

# *The* ICON

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THE OFFICIAL PUBLICATION OF AD SOCIETY AT THE UNIVERSITY OF FLORIDA

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## ANNOUNCEMENTS

### EVENT PLANNING

Halloween Social at 101 Downtown

Monday, October 26

Tickets will be on sale later in the month!

### TRIPS

Thursday, October 22: Jacksonville Trip

Sign ups for NYC trip after the October 21 meeting; email [sashajoz@gmail.com](mailto:sashajoz@gmail.com) starting at 10 pm

November 12-15: New York City trip

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## *Ad Council*

### SCHEDULE

OF

### EVENTS

#### **Group Interviews- Talk to a Council member**

9:30-4:00 in Weimer 2066

Stop by at the beginning of any class period to speak with a member of the Council.

#### **“Great Ideas”- A Presentation by Ad Council**

6:00pm in Williamson 100

This is our regular meeting, Don't miss it!!!

#### **Swamp Meet and Greet Social**

7:15-8:30pm Free Food and Refreshments at Swamp with the Council

# The COUNCIL IS COMING!



**Phil Schwartz**  
President, Schwartz Communications, Inc.  
•Focus: Developing Marketing Strategy Development, Consulting  
•Experience: President and partner at Turkel Schwartz advertising in Miami; Product Manager at General Mills; VP Marketing at Six Flags; Account Supervisor at Campbell-Mithun Advertising

**Rob Cherof**  
CMO, BBDO Atlanta, Involved with Intern Program  
•Focus: Account Management, New Business and Operations  
•Experience: Account Management at JWT; Account Executive at Fletcher Mayo & Associates, Cingular's "Raising the Bar Campaign"

**Robert (Chip) Eickmann (No photo available)**  
VP Business Development, McBride Woodbridge Marketing, LLC  
•Focus: Creative Development, Sales, Consultant  
•Experience: Advertising and Promotions in Rouse Company in Texas; First Regional Project Supervisor, then Cooperative Advertising Manager for Walt Disney World Magic Kingdom;



**D. Benny Benafield**  
VP, Management Supervisor, Grey Worldwide – Atlanta  
•Focus: Account Management, New Media Integration, Sales, Brand Building  
•Experience: VP – Marketing and Advertising for a banking start-up, worked at Leo Burnett

**Nina Howard (no photo available)**  
Media Manager at Disney Destinations



**Norm Grey**  
One of the Founders of The Creative Circus  
• Focus: Creative Director, Designer, Art Director, Copywriting  
• Experience: Creative Director of many advertising agencies: JWT, BBDO, Bozell, McCann-Erickson and more



**Dave Wilson**  
Executive Director, MCAN – Ad Agency Network  
• Focus: Networking, Creative Planning, Copywriting, Concepting, Mentoring, Restaurateur and consultant  
• Experience: Account Executive at Marsteller, Inc., Chicago office, Owned ad agency in Orlando, Taught Campaigns at UF and UCF

**Andy Fletcher**  
President/CEO, Fletcher Martin Atlanta  
• Focus: Growth, agency management and leadership, public speaking, new business presentations and mentoring.  
• Experience: My company is currently the Agency of Record for The University of Florida. We developed "The Foundation for the Gator Nation" and the resulting "Go Gators" TV commercial you see during games.



**Jay Schwedelson**  
Owner, Worldata  
• Focus: Media Buying, Interactive Marketing Solutions, Direct Mail, Permission Email, and Database Marketing services  
• Experience: BtoB Magazines 100 Top Industry Professional, founding member and past chairman of the Direct Marketing Associations Council for Responsible Email, MPA's (Magazine Publishers Association) List Security Task Force, and the board of the FDMA (Florida Direct Marketing Association).

**Kenneth (Ken) Banks**  
CEO, KAB Marketing  
• Focus: Branding, Research, Retail Advertising and Promotion  
• Experience: SVP of Marketing with Eckerd Drugs, Circuit City, PetSmart, Levitz, EVP Group Management Director with Doner; President of Fahlgren Benito Advertising- Florida division; Brand Management with Proctor & Gamble on Folgers Coffee

