



President's Note:

Ad 2 Madison can be part of your resolution...



I attended the Ad 2 National Retreat in Denver during November of last year where Ad 2 clubs from around the country got together for a weekend of conversation and sharing. We discussed success and adversity and what we can do here in Madison to improve membership and involvement. I was happily surprised to find out how Ad 2 Madison, with our accomplishments in diversity, public service and government relations campaigns were an ex-

ample for many of the other clubs that are struggling and idea hungry. The best part about my trip to Denver was meeting other club presidents and officers that are all out to achieve the same initiative as us locally, to create programs/experiences which improve members' knowledge and growth in our industry; meeting some great people along the way is an added bonus.

Save the date, Ad Fed ADDYS are quickly approaching and this year the show will take place at The Overture Center in the Capitol Theatre on Saturday, February 23. This is MAF's signature event. It is important to note that the ADDYS do not just end after the initial night. Madison winners will advance to the regional competition and regional winners proceed to the national level. In the past, Ad 2 Madison won in a number of categories for various campaigns, so I would highly recommend attending the show to see some of the best creative in the area from your fellow Ad 2'ers and other talented contributors to the Madison advertising community. Ad 2 members receive a discounted attendance fee. For more info visit www.madadfed.com.

2008 brings with it a leap year and the summer Olympics, but also a year of political change and organizational transformation. I am very excited to see similar advances in our own club. Make it part of your own resolution to become more involved with current decisions for Ad 2 in '08.

Hope to see you all at the Kohl Center on the 23rd!

Warm Regards,

Julie Johnson

Ad 2 Madison President



Ad 2 club representatives from around the country converged in Denver last November for a weekend of conversation and sharing...and maybe a cocktail or two.

WELCOME!

To these new members!

- | | |
|------------------------|-----------------------|
| Adam Augustine | UW-Madison |
| Renae Beier | Madison's CW |
| Jennifer Erbe | Edgewood College |
| Nazia Husain | Madison Magazine |
| Kelly Sheehan | Accelerated Genetics |
| Shani Stewart | Madison's CW |
| Sara Oakley | Knupp & Watson, Inc. |
| Emily Wirkus | State of Wisconsin |
| Tricia Woellert | Rippe Keane Marketing |

Diversity:

Let Phase II Begin!

Ad 2 Madison and the Madison Advertising Federation have teamed up in their diversity efforts in a year-long campaign. In November, Ad 2 Madison played host to a career expo at the Fluno Center to introduce UW-Madison, Edgewood and MATC students of diverse backgrounds to the various fields of communications jobs. The event was free and sponsored by Ad 2 Madison, the MAF, Supranet, WEA Trust, Mid-West Family Broadcasting and Keva Sports.

Now, Ad 2 Madison and MAF are moving onto phase II, which will be a job shadow day taking place in February or March. For more info, please contact Brian Lee at diversity@ad2madison.org.

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Brian Lee at diversity@ad2madison.org.



Brian Lee addresses an interested group of students at the 2007 Career Expo.



Brian Lee (file photo)

Upcoming Events:

January

You Said It All! - Marketing UW Athletics

Wednesday, January 23rd @ 5:30

Location: The Kohl Center (Dayton St. Entrance)

Wisconsin athletic teams have a long tradition of excellence, and we all know it's hard to beat the excitement that comes with a Badger game day. But did you ever wonder what kind of work goes into getting the Kohl Center and Camp Randall ready for the big day?

Kevin Kluender, Assistant Athletic Director - Marketing & Promotions, will give us an inside look at the UW's marketing efforts. We'll also take an EXCLUSIVE tour behind-the-scenes at the Kohl Center.

The event is FREE for Ad 2 members and \$15 for non-members. Pizza, snacks and soda will be provided, but parking is all you. -

RSVP for this event is MANDATORY, so log on and sign up TODAY!

February

Toast 2 Tuesday

Tuesday, February 12th @ 5:30-7 pm

Location: Café Montmartre (127 E. Mifflin St.)

Our monthly tradition continues! \$5 glasses of Wine & Champagne, \$5 Martinis, \$5 Pitchers of Beer, \$5 Chocolate Soufflé, \$5 Pizzas, Free socializing! What else do you need? Public parking ramp kitty corner to cafe.

Job Shadow Day

Late February

Ad 2 Madison and MAF are gearing up for our annual Job Shadow Day for students of diverse backgrounds. We are looking for companies that would like to play host to some students in late February. For more information, please contact Brian Lee at diversity@ad2madison.org.

HEY YOU!

The Ad 2 Edugramming Committee is looking for new members to join their team. A key part of the committee is planning a variety of educational events, including keynote speakers, and ad agency tours and then developing social and networking activities. Meetings are usually held on a monthly basis and as a member you will assist in:

- Brainstorming new events
- Talking to members and finding out what events interest them
- Recruiting speakers for keynote events throughout the year
- Coordinating all aspects of social/networking events

If you are interested in joining the Edugramming Committee please contact committee chair Annie Johnson @ ajohnson@kennedyc.com

Change Address? Change Jobs?

Update your profile @ www.ad2madison.org to receive the most updated info.

Special Thanks to all our Ad 2 Madison Sponsors:



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WHEN YOU SAY WISCONSIN...

Membership:

The Year of the Member!

