



CINCINNATI CHAPTER
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cincinnati marketer

Cincinnati Chapter of the American Marketing Association

April, 2008

Building Concepts and Brands "If we can, we will...."



The brunch/lunch restaurant concept is celebrating its 25th anniversary in 2008. This restaurant concept was developed by Ken Pendery, President and CEO of First Watch Restaurants, and is the largest privately owned daytime-only restaurant company in the world. With 76 restaurants in 11 states, First Watch receives recognition on a regular basis.

marketing veteran, handles the development and execution of First Watch's strategic marketing plans. He oversees the company's marketing department and is directly responsible for launching a complete re-branding effort in 2007 that included a new brand positioning platform, equipped with a new company logo and tagline.



Ken Pendery, co-founder of First Watch Restaurants, Inc., is a restaurant industry veteran who has held numerous executive positions and has created several restaurant concepts. In his role as president and CEO of First Watch, Pendery provides strategic leadership to the company by working with the board of directors and management establishing long-range goals, strategies, plans and policies. Previously, Pendery served as Regional Director for Cork N' Cleaver Restaurants. In 1983 launched his own restaurant in Cincinnati, The National Exemplar in the Mariemont Inn which celebrates its 25th anniversary in 2008. In Cincinnati Pendery also owns The Phoenix and created LeBoxx Café and Plaza 600.



Join us on April 18 at The Crowne Plaza to hear Ken Pendery and Chris Tomasso speak on concept building and marketing strategies that have led to the success of First Watch Restaurants.

luncheon schedule

Friday, April 18, 2008 - NEW LOCATION!!

The Crowne Plaza -
I-71 & Pfeiffer Road
5901 Pfeiffer Road, Blue Ash
11:30 a.m. - Registration & networking
12:00 - 1:15 p.m. - Lunch & program

Cost - Members:
\$30 with reservations; \$35 after 4/15
Non-members:
\$40 with reservations; \$45 after 4/15
Student Members - \$18

Reservations: Call 513.784.2373 or online at cincinnatiama.org
Cancellations must be made 48 hours in advance to avoid billing.

Chris Tomasso, a 14-year restaurant

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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!



welcome new AMA members

Dana Arrasmith Intrinsic Marketing & Design	Brooke Miller
Amanda Billiter Steinhauser, Inc.	Patricia Moore Liberty Mutual Agency
Jamie Brumley Mazak Corporation	Kelley Murphy
Rebekah Biddle Detla AirElite Business Jets	Tessa Olson Intrinsic Marketing & Design
Carolyn Dickerson Web Wizard Marketing	Lean Patrick
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Renita Lovell Kingmaking Consulting	Debra Vicchiarelli Corporex Companies
	Tammy York Landshark Communications

Special Events!

Our distinguished panel of judges will soon begin the process of selecting our 2008 Marketer of the Year! The award presentation will be held on Thursday, May 15 at 6:00 pm at the Radisson Hotel Riverfront. There are several event sponsorship opportunities available. If you are interested call the AMA at 784.2373 or email info@cincinnatiama.org.

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Plans are underway for our 2008 Golf Classic that will be held at The Ridge Club on Monday, August 11. Details will be forthcoming.



A Message from the President

Fellow AMA member,

The voices continue to grow louder.

No (some of you question), Pat isn't hearing things again. As you know, our theme for the Cincinnati Chapter in 2007-2008 is Leading Voices Lasting Change. As of late March, our chapter has reached the 550 level for professional members. That's quite an accomplishment, but VP of Membership Joe Obermeyer and I think we can do better.

In tandem with our Spring drive (where future members can essentially save \$80 by joining the organization) we've come up with a companion campaign I am calling **Strive for Six**. The meaning here is we hope to reach 600 professional members by the end of my term, June 30. **Strive for Six** is a rewards program for existing members.

We have obtained \$10 gift cards from various food retailers every time you recruit three members. On the application form, there is a space for new members to write in who referred them. Make sure they complete that portion so we can authenticate credit. We are also in the process of making an electronics purchase valued at \$80 for the person who recruits the most members. You need to recruit at least eight members to be eligible.

