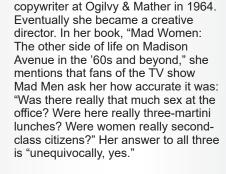
MAD WOMEN

Celebrating Mad Women: It's not just Peggy Olsen anymore.

But the fictional Peggy wasn't the first. In fact, the Advertising Women of New York was founded in 1912 because women weren't allowed into the all-male Advertising League. Its primary objectives were to educate its members in advertising and to encourage the active involvement of women in the advertising industry.

There was the legendary Jane Maas, who Advertising Age calls "the real Peggy Olsen, right out of Mad Men." She began her career at as a



And there was Mary Wells Lawrence, who worked for DDB before founding Wells Rich Greene and becoming the first female CEO of a company listed on the New York Stock Exchange. She's known for her work for Alka-Seltzer. You may remember "Plop plop, fizz fizz" and "I can't believe I ate the whole thing." Perhaps her most iconic campaign is I ♥ NY.

Tonight we celebrate by hearing the stories of these five women. Has the ad business changed? How has it changed? And what is the future for women in advertising? And, just for tonight, let's embrace it. We're all – proudly – MAD WOMEN.



Meet our MAD WOMEN



BECCA WEIGMAN

Owner and Chief Executive Officer, TM Advertising



MARGIE BOWLES

Director of Content Strategy for HCK2 Partners in Addison, TX



KATHY LEONARD

Co-founder and President, Freeman+Leonard



DIANE SEIMETZ-DUNCAN

Principal, Launch Agency



LAURA HINGUANZO-ANDRADE

Director of Agency Operations, Dieste



DR. SHERI BROYLES

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