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2009–2010 cincinnati ama board of directors



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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, March 19, 2010

NEW LOCATION -

THIS MONTH ONLY

Radisson Hotel Riverfront
668 W. Fifth Street, Covington

REGISTRATION & NETWORKING

11:30 am

LUNCH & PROGRAM

12:00 - 1:15 pm

COST

Members

\$30 with reservations;

\$35 after 3/16/10

Non-Members

\$45 with reservations;

\$50 after 3/16/10

Student Members

\$10

RESERVATIONS

Call 513.784.2373 or

online at CincinnatiAMA.org

Pre-lunch registration now has its rewards! If you're a member AND a part of our LinkedIn group, registering before March 13 makes you eligible to win a seat at the pre-lunch roundtable with Mr. Sernovitz and other Key Sponsors and Senior Marketers from our chapter. (see LinkedIn Group for details).

Thanks to our luncheon sponsor!



The Flavor of Cincinnati.

Word of Mouth Marketing

How Smart Companies Get People Talking

More than 90 percent of consumers list word of mouth recommendations as the leading influence on their purchasing behavior. How can your company move from simply having a page on Facebook or sending an occasional tweet to meaningfully connecting with consumers and fostering conversations about your brand?



Andy Sernovitz,

author of "Word of Mouth Marketing: How Smart Companies Get People Talking," will show you how the world's most respected and profitable compa-

nies get their best customers for free through the power of word of mouth.

Through Andy's straightforward advice and humor, you'll learn about the changes all businesses face in this new world where consumers control the conversation -- and how fantastic it feels when companies embrace and enjoy the opportunity. Specifically, you'll take away:

- 5 essential steps that make word of mouth successful;
- 4 rules of word of mouth marketing;
- 3 reasons people talk about you;

... and the real purpose of blogs, communities, viral email, evangelists, and buzz -- when to use them and how simple it is to make them work.

Andy is President Emeritus of the Word of Mouth Marketing Association, teaches word of mouth marketing at Northwestern University and is CEO of GasPedal. An 18-year veteran of the interactive marketing business, Andy has spent years helping the biggest brands and hundreds of entrepreneurs learn how to do better marketing. He taught entrepreneurship at the Wharton School of Business, ran a business incubator, and started half a dozen companies. His blog is called "Damn, I Wish I Thought of That."

Damn, I wish I'd thought of that blog:

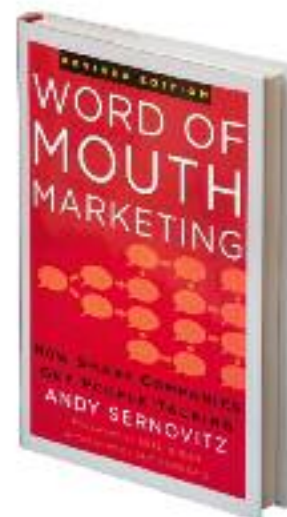
www.damniwish.com

GasPedal:

www.gaspedal.com

Social Media Business Council:

www.socialmedia.org



A Message from the President

Dear Fellow AMA Members:

I sure hope most of this cold, snowy weather is behind us as we approach the spring. During this winter time, your AMA Board of Directors has been hard at work planning for the many upcoming events. There are a wide variety of events scheduled to appeal to our diverse membership base.

• AMIG Executive Training Series

This is a series of 3 training courses in conjunction with Xavier University and sponsored by AMIG. One will occur in each month of April, May, and June and topics include marketing strategy, return on marketing investment and Immersion.

• Market Research Boot Camp

This 1 ½ day program, on April 29th & 30th will cover the technical aspects of the marketing research process such as sampling, questionnaire design and analysis. You will also spend time exploring real life marketing challenges.

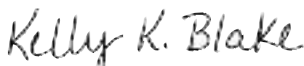
• Marketer of the Year

We are excited about awarding individuals and companies for their proven excellence in marketing. This year's event takes place on May 13th and we will award one winner in each of three categories: Small Business, Large Business and Not-Profit Organizations.

I have only highlighted a few of our many upcoming events. Check our website for additional event details and for event registration. Please feel free to contact me with questions or comments and I look forward to seeing you at our upcoming events.

Engage, Connect, and Advance with the AMA.

Sincerely,



Kelly K. Blake

Chapter President, 2009-2010

P: 513.300.6132

kelly@lumenstrategy.com

Executive Marketing Series: The New Invention of Marketing

It's obvious the Marketing industry has changed over the past few years. And it will take more to gain an advantage than scouring the internet looking for new information on marketing tactics and strategies. You MUST learn through dialogue, sharing experiences, and the exchange of ideas and best practices from your colleagues.

These three sessions are designed for marketers with 5+ years of experience. The courses are designed to help YOU become a go-to marketing resource within your company; and, to give you the know-how to take your company to the next level.

Tuesday, April 6 -- Succeeding in a Networked Economy: This session will provide a decision framework for B2C and B2B marketing executives and directors responsible for developing a strategy in the networked economy.

Tuesday, May 4 -- IMMERSION: Experiential Consumer Insight: Successful marketers are designing everything based on an in-depth understanding of consumer needs. This session will incorporate theory, examples and hands on exercises to teach you how to capture and employ strategies from consumer insights.