As we look to the New Year, we can see it will be great in '08 (pardon the cheesy pun, but someone had to do it) especially for Ad 2 Madison. This is the "Year of the Member," what does that mean, you ask; well it means Ad 2 is all about you! You are the reason Ad 2 is so successful, strong and an organization that continues to grow. That is why the Ad 2 Membership committee is currently working on keeping you, the member, happy. So we ask YOU the question, what do you want from Ad 2 Madison? More social events? More great professional speakers? More great industry information? Whatever it is, let us know because without its members Ad 2 Madison is nothing.

Please send all suggestions to

Dan Tinder

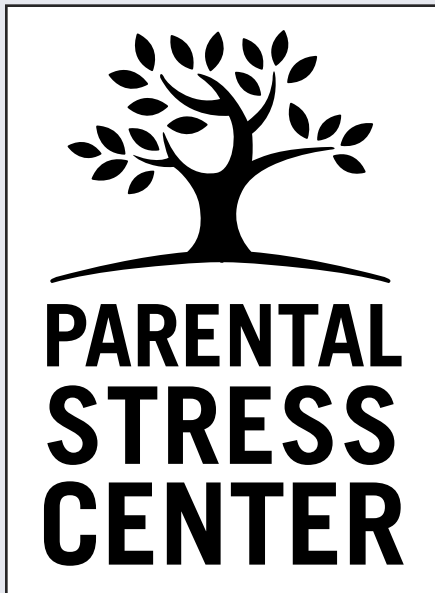
Ad 2 Madison- Membership Chair

843-9188

dantinder@gmail.com

Public Service Committee:

The Parental Stress Center



Our team continues to meet most Wednesday nights. Our next meeting will be January 24th at 5:30 pm at the Parental Stress Center. All are welcome, and we will be presenting some ideas from the creative team for the campaign to the Parental Stress Center. We have created a new logo for the Parental Stress Center that conveys the image of strength and growth. The Public Service team is hoping to have print ads completed by the end of this month for publication in monthly publications by March. We are still looking for media donations. Anyone interested in getting involved can contact me at melisa.perez@wisconsin.gov. **If you think that you would like to join the team of our dedicated volunteers, please contact Melisa Perez at 608.266.5363 or melisa.perez@wisconsin.gov for more information. Our regular meetings are held Wednesday evenings at 5:30 pm in the WHEDA building that is located at 201 W. Washington Avenue.**

Ad 2-Government Relations:

Downtown Safety Campaign

Ad 2's Government Relations Committee has continued its efforts with the City of Madison Downtown Safety Committee to launch a campaign designed to curb unsafe drinking behavior, led by the creative efforts of Paula Bottkol. The campaign is hoped to be launched for the second semester and be complete with a website, posters, and other print materials.

Gear up for the Wisconsin Presidential Primary on Feb 19th! For a quick reference on where each candidate stands on the issues, visit <http://www.2decide.com/table.html>.

Committee Chair:

Maria Schafer
maria.schafer@inacom.com

Co-Chair:

Jessica Deutsch
jdeutsch@adamsoutdoor.com

MAF Update:

ADDYs and a whole lot more.



Steve Sandstrom

Our January meeting will be held on the fourth Monday, January 28, so we don't conflict with any Martin Luther King Day celebrations. Steve Sandstrom will be our speaker and his topic will be "Design vs. Advertising." Steve is Creative Director and Partner of Sandstrom Design in Portland, Oregon. Clients have included Tazo Tea, Converse, Levi Strauss & Co., ESPN, Miller Brewing Co., Nike, Seagram's, Stephenwolf Theatre, adidas International, Nissan, Coca-Cola, Virgin, Masterfoods and Sony Pictures. Advertising agency relationships have included Wieden+Kennedy, TBWA/ChiatDay, Ogilvy & Mather,

GSD&M, McKinney & Silver, Y&R, Publicis and Creature. This meeting will again be at The Sheraton Hotel, 706 John Nolen Drive, and will be a luncheon meeting. Plan to have lunch with us.

Mark the ADDY Show on your calendar...Saturday, February 23. This year, we'll be at The Overture Center...be prepared for a very entertaining show. NOTE: this year the show will be first and then we'll gather for socializing, appetizers and desserts. Invitations will be arriving soon and, of course, you know you'll also be getting some emails to remind you to order tickets. Since we are in the Capitol Theater, seating will be assigned so please try to order all the tickets that you need at one time.

Another event to put on your calendar is our annual Education Seminar on March 17. This year's event has a "how to" theme. MAF members and guests are invited to an afternoon/evening chock full of educational opportunities related to marketing and advertising. What the MAF web site and newsletter for more information.

Happy New Year to everyone.

Fundraising:

New Year, New Event

As we embark on our 5th year of existence, we look at back at our accomplishments and we continue to wonder how we can help our community even more.

With that being said, Ad 2 Madison is proud to announce plans to create an annual fundraiser cocktail party and silent auction to celebrate our accomplishments as well as those who we help.

Attendees will meet Ad 2 members and the board and learn about our mission, our accomplishments and our future goals as well as mingle with many of the non-profits from our community that we have helped over the years.

If you are interesting helping the fundraising committee in creating a spectacular event please contact Brianna Purvis, Fundraising Chair at 608.236.2042 or at

Brianna.P@ShopMetcalfes.com.

More details to follow!

Contact Brianna Purvis, Fundraising Chair for more info.

Our Board

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Vice President: TBD

Secretary / Treasurer: Kristen Martin
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