thank Herzing University for their sponsorship.

If you had fun at the Halloween party, don't forget to check out our photo feed at www.ad2madison.org, and mark your calendars for our Annual Holiday Party "Spice Up the Night" being held Thursday, December 10, 2009 at Samba Brazilian Grill from 6:00 - 9:00 p.m.

AD 2 MADISON PROMOTES CLUB AND STUDENT ADDY'S

The week of October 26, 2009 was a busy one for Past President Kristen Parent and Membership Chair Michelle Berryman. With the help of a short presentation, Kristen and Michelle teamed up to visit local colleges to promote Ad 2 Madison and the Student Addy's. Kristen and Michelle so far have been able to visit a Strategic Communications Class at the UW, the UW Ad Club, and Herzing University. They touched on such things as our Student Job Shadow Day, Public Service and the Education and Programming events. The second part of the presentation was focused on introducing students to the Addys. They covered things such as what can be submitted, how they are submitted, the benefits of submitting and more. They also left entry envelopes with the groups in the hopes of making it easier for students to enter.

In addition, Kristen, Michelle and fellow Ad 2 Member Spencer Straub were asked to be the UW Ad Club meeting speaker. The three talked about their careers and the paths that got them to where they are today. Most of the time was left for answering questions the students had. Questions were answered regarding internships, resumes, job hunting, day-to-day activities in the office and so much more.

Kristen and Michelle will also be visiting Edgewood and MATC in the next couple weeks.

GOVERNMENT RELATIONS UPDATE

Threat to Advertising Deductibility

AAF and Ad 2 Madison are urging you to contact your Senators as soon as possible to express your opposition to any effort to deny the deductibility of advertising expenses. Please see the talking points below from Clark Rector, Executive Vice President-Government Affairs, AAF.

Senators Al Franken, D-Minn., Sherrod Brown, D-Ohio, and Sheldon Whitehouse, D-R.I., have introduced legislation (S. 1763) to disallow the federal tax deduction for all advertising and marketing expenses for prescription drugs. The Senators have indicated they would like to have the proposal added to the health reform legislation and may offer it as an amendment when the measure is considered by the full Senate.

- **The federal Tax Code treats all advertising as an ordinary and necessary business expense.** It is deductible in the year the expense is made along with all other business expenses such as rent, utilities, salaries and office supplies. To disallow this expense is to directly increase the cost of advertising and marketing by up to 35 percent for affected companies.

- **Advertising is critical to the economic recovery of our nation.** Advertising provides \$6 trillion in sales and 21 million jobs in America. In these challenging economic times we cannot afford to make any form of advertising more expensive by taxing it. Basic economics demonstrates that if you make advertising more expensive, businesses will have to reduce their advertising budgets, and if there is less advertising there will be far fewer sales generated of goods and services.

- **Advertising expenses must fit the budget like all other business costs.** If advertising becomes too expensive, a business must cut back costs or reduce its work force or find other savings. All advertising, including advertising for prescription medications, helps pay for the cost of news and entertainment in print and television media. The proposed tax on advertising and marketing would cost

advertisers billions of dollars a year, resulting in cutbacks in advertising – a bad policy any time – but particularly harmful to media and advertising businesses in this economy.

- **It would violate the First Amendment to tax one type of advertising with the intent to discourage commercial speech about the advertised product.** While Congress has broad discretion to grant or withhold many tax deductions or credits, The United States Supreme Court has said that even a tax can be unconstitutional if used the way this legislation has proposed – to tax speech about a product in order to make it more difficult and more costly to advertise that product. Because the tax makes this form of speech more expensive, it would violate the First Amendment because the suppression of this speech means consumers will receive less information.

- **Advertising is protected because it is important to the daily lives of Americans.** A 2004 Prevention magazine survey found 65 million patients talked with a physician as a result of seeing an ad for a prescription medication. Almost 30 million spoke to a physician for the first time about a specific medical condition. Advertising of prescription medications has helped millions of Americans receive medical care for diseases that might otherwise have gone untreated or undiagnosed.

- **“Where does one draw the line?”** One United States Senator has asked. Would we also tax advertising for vehicles that do not meet emissions or fuel economy standards, advertising for gaming, or foods that do not meet some nutrition standard?

Express your opposition to any effort to deny the deductibility of advertising expenses. Contact Senator Russ Feingold by phone at (202) 224-5323 or by email at feingold.senate.gov/contact_opinion.html. Contact Herb Kohl at (202) 224-5653 or kohl.senate.gov/contact.cfm.

BE PART OF THE AD 2 BOARD OF DIRECTORS

Ad 2 currently has an opportunity to become involved with the Board of Directors. Are you looking to beef up your résumé, create something fun, or be a part of something worthwhile in the communications industry? Read on to see how you could be a bigger part of Ad 2 Madison...

Ad 2 is currently searching for a Web Chair. The Web site is one of the most important outlets we have for communicating with our membership - be a part of it! The Web Chair's responsibilities will include:

- Assist Board Members with timely web postings

- Follow-up with committee chairs for updated content

- Offer web design and content input

- Attend monthly Ad 2 Board meetings as needed

If you are interested in either position, or if you have specific questions, please contact Kristen Parent at kparent@nmbfrat.org.

AD 2 MADISON BOARD

President: Brian Lee
info@ad2madison.org

Vice-President: Dan Tinder
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Secretary / Treasurer: Kate Scopturn
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Communications Chair: Katie Crooks
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Creative Chair: Paula Riley
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Diversity Chair: Steven Heller
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Education Chair: Brianna Purvis
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Fundraising Chair: Dana Apfel
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Membership Chair: Michelle Berryman
membership@ad2madison.org

Public Service Chair: Emily Wirkus and Tricia Woellert
publicservice@ad2madison.org

Past President: Kristen Parent
president@ad2madison.org

CHECK US OUT ON FACEBOOK AND TWITTER

Check out Ad 2 Madison on Facebook and Twitter (ad2madison.org)! These social media outlets are great places to keep up with current Ad 2 events and information. Don't forget that when you RSVP to events, you should always do so on the Ad 2 Web site to guarantee your information is received.