



About Ad2

- A club for young advertising professionals.
- Founded in 1947 by Marion Simpson.
- A group of people helping people, in personal / professional growth, and in bettering our communities.
- A group of young, passionate, forward-thinking and forward-moving people making a difference in the advertising community.
- Members are active, die-hard advertising addicts, blazing their way to a brighter tomorrow with style and good company.
- Members are between the ages of 18-32 with an interest in advertising, marketing and communications.
- Twenty-four (24) existing Ad 2 chapters across the United States:
 - Cincinnati, OH
 - Denver, CO
 - Ft. Lauderdale, FL
 - Honolulu, HI
 - Houston, TX
 - Louisville, KY
 - Madison, WI
 - Nashville, TN
 - Orlando, FL
 - Miami, FL
 - Milwaukee, WI
 - Minneapolis, MN
 - Oklahoma City, OK
 - Orange County, CA
 - Phoenix, AZ
 - Portland, OR
 - Reno, NV
 - Roanoke, VA
 - San Diego, CA
 - San Francisco, CA
 - Seattle, WA
 - Tucson, AZ
 - West Michigan (Grand Rapids, MI)
 - Tampa Bay, FL

Ad2 Committee Descriptions

Public Service

An awesome opportunity to create and implement a comprehensive marketing plan to involve print, online, broadcast and public service announcements for a non-profit organization. This committee will serve as a mini-advertising agency, giving an opportunity to network with various facets of the advertising industry and gaining additional knowledge of managing a client from start to finish.

Membership & Welcome

Introduce new and prospective members to current members, identify prospects and follow up with a call or email providing information about the benefits of the organization.

Communications

Manage communications projects from creative development through execution. Work with creative team and committee chairs to ensure timely project completion. Act as a liaison between Ad2 Nashville Communications and AAF-Nashville.

Education

Assist the AAF-Nashville Education Committee with the formation of Ad Club chapters within the local college and university community, and work with students in a mentoring capacity to establish and develop new Ad Clubs on college campuses. Help young professionals hone their skills through portfolio reviews and other initiatives.

Socials / Programs

Socials are fun and games aplenty! This is all about fun and networking. Help create, plan and implement social networking events for Ad2 members. On the other hand, Programs take researching, planning and implementing educational programs that will enhance the knowledge of young professionals by giving them insight into the industry at large.

Sponsorship

Identify business prospects for Ad2 & AAF-Nashville events and follow up with calls or emails providing information about the benefits of the organization and our events. Work with Socials/Programs chair to secure funding for events. Act as a liaison between Ad2 Nashville Sponsorship and AAF-Nashville Sponsorship Chair.

Executive Board Members

- President- James Whitaker
- Vice President / Public Service Chair- Danna Grigson
- Communications Chair- Lauren Ray
- Secretary / Education Chair- Anne Marie Dudas
- Treasurer- Stephanie Ferguson
- Socials/Programs Chair- Heather Rife
- Past President / Membership & Welcome Chair- Caroline Hamel
- Sponsorship Chair – Judi Barnes (AAF-Nashville)

Benefits

- Specific educational programs & networking opportunities tailored to our demographic
- Self-development & Leadership Training
- Easy transition and less intimidating for students going from college to “the real world”
- Affiliated membership to the American Advertising Federation and National Ad2

How to Join

Contact Caroline Hamel, Membership and Welcome Chair at 615-320-9335
caroline@redpepperinc.com



Membership Application

Name: _____ Address: _____

Company: _____ City: _____ Zip: _____

Title: _____ Phone: _____ Email: _____

1. Why do you want to join Ad 2 Nashville?

2. How did you hear about Ad 2 Nashville?

3. What are your membership expectations?

4. Please circle which activity(s) of the ad club would you like to be involved with?

Programs; Education; Membership; Public Service; Communication; Sponsorship

5. Please rate the following items on a scale of 1 to 5. (1-Very Important, 5 Not Important)

_____ Content of programs
_____ Time/date of programs
_____ Communications
_____ Professional development
_____ Networking
_____ Activities of club
_____ Public service
_____ Other _____

6. What specialties or areas of expertise do you have to offer the organization? (Example: Web building, strong interpersonal skills.)

7. What type of programs would you like to see Ad2 Nashville present that will be beneficial to you?

8. Do you need additional information about Ad 2 Nashville and the Nashville Advertising Federation? If so, what would you like to know? Do you have any additional comments or questions?

Please mail your completed application along with your **\$60 Professional / \$45 Student member fee** to American Advertising Federation - Nashville, P.O Box 293327, Nashville, TN 37229. If you have any immediate questions, please feel free to email Ad2 Nashville Membership Chair, Caroline Hamel at caroline@redpepperinc.com. Thanks for your time!