



President's Note:

Another great year for Ad 2 Madison...



Ad 2 Madison is close to finalizing another great year, and as I look back on some of the hurdles, our accomplishments stand out above all else. This year we reached record numbers of active members, brought nationally known speakers to our education events (Oscar Mayer & Great Wolf to name a few), re-designed our web site, and introduced new programs including the Diversity Career Expo and Ad 2 HYPE. Internally, this success is measurable but on the outside we would like to know that our progress is celebrated. Every year Ad 2 Madison submits achievement books on the national AAF level, competing against other Ad 2 Clubs from across the country. We have taken home various awards in the past and this year is no different. In 2008, we placed in four categories and will be competing in June at the Public Service presentations in Atlanta. I would like to personally thank our dedicated board of directors for all their hard work and dedicated hours to help make Ad 2 Madison a stable rock within the community. This May the slating committee will be looking for new potential Ad 2 leaders and I encourage anyone, if only slightly intrigued, to seize the opportunity. I promise, the experience offers so much more than just a bullet point on your resume.

It seems like only yesterday that I timidly walked into Café Montmartre for an Ad 2 networking event, back in 2003, not knowing what to expect. I didn't know it then, but that group became a launching pad for me to explore my leadership skills and also work with some of Madison's best young marketing/advertising professionals. Committed members will always find Ad 2 to be a great resource and no doubt find someone or something that interests them.

Hope to see you all at our first fundraising event, Ad 2 HYPE, on May 9th.

Warm Regards,

Julie Johnson

Ad 2 Madison President

Diversity:

Ad 2 Madison and the Madison Advertising Federation teamed up once again for the annual Diversity Job Shadow Day, which took place over the week of March 3-7. As usual, students of diverse backgrounds were given a chance to spend a four-hour block at a company that specialized in their communications career interest. This year, participants represented UW-Madison, MATC, Edgewood College, Herzing College and the Madison Media Institute. In all, 28 students were paired with 13 companies, with fields ranging from public relations to advertising to marketing.

For more info, please contact Brian Lee at diversity@ad2madison.org.



John Handley from Kennedy Communications shows two future creatives how he has honed his craft over the years.

WELCOME!

To these new members!

Leah Malone The Onion
Nicole Knutson Capital Newspapers
Melissa Phillips Capital Newspapers

COMING SOON!

The Inaugural
 Ad 2 Madison Membership Drive,
 more details online soon at
[www.ad2madison.org!](http://www.ad2madison.org)

Club Achievement:

Ad 2 Madison wins big for AAF Club Achievement

The AAF Club Achievement competition is an opportunity to showcase club projects and activities on a national level with groups across the county. Each year the competition is tough as clubs submit entries detailing the important work they have accomplished over the past year. Ad 2 Madison will be taking home the following awards this year at the National AAF Conference in Atlanta, GA in June:

- **2nd Club Operations**
- **2nd Public Service**
- **2nd Government Relations**
- **3rd Diversity**

While in Atlanta, Ad 2 Madison will also be competing in the Ad 2 National Public Service competition. Congrats to all of our committee heads for putting the extra time and dedication into these achievement books.

Oscar Mayer Mobile Marketing: The Wienermobile

If you ever wished you were one, or just like them hot off the grill, Oscar Mayer Wieners have been creating smiles and memories for over 72 years. Located on Madison's industrious eastside, are the offices for the \$3.5 billion worldwide brand. On Thursday, April 17, 2008, Ad 2 Madison members and guests were treated to an inside look at Oscar Mayer's Wienermobile and its marketing initiatives.

After a photo-op with a tried and true Wienermobile (worth a half million dollars), Ed Roland, Oscar Mayer's Mobile Marketing Manager (also known as the Wienermobile manager) explained how the company's "mobile marketing" effort has evolved into "experiential marketing." Unlike traditional mobile marketing, which is marketing in a moving fashion, experiential marketing attempts to connect consumers with brands in personally relevant and memorable ways. Ed explained how Oscar Mayer uses highly-trained "Hotdoggers" (Wienermobile interns) to do just that, creating "I remember whens..." for customers. Two current "Hotdoggers" shared stories from the road with the Ad 2 group.

