

Ad 2 2009 Milwaukee Calendar of Events

- Date:** January 22, 2009
Program Type: Education & Networking
Title: OnMilwaukee/InMilwaukee
Description: Conversation with local business owners about their unique approaches to advertising, followed by a private networking and shopping event at one of the boutiques.
- Date:** February 19, 2009
Program Type: Networking
Title: Ad 2 Milwaukee Birthday Bash
Description: Happy hour celebrating our 3rd "birthday with drink specials, cupcakes and raffle prizes.
- Date:** March 19, 2009
Program Type: Education & Networking
Title: March Speaker at the Eisner Museum
Description: Speaker from US Cellular at local advertising museum.
- Date:** April 2, 2009
Program Type: Fundraiser
Title: Sport Marketing Panel of Experts
Description: From Lammi Sports Management to the Brewers we had a panel of 5 experts answer questions on sports marketing, which was followed by a food, drinks and a silent auction.
- Date:** May 14, 2009
Program Type: Ad 2 Elections
Title: Board Meeting and 2009 -2010 Board Elections
Description: Elections with food and drinks specials followed up our first board meeting.
- Date:** July 27, 2009
Program Type: Social
Title: Ad 2 and MIMA Brewer Tailgate and Game
Description: Tailgated before the game and cheered for the Brewers.

Date: September 9, 2009
Program Type: Education Event with PRSA
Title: Going International: Controversial Marketing Strategy & PR Practices
Description: Irina Sharma, provided cross-cultural insight on successful marketing and PR practices surrounding controversial topics, citing particular campaign efforts aimed at improving public health in the Middle East including cancer awareness for the Breast Cancer Association and HIV awareness/condom use in partnership with Durex.

Date: October 19, 2009
Program Type: Student Event
Title: Early Career Roundtable for Students
Description: Provided a place for students to come and talk/listen to young professionals in the industry. It provided a laid back atmosphere to ask questions and network.

Date: December 3, 2009
Program Type: Happy Hour
Title: Holiday Happy Hour & 2009 Review
Description: Happy hour celebrating the end of the year

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Date: January 20, 2010
Program Type: Networking with all Clubs in Milwaukee Area
Title: Acrobash
Description: Acrobash is the largest premiere networking event for professionals in the advertising, marketing, communication, design, interactive and PR industry. Many Milwaukee organizations which are geared towards professionals in this industry will be showcased and last year over 400+ people attended.

Date: February 24, 2010
Program Type: Educational
Title: I've SEO'd...now what? Next steps to marketing effectively & enhancing your ROI.

Description: Speaker Ross Monaghan, Search Marketing Strategist for Fullhouse, will provide valuable insights on ways to maximize the ROI of your SEO/interactive efforts and use the information to tailor your other marketing efforts for the best results for your company/client.

Date: March 12, 2010
Program Type: Fundraiser
Title: Ad 2 Fundraiser Birthday Pub Crawl

Description: Walking Scavenger Hunt / Pub Crawl in the Third Ward

Date: April 2, 2010
Program Type: Portfolio Review /Networking
Title: Creative Circle Social

Description: Creative Circle, a creative staffing agency in Chicago, will be at the Iron Horse on April 2nd from 4-6pm and will be available for discussions on portfolio pointers, current trends and tips for best marketing yourself in this economy for students and professionals. This is an open house/causal forum.

Date: May 2010
Program Type: No Event

Date: June 23, 2010
Program Type: Board Meeting
Title: Ad 2 Board Elections and General Board Meeting

Description: Elections for the new 2010-2011 Board Members

Date: July 7, 2010
Program Type: Networking
Title: Brewer Game and Tailgate with MIMA

Description: Brewer Game and Tailgate with MIMA

Date: August 28, 2010
Program Type: Board Retreat
Title: Board Retreat

Description: The new board members get together to socialize and learn more about each other, this year we went to Jazz in the Park and each brought a dish to pass and Ad 2 provided the wine and drinks.

Date: September 25, 2010
Program Type: Fundraiser
Title: 3 on 3 Volleyball Tournament

Description: Sign up a team of your own or cheer on friends and co-workers at the Horny Goat's new outdoor patio. Cost is \$50 per team and includes appetizers, a team pitcher, raffle tickets, and a chance to take home some great prizes from our sponsors. Each team can have a maximum of 5 players with at least one female player.

Date: October 19, 2010
Program Type: Education / Networking
Title: Fall into Fitness

Description: Director of Marketing & Events for SPiN, our "Fall into Fitness" guests will work their minds and bodies all while mingling with local professionals. Jill will be sharing the history of SPiN, where it originated, why Milwaukee was chosen as their new market, and how they're tackling the Milwaukee bar/restaurant/social scene with their comprehensive marketing plan. A Q&A session will follow her presentation and free ping pong!