

CINCINNATI marketer

cincinnati chapter of the american marketing association

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Luncheon schedule

DATE
Friday, October 15, 2010

LOCATION
Xavier University's **CINTAS CENTER**
Schiff Conference & Banquet Center
at the Cintas Center
1624 Herald Avenue, 45207

REGISTRATION & NETWORKING
11:30 am

LUNCH & PROGRAM
12:00 - 1:15 pm

COST
Members
\$30 with reservations;
\$35 after 10/12

Non-Members
\$45 with reservations;
\$50 after 10/12

Student Members
\$10

RESERVATIONS
online at CincinnatiAMA.org
or call 513.784.2373
*Cancellations must be made 48 hours
in advance to receive refund.*

Building a 21st Century National Education Brand

Join us on October 15 to hear Michael Sullivan, SVP of Marketing at the University of Phoenix, as he talks about fostering significant success in an environment in which there is a sense of urgency concerning the future of higher education. This session will focus on how they were able to integrate digital and traditional marketing to influence perception and tell a story about the brand.



Mr. Sullivan's presentation will cover topics including:

- rethinking communication
- rejuvenating a misunderstood brand
- creating new pride in the University
- applying the belief that an educated world is a better world

By attending the luncheon, you will also learn about the specific rules for cause-based marketing as well as how to rethink the digital experience and engagement design. Mr. Sullivan will show you how to impact and leverage your brand by the re-intermediation of traditional

and digital media channels.

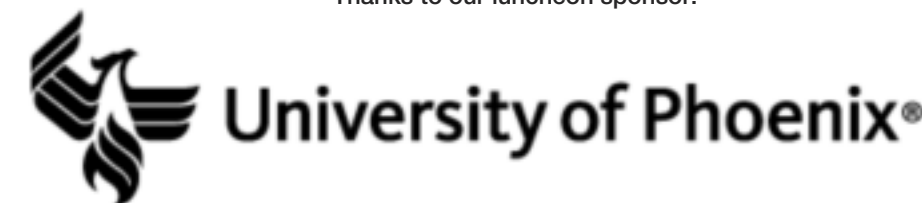
About our presenter: Michael Sullivan currently serves as the Senior Vice President of Marketing at the University of Phoenix, a Fortune 1000 company, overseeing all brand, marketing, and communications strategy. An interactive marketing pioneer, Mr. Sullivan has spent over fifteen years refining the medium to best engage and benefit consumers, inclusive of the creation of a new class of non-display and search ad inventory.



Prior to his post, Mr. Sullivan worked as the Director of Client Services at iCrossing, one of the largest independent search engine marketing firms. He has also served as the Director of Brand and Global Marketing Communications at Pinnacle Systems.

He is committed to directing the development and execution of evolving ad formats and platforms for consumer engagement, and underlying this expertise is a sincere curiosity for the shifting modality of learning, and the influence of technology and media consumption on education. Mr. Sullivan received a bachelor's of science degree from Bryant University.

Thanks to our luncheon sponsor!



A Message from the President

Dear Fellow AMA Members:

Uncertainty. Change. These can be unsettling—if not scary—words, especially during a lingering recession. But I've been thinking about these words for a couple of reasons, including why, in the end, they point to good things ahead.

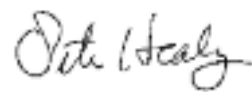
First, uncertainty and change are just part of reality. We all know that. But the pace of change, particularly in digital media and technology, seems to be constantly accelerating—which can feed our anxiety about staying current as marketers and marketing researchers. Uncertainty adds to the mix. Is "adaptive marketing" something new and valuable, or merely a buzz-phrase? What apparent trends in my industry will still matter six months from now? Will I even have a job by then?

Yikes. It can seem pretty grim. So how does this "point to good things ahead?"

Here's why. Uncertainty + Change = Opportunity. Yes, we know how things work: opportunity doesn't mean guaranteed success. But even when we fail in our pursuit of opportunity, we grow. And so as not to sound too touchy-feely, let's put it this way: Uncertainty + Change = Taking the opportunity to grow, or being left in the dust. No question.

That's why I encourage you to look at the exceptional events and programs the CincinnatiAMA is offering for October. We're here to learn, share, and help each other develop as marketing professionals. I'm proud to lead a team that's working hard to achieve that goal—and I look forward to seeing you at our events!

Sincerely,



Pete Healy
Chapter President, 2010-2011
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Seminar

The Real Measure of Success: Mastering ROMI (Return on Marketing Investment)

Now more than ever, marketers are being challenged to bring accountability to their campaigns and justify their marketing spend. But what elements can truly make—or break—a marketing initiative? And how can you ensure that your next marketing program delivers the results you need for sustainable success?

