

Please join us on April 17 to explore, learn, shop, work, play and more with Professor Glenn Platt of Miami University.

**EXPERIENCE
THE
ENERGY!**

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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!

CINCINNATI marketer

cincinnati chapter of the american marketing association

luncheon schedule

DATE

Friday, April 17, 2009

LOCATION

Radisson Hotel Riverfront
I-75 & 5th Street
668 W. 5th Street

REGISTRATION & NETWORKING

11:30 am

LUNCH & PROGRAM

12:00 - 1:15 pm

COST

Members

\$30 with reservations;
\$35 after 4/14/09

Non-Members

\$45 with reservations;
\$50 after 4/14/09

Student Members

\$10

RESERVATIONS

Call 513.784.2373 or
online at cincinnatiAMA.org

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



CincinnatiAMA
american marketing association
www.cincinnatiAMA.org

April 17 Luncheon

Explore, learn, shop, work, play and more – the unlimited creativity of marketing's next dimension!

Glenn Platt - Director, Armstrong Institute of Interactive Media Studies & Professor of Marketing at Miami University (Ohio)

Everyone's familiar with online social media like Facebook, Twitter and LinkedIn and many marketers are using these online channels to promote and brand their companies and their products. Is 3D marketing the next online wave?

Many marketers are taking a look at virtual worlds, like Second Life – which just might represent the next frontier for both B2C and B2B digital marketers. In virtual worlds, brand interaction becomes limitless: a person can travel inside of products, experience things in ways that are not practical (or even possible) in the real world, and have a far richer online experience than a typical web site allows.

With this promise, comes associated peril:

- When should you/shouldn't you use virtual worlds?
- What are the costs of developing and then maintaining them?
- How do you measure ROI?
- How do you integrate a virtual world campaign with other technologies?

Prof. Platt will present an overview on virtual worlds, augmented reality and Second Life along with some successes and failures a few companies, such as Coke and Wells Fargo, have already experienced. He'll then discuss the promise and perils of virtual worlds, while having lunch with you in real world.



Prof. Glenn Platt is the C. Michael Armstrong Chair in the Department of Marketing at Miami University. He received his Ph.D. from Carnegie Mellon University and has been directing the Interactive Media Studies Program at Miami for nearly a decade. He is the recent Past President of the International Digital Media and Arts Association and is a passionate advocate for social media, user-centric design, and technology-driven disruption.

Thanks to our luncheon sponsors!



Omnicare



A Message from the President

Dear Fellow AMA Members:

Spring – here at last!

I typically feel the energy to try something new once the warmer weather arrives. Whether it's painting a room or designing a new web site, it's invigorating to dive into a new project. I hope you discover some new ways to enhance your personal and/or professional lives this spring, despite the challenges facing all of us today.

If you know someone who would like to make a fresh start with their networking and professional development, please share our Spring Membership Drive info below:

It's a good time to join!

AMA Spring Membership Drive

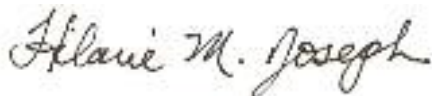
April 10 – June 12, 2009

Special annual rate: \$260 (regular \$290) includes \$80 in savings: a \$30 discount on application fee, \$20 MasterCard gift card and free AMA breakfast seminar (\$30 value).

Tell your fellow marketers it is easy to join - just download an application on the home page of our website.

As you know, in these uncertain times, your network is an invaluable resource. Share your AMA experiences with friends and co-workers – now is a great time for them to join!

All the best,



Hilarie M. Joseph
Chapter President, 2008-09
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April 24 Seminar

Building Brands. Building Business.

Your brand has to work for your business more than ever in these uncertain times. Customers are becoming more apprehensive. Suspicious, even. This means that if a brand is going to survive, it must exude authenticity in every communication. And with ever-decreasing budgets, you're faced with the added challenge of squeezing more out of every customer and prospect interaction.

Join IntrinziC for a discussion on how to maximize every customer interaction and reaffirm the true character of your brand.

Learn how to:

- Conduct a simple brand audit among consumer touch points to determine how your brand will best connect with your best consumers
- Refine what your brand is—and what it isn't

Build the right strategy to make a great brand that earns confidence and trust

Our presenter, Wendy Vonderhaar, is Owner and President of IntrinziC Marketing & Design, Inc., a full service marketing and advertising agency. Vonderhaar has collaborated with companies to solve marketing, branding and communications challenges including U.S. Bank, Cintas, WellPoint, TANK and ProSource to name a few.

