



RETURN SERVICE REQUESTED

Non-Profit
U.S. Postage
Paid
Permit No.
5334
Cincinnati, OH



Follow Cincinnati AMA on:



engage.
connect.
advance.

2009–2010 cincinnati ama board of directors



President
Kelly Blake
Lumen Marketing Consultancy
513.300.6132
kelly@lumenstrategy.com



**VP Marketing/
Communications & PR**
Sandy Jenkins-Smith
513.521.9362
jenksmith@cinci.rr.com



VP Special Events
Jesy Herron
US Digital Partners
513.929.4603
jherron@usdigitalpartners.com



President Elect
Pete Healy
Crowbar Marketing
859.630.7356
pete.healy@crowbarmarketing.com



VP Collegiate
Janet Heil
LeSaint Logistics
513.504.5211
jheil@lesaint.com



VP Volunteers
Mary Beth Berberich
RGI
513.221.2121
mbberberich@rgidesign.com



Secretary/Treasurer
David Alex, CPA
Alex & Company
513.794.1900
david@alexcpa.net



VP Sponsorship
Gina Sieving
Intrinsic Marketing & Design
859.292.5068
gina@intrinsiccinc.com



VP Technology
Ben Baker
Profitability.net
513.361.0800
ben@profitability.net



VP Professional Development
Will Krieger
R.L. Repass & Partners, Inc.
513.772.1600
wkrieger@repasspartners.com



VP Market Research
Andy Noller
University of Cincinnati
513.202.0720
anoller@cinci.rr.com



Immediate Past President
Hilarie Joseph
Campbell Hausfeld
513.367.3101
hjoseph@campbellhausfeld.com



VP Membership
Kimberly Thompson
Wells Fargo Advisors
513.651-6520
kimberly.thompson@wfadvisors.com



VP Special Events
Cresta Lewis
Sunrise Advertising
513.333.4100
clewis@sunriseadvertising.com



Administrative Assistant
Kathy Walters
AMA Cincinnati Chapter
513.741.7951
Kathy@CincinnatiAMA.org

Please feel free to contact any of the board members with your questions or comments. We want to hear from you!

CINCINNATI marketer

cincinnati chapter of the american marketing association

luncheon schedule

DATE

Friday, February 19, 2010

LOCATION

Xavier University's
Schiff Conference & Banquet Center
at the Cintas Center
1624 Herald Avenue, 45207



REGISTRATION & NETWORKING

11:30 am

LUNCH & PROGRAM

12:00 - 1:15 pm

COST

Members

\$30 with reservations;
\$35 after 2/16/10

Non-Members

\$45 with reservations;
\$50 after 2/16/10

Student Members

\$10

RESERVATIONS

Call 513.784.2373 or
online at CincinnatiAMA.org

*Cancellations must be made 48 hours
in advance to receive refund.*

Thanks to our luncheon sponsor!



Building a Brand that Matters

Company Culture is Hub of Zappos.com's \$1B Brand

In the beginning, back in 1999, the idea was to create a web site that offered the absolute best selection in shoes in terms of brands, styles, colors, sizes, and widths. Over the past 10 years, the Zappos.com brand and their aspirations have evolved. In addition to offering the best selection, they want to be the company that provides the absolute best service online -- not just in shoes, but in any category. Today, Zappos.com stocks more than 3 million shoes, handbags, clothing items and accessories from over 1,136 brands.



Our presenter, Aaron Magness, Business Development & Marketing leader for Zappos.com, will talk about how their business growth has and continues to be driven by a funda-

mental shift in the role of the customer. The shift is that you no longer dictate your brand to customers. Your customers dictate your brand to you.

Understanding this change, Zappos.com began focusing heavily on their company culture and its role in building the brand. What was their culture and what did it need to become to best serve, retain and increase customers? Through much creativity, engagement by Zappos.com teams and a focus on

service, Zappos.com has rapidly grown from \$0 to over \$1 billion in gross merchandise sales.

