



**CINCINNATI CHAPTER**  
P.O. Box 53657  
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# cincinnati marketer

Cincinnati Chapter of the American Marketing Association

May, 2008

## Marketer the Year Awards Event!

You are cordially invited to attend the first annual Marketer of the Year event that will be held on Thursday, May 15th starting at 5:30 p.m. with Hors' d'oeuvres and dinner served at 6:00 p.m. The event will be held at the Radisson Hotel Riverfront.

Thanks to our generous sponsors for helping us put on a first class event.

### Networking/Hors' d'oeuvres Sponsor



This award recognizes a company, agency, marketing team within a company or individual who has demonstrated overall excellence in marketing.

### Event Sponsors

**Alex & Company CPAs**

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**Integrated Research Associates, Inc.**

**University of Cincinnati -**

**College of Business**

Congratulations to this year's finalists:

**Alan Chute, Unisys**

**Michael Krienik, Krienik Advertising**

**Chris Milligan, Cincinnati Opera**

**Jean Wolf, Sunrise Advertising**

The evening's emcee will be Tom Gamble, Director of the Sports Business Program at Northern Kentucky University. He is one half of the Two Angry Guys, 96 Rock, WFTK-FM.

We are pleased to have as our keynote speaker John Eckberg, Cincinnati Enquirer Business Reporter and Author of the *Success Effect, Uncommon Conversations With America's Business Trailblazers*.

Please note that this special evening event will replace our regular monthly luncheon meeting for May.

## luncheon schedule

**Thursday, May 15, 2008**

**Radisson Hotel Riverfront**

**I-75 & 5th Street**

**668 W. 5th Street, Covington**

**5:30 p.m. - Registration & networking**

**6:00 p.m. - Dinner & awards presentations**

**Cost - Members:**

**\$40 with reservations; \$45 after 5/12**

**Non-members:**

**\$50 with reservations; \$55 after 5/12**

**Reservations: Call 513.784.2373 or online at**

**cincinnatiama.org**

**Cancellations must be made 48 hours in advance to avoid billing.**

## 2007-08 Cincinnati AMA Board of Directors

### President

Pat Frew  
Northern Kentucky Convention & Visitors Bureau  
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### President Elect

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### Treasurer

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### VP Volunteers

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### VP Technology

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### Immediate Past President

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### Administrative Assistant

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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

Mark Berran Cincinnati Sub Zero	Elizabeth Reed
Rebekah Biddle Delta AirElite Business Jets	Paul Ruch
Megan Custer	Austin Ruffing
Terry Dickey Frost Brown Todd, LLC	Alex Sale
Mike Eck Global Velocity	Jilliam Sample Frost Brown Todd, LLC
Amanda Eten	Jennifer Shepherd
Shawna Kellis Sheraton Cincinnati Airport	Kevin Smith Cincinnati Sub Zero
Neil Lampe Deskey Associates	Audra Stephens KHI Foods
Terrah Lee Cadence Network	Susan Tracy Incitement Marketing
Molly McDermott	Pamela Wagner
Mary Beth Middendorf CBD Media LLC	Hailey Werthaiser
Whitney Monroe	Greg Wier
Karen Oberer	Jessia Wittmer Quest Marketing Solutions
Lauren Peterson	Jennifer Wolfe AHS, Inc.
	Gabriel Zilliox

### Mark your calendar!

#### 2008

- Monday, August 11 - Golf Outing
- Friday, September 19 - Luncheon with Olson (5/3 agency)
- Friday, October 17 - Luncheon with Doug Hall, Eureka! Ranch
- Friday, November 21 - Luncheon
- Friday, December 12 - Holiday Party

#### 2009

- Friday, January 16 - Luncheon
- Friday, February 20 - Luncheon
- Friday, March 20 - Luncheon
- Friday, April 17 - Luncheon
- May, 2009 - Marketer of the Year

In addition to the events listed above, there will be monthly SIG groups and quarterly seminars.