Delivered in partnership with the Xavier Leadership Center and sponsored by the American Modern Insurance Group, The Real Measure of Success: Mastering ROMI will focus on the tools and means that will allow participants to measure the results of any marketing campaign, consistently determine their Return on Marketing Investment, and revise and make changes to their plans as needed to enhance ongoing marketing efforts.

Who Should Attend:

Marketing professionals, mid level and senior level managers responsible for lines of business, marketing budgets and developing marketing strategies and campaigns to achieve sales and growth objectives.

About the Facilitator:

Dave Rose brings more than twenty years experience to his work as a marketing strategy expert, with a focus on direct marketing, lead generation and sales conversion for clients operating in B2C and/or B2B environments.



The seminar will be held at the Cintas Center at Xavier University from 8:00 am - 12:00 pm.

Cost: AMA Member - \$125
Non-member - \$149

For more information or to register:
www.xavier.edu/xlc/courses/ROMI.cfm

Thanks to our sponsors!



ama upcoming events

Friday, October 1
Non-Profit SIG
"How the Cincinnati Museum Center uses social media"
American Cancer Society, 2808 Reading Road

Thursday, October 7
Healthcare SIG
"Minute Clinics - what's the impact?"
Group Health Associates, 4600 Wesley Avenue

Wednesday, October 13
Interactive SIG - NEW TIME! - 7:45 am - 9:00 am
Web Media Tools, 312 Plum Street, Suite 1420

Thursday, October 14
Business-to-Business SIG
"What is social media and why should I care?"
University of Phoenix, 9050 Centre Pointe, West Chester

Friday, October 15
Luncheon Meeting
"Building a 21st Century National Education Brand"
Cintas Center at Xavier University, 1624 Herald Avenue

Tuesday, October 19
Sales Biz. Dev. Leadership SIG
nsixty LLC, 580 Reading Road

Wednesday, October 20
International SIG
"How to avoid bribes, off-shore tax evasion and other suspect payments"
Northern KY Chamber, 300 Buttermilk Pike, Ft. Mitchell

Thursday, October 21
Seminar
"The Real Measure of Success: Mastering ROMI"
Cintas Center at Xavier University, 1624 Herald Ave.

Friday, October 22
NKY Business-to-Business SIG
For AMA and NKY Chamber members only
Northern KY Chamber, 300 Buttermilk Pike, Ft. Mitchell

Tuesday, October 26
Job Transition Group
Towers of Kenwood, 8044 Montgomery Road

Wednesday, October 27
Market Research SIG
Web Media Tools, 312 Plum Street, Suite 1420

Friday, November 5
Non-Profit SIG
American Cancer Society, 2808 Reading Road

For more information or to register visit www.CincinnatiAMA.org.

welcome! new ama members

Alicia Bales
Enquirer Media

Kate Brodbeck
Fecon, Inc.

Maureen Donnellan
Diocese of Covington
St. Henry High School

Carol Helmick
Axiom Consulting

Catherine Poulsen
Duro Bag Mfg. Co.

Doug Ruschman
Xavier University

Bob Tate
Axiom Consulting

Mike Boehmer
Hamilton County
Dept. of Job & Family
Services

Jessica Carroll
Danielle Craig

Dianne Ganslein
Promise Consulting
Scott Hasson

Karen Manning
360 Connect LLC
Teri Nau
Talbert House

Suzanne Redding
Chris Reighley
Totes-Isotoner

Ross Rutherford
Docustar
John Safley

Dale Wolf
Cincom Systems, Inc.

Photos from our Mix & Munch Opener that was held on September 16 at City Cellars, downtown



LtoR: Peter Landesman, John Fox (John Fox Marketing Consulting), Tim Ryan (Integrated Research Associates)



LtoR: Dennis Devlin (Consumer Clarity LLC), Mary Beth Berberich (Fifth Third Bank)



LtoR: Mindy Rosen (Downtown Cincinnati Inc.), Carol Aquino (United Way), Allen Southall (The Ketterer Company)



LtoR: Kelly Blake (Lumen Marketing Consultancy), Bryan Grainger

Volunteer of the Month

Ben Matthews is a sales professional currently working for NuVision Packaging. After graduating from the University of Tennessee in May 2009 he came back to



Cincinnati to help his family start NuVision Packaging. Ben enjoys working with his customers to develop unique packaging solutions to improve sustainability while driving revenue.

Ben currently serves on the AMA's Young Professional /Collegiate committee.

Maximize your membership by get involved on a committee. There are over a dozen different volunteer opportunities as well as special benefits offered to volunteers only. Learn more about volunteering by emailing Mary Beth Berberich, VP Volunteers (marybethberberich@gmail.com).

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