Thursday, June 10 -- The Real Measure of Success – Mastering ROMI: Now more than ever, marketers are being challenged to bring accountability to their campaigns and justify their marketing spend. This session will focus on the tools and means that will allow participants to measure the results of any marketing campaign, consistently determine their Return on Marketing Investment (ROMI), and revise their plans to enhance ongoing marketing efforts.

The seminars will be held at the Cintas Center at Xavier University from 8:00 am - 12:00 noon.

Packaged price (includes all three courses):

Member - \$99 per course, \$297 for all 3

Non-Member - \$116 per course, \$348 for all 3

Purchased separately:

Member - \$125 per course

Non-Member - \$149 per course

For more information or to register:

Visit www.CincinnatiAMA.org

Thanks to our sponsors!



ama upcoming events

Tuesday, March 2
Member Orientation
Kenwood Towers, 8044 Montgomery Road

Wednesday, March 3
International Marketing SIG
"International Search Engine Marketing"
Steve Phillips, Purple Trout, LLC
Curtis, Inc., 1105 Western Avenue

Thursday, March 4
NEW - Healthcare SIG
Join us for the initial meeting.
We will brainstorm topics and format the group.
Group Health Associates, 4600 Wesley

Friday, March 5
Non-Profit SIG
"How to create and integrate a social networking strategy"
Corbit Harrison, Global Cloud
NEW American Cancer Society, 2808 Reading Rd

Wednesday, March 10
Interactive Marketing SIG
Web Media Tools, 18 West 7th Street

Thursday, March 11
B2B SIG
University of Phoenix, West Chester

Tuesday, March 16
Sales Leadership SIG
In transition? Presentation on strategy, web footprint, balance web-time vs. facetime.
NEW nSixty Building, 550 Reading Road

Friday, March 19 Luncheon
"Word of Mouth Marketing" - Andy Sernovitz
NEW Radisson Hotel Riverfront, Covington

Tuesday, March 23
Job Transition Group, Kenwood Towers

Wednesday, March 24
Market Research SIG, Brainstorming topics
Web Media Tools, 18 West 7th Street

Friday, March 26
B2B SIG
Discussion on LinkedIn and Social Media
Northern KY Chamber of Commerce
NOR-Com Room

For more information or to register visit www.CincinnatiAMA.org.

welcome! new ama members

Chris Bauer Stella Bavley Clark Schaefer Hackett	Erin Cohen Lori Ferdelman Robbins, Inc. Lori Hoppa Clark Schaefer Hackett Joe Kikta Eric Langevin Hoxworth Blood Center	Ben Matthews Shankar Ranganathan dunnhumby USA, LLC Stephanie Savicki West Chester Medical Center Sandra Sims St. Elizabeth Healthcare	Theresa Taylor St. Elizabeth Healthcare Patty Tomley Mercy Health Partners Catherine Watson Christine Wilkerson Nadine Williams The Gorilla Glue Co.	Matt Woody Fidelity Investments Lisa Yunger Widmer's Cleaners
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L to R: Bob Bunting (Cincinnati I-Marketing Group), Marco Presti, Ryan Clark (Silverpop)



L to R: Matt Woody (Fidelity Investments), Dan Renner



L to R: Brian Clark (MAC Productions), JC Reaguer (Multi-Craft), Ingrid Nobiletti



L to R: Aaron Magness (Zappos.com), Ben Baker (Profitability.net), Jennifer Panepinto (Market Write), John Fox (John Fox Marketing Consulting)

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.

2010 Marketer of the Year

Thursday, May 13, 2010
The Madison in Covington

Visit CincinnatiAMA.org for more details.

AMA Membership Directory

In March, look for your copy in the mail of the 2010 edition of the AMA membership directory. We would like to thank all our advertisers for their support as well as to **Relevant Works** for the printing and to **Intrinsic** for their design work.



Volunteers of the Month

Caroline Parish

Caroline Parish is Director of Business Development for BI - The Business Improvement Company. BI is a 60-year-old performance improvement company with 23 field offices. BI helps their Fortune 1,000 customers improve results by changing attitudes and behaviors. They use the disciplines of analytics, learning, goal-setting, communications, live marketing, meetings & events, awards, and measurement. These tools can be applied to change the behavior of a Sales or Distribution channel, Employee group or Consumer audience.



Caroline has been volunteering with the Sponsorship Committee to generate new ad revenues for the Membership Directory - and it has been a record year! Caroline also assisted in the launch of our Sales Leadership SIG.

Susan (Sally) Weekley

Sally is currently an AMA "member in transition". She was previously employed as a senior Marketing Specialist at the Procter & Gamble Company. She delivered outstanding project management results, encompassing a robust variety of projects on two brands: Pharmacy and NyQuil/DayQuil; as well as Marketing Specialist for total Personal Health Care. She was consistently rewarded for her excellence in project management, including the P&G Sector Outstanding Achievement Award; P&G HealthCare Marketing Project Excellence Award; and awarded P&G Stock Recognition Shares for Outstanding Leadership. Prior to P&G, she was employed as a Professional Technical Recruiter.



Sally volunteers on the Membership Committee and has also volunteered with the Sponsorship Committee to generate record breaking advertising sales for the 2010 AMA Membership Directory.

Thanks to our Sponsors!

