


Tessa, to personalize your AMA Holiday Party experience, visit your personalized website at [www.justforyou.com/AMA\\_panepinto999](http://www.justforyou.com/AMA_panepinto999)


**EXPERIENCE  
THE  
ENERGY!**


**2008-2009 Cincinnati AMA Board of Directors**

 **President**  
Hilarie Meyer Joseph  
Campbell Hausfeld  
513.367.3101  
hjoseph@campbellhausfeld.com


 **President Elect**  
Kelly Blake  
AHS, Inc.  
513.562.1387  
kblake@ahs1.com

 **Treasurer/Secretary**  
David Alex, CPA  
Alex & Company  
513.794.1900  
david@alexcpa.net

 **VP Professional Development**  
Pete Healy  
Crowbar Marketing  
859.630.7356  
pete.healy@crowbarmarketing.com


 **VP Membership**  
Joe Obermeyer  
DesignCrew  
513.235.7315  
joe@designcrewinc.com

 **VP Marcomm & PR**  
Jennifer Panepinto  
Market Write  
513.583.7494  
jpanepinto@market-write.com

 **VP Collegiate/YP**  
Will Krieger  
R.L. Repass & Partners, Inc.  
513.772.1600  
wkrieger@repasspartners.com


 **VP Sponsorship**  
Scott Jacobs  
Harvest Consulting LLC  
513.271.5630  
scott@harvestconsultingllc.com


 **VP Market Research**  
Andy Noller  
University of Cincinnati  
513.202.0720  
anoller@cinci.rr.com

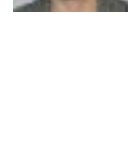
 **VP Special Events**  
Cresta Lewis  
Sunrise Advertising  
513.333.4100  
clewis@sunriseadvertising.com

 **VP Volunteers**  
Jack Finke  
NewMedia Werks  
513.429.2702  
jack@newmediawerks.com

 **VP Technology**  
Ben Baker  
Profitability.nei  
513.361.0800  
ben@profitability.net

 **Immediate Past President**  
Pat Frew  
Northern Kentucky Convention  
& Visitors Bureau  
859.655.4163  
pfrew@nkycvb.com

 **Administrative Assistant**  
Kathy Walters  
AMA Cincinnati Chapter  
P.O. Box 53657  
Cincinnati, OH 45253  
513.741.7951  
513.784.2373 AMA voice mail  
kathy@cincinnatiama.org

 **Administrative Assistant**  
Kathy Walters  
AMA Cincinnati Chapter  
P.O. Box 53657  
Cincinnati, OH 45253  
513.741.7951  
513.784.2373 AMA voice mail  
kathy@cincinnatiama.org

Please feel free to contact any of the board members with your questions or comments. We want to hear from you!

**cincinnati chapter of the american marketing association**

**luncheon  
schedule**

**DATE**  
Friday, November 21, 2008

**LOCATION**  
Radisson Hotel Riverfront  
I-75 & 5th Street  
668 W. 5th Street, Covington

**REGISTRATION & NETWORKING**  
11:30 am

**LUNCH & PROGRAM**  
12:00 - 1:15 pm

**COST**

**Members**  
\$30 with reservations;  
\$35 after 11/18/08

**Non-Members**  
\$45 with reservations;  
\$50 after 11/18/08

**Students**  
\$10

**RESERVATIONS**  
Call 513.784.2373 or  
online at [cincinnatiAMA.org](http://cincinnatiAMA.org)

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

**CincinnatiAMA**  
american marketing association  
[www.cincinnatiAMA.org](http://www.cincinnatiAMA.org)

**“Breaking the  
GOLDen Rule”**

Join us on Friday, November 21 to  
hear from KT Remus, Senior Director  
of Marketing & Advertising of Urban  
Active Fitness.



As marketing professionals many of our conversations revolve around brand - maintaining the brand, growing the brand, building brand awareness and loyalty... What about a total brand makeover - down to changing the business name? How does a marketing professional go about such a substantial change? In 2007, Global Fitness Holdings took the leap of faith to drop a well known brand (Gold's Gym) for a virtually unheard of name, Urban Active. How was this company able to successfully make the transition?

KT Remus, Senior Director of Marketing & Advertising, will talk about that transition and Urban Active's re-branding process, as well as what the future holds for the Urban Active brand. You'll also learn about the history of the fitness industry and of Global Fitness Holdings, the parent of Urban Active.