Ed also shared details of a recent national campaign for Oscar Mayer that had tie-ins to American Idol. At SingTheJingle.com, visitors were able to vote for their favorite rendition of "I wish I were an Oscar Mayer Wiener." Several winners will be featured in an upcoming national commercial and will also be present at the American Idol finale in May.

A special thanks to Rocky Rococo's for donating pizza for the night's event.



Save the Dates!

June Toast2Tuesday

When: Tuesday, June 10 at 5:30pm

Where: Sundance Rooftop Bar, Hilldale Mall (If it rains, we'll move inside to Sundance Bar Bistro 608.)

Why: Join your fellow Ad 2ers for some socializing, networking, and of course, some happy hour drinks!

Ad 2 Madison Annual Club Meeting

When: Thursday, June 19 at 6pm

Where: Osteria Papavero (12th floor), 128 E. Wilson Street

Why: Join Ad 2 Madison for our Annual Club Meeting where we'll hear a true "Wisconsin Success Story" from the owner of Michael's Frozen Custard, learn about this year's Public Service Campaign done for the Canopy Center—Healing and Family Support Services, and slate in board members for our next club year. Stay tuned for more details of this event...

Get Involved! Become an Edugrammer!!

Ad 2 Madison's Edugramming Committee is looking for new members to join our team. Help us plan educational events and networking activities.

Meetings are usually held monthly. If you are interested in joining the Edugramming Committee, please contact committee chair Annie Mares (formerly Johnson) at amares@kennedyc.com.

Member Spotlight:

Kristen Parent

Kristen serves as Ad 2's Vice President and has been a loyal member since October of 2005. The MATC graduate currently works as a Marketing Assistant for National Mutual Benefit, a life insurance company. Outside of Ad 2, Kristen enjoys traveling, Badger sporting events, and reading. She also confesses to being a reality TV junkie.

Kristen says about the benefits of Ad 2, "I've enjoyed getting to know all the fun, exciting people. It's important to always be learning and staying on top of industry trends. Ad 2 is a great way to do that."

The monthly Toast2Tuesday events, with their relaxed atmosphere, are her favorite Ad 2 functions, but the Halloween parties also provide a good time. The best part? All of the prizes, fun costumes (She went as Daphne from Scooby Doo), and "interesting" dance moves.

Moving forward in her Ad 2 career, Kristen will become the next President of Ad 2 Madison in July. Her advice to members is to "become active and join a committee. If I hadn't joined the Edugramming Committee when I first started, I don't think I'd be as passionate about Ad 2 as I am. Introduce yourself at events – don't be afraid to approach someone and strike up a conversation."

Now, the most important question of all: Who wins in a hot dog eating contest, Bucky Budget or Ad 2's interim mascot, Zack the Slightly Upset Yak?

"Although I'm a huge Bucky fan, I might have to lean towards Zack winning. Yak's can go weeks without food and therefore he'd probably be pretty hungry by the time the hot dog eating contest started."

GET OFF YOUR ASS!!

Want your ideas to be heard? Want to meet professional people your own age while adding to your resume?

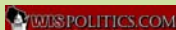
The Ad 2 Slating Committee is looking for motivated members to become more involved and join the Ad 2 Madison Board of Directors. If you've been watching from afar and are always telling yourself you'd like to get more involved, now is the time to do it!

If you or someone you know would like to find out more about these opportunities please email Lindsay Ostrowski at lmostrowski@gmail.com by May 16th.

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:



Entertainment
Champagne Toast
Hors D'oeuvres
Silent Auction
Media Auction



mc
Emmy Fink

You are cordially invited to...