By attending the February 19 luncheon, you will hear Aaron describe details on what leads to victory after victory for Zappos.com and how you can apply the same philosophies to your job including:

Customer service is the new marketing!

WOW at every interaction!

Communicate with your customers, don't market to them!

Culture will dictate success!

Don't try to be interesting, be interested!

Aaron has worked in Business Development in retail for over 8 years. His career has taken him through sales, operations and all the grunt work it takes to make his team successful. He joined Zappos.com with a primary focus in business development. However, his role has grown to include oversight of Brand Marketing, PR and Social Media as well as Business Development. He received his BBA from the University of Wisconsin Madison with a double major of Marketing Management and Human Resources. People often do the stupid stuff while they are still in school, but Aaron chose to run with the bulls in Pamplona, Spain only 5 weeks before his wedding day. Luckily, he made it out alive.



You are likely a customer. If not, you surely have heard their name -- Zappos.com.

A Message from the President

Dear Fellow AMA Members:

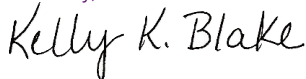
Seven of your Board members and I just attended our AMA Mid-Year Regional Retreat where chapters from a four state area come together to talk about best practices and hear from AMA International Headquarters on new programs and initiatives. This annual event in January comes at a time when the chapters enter the halfway mark of their campaign year, so it is helpful in re-energizing the group. I will mention two of the initiatives just announced briefly, but please see the additional information in the newsletter for more details.

There is a new Group Membership Program that allows organizations having four or more AMA members (or prospective members) a discounted single dues rate. If your organization has 4-9 members, the dues per member is \$208 and if your organization has 10+ members, the dues per member goes down to \$184. Both of these prices include both local and national dues.

The other initiative just announced is a new Sponsorship Program. There are sponsorship opportunities now available for organizations who want to receive exposure both on a local level through the Cincinnati Chapter but also on a national level through national publications and websites. If you are interested in learning more about the many sponsorship opportunities and levels, contact Gina Sieving, VP Sponsorship, gina@intrinzicinc.com for more information.

Take advantage of these initiatives in order to save money and get some exposure for your organization. Please feel free to contact me with questions or comments. Engage, connect, and advance with the AMA in 2010.

Sincerely,



Kelly K. Blake, Chapter President
P: 513.300.6132
kelly@lumenstrategy.com

February 24 CAHM Seminar Do I Know You? Building Competitive Brands

With the increasing competitive healthcare markets and shrinking margins, building a solid competitive brand is more important than ever. Do you communicate and need to market to the following audiences?

- People (patients, consumers and care-givers)
- Providers (physicians, hospitals and health systems)
- Purchasers (employers and insurers)
- Policy-Makers (regional, state and local)

If so, join us in an engaging discussion on how to effectively build and maintain a strong brand image.

Presenter: Todd Sebastian is the leader of LINK, a unique training & consulting company that provides practical solutions to create stronger connections between marketing agencies and their clients. He is also the best-selling author of *Tell Your Clients Where to Go! A Practical Guide to Providing Passionate Client Leadership*. Todd has had a successful 20-year career in marketing and communications—spanning brand management, advertising, influencer marketing, brand strategy & design, and shopper & consumer insights.

The seminar will be held at the Health Foundation of Greater Cincinnati located at 3805 Edwards Road, 5th Floor, Conference Room A from 7:30 am to 9:30 am. The cost is \$30 for AMA/CAHM members and \$45 for non-members.

Save the Date!

Market Research Bootcamp

April 29 - April 30, 2010

Kenwood Towers

The AMA Bootcamp will provide you with applicable, immediately usable market research skills. Details coming soon.

2010 Marketer of the Year

Thursday, May 13, 2010

The Madison in Covington

Visit CincinnatiAMA.org for more details on how to nominate someone who has demonstrated excellence in marketing. Details coming soon.

