



#StuffAdMajorsSay

# *the* **ICON**

volume **6** issue **8**



## MEMBER SPOTLIGHT: ALYSON HUBER

Alyson Huber is a senior advertising major with a minor in business administration, and she is currently applying for grad school at UF. She is on the Internal Productions committee and a valued member of Ad Society. Alyson is also involved in Delta Epsilon Iota Honor Society, Golden Key International Honour Society and Phi Kappa Phi.

She has done quite a bit of traveling through study abroad, where she has gained a lot of first-hand insight into business and advertising in the international arena. Her goal is to have a career full of traveling, and she would love to one day work at an ad agency in London.

Alyson loves movies, and her favorites are generally comedies. She particularly loves Pitch Perfect. She often reads books because of movie trailers. Whenever she sees a trailer for a movie based on a book, she reads the book quickly before the movie comes out.

If she could eat dinner with one famous person, she would choose Gordon Ramsay. Alyson thinks he seems like a really nice and funny guy, and she loves to cook, so she would hope that he would cook dinner and give her some pointers. (Hint, hint. Keep that in mind, Gordon, in case you ever get to meet Alyson!) She said that even if he didn't cook for her, it would still be a great time because they'd go to a restaurant, and Gordon wouldn't like the food, which would end with him going on a hilarious rant.

Ad Society is happy to have Alyson and appreciates all of her hard work. If you see her around, give her a high five and thank her for being awesome!

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**NOTES**

# TONIGHT'S SPEAKER: JENNIFER HUTTON

Jennifer Hutton is a long-time Gainesville resident and fellow Gator. She graduated from the University of Florida in 2008 Cum Laude with a Bachelor of Arts in Theatre and a minor in English. While at UF, she was involved in Florida Players, UF Aerial Dance Club and UF's School of Theatre and Dance Fight Club. She also studied overseas for two weeks in Greece and traveled to Athens, Epidavros, Argos and Spetses.

Jen graduated without a degree in advertising and without, in fact, any knowledge of what "advertising operations" meant. Though she started at Grooveshark in 2009 on a completely different career path, she quickly found herself gravitating towards the fast-paced and relatively uncharted world of digital advertising operations. For the past three years, Jen's focus has been growing Grooveshark's revenue through innovation and organization, and is here to tell you that YOU CAN, AND SHOULD, AD OPS, TOO.



**THERE WAS SOME FOOTBALL GAME ON SUNDAY:**



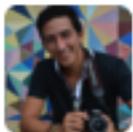
**Natalie Cerabino** @NatalieCerabino

I miss the days of @UFAdSociety Super Bowl parties where everyone got quiet just for the ads #priorities #SuperBowl



**Chrissy Sedgley** @CreativeByDay

It's Adverbowl Sunday! #advertising #nerd @UFAdSociety #SuperBowl



**David Armas** @DArmasDesigns

Not sure if I'm enjoying these #commercials or missing @UFAdSociety more...



**Erin Butler** @HeyErinB

@UFAdSociety That GoDaddy kiss commercial was hard to watch!



# STAY IN THE LOOP

## TONIGHT:

*After-Meeting Social:*

### **Tijuana Flats**

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

## UPCOMING:

February 15 – AdFed Addy Gala

February 21 – Next Meeting

February 22 – Orlando Trip

February 23 – Project Makeover

February 26 – Pre-Spring Break Luau

April 11-12 – Chicago Trip

**TWITTER  
CONTEST**



Tweet your best caption for this picture to @UFAdSociety with the hashtag #captioncontest, and you could win a prize!

*the* **ICON**  
*staff*

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