The seminar will be held at Kenwood Towers located at 8044 Montgomery Road in the 1st floor conference room. Registration and continental breakfast begin at 7:30 a.m. and the seminar will be held from 8:00 a.m. to 10:00 a.m. The cost is \$30 for members and \$45 for non members for reservations made by April 21. Add \$5 for reservations made after April 21.

Make your reservations today online at cincinnatiAMA.org.



ama upcoming events

Wednesday, April 1, 2009
International Marketing SIG, Curtis, Inc.

Friday, April 3, 2009
Non-profit SIG Group, Health Foundation

Wednesday, April 8, 2009
Word of Mouth SIG Group, Wed Media Tools

Thursday, April 9, 2009
B-to-B SIG Group, University of Phoenix

Tuesday, April 14, 2009
Job Transition Group, Madeira Municipal Bldg.

Friday, April 17, 2009
Luncheon Meeting, The Radisson Hotel

Tuesday, April 21, 2009
YP Event, IntrinziC Marketing & Design

Wednesday, April 22, 2009
Market Research SIG Group, Web Media Tools

Friday, April 24, 2009
B-to-B SIG Group, Northern KY Chamber

Friday, April 24, 2009
Seminar, Kenwood Towers

Tuesday, April 28, 2009
Job Transition Group, Max & Erma's

Second Annual Cincinnati AMA Marketer of the Year Awards

May 7, 2009, 5:30 p.m. – 7:30 p.m.
Drees Pavilion, Devou Park in Covington

Join us to celebrate excellence in marketing! Enjoy an evening of networking, hors d'oeuvres, complimentary beer and wine and the awards presentation.

Our keynote speaker is, Simon Hay, CEO [dunnhumbyUSA](http://dunnhumbyUSA.com). Simon knows consumers. Through his experience building the Tesco and Kroger loyalty programs, he understands what consumers like. He knows what they want today and what they'll want tomorrow. He'll tell you how you can, too.

Our emcee for the evening is Kathrine Nero, WCPO-TV news anchor.

Cost is \$45 for members and \$60 for non-members for reservations made by May 4. Add \$5 for reservations made after May 4. Parking is free.

For reservations: www.cincinnatiAMA.org

welcome! new ama members

Bob Clements
Worldwide Graphics

Elijah Kreider

Ingrid Nobiletti

Frank Prestopino
SummitQwest

Lauren Williamson
Topic Design Group

Leslie Hayes
Hayes CPG Consulting

David Kucia
Kucia and Associates, LLC

Natalie Pezzenti
Hobsons

Dan Renner

Jennifer Kelly

Gregory Martin
Northern Kentucky University

David Pollak, Jr.
Cintas Corporation

Gary Stephens
Princeton-Wilde

Photos from our March events



Volunteer only event - Claudia Cagle, Dennis Devlin, Debbie Rice



March 20 Luncheon - Chris Ryan & Debby Shipp, Kentucky Speedway, Ted Van Zelst, NASCAR, Hilarie Joseph, Campbell Hausfeld, Pat Frew, NKYCVB, Mark Simendinger, Kentucky Speedway



Volunteer only event - Will Kreiger, R.L. Repass & Partners, Lee Lainey (speaker), Jesy Herron, US Digital Partners, David Alex, Alex & Company CPAs



March 20 Luncheon - Elijah Kreider, Nilesh Patel & Jill Meyer, Frost Brown Todd LLC, Ande Weinstein, Tin Box Studio

"Photos by Mike Joseph"

Volunteer of the Month

Carrie Rider

Carrie Rider is the Business Development Director with Relevant Works in Milford, Ohio. She has been with the company for over a year now.



Carrie has been an active member of the Cincinnati Chapter of the American Marketing Association, since joining a year ago. She is currently serving on the sponsorship committee.

Carrie has worked in the marketing field for over 10 years. Her focus has been in the financial, non-profit sector, as well as a fortune 500 retail company. Her experience has given her the knowledge and understanding of how critical a well planned and executed marketing strategy is for companies in today's marketing place.

Carrie is a graduate from the University of Cincinnati. She has completed one of Xavier University's MBA Corporate Connections programs through the Williams College of Business.

We would like to thank Relevant Works for the outstanding job they did on the printing of our 2009 Member Directory.



Thanks to our Sponsors!

