

Dear Conference attendees,

Happy Holidays!

I'm writing to invite you to join the American Academy of Advertising (AAA)'s Mentoring Program, one of the most valuable benefits offered to AAA members. This program not only pairs doctoral students and new assistant professors with accomplished faculty-scholars in advertising and strategic communication, but also provides a unique networking opportunity with researchers in our field.

If you are a **doctoral student** or a **new assistant professor**, this program will pair you with an experienced professor and member of the Academy at the conference in Pittsburgh. This relationship will help you learn more about the organization and ways to be successful in your academic career. If you are a more **seasoned member**, serving as a mentor will introduce you to a new AAA member and help strengthen our organization and build relationships among our members.

If you are interested in having a mentor assigned to you or serving as a mentor, please indicate your interest by checking the appropriate box on the conference registration form. Please also include your main research interests, which will be considered for mentor-mentee pairing.

We will send you the pairing information prior to the conference, and the list of all mentors and mentees will be available upon check-in at the conference. There will also be an established meeting point where contact can be initiated. During the conference, all mentoring program participants are invited to the First Timers' & Mentors' Breakfast, held on Friday morning (March 7) at 7:30 a.m., where they will have an additional designated time to meet with each other.

If you have already participated in this program as a mentee, please do not reapply as you already have a mentor and we encourage long-term relationships as part of this program. If you've been a member of AAA for five years or more and regularly attend the annual conference, we hope you will register as a mentor. You can be a mentor to more than one mentee.

A Good Mentor Might...

1. Contact the mentee prior to the conference and arrange a time/place to meet
2. Meet the mentee at the First Timers' and Mentors' Breakfast
3. Offer to sit with the mentee at one of the luncheons

4. Talk with the mentee about AAA's value and networking and service opportunities
5. Offer to do a "first" read of one of the mentee's papers
6. Introduce the mentee to at least 4 other people
7. Attend the mentee's presentation (if s/he has one)
8. Email the mentee within 15 days after the conference to remind the mentee that he/she is available to answer questions

Whether you're a **doctoral student**, a **new assistant professor**, or a more **experienced AAA member**, the Mentorship Program provides a meaningful way to build connections within the AAA community to further advance our members' success.

We hope you choose to participate in this wonderful program! If you have any questions, please contact Sigal Segev at: segevs@fiu.edu. We look forward to seeing you in Pittsburgh!