



President's Note

THE CLUB YEAR MAY BE COMING TO AN END, BUT THE AD 2 EVENTS KEEP ROLLING ON!

This newsletter has a lot of news about upcoming events so be sure to read about them.

I encourage you to attend our event in June. This event is designated as our Annual Club Meeting, and it's a chance for you to vote on incoming board members. It's also a great opportunity to explore the different committees Ad 2 has to offer. I'm also very excited for the Betty Lou Cruise this year. We had an awesome time last year, and I know we will again this year. Be sure to sign up as soon as possible since the boat only holds so many.

I want to publicly take this opportunity to recognize two very important people, Julie Johnson and Brian Lee. Julie served as Ad 2 President in the 2007-2008 club year and for this last year has been a part of the board serving as Past President. She has been a tremendous asset to our organization, and her leadership will surely be missed on the Board of Directors. Brian is currently serving as Vice President and will step into the President roll July 1, 2009. He has an amazing amount of industry knowledge, and I know he will do a fabulous job in excelling the club next year.

And lastly, thank you for allowing me to represent you as President this last year. I have thoroughly enjoyed my time as President and look forward to continuing to stay involved with the Club.

Kristen Parent, Ad 2 Madison President

AD 2 WINS

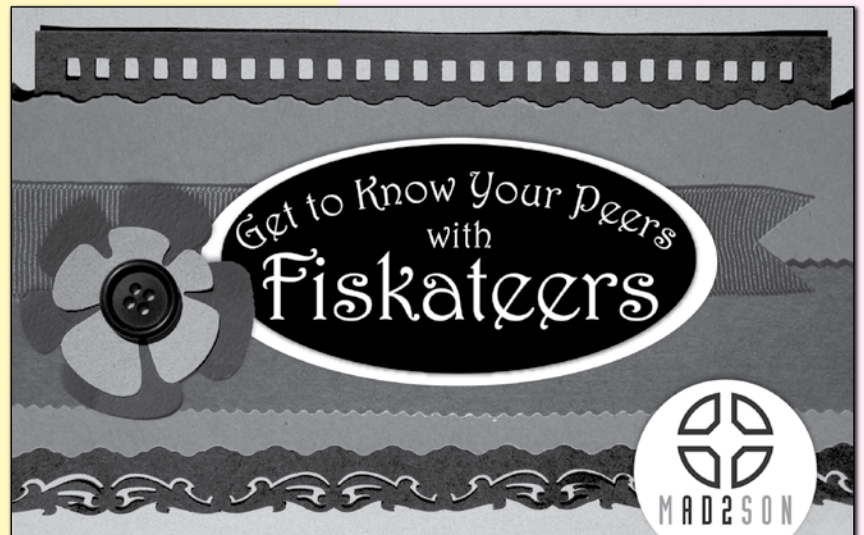
Club Achievement Awards

Each year, the American Advertising Federation hosts Club Achievement competitions where clubs submit achievement books in select categories. There is a special level where all the Ad 2 clubs across the nation (over 25 clubs) enter to compete against each other. For the fifth consecutive year, Ad 2 Madison will be taking home awards at this summer's American Advertising Federation National conference. Ad 2 Madison has won numerous club achievement awards in past years, and in 2009, has been announced as the second-place winner in the Diversity, Programs, and Club Operations categories, as well as the third-place winner in the Education category. Select members will be traveling to Washington D.C. in June to compete in the Public Service Competition. Ad 2 President, Kristen Parent, shared, "I am so proud of this year's Board of Directors and the great work they and their committees have done. These awards make obvious what a great group we have!"

GET TO KNOW YOUR PEERS WITH FISKATEERS

From Twitter and YouTube to Facebook and Flickr, social media is changing the way companies do business. But with so many paths to entry, how do you know if what you're doing is going to do your business any good? Join Ad 2 Madison on Wednesday, June 24 at 6pm as we welcome Fiskars and learn how the Finnish tools manufacturer successfully used social media to create a global and loyal user group called Fiskateers. Suzanne Fanning, Fiskars' Director of Communications, will tell us why the Fiskateers are now an essential part of Fiskars product-development cycle. Founded in 1649 in Finland, Fiskars is one of the oldest companies in the world. Today, the international company's craft and garden products division is headquartered in Madison, Wis.

The night also will serve as our designated Annual Club Meeting in which we will spend a few minutes to vote in new board members for 2009-10 and amend our bylaws. Food will be provided, along with a cash bar.



Public Service

HOPES CAMPAIGN

The Public Service Committee worked hard over the last 11 months on a pro-bono ad campaign for HOPES. We recently received very encouraging results from the Dane Trak survey taken about two months after the public service campaign began running. The survey found that out of people who had heard of HOPES, the number that could identify its mission tripled from the initial study in October of 2008. These results indicate our campaign achieved its goal to educate the public on HOPES and their vision to prevent and educate about suicide. Everyone involved should be very proud of the work they did and we are extremely thankful to each and every person who donated their time and resources to this project.