I want to encourage each of you to look beyond the immediate financial reward of helping us in this effort. I can't tell you how many people have

spoken/written to me this year telling me how much they have benefited from becoming an AMA member. Well, why not share the idea with a client or prospect, who could benefit. For those of you who have selling responsibilities within and outside your organizations (Let's face it, practically all of us do!), this is a way to become a more valued resource to your key stakeholders. You might even utilize this tool as a method to warm up a cold call.

The membership drive ends May 31 but **Strive for Six** runs through the end of June. Kathy Walters, our Chapter Administrator, also has convenient forms telling prospects about the Spring savings program. Contact me or her (pfrew@nkycvb.com, kathy@cincinnatiama.org) and we'll send them along to you. Please help us in this effort. Our Chapter's growth will only continue unabated if we all take ownership. Thank you.

Sincerely,
Pat Frew
President, Cincinnati Chapter
pfrew@nkycvb.com

Luncheon Location Change!

Please note for the April 18th luncheon only there is a location change to:

**The Crowne Plaza
I-71 & Pfeiffer Road
5901 Pfeiffer Road, Blue Ash**

Volunteer of the Month - Carol Shea



Congratulations to member Carol Shea of Olivetree Research. Carol has been named the American Marketing Association

Volunteer of the Year! Carol was recognized for her continued commitment to AMA nationally and at the local level. Carol was Cincinnati Chapter President in 1992-93 and later was instrumental in helping to establish AMA's national market research bootcamp. Carol has also been a very engaged part of the local chapter's Past President's Council in advising the current board regarding ongoing issues. As part of this honor, Carol will be presented the award at the National Leadership Summit on Saturday, April 26th and will receive a lifetime complimentary membership. Carol beat out more than 30 nominees from around the country. Please pass on your well wishes. She is extremely deserving of this honor.

Cintas \$10,000 Sponsor

Cintas has agreed to be a \$10,000 sponsor of the Cincinnati Chapter of the AMA while concurrently strengthening its seven year connection to the Greater Cincinnati African American Chamber. Six member companies of the Greater Cincinnati African American Chamber of Commerce will be selected by the Chamber to attend the upcoming AMA Marketing Bootcamp April 24 and 25. "Cintas'

sponsorship will be used to fund the Bootcamp and support the local African American businesses attending the program. Cintas is dedicated to creating an environment in which Diversity is fully accepted and appreciated," says Bill Goetz, chief marketing officer at Cintas. "By sponsoring the AMA, we are able to reach out to the African American business community and offer our knowledge and expertise to the companies seeking insight toward their marketing programs."

As part of the agreement, Sean Rugless, president Greater Cincinnati African American Chamber of Commerce comments, "This partnership between the African American Chamber, the AMA, and Cintas creates a new model for collaboration that directly connects successful minority businesses to marketing expertise that will grow their businesses. We see this as an opportunity to add value to our corporate and business members, while tapping into the superb marketing support provided by the AMA."

Cintas will also provide year round support to the participating companies after the completion of the camp. Mentoring sessions will be hosted by Cintas Marketing executives to aid participating companies in the execution of their marketing plans.

**New to Marketing? Need to Get
the Basics Quickly?
Attend the AMA Marketing
Bootcamp on April 24-25 at the
Radisson Hotel Riverfront.
To learn more visit www.cincinnatiama.org**

AMA Marketing Bootcamp

events AMA upcoming dates

Wednesday, April 9, 2008
Word of Mouth SIG - Web Media Tools

Thursday, April 10, 2008
B-to-B SIG Group - University of Phoenix

Friday, April 18, 2008
Luncheon Meeting - The Crowne Plaza, Blue Ash

Wednesday, April 23, 2008
Market Research SIG Group - Web Media Tools

April 24-25, 2008
AMA Marketing Bootcamp - Radisson Riverfront

Friday, April 25, 2008
B-to-B SIG Group - Northern KY Chamber Office

**For more information or to register:
Call 513.784.2373 or www.cincinnatiama.org**