AD2MADISON
HYPE 
COCKTAIL PARTY & SILENT AUCTION

Friday, May 9th, 2008
7:30 - 10:30 PM

The Madison Club

5 East Wilson Street | Madison | WI | 53703

Entertainment By:

Fritz Schenker Trio

Major Event Sponsor



Champagne Toast Sponsor



Adams Outdoor Advertising

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Our Charities

Canopy Center
Healing & Family Support

Charles Hamilton House

Rape Crisis
& Prevention Center

Salvation Army

Come help us celebrate
our accomplishments as
well as those we help.
Join fellow AD 2 supporters,
board members and
community celebrities and
enjoy great entertainment
along with a champagne
toast, hors d'oeuvres, cash
bar as well as a unique
media & silent auction.

Hosted by:

Mayor Dave
Cieslewicz

Bill Kennedy

Tim Metcalfe

Bill Towell

Please R.S.V.P. with the enclosed
card or online by May, 1st, 2008.
Cocktail attire required.



Public Service Committee:

The Canopy Center

This is the fourth consecutive year that Ad 2 Madison has developed a fully integrated marketing campaign for a Dane County non-profit organization. This year's campaign includes market research, marketing planning and creative strategy, identity development, production, public relations and procurement of donated media. The 2007-2008 Public Service Committee is comprised of one committee chair and a mix of media buyers, account executives, graphic designers and copy writers from our membership.

The organization selected for the 2007-2008 year was Canopy Center Healing and Family Support Services. The Canopy Center was selected because of their mission to prevent child abuse and neglect, strengthen families, and promote healing of those affected by abuse through the provision of culturally competent and diverse professional, volunteer and peer services. Our committee's objective was to formally brand the Canopy Center and raise awareness of the organization through promoting their Parent Stressline, a warmline for parents to call and chat with a Parent Advocate when they need to talk through a situation or need support during the stresses of parenting a child. The campaign for the Canopy Center was officially launched on Monday, March 17, 2008. TV and radio spots are currently in rotation. We are awaiting the results of our efforts for the Canopy Center and will give a presentation to the membership at the annual meeting in June.

We would like to send out a very special thank you to the members of the Public Service Committee for all of your hard work and dedication to the project.

If you would like more information or would like to join the committee for next year, please contact publicservice@ad2madison.org.

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HEALING AND FAMILY SUPPORT SERVICES

PARENT ADVOCATES ARE READY
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PARENT STRESSLINE
6 AM - MIDNIGHT DAILY
www.canopycenter.org

MAF Update:

The Changing Media Landscape

Ad 2 is always welcome to attend our meetings and functions. On Monday, May 19, we'll welcome Jeff Hughes, VP, Media Director for GM Plansworks as our speaker. The title of his presentation is The Changing Media Landscape and the Automotive Media Plan.

With the emergence of digital media and the continuing fragmentation of media options, advertisers are faced with a dynamic set of challenges in capturing consumer attention. Jeff will discuss how dramatically the media industry has changed in recent years and how marketers are adapting to this change. And with over 2/3 of new vehicle owners turning to the internet for research and shopping, he will focus on the role and importance of interactive in the automotive media mix.

Register on-line at www.madadfed.com. Then plan to meet us at The Sheraton Madison Hotel, 706 John Nolen Drive on Monday, May 19 at 11:15 for lunch and the program.

As you have probably heard, Lois Weiland is leaving her position as the MAF Executive Director at the end of June. After 21 years, she's looking to spend more time with her grandson, sitting on their sailboat and perhaps even spend more time at the family cottage in Eagle River. The Board is looking for a person good at details to take over this part-time position. If you or someone you know is interested, check out the job description on the MAF web site.

If you'd like to congratulate Lois or if you have a tale or two to tell, reserve Monday, June 16. MAF will be hosting a party at The Edgewater Hotel starting at 4:30.

Fore! It's time for golf and that can only mean the MAF Annual Golf Outing. This year's event will be held at The Meadows at Six Mile Creek in Waunakee. The date is Thursday, July 24. Look for information on the web site.

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.**

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