## A Message from the President

Fellow AMA member,

Sadly for me this is my final letter to you as President of this great Cincinnati AMA Chapter. It has been my distinct pleasure to serve you this year. I'm so excited about the future of our organization given the fantastic work and positive determination of our board and our volunteers. Our theme this year is Leading Voices, Lasting Change. Notice I did not say HAS BEEN. We still have two more months to complete what I hope will be a ground-breaking campaign in many ways. At this writing, our results have been overwhelming:


- Membership reached a record 562 professional members (up from 434 this time last year). Our goal was to reach 503, we topped that last fall and broke our previous record of 530 early this year. We also increased retention by 5% to nearly 85 percent; We are among the 12 largest chapters in the country;
- Sponsorships are closing in our ambitious goal of \$25,000 for the year. Consider that from 2000-2006, sponsorship totaled \$9,492. In 2006-2007, the chapter raised \$11,000. With this year's total of \$23,525 we've raised \$34,525 the past two years. Much of that money goes toward fortifying our financial reserves and for leadership development (more on momentarily);
- Programming has always been a passion of mine. Our regular monthly luncheon attendance grew more than 30 percent from an average of 95 last year to 125 the past nine months. Seminar attendance is up more than 17 percent and attendance at most of

our Shared Interest Groups has more than doubled in the past six months;

- Chapter Leadership numbers probably best radiate the enthusiasm about the chapter with 101 volunteers, a 34 percent increase above goal and 59 percent above last year's total. In addition, eleven board members recently attended the AMA National Leadership Summit in Chicago where former Chapter President Carol Shea was awarded AMA's National Outstanding Chapter Volunteer Leader Award. The largest board contingent our chapter had previously sent was four. Thank you again to sponsor Cintas for its generous support making that possible.

I could go on and on but time and space limit me. Thank you again for all your support. Please take a moment to phone or email our board members listed in the back of the newsletter and tell them how much you appreciate their efforts. If you're not involved, talk with incoming Chapter President Hilarie Meyer about what kind of role you can play on the winning team next year.

Sincerely,



Pat Frew  
President, Cincinnati Chapter  
pfrew@nkycvb.com

#### Spring Membership Drive

The deadline to join the AMA and receive \$80 in discounts is May 31. Refer prospects to our website at [www.cincinnatiama.org](http://www.cincinnatiama.org) to download a membership application.

## Volunteers of the Month



(Pictured left to right) **Jessica Lima** and **Christie Melzer**, communications manager and marketing coordinator respectively, of Best Upon Request, serve on the AMA Special Events Committee.

Starting with the AMA Golf Classic last August, the two have contributed their time to planning and volunteering at AMA events. Jessica and Christie are currently working on the May 15 Marketer of the Year event.

At Best Upon Request, a national provider of on-site concierge services as an employee benefit, Christie coordinates marketing initiatives and generates leads for the business development team. Jessica manages the communications department, including customer communications and external affairs. The two of them enjoy participating in the committee and attending AMA's valuable luncheons and seminars.

### May 13 Seminar Making Your Internal Customers Your Biggest Fans!

Six secrets to getting sales and other internal customers to love and invest in marketing.

Are your internal customers your

biggest fans? Why not? In this seminar you will discover 6 key secrets to getting more respect and admiration for marketing from your internal customers and how it can translate into dramatic results.

The reality for marketing professionals today is that internal gaps in integration, collaboration and expectation are costing dearly in results and can create an unproductive cycle. Closing those gaps using simple and proven techniques has tremendous payback. The 6 secrets can help you assess, refine and develop a roadmap to increase marketing results through better internal integration.

This seminar will be interactive so come prepared to share some of your secrets and challenges. As part of the seminar, we will use an electronic evaluation approach called "Step Ahead" for a fast "best practices" benchmarking exercise. Inputs will be anonymous, but you will receive a personal benchmark report after the event that will show how you compare to other participants.

Our speaker, Chris Hicks, is the founder and principal of Chorus Consulting. He is a 10 year veteran of IBM marketing and sales in which he led marketing programs and sales strategy. During that time, Chris was part of an incredible period of growth in which his IBM product area went from 17% to over 37% market share.

The seminar will be held at Kenwood Towers, I-71 & Montgomery Road starting at 7:30 am. The cost is \$30 for members and \$40 for non-members. For more information or to register go to [www.cincinnatiama.org](http://www.cincinnatiama.org).

## events AMA upcoming dates

Thursday, May 8, 2008  
B-to-B SIG Group - University of Phoenix

Tuesday, May 13, 2008  
Seminar - Towers of Kenwood

Wednesday, May 14, 2008  
Word of Mouth SIG - Web Media Tools

Thursday, May 15, 2008  
Marketer of the Year - Radisson Riverfront

Friday, May 23, 2008  
B-to-B SIG Group - Northern KY Chamber Office

Wednesday, May 28, 2008  
Market Research SIG Group - Web Media Tools

For more information or to register:  
Call 513.784.2373 or [www.cincinnatiama.org](http://www.cincinnatiama.org)

