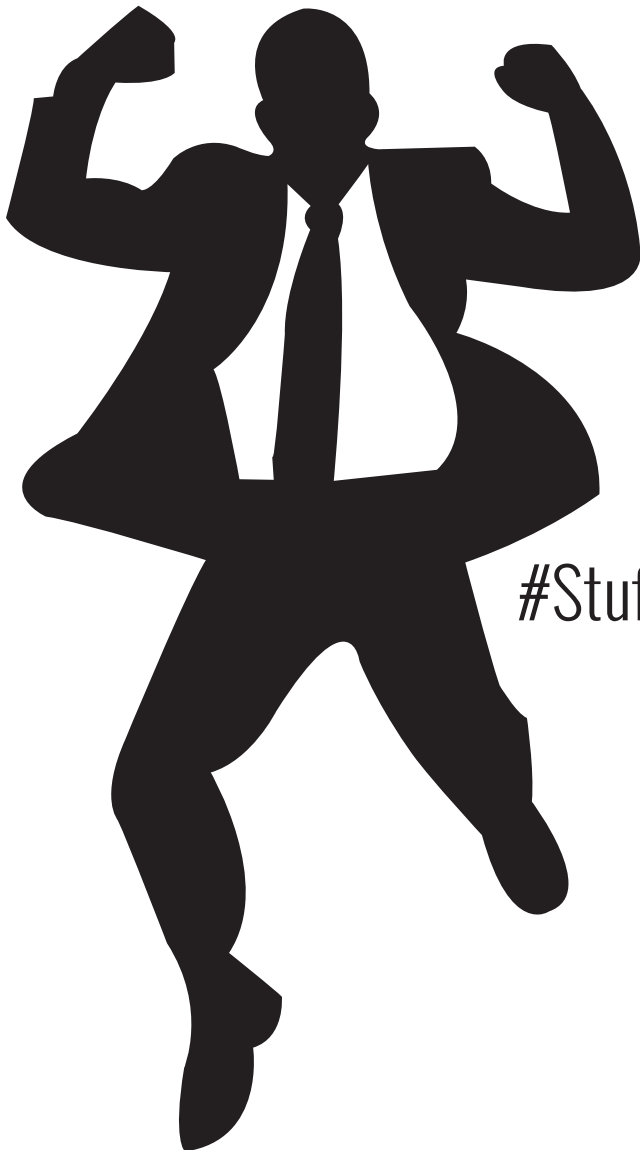


THIS SLOGAN FITS

**PERFECTLY**

WITH THE BRAND'S  
POSITIONING STATEMENT!



#StuffAdMajorsSay

*the* **ICON**

volume **6** issue **2**



# MEMBER SPOTLIGHT: MATT KAYE

Matt is a third-year advertising major and Ad Society superstar. He became a member last year and, after participating in Ad Dash, decided he wanted to get more involved. This year he is an assistant public relations director and has been an integral part of Ad Society's recruitment from chalking to announcing meetings in class. He is also involved in the Jewish Student Union and a brother of AEPi.

Matt may seem like a superhero considering all he's done for Ad Society and his numerous internships at places like KCOM and Jarden, but he still longs for the ability to teleport. He is certain that teleportation would solve any issues of tardiness or rising gas prices. (Amen, Matt!)

Matt's future goals revolve around working on the creative side of an advertising agency, preferable in California or Miami. He originally wanted to be a car designer, and he would love the opportunity to work with a car company as one of his clients in the future.



## HERE'S WHAT YOU'VE BEEN SAYING ABOUT AD SOCIETY:



**Jessie Yichen Wu** @Ripkoala

12 Sep

@UFAdSociety today's meeting is so cool! looking forward to next meeting~:)



**Burton Hohman** @BurtonHohman

12 Sep

@UFAdSociety is it bad that I read the hash tag as ad sake? Shows where my minds at #adsoceye



**Keivan** @keivanz

12 Sep

Best marketing campaign on campus? The award goes to @UFAdSociety



**Gabrielle Lue** @GabbyLue

15 Sep

@UFAdSociety really #Fiat ? "The next wave of Italians has come to America"

# TONIGHT'S SPEAKER

Anelys graduated from Florida International University with a bachelor's degree in marketing. She applied her skills in the cigar industry (perfect for Miami!) as a marketing associate. She oversaw all promotions, sweepstakes, events and online media at Camacho Cigars.

When Oettinger Davidoff purchased Camacho, she became the Marketing Director at CLE/Wynwood Cigars. At this start-up, she single-handedly created their marketing department, designed their website and oversaw all operations within the department establishing them as a premier cigar company within the industry.

Now she is at Miami Ad School where she works with all of the applicants for the South Beach location, helping them through the admissions process. If you have a question, she is your go-to person. She loves the creative environment, working with young, eager students and bringing her new puppy Rocky to work every day.

**OPPORTUNITY!**

The 4A's Multicultural Advertising Intern Program (MAIP) connects aspiring diverse entry-level advertising professionals with prestigious advertising agencies. Since its inception in 1973, MAIP offers multicultural students a unique paid, full-time summer internship at 4A's participating agencies nationwide blending real-world work experience, networking opportunities within the industry, and help gain valuable professional credentials that position individuals better in the marketplace.

**MAIP**  
MULTICULTURAL  
ADVERTISING  
INTERN  
PROGRAM

Students selected for the annual 10-week paid summer internship program participate from early June to mid-August. The deadline to complete applications is November 1, 2012. You can access the application online at [www.aaaa.org/careers/maip](http://www.aaaa.org/careers/maip). If you have any further questions, feel free to reach out to Miriam Rattes, former MAIP intern, at [mrattes5@gmail.com](mailto:mrattes5@gmail.com) or Shannon Galvin, the 4A's Diversity Programs Coordinator, at [sgalvin@aaaa.org](mailto:sgalvin@aaaa.org).

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**NOTES**

# STAY IN THE LOOP

## TONIGHT:

*After-Meeting Social:*

### **Tijuana Flats**

*Join us for a few rounds of FREE beer, chips & salsa!*

## UPCOMING:

September 30 – New Member Retreat

*1001 NW 34th St. – 4 - 6 pm*

October 10 – Next Meeting

*CSE A101 – 6:15 p.m.*

October 11 – Brand Camp

*Headshots! \$5 for one, \$8 for two. Stay tuned for more information.*

October 12 – Miami Trip

*Email Vanessa at [vddubrey13@ufl.edu](mailto:vddubrey13@ufl.edu) with any questions.*

October 13 – CFF Tailgate

October 30 – Halloween Social

*O!O Garden Grille – 10 p.m., \$5 cover*

*Costume Competition!*

November 4 – Gators March for Babies

November 13-14 – New York Trip

*Email Vanessa at [vddubrey13@ufl.edu](mailto:vddubrey13@ufl.edu) with any questions.*

**TWITTER  
CONTEST**



Tweet your best caption for this picture to [@ufadsociety](https://twitter.com/ufadsociety), and you could win a prize!

*the* **ICON**  
*staff*

**Director:**  
Natalie Weiffenbach  
**Assistant Director:**  
Wesley Gates