Urban Active Fitness is the dream of one man - Royce Pulliam who started a single World Gym in Lexington in 1994. By 2000 there were 7 locations that later took on the Gold's Gym name. In November of 2007 they became Urban Active, a 100% 'member-centric' club. There are currently 10 locations in the Greater Cincinnati area alone and over 30 throughout Ohio, Kentucky and Tennessee. Urban Active is still growing with plans to ex-

pand into 3 additional states and expand to 40 locations by the end of 2009.

Since 2003 KT Remus has been Director of Marketing at one of the nation's top-ranked health and fitness chains. KT is originally from Dallas where she was Director of Marketing for an 8 club Gold's Gym Franchise. KT has also worked in the aviation and hospitality industries. She is herself an entrepreneur.

Thanks to our event sponsor!



Tessa, to personalize your AMA Holiday Party experience, visit your personalized website at [www.justforyou.com/AMA\\_panepinto999](http://www.justforyou.com/AMA_panepinto999)

# A Message from the President

Dear Fellow AMA Members:

It's an exciting time to be part of Cincinnati AMA. So far this year we're seeing active participation in new events, such as the Digital Marketing Summit, as well as at monthly luncheons. For example, more than 170 of you attended Doug Hall's presentation in October. Thank you for getting involved!

In addition, we recently learned that Cincinnati AMA has been judged to be the third best AMA chapter in North America for 2007-2008.

The results were released September 30 by AMA's International Headquarters in Chicago. A five-judge panel also recognized Cincinnati as one of four chapters receiving Continuing Excellence Awards, given to chapters, which have been award recipients of some kind for five consecutive years.

In Chapter of the Year judging, Cincinnati was named 2nd Runner Up trailing top finisher Houston and 1st Runner Up Nashville. Cincinnati's finish in the polling was its highest in ten years. Immediate Past President Pat Frew is scheduled to share the chapter's success story at AMA's 2009 Leadership Summit in Chicago, April 24-26.

Your Board is energized by these results, and determined to continue to grow and improve the chapter. As you may have noticed, we're introducing a new chapter logo and new newsletter design this month to reflect the upbeat, dynamic style of Cincinnati AMA.

Let us know what you think. All the best,



Hilarie (Meyer) Joseph  
Chapter President, 2008-09  
Ph: 513.367.3101  
hjoseph@campbellhausfeld.com

# December Seminars

**Friday, December 5**  
**"Intellectual Property in Advertising: Why you should care, what you should know"**

When should I do a trademark search? Or register a trademark? Do I have to register my material to get a copyright in it? What about the web – all of these issues are a little different now, right? Should I look at IP differently? What about those pictures I want to use....of that local celebrity – whose permission do I need? And what about this program I've created for new internet advertising – should I get a patent? Can I?

Get off-the-clock legal advice from lawyers, Jill P. Meyer, Partner and Monica Dias, Senior Associate of Frost Brown Todd LLC, who traverse these issues daily. They will provide an overview of the intellectual property issues affecting advertising and advertisers, from traditional print advertising to interactive and web-related issues, all designed to help your clients capture the most value for your creations.

The seminar will be held at 7:30 am at Kenwood Towers located at I-71 & Montgomery Road Exit (8044 Montgomery Road). The cost is \$30/members and \$45 for non-members.

**Tuesday, December 9**  
**"Going Green: The Value to Business"**

With energy consumption skyrocketing and seemingly endless resources beginning to look finite, the idea of "going green" is quickly changing from "trend" to "standard operating procedure."

Smart businesses are making changes to conserve resources and reduce carbon emissions—and using this as a strong marketing tool to show their commitment to something greater than themselves. Helping to protect the environment is becoming a new business imperative that can improve life for the community, with increased goodwill and sales for those businesses.

Featured speakers for this program are Steve Melink, founder and CEO of the Melink Corporation, and Kitalena Mason, Public Relations/Marketing Specialist of Ohio's first IKEA store, a company known worldwide for its commitment to green business practices.

This joint seminar with the Clermont Chamber of Commerce will be held at the Oasis Conference Center, located at 902 Loveland-Miamiville Road in Loveland at 7:15 am. The cost is \$30 for members and \$45 for non-members.

