

The background features several decorative circles in teal and orange, scattered across the white and black areas. A large dark grey circle is positioned on the left side, containing the text 'Welcome back!'.

# *the* **ICON**

volume **6** issue **1**

*Welcome  
back!*

**INSIDE THIS ISSUE OF THE ICON:**

**AD SOCIETY IS BACK AND  
BETTER THAN EVER**

**GUS TSIUKLAS**

**DIRECTOR OF CLIENT SOLUTIONS & SUPPORT  
NIELSEN**

# DOESN'T THIS NEW LOOK MAKE US LOOK YOUNGER?



Over the summer, Ad Society got a new look, and we couldn't be happier with the results! It was time to update from the orange and black theme Ad Society had for years, and so a new look was born. Find out more about the new brand at [www.ufadsociety.com](http://www.ufadsociety.com).

## BUZZ ABOUT THE MAKEOVER

ERIN BUTLER



I'm so proud of Ad Society's new aesthetic and of the hard work put into the whole rebrand. I'd say we are feeling quite comfortable in our new skin, and it suits the organization much better!

CAROLINE WINEGEART



LOVE what you guys did with the new look! Keep on being awesome!

KATY WHITEHURST



Love the new logo! Everything is so much prettier. Great job.

WILL NEWTON



Amazing job, guys. I'm really proud of all of you. Great work.

Connect with Ad Society online, and you may end up in the ICON!



# TONIGHT'S SPEAKER

Konstantinos Gus Tsiouklas currently holds the position of Director of Client Solutions and Support within the Media Tracking Services division of Nielsen. He works closely with senior members of the Nielsen marketing team on various new business initiatives. His focus is on profit analyses as well as strategic marketing, and his team is currently responsible for supporting over 150 clients.

Gus began his career with Nielsen in 2000 as a financial analyst, working with various operations groups. In fall 2004, Gus assumed the role of Manager of Financial Planning and Analysis, and his responsibilities shifted from overseeing operational expenses to more of a focus on revenue. His team helped to manage over \$1.5 billion in annual cash flow, and they were involved in many corporate initiatives.

Prior to joining Nielsen, he worked in the investment banking industry with Salomon Brothers, NY, and Franklin Templeton Investor Services in St. Petersburg, Florida.

Gus attended the University of Florida as well as the University of South Florida and has a Bachelor of Arts degree in finance, as well as a minor in business management.



**GUS TSIUKLAS**



**DIRECTOR OF  
CLIENT SOLUTIONS &  
SUPPORT**



**NIELSEN**

## NOTES



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## MEMBER SPOTLIGHT



It could be you! Want to see your beautiful/handsome face in the ICON? Stay involved by attending meetings, working with your committee, attending events and going the extra mile for Ad Society. You know that old saying, “You get out of it what you put into it?” Well, that is very true of Ad Society, and we love to see our members get involved. We’d love to honor you in the next ICON. Get noticed!

# WHAT'S HAPPENING?

## TONIGHT:

*After-Meeting Social:  
Tijuana Flats  
Join us for a few rounds of  
FREE beer, chips & salsa!*

## UPCOMING:

September 27 – Next Meeting  
*Applications due! – CSE A101 at 6:15 pm  
AdWerks applications due! – 11:59 pm*

September 30 – New Member Retreat  
*1001 NW 34th St. – 4 - 6 pm*

October 12 – Miami Trip  
*Email Vanessa at vddubrey@ufl.edu with any questions.*

October 13 – CFF Tailgate

November 4 – Gators March for Babies

November 13 - 14 – New York Trip  
*Email Vanessa at vddubrey@ufl.edu with any questions.*

## MEETING DATES

*Below is a tentative schedule for this semester's meetings. All general body meetings start at 6:15 pm in CSE A101.*

Thursday, September 27

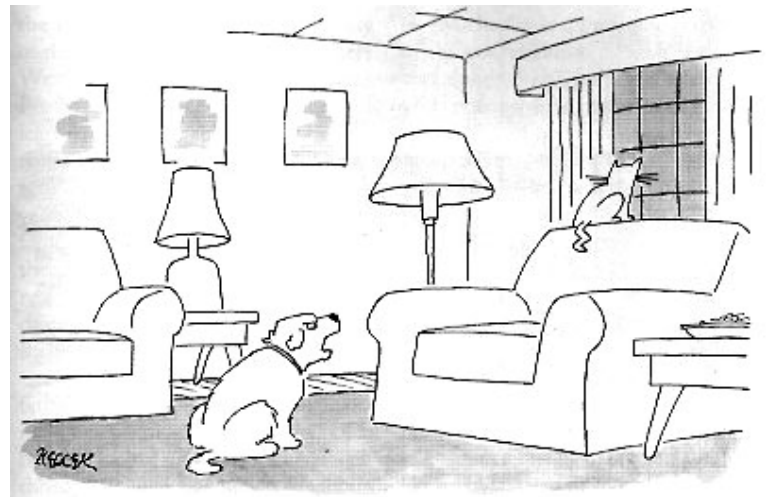
Wednesday, October 10

Thursday, October 25

Wednesday, November 7

Thursday, November 29

## 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**  
staff

Director:  
Natalie Weiffenbach  
Assistant Director:  
Wesley Gates

Love writing, editing, designing or all of the above?  
Consider joining the ICON committee!

For more information about the ICON, contact  
Natalie at nataliegrace@ufl.edu.