



cincinnati marketer

Cincinnati Chapter of the American Marketing Association

January, 2007

Keeping Pace: The Dynamics of Hispanic Marketing

In 2002, the U.S. Hispanic population officially became the largest minority in the U.S., and it is expected to continue in this position through at least 2050. Have you ever wondered how companies – how you – will market to them? In today's competitive market it's not enough to just to say "we are going to target the Hispanic market." A more strategic and analytical approach is required. Two key factors critical in this strategic approach are the types of marketing tactics utilized and market segmentation.

What's the challenge for companies? Keeping up with the diverse needs of this growing population. As companies plan to compete and increase their share of the Hispanic market consider these questions:

- What trends are most important in the diversity of the U.S. Hispanic culture today?
- What values and trends are driving them?
- How is Hispanics' growing political power and pan-Latino unity affecting what they expect from companies and brands?
- How can companies authentically speak to Hispanics of any acculturation through advertising, promotion and messaging?

Two of the industry's best will expand our thinking and knowledge as they deliver a presentation that highlights the current and emerging Hispanic trends, offers strategic approaches to marketing initiatives and shares local company success stories.

Valeria Piaggio, VP and Consumer Strategist - Latino for Iconoculture, brings a unique fusion of global perspective, strategic thinking and nuanced analysis about the

ever-evolving Latino consumer market. She is well versed in developing integrated marketing campaigns according to Latino trends, and can effortlessly adjust communication strategies, brand positioning and product offerings to better resonate with Latino consumers.



Mike Robinson, CEO of Cincinnati based LaVERDAD Marketing & Media will share case studies showcasing examples of how LaVERDAD helps companies such as Procter & Gamble, Bigg's, and Mercy Health Partners serve the Hispanic market via effective marketing, marketing research, PR, and outreach initiative.



luncheon schedule

Friday, January 19, 2007
NEW LOCATION!!!!!!
The Madison Event Center
700 Madison Avenue, Covington, KY
11:30 a.m. - Registration & networking
12:00 - 1:15 p.m. - Lunch & program

Cost - Members:
\$25 with reservations; \$30 after 1/16
Non-members:
\$40 with reservations; \$45 after 1/16
Student Members - \$18

Reservations: Call 513.784.2373 or online at cincinnati.marketingpower.com
Cancellations must be made 48 hours in advance to avoid billing.



welcome new AMA members

Brittany Ballard Roger Bacon High School	Joanne Maly National Underground Railroad Freedom Ctr.
Janine Batdorf Wellpoint Inc.	Thom Mariner SIGMA Research Management Group
Rachel Berghaus	Paul Marcun Ethidon Endo-Surgery
Alan Brown Photonics Graphics	Michael Maynard
Meredith Brown Castell Interlocks	Tracy Meyer
Julie Cain Wellpoint Inc.	Todd Minniear The Berry Company
Andrew Closson Relevant Works	Dan Newell Givaudan Flavors
Elizabeth Cochrane	Nkosinathi Nkwanyana Best Buy
Joe David American Modern Ins. Group	Ashley Pino
Daniel Dipilla	Melissa Planitz Prosource
John Engel The Madison Event Center	Renee Redmon Hills Communities
Ed Estes Web Media Tools LLC	Dennis Robich American Modern Ins. Group
Maurice Harris Fifth Third Bank	Chad Showalter Standard Publishing
Carl Heck Downing Displays Inc.	Amber Stewart Harmony Garden
Jenny Hodge American Modern Ins. Group	Keesha Sucher TimberTech Limited
Karen Holzer The Deciding Factor	Kathleen Taylor Education Theatre Association
Cynthia Isaac Macke Clermont Chamber of Commerce	Andrew VanSickle Primax Studio
Jennifer Jones Sheakley	Nanci Whittaker MNI
Karen Landers Mills Midwest Laundry Inc.	Pilar Zeglin Ruttle Design Group

AMA Directory Correction:

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A Message from the President

Fellow AMA member,

I hope you enjoyed our Word of Mouth Marketing panel and the Holiday Party. I have yet to try the Mentos experiment with my son but hope to in the near future. It has been inspiring to see so many members at our recent events. I want to thank our hard working programming committee; Vanessa Freytag, David Lotterer, Ken Saunders, Julie Van Arsdale, Trudi Luebberst, Rick Flagg, Carol Glueck all led by Maureen O'Brien for the excellent luncheon topics! I also want to thank the holiday party committee; Maria Pearson, co chair, Connie Michaels, Tim Witham (aka Santa), Emily Sandul, Brooke Bunch, Chuck Bell, Jennifer Seaman, Jessica Hair led by Andrea Fisher for the fun Holiday Party. The raffle prizes were exceptional this year. Refer to the Holiday Party insert with our list of generous sponsors and prize donors.

We are kicking off 2007 with a great line up of January events including two SIG groups, YP Group, luncheon, and seminar. Please note that the Montgomery Inn Banquet Center is now closed so we will be holding our luncheon meetings at various locations in the Greater Cincinnati area. We will keep you informed through newsletters and email notifications.

Hope to see you at the next event!



