

**FOR IMMEDIATE RELEASE**



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**NFL Senior VP of Consumer Products and Marketing Integration to speak at AMA -  
Cincinnati Chapter September Luncheon**

(CINCINNATI; August 31, 2006) – The Cincinnati Chapter of the American Marketing Association (AMA) is excited to announce that Lisa Baird, Senior Vice President of Consumer Products and Marketing Integration for the NFL will be speaking at the AMA's September Luncheon. Lisa's talk, titled "Growing and Maintaining a Healthy Brand", will provide insight into the NFL's brand and marketing strategy by discussing the processes and enablers the NFL uses to enact their strategies, the evolution of the NFL business, NFL megatrends and some examples of the NFL's 2006 creative campaign.

"We are extremely honored to have Lisa share with the Cincinnati Marketing Community her extensive marketing and branding expertise," said Chris Grabarkiewicz-Davis, President of the Cincinnati Chapter of the AMA. "

Lisa Baird joined the National Football League in August 2005 as Senior Vice President of Marketing and transitioned to the role of Senior Vice President of Consumer Products and Marketing Integration in July 2006. Baird is responsible for market research, new product development, product management, creative services, marketing programs and channel development. In addition, she directs the MBNA NFL "Extra Points" credit card program, the first sports rewards card.

**Luncheon Details**

When: Friday, September 15, 2006

Where:

Montgomery Inn Banquet Center  
601 E. Pete Rose Way  
Free Parking

Time:

11:30 am - 12:00 - Registration & Networking  
12:00 – 1:15 – Lunch and program

**Registration:**

Online at <http://cincinnati.marketingpower.com>  
Or by Phone: 513.784.2373

Cost:

Members

\$25 for Reservations made by Tuesday, September 12

\$30 for Reservations made after September 12

AMA Student Members - \$18

Non-Members

\$40 for Reservations made by Tuesday, September 12

\$45 for Reservations made after September 12

**About Cincinnati Chapter of the American Marketing Association**

The Cincinnati Chapter of the AMA was founded in 1940 to promote the advancement of marketing in Greater Cincinnati. The chapter, with its 450+ members, is recognized as the preeminent organization for professional growth and networking among Cincinnati-area marketers. Visit the Cincinnati Chapter of the AMA on the web at <http://cincinnati.marketingpower.com>.