

EVENTS AND PLACES



IMPORTANT DATES

- Miami Trip Sign Up Tonight!
Email Kelseejking@gmail.com by 10 p.m.
- New Member Retreat October 6th at 11 a.m.
- Multicultural Advertising Intern Program
Application Deadline: October 25th
- Ad Society Halloween Social October 29th
- Gators March of Babies November 24th
(Join our UF Ad Society Team!)

TONIGHT

After-Meeting Social at Tijuana Flats! A portion of the proceeds will benefit Gators March for Babies.

Upcoming Meetings*

- October 17th – CSE A101
- October 30th – TUR L007
- November 14th – CSE A101
- December 4th – CSE A101

*Meetings begin at 6:15 p.m.

Follow us!



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TWITTER CONTEST

Tweet your best caption for this picture to @ufadsociety, and you could win a prize!

Winners will be announced at the end of the meeting.



THE ICON

Director: Matthew Kaye
Assistant Director: Myriam Robinson



THE ICON

VOLUME 7 / ISSUE 2

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PRESENTS

Leo Burnett

Nicole Wright

Vice President, Recruiting Director at Leo Burnett



Committees *How will you get involved?*

Like to design, write or blog? Are you a webmaster guru or social media fiend? We want you! Here at Ad Society you can have the opportunity to test any one of your valuable skills through the various committees offered. **Remember, membership applications are due at midnight tonight!**

Event Planning
Channel your inner party planner by hosting our socials, parties and the end of semester banquets.

Internal Productions

Get Ad Society noticed by creating campaigns for our club and other school-related advertisements. From poster design to video production, we do it all!

ICON

Get your writing and design skills noticed by becoming a member of the ICON team. You'll be in charge of gathering content for the ICON by researching/writing stories, getting ads, designing layout and blogging for UFAdSociety.com.

Memberbiz

Become an ambassador for Ad Society by joining the Memberbiz team! You'll be in charge of keeping track of membership points, coordinating events, answering new members questions and creating a scrapbook of all our events at the end of the year.

Digital Creative

This committee helps maintain and update our awesome website. You'll be in charge of posting content to our blog and coordinating design program workshops.

AdWerks

Our student-run, full-service advertising agency that does nonprofit work for real clients. Available positions: Account Executive, Media Planner/Social Media, Art Director, Graphic Design and Copywriter.

AdServe

Are you a creative thinker and passionate about helping others? This is the perfect committee for you. Ad Serve is in charge of planning the various service events we participate in throughout the year. We are looking for creative thinkers and people passionate about helping others.

Speakers

Help recruit professionals in the industry to speak at our meetings. You will actively help the director choose who comes to speak at our meetings along with coordinate their arrangements before, during and after their visit.

Public Relations

In charge of alumni relations, faculty relations, community relations as well as maintain our social media presence. You will also work closely with Gainesville Advertising Federation and Ad Council.

Trips

Committee responsible for location, planning and successful execution of our Ad Society trips.

Internal

External

TONIGHT'S SPEAKER

Leo Burnett



Nicole
Wright

Vice President
Recruiting
Director

With nearly 20 years experience in marketing and advertising, Nicole spent the majority of her career in account management, developing award-winning integrated advertising campaigns for top clients, including Allstate, Hallmark, Discover, Home Depot and the US Army. Building on her expertise in leading and inspiring teams, she tapped into her passion for talent development and transitioned into recruiting, where she currently leads all talent acquisition for the Leo Burnett Group's Account Management department. Nicole is a 1992 graduate of the University of Florida and lives in Evanston, IL, America's second greatest college town.

Notes



Member Spotlight: Mackenzie LaPorte

Mackenzie has truly gone above and beyond her assistant director duties. Serving on the Public Relations committee, Mackenzie has been a vital component in the recruitment process for Ad Society this semester.

Mackenzie wears multiple hats by not only dedicating her time to Ad Society, but also to her sorority Delta Zeta and Dance Marathon 2014 as a Marketing Captain. With so much responsibility, it is no surprise that the one superpower she wishes she had is the ability to fly. It would definitely cut down the time used trying to find parking in Gainesville.

Even without being able to take flight, her talents reached across the globe this past summer for the study abroad program in Rome, and she already has big career plans for this summer with a possible internship in either advertising or marketing.

Thanks again, Mackenzie! Keep up with all your hard work!

