

FOR IMMEDIATE RELEASE



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**Ohio's Third Frontier – New Opportunities for Technology Product Development
AMA Cincinnati Chapter October Luncheon**

(CINCINNATI; October 2, 2006) – The Cincinnati Chapter of the American Marketing Association (AMA) October luncheon series will be a panel discussion that will review the Third Frontier program, discuss how the program works and its implications for the larger economy, as well as the lesson's learned in fostering new ideas and creating budgets to promote new products and services. The Third Frontier is Ohio's 10 year \$16 billion initiative, incubating biotech and IT companies. The goals of the initiative are to build world-class research capacity, support early stage capital formation and the development of new products and finance advanced manufacturing technologies to help existing industries become more productive. Local organizations such as BIO/START, Techsolve and CincyTech USA are just a few examples of the power behind Third Frontier.

"It's important for the AMA to help educate our community on issues affecting our regional marketplace. This panel discussion is one way for our audience to learn more about what Ohio is doing to foster the entrepreneurial spirit of Cincinnati and how the audience can create marketing opportunities for their company." said Chris Grabarkiewicz-Davis, President of the Cincinnati Chapter of the AMA.

The marketing panel will be moderated by Carol J. Frankenstein who is the Executive Director of BIO/START, Cincinnati's bio/medical business start-up center. With over 20 years experience in health care management, she has had a role in starting over 50 life science companies and has worked with over 300 entrepreneurs. Our distinguished panelists include Robert Coy of CincyTech USA, who is responsible for staffing the Third Frontier Commission and Advisory Board and for managing programs associated with the Third Frontier Project, Norm L. Chagnon of the Ohio Department of Development who is the Staff Director for the Third Frontier Commission, Dorothy H. Air, PhD, Associate Senior Vice President, Office of Entrepreneurial Affairs, University of Cincinnati and Paul Marcun, Senior Director of Global Product Development at Ethicon.

Luncheon Details

When: Friday, October 20, 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, October 17th
\$30 for Reservations made after October 17th
AMA Student Members - \$18

Non-Members

\$40 for Reservations made by Tuesday, October 17th
\$45 for Reservations made after October 17th

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>.