AMA Golf Classic

Monday, August 30, 2010

O'Bannon Creek Golf Club in Loveland.

www.obannoncreek.com



ama upcoming events

Wednesday, February 3

International Marketing SIG, Curtis, Inc.

Friday, February 5

Non-Profit SIG,
New location! American Red Cross

Tuesday, February 9

Member Orientation, Kenwood Towers

Wednesday, February 10

Interactive SIG, Web Media Tools

Thursday, February 11

B2B SIG, University of Phoenix

Tuesday, February 16

Sales Leadership SIG,
New location! - nSixty Building

Friday, February 19 Luncheon

Aaron Magness, Zappos.com
Cintas Center at Xavier University

Tuesday, February 23

Job Transition Group, Kenwood Towers

Wednesday, February 24

Market Research SIG, Web Media Tools

Wednesday, February 24 CAHM Seminar

Todd Sebastian, leader of LINK,
Health Foundation of Greater Cincinnati

Friday, February 26

B2B SIG, Northern KY Chamber of Commerce
NOR-Com Room

For more information or to register visit www.CincinnatiAMA.org
or call the AMA at 513.784.2373

welcome! new ama members

Brian Clifford
R.O. Why! Marketing

Joe Cobbs
Northern Kentucky University

Amanda Haynes
Stress Engineering

Kelly Hlaninka
Loyalty One/COLLOQUY

Michael Ireland
xpedx

Mitchel Killiam
IPSOS

Mary Lou Kohne
Brava Consulting

Bruce Linafelter
Relevant Works

Brian MacConnell
Freestore Foodbank

Andrea McCorkle
Wellpoint Inc.

Camille McCray

Mark Middlekamp

Bob Perry
Sevenstar Academy

Neil Roble

Bo Sherman
Relevant Works

Sue Sherman
Lindner Center of Hope

Amanda Smeller
Pierre Foods

Stacy Staarmann
TimberTech Limited

Doug Tulumaris
Champion

Group Membership Program



AMA group membership saves companies 28% on their dues if they have 4 - 9 members. The savings goes even higher for companies with 10+ members saving 36% on their dues cost.

Tap into the power of group membership today by visiting: marketingpower.com/groupmembership.

February 9 Member Orientation Learn more about the AMA!

We want to tell you more about getting involved in the Cincinnati Chapter. Whether you are a new or old member, this meeting will tell of how you can get the most out of your membership. The event is also open to non-members, so encourage fellow marketers to attend.

We will discuss opportunities in volunteering, SIG participation, website and many other benefits of the Cincinnati Chapter of the AMA.

Please join us Tuesday, February 9 in the first floor conference room at Kenwood Towers located at 8044 Montgomery Road. A complimentary continental breakfast begins at 8:00 a.m., and the orientation runs from 8:30 a.m. - 9:30 a.m.

There is no cost to attend. Reserve your spot today, CincinnatiAMA.org.

Volunteer of the Month

Mindy Rosen

Mindy Rosen is the Senior Vice President, Communications and Marketing for Downtown Cincinnati Inc. where she drives the strategy, planning and creative development of a range of consumer and corporate marketing communications, collateral and presentations. Before returning to Cincinnati after a 16 year absence, she served as Director of Marketing and Communications for the Downtown Center Business Improvement District in Los Angeles, CA, where she developed and managed award winning marketing and communications programs. Prior to that she was Director of Marketing for the Downtown Denver Partnership in Denver, CO.



Mindy earned an MBA in Marketing from the University of Cincinnati, and an undergraduate degree in Political Science from Miami University. In addition to serving on the Professional Development Committee with the AMA, Mindy is also a member of the Cincinnati USA Communications Alliance, the HYPE Leadership Council of the Cincinnati USA Regional Chamber and the Books by the Banks promotional committee.

Interested in volunteering?

Contact Mary Beth Berberich, VP Volunteers, at 513.221.2121 or email mbberberich@rgidesign.com.

Thanks to our Sponsors!



The success of your event is as important to us as it is to you.