The Public Service Committee is currently focusing its efforts on rounding up next year's candidates for our non-profit public service campaign. The RFP has gone out, and the 2009/2010 application is on the Ad 2 Madison website.

ADVERTISING SALES TAX PROPOSED IN WISCONSIN

Governor Doyle announced recently that he is proposing furloughs for all state employees, layoffs and cutting spending due to the more than \$7 billion state deficit. In the past few months, many legislators have suggested repealing the sales tax exemption for services, including advertising, accounting and legal.

Since most clients operate on a fixed advertising budget, they will compensate for the tax by decreasing their advertising purchases. This will have a direct and negative impact on the advertising industry, economy and state revenues. According to AAF, this would decrease sales in Wisconsin by \$6.2 billion.

How You Can Help

Please call your legislator and help educate them on the importance of the sales tax exemption to our industry. Also, please consider making a financial donation to the legislative fund. All contributions from AAF-Madison members will be matched by the Club. To make a financial contribution, please send your check to: AAF Madison, P.O. Box 1149, Madison, WI 53701, and indicate "Legislative Effort" in the memo.

WEB SITE UPDATE

Our new Web site is up and running! A few weeks ago you should have received an email indicating the need for you to log in and change your password, this was because of the recent back-end changes made. The changes will make it easier for us to keep the site updated for you. If you didn't receive this email or have questions regarding your log in info, please feel free to contact the communications committee at communications@ad2madison.org.

The new site also allows you to change your own contact information including email address. You are encouraged to log in and see the new features. There is even a place to check what committees you are interested in helping out with. And very soon, we'll enhance the job posting section of the site.

Have suggestions of things you'd like to see? Contact the communications committee at (communications@ad2madison.org).

AD 2 TRANSITION YEAR

Many people have asked "What happens when I turn 32?" No need to worry, just because you're graduating from Ad 2 Madison doesn't mean your professional development opportunities end. There is a one-year membership that bridges the Ad 2 membership with the AAF-Madison membership. This \$110 membership includes all meals at AAF Madison monthly meetings, along with Ad 2 Madison meetings so it's like you're a member of both! If you have questions or are ready for the transition, please contact AAF-Madison Executive Director Michelle Kussow at mkussow@charterinternet.com.

ANNUAL MEETING = SLATING TIME

Hope you are all planning on attending the annual meeting June 24th. It's your chance to vote on our incoming board of directors and meet your new leaders. This is the one time of the year all club members have a vote, so please take advantage and plan on attending. Committees will also be determined at the meeting, so come with an open mind and creative energy to make 2009-2010 another successful year.

SAVE THESE DATES!!

June Toast2Tuesday

Ad 2 Madison's monthly networking happy hour continues, this time at everyone's favorite lakeside hangout!

When: Tuesday, June 9, 5:30PM

Where: Join your fellow Ad 2 Madison members as we Toast 2 Tuesday outside at the Memorial Union Terrace (rain location inside the Memorial Union at Der Rathskeller). Free socializing included with beer purchase!
www.union.wisc.edu/terrace

Ad 2 Madison's Annual Club Meeting with Fiskars

When: Doors open at 5:30PM, Speaker starts at 6PM

Where: Zanders Sports Lounge (118 State Street) www.ZandersSportsLounge.com

How Much: FREE for members, \$10 for students, \$15 for guests

Please RSVP ASAP at ad2madison.org!!

AAF Madison's Annual Golf Outing!

When: Wednesday, July 15, 1:00 PM

Where: The Meadows of Sixmile Creek in Waunakee

How Much: \$140 per single, \$500 Foursome, which includes carts, green fees, and a meal.

Hole sponsorships are available.

Contact Ed Schulz at (eschulz@adamsoutdoor.com) with questions and/or to sponsor.

Ad 2's Betty Lou Cruise!

Join Ad 2 Madison as we set sail once again for a Betty Lou Cruise. This year we will be touring Madison's lovely Lake Monona.

When: Wednesday, July 22, 6PM

Where: We'll depart from the Machinery Row building on Lake Monona.
www.bettyloucruises.com

More details to come...

AD 2 MADISON BOARD

President: Kristen Parent
president@ad2madison.org

Vice-President: Brian Lee
info@ad2madison.org

Secretary / Treasurer: Dan Tinder
info@ad2madison.org

Communications Chair: Katie Crooks
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Creative Chair: Sara Wrzesinski
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Diversity Chair: Jerry Chapa
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Education Chair: Annie Mares
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Fundraising Chair: Leah Malone
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Government Relations Chair: Melisa Perez
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Membership Chair: Tina Rataj
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Public Service Chair: Jessica Deutsch
publicservice@ad2madison.org

Past President: Julie Johnson
info@ad2madison.org