# ama upcoming events

**Tuesday, November 11, 2008**  
Job Transition Group, Madeira Mun. Bldg.

**Wednesday, November 12, 2008**  
Word of Mouth SIG, Web Media Tools

**Thursday, November 13, 2008**  
B-to-B SIG Group, University of Phoenix

**Friday, November 21, 2008**  
B-to-B SIG Group, Transfreight

**Friday, November 21, 2008**  
Luncheon Meeting, The Radisson

**Tuesday, November 25, 2008**  
Job Transition Group, Max & Erma's

**Wednesday, November 26, 2008**  
Market Res. SIG Group, Web Media Tools

**Thursday, December 4, 2008**  
YP/PRSA Holiday Party, Location TBA

**Friday, December 5, 2008**  
Non-profit SIG Group, Health Foundation

**Friday, December 5, 2008**  
Seminar, Kenwood Towers

**Tuesday, December 9, 2008**  
Job Transition Group, Madeira Mun. Bldg.

**Tuesday, December 9, 2008**  
Seminar, Oasis Conference Center

**Thursday, December 11, 2008**  
B-to-B SIG Group, University of Phoenix

**Friday, December 12, 2008**  
Holiday Party, Paul Brown Stadium

For more information or to register visit [www.cincinnatiAMA.org](http://www.cincinnatiAMA.org) or call the AMA at 513.784.2373

# welcome! new ama members

Pamela Branam  
SpencerHall Inc.  
  
Alexandra Carabin  
Resident Home Corp.  
  
Benjamin Carter  
  
Cameron Ferguson  
  
Jean Fitzpatrick  
St. Gregory Group

Melanie Gorog  
Strata-G Communications  
  
Bryan Grainger  
  
Jeff Higgins  
Murphy Catton  
  
Amber Lind  
Proximiti Merchandising Group  
  
Gayle Lloyd  
Batesville Casket Co., Inc.

Nicole Mazur  
Best Upon Request  
  
Ann Munafo  
Senior Independence  
  
Steve Phelan  
Your CMO LLC  
  
Katherine Ponder  
WILD Flavors, Inc.

Dave Siegel  
Launch Force  
  
Sonya Trezevant  
Omnicare, Inc  
  
Jason Westerheide  
  
Kimberly Williams  
Directions Research  
  
Allison Young

# AMA/PRSA Holiday Party

**Friday, December 12**

Celebrate the season, visit with friends, network with professionals, and enjoy a delicious lunch. The local chapters of the American Marketing Association (AMA) and Public Relations Society of America (PRSA) are celebrating the holidays together.

To encourage the holiday spirit, we are partnering with the Cincinnati Freestore Foodbank on a canned food drive and raffle at the event. To participate, simply bring canned goods to donate at the luncheon. For each canned good you bring, you will receive one raffle ticket for a chance to win exciting prizes. You can also buy raffle tickets for \$1 during the luncheon.



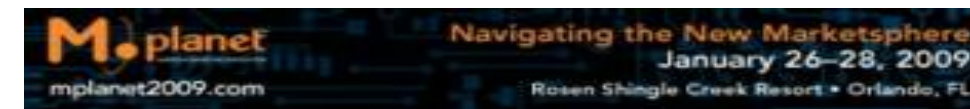
All proceeds will benefit the FreeStore Food-Bank. If you have any items you would like to donate for the raffle, or are interested in sponsorship, please email [kathy@cincinnatiAMA.org](mailto:kathy@cincinnatiAMA.org).

The Holiday Party will be celebrated at Paul Brown Stadium, Club East on Friday, December 12 at 11:30 a.m. To personalize your holiday party experience, visit your personalized website listed below.

The cost is \$30 for AMA & PRSA members and \$45 for non-members for reservations made by December 9. Your parking is included in the price. For reservations, visit [www.cincinnatiAMA.org](http://www.cincinnatiAMA.org) or call the AMA at 513.784.2373.

# Marketing Career Network

Your Cincinnati AMA offers the premier electronic recruitment resource for the industry. Here, employers and recruiters can access the most qualified talent pool with relevant work experience to fulfill staffing needs. Whether you're looking for a new job, or ready to take the next step in your career, we'll help you find the opportunity that's right for you. Visit our home page at [www.cincinnatiAMA.org](http://www.cincinnatiAMA.org) for more information.



# Thanks to our Sponsors!

