



President's Note:



COMMENTS WELCOME

I have been a part of, or participated in the events of, many organizations in town, and I'm happy to say that Ad 2 Madison is one of the best, if not the best, in providing value for the dollar to its members. Free monthly professional development events that usually include free food and drinks, diversity events, social events, opportunities to give back to the community (e.g. through our public service committee) ... the list goes on.

Still, the board and I are continually striving to improve, and that's why we always welcome your feedback. So next time you see us at one of these events, or if you want to e-mail me (president@ad2madison.org), make sure to let us know what's on your mind and how we can better serve you.

We have just a few months left in the calendar year. We're looking forward to our diversity speaker and a bar crawl in April, our fundraiser HYPE in May and, of course, the national conference in June, where we hope to win a lot of awards for all of our hard efforts this year. You can find out more info about these events in this newsletter or on our Web site, ad2madison.org.

Finally, make sure to stay in touch. Besides our e-blasts, join our Facebook page and follow us on Twitter (@ad2madison). You can also find most of our board members on Facebook, and I'm @CaptBNL on Twitter.

Brian Lee, Ad 2 Madison President

LITERACY NETWORK 24/7 CAMPAIGN RECAP

Ad 2 Madison's Public Service Committee wrapped up another successful campaign, this year for the Literacy Network. Media donations totaling nearly \$40,000 ensured comprehensive coverage of Dane County in print, radio, television and outdoor. The message highlighted real stories and images of learners that the Literacy Network has helped. As a result, donations to the organization's Literacy 24/7 event brought in an increase of 16 percent in total donations compared to last year and web traffic spiked tremendously. A huge thank you to all that donated their time and expertise to the campaign. See you all at HYPE to celebrate our success!



ANDY WALLMAN RECAP 12 Tips: Awesomeness for the Pre-Old.

On Wednesday, February 24, 2010, Andy Wallman invited us into the KW2 office to hear his "12 Tips: Awesomeness for the Pre-Old." The evening was filled with fun and laughter, as we learned tips for succeeding in the workplace and life. Andy encouraged listeners to stay positive, work hard, and don't be afraid to ask questions. Overall members loved Andy's crazy sense of humor and tips for awesomeness, the event received comments such as, "One of the most organized and entertaining presentations" and, "Andy was a great speaker and very entertaining." Thanks again to Andy and KW2 for inviting us in.

AMERICAN PRINTING RECAP

American Printing Company hosted Ad 2 Madison members on January 21, 2010. The American Printing Co. staff showed us the behind-the-scene activities of the print production facility, from drop-off to delivery. Ad 2 members learned about the pre-press options, along with UV printing and gloss techniques that are applied to each item. Next Ad 2 members got to see the high powered Mitsubishi printers in action.

Once the items were printed, members got to see the cutting area where items can be cut into pamphlets, pocket folders, business cards, and more. Overall, we gained a lot of new ideas for print products we can create for our companies and clients. Special thanks to American Printing Company for allowing us to tour the company and for their great presentations!

JOIN US ON OUR FIRST EVER PUB CRAWL!!

Going out with a bang!

Join us Saturday April 10, 2010, at 4:00 p.m. at Lucky's Pub (1421 Regent Street). A solid base of appetizers will be served at Lucky's before we begin our bus journey. There will also be drink specials just for Ad 2 Pub Crawlers at each bar. The cost is \$15 for members and \$30 for non-members. These prices include appetizers, bus ride, and an event t-shirt. RSVP at www.ad2madison.org today to guarantee your spot!

The Ad 2 crew will be making stops at the following establishments:

- Lucky's Pub (start here)
- Oakcrest Tavern
- Club Tavern
- Bristol Boar
- Byrd's Pub
- Lucky's Pub (end back here)

As we visit each bar be sure to check them off on your t-shirt!

PAST PRESIDENT

If you've been watching from afar and thinking you'd like to get more involved, now is the time to do it! Very shortly, we will begin the process of finding board members for the new club year. Committee Chairpersons hold a voting position on the Ad 2 Madison Board of Directors. Assistant Chairpersons assist and learn from the Committee Chair with the intention of assuming the Chair position after a year of service. Both serve a term starting on July 1, and ending June 30, of the following year.

Please consider stepping up to one of these positions. It's a very rewarding and fulfilling experience. Not only is it

a great résumé builder, but it gives you the opportunity to provide direction for the club. Watch future blasts for more information about this opportunity. If you have specific questions about what positions are available or what they might entail, please feel free to contact me at kristenm20@hotmail.com. If you know someone that might be perfect for a position, go ahead and toss their name into the mix!

**Kristin Parent,
Ad 2 Madison Past President**

SAVE THE DATES!!!

Ad 2 Diversity Event

Speaker: Malika Monger

Date: Wednesday April 14, 7:30 a.m. - 9:00 a.m.

Location: Tommy Thompson Department of Commerce Building (201 W. Washington Ave.)

Malika Monger is a workforce diversity administrator for MATC. Join us on April 14, 2010, to hear Malika's take on diversity recruitment, working in a diverse workplace, and students entering the workforce. Don't miss out on this excellent educational opportunity.

HYPE

Date: Thursday May 13, 6:30 p.m.

Location: The Brink Lounge (701 E. Washington Ave., Suite 105)

Get your poker face ready and grab your visors, we're *Waking Up in Vegas* for this year's annual fundraiser HYPE! Mark your calendars for Thursday, May 13, 2010, for a casino-themed party including Black Jack, Texas Hold'Em Poker, Roulette, Craps a unique silent auction and more. Bring your friends, co-workers and fellow Ad2 members to enjoy the fun.

If know of anyone who may be interested in sponsoring this event or donating an item to the silent auction please contact Dana Apfel at danaapfel@gmail.com.

See you in Vegas.



AD 2 MADISON BOARD

President: Brian Lee
info@ad2madison.org

Vice-President: Dan Tinder
info@ad2madison.org

Secretary / Treasurer: Kate Scoptur
info@ad2madison.org

Communications Chair: Katie Crooks
communications@ad2madison.org

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info@ad2madison.org

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diversity@ad2madison.org

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info@ad2madison.org

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fundraising@ad2madison.org

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membership@ad2madison.org

Public Service Chair: Emily Wirkus and Tricia Woellert
publicservice@ad2madison.org

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president@ad2madison.org