Chris Grabarkiewicz, PhD
President, Cincinnati Chapter

AMA's YP Event

Are you an aspiring marketing or business professional between the ages of 21-35? If so, please join us



on Tuesday, January 30 from 5:30 p.m. to 7:00 p.m. for the AMA's first ever "Young Professionals (YP)" event at KNOW Theatre. This will be a unique experience as we learn more about Fine Arts in Cincinnati and how KNOW Theatre makes the arts more accessible to the public by providing provocative artistic opportunities for multicultural and contemporary programming. A cash bar and other refreshments will be available.

As a "YP" in Greater Cincinnati, this will be great opportunity to develop professionally and network with fellow marketing and business professionals.

Visit www.knowtheatre.com for more information.

When:
Tuesday, January 30, 2007

Where:
KNOW Theatre
1120 Jackson Street 45202

Time:
5:30 p.m. - 7:00 p.m.

Cost:
Members - \$5
Non-members - \$10

Reserve by January 23:
Call 513.784.2373 or online at
cincinnati.marketingpower.com

Seminar:

Advanced Analytics to Support Your Strategic Marketing Functions

Advanced analytical techniques support all major strategic marketing decisions. During the session we will identify the specific techniques that support the strategic foundations of a strong marketing mix: Advertising and Media, Segmentation and Positioning, New Product Development, and Pricing.

Damon Ragusa founded ThinkVine in 1999 and integrates marketing science, information technology and data-driven initiatives to support strategic marketing, database marketing, and customer relationship management. Damon helps industry leaders improve their ability to measure and understand their customer's behavior. He has focused ThinkVine's research and development efforts on integrating complex, empirically-based analytic methods, such as neural networks, genetic algorithms, and agent-based models into tools for corporations.

When:
Friday, January 26, 2007

Where:
Quality Hotel & Suites - Norwood
4747 Montgomery Road

Time:
7:30 - 8:00 a.m. - registration/breakfast
8:00 - 9:30 a.m. - seminar

Cost:
Members - \$25/res; \$30 after 1/23
Non-members - \$40/res; \$45 after 1/23

Reserve: 513.784.2373 or online at
cincinnati.marketingpower.com

Volunteer of the Month

Scott Jacobs, Marketing Strategist, is the Founder of Harvest Consulting LLC. He has over 25 years success in sales, management, branding and marketing and has provided competitive analysis, direct marketing, positioning, logo development, copy/promotional strategies, and strategic marketing plan development for clients including P & G, Luxottica Retail, Kendle International, Cognis Corporation, Cincinnati Zoo, and AraMark Services. Scott provides pro-bono marketing services for Beech Acres Parenting Center and has co-founded a networking group to help colleagues make connections for new employment and potential business opportunities. Scott enjoys camping with his two sons.



Scott has been a great asset to the program committee. He secured all the speakers and presentations for the November Word-of-Mouth luncheon that was one of our highest attended meetings in recent history with over 180 people in attendance. Scott was solely responsible for getting about 30 people to attend the event through his own word-of-mouth efforts. Scott will be missed on the program committee as he has recently been elected to fill the VP Sponsorship position. We are sure that his commitment and leadership skills will flourish as he serves on the Board in the coming year.

events

AMA upcoming dates

Thursday, January 11, 2007
Business-to-Business SIG Group
University of Phoenix

Friday, January 19, 2007
Luncheon Meeting
Keeping Pace:
The Dynamics of Hispanic Marketing
The Madison Event Center

Friday, January 26, 2007
Seminar
Advanced Analytics to Support Your Strategic Marketing Functions
Quality Hotel & Suites, Norwood

Friday, January 26, 2007
Business-to-Business SIG Group
Northern Kentucky Chamber
300 Buttermilk Pike, Ft. Mitchell

Tuesday, January 30, 2007
Young Professionals Event
KNOW Theatre
1120 Jackson Street, 45202

For more information or to register, call 513.784.2373 or online at cincinnati.marketingpower.com

Thanks to these companies who support the AMA.

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B-to-B SIG Groups

Join the next B2B SIG group that will be held on Thursday, January 11 from 7:45 a.m. to 9:00 am at the University of Phoenix located at 9050 Centre Point Drive in West Chester. Our facilitator will be Jim Savage of Savage Marketing company who will discuss "Making Marketing Programs Work." This SIG group is for AMA members only and there is no cost to attend.

AMA and Northern Kentucky Chamber of Commerce Launch New B2B SIG

Our chapter is launching a second B2B SIG group. Representing a partnership with the Northern Kentucky Chamber of Commerce, the new group will hold its first meeting on Friday, January 26 at the Chamber offices in Ft. Mitchell, Kentucky.

This new SIG is patterned after the very successful, three-year-old B2B SIG that meets monthly (second Thursdays) at the University of Phoenix in West Chester. It will be open to both Chamber and AMA members free of charge, and have an interactive format. One person does a brief presentation on a B2B topic and then facilitates a discussion.

"What's your plan?" will be the first meeting's topic and will be facilitated by Bill Powell, CBC. All meetings will be held from 7:30 a.m. to 9:00 a.m. on the fourth Friday of each month in the Chamber's NOR-Com Room (300 Buttermilk Pike, 0.25 miles east of I-75).

**For reservation for either SIG Group:
Call the AMA at 513.784.2373 or
online at cincinnati.marketingpower.com.**