



CINCINNATI CHAPTER
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Seminar - Friday, Oct. 27

Topic: Qualitative Research and the Internet: It's Not Just Focus Groups Anymore

The use of online technologies allows us to enhance the qualitative marketing research process by going beyond traditional focus groups and one-on-one interviewing. During the session we will go online to explore the use of Online Focus Groups and Online Bulletin Board Sessions, as well as using IM, blogging and mobile technologies. In addition, we will discuss issues related to online respondent recruiting.

The session will be conducted by Foster Winter and Thom Mariner of Sigma: Research Management Group who, having entered the world of online qualitative research back in '98, have witnessed both the growth and the controversy surrounding the topic. Foster was a contributor to the text *Qualitative Research Online*, (Miller & Walkowski, 2004) and has served on the Online Task Force of the Qualitative Research Consultants Association (QRCA) and Thom is the organization's local chapter Communications Officer.

The seminar will be held at Northern Kentucky University and you will receive a free parking pass and specific directions when you register.

Friday, October 27, 2006

Northern Kentucky University
BEP 461
Free Parking

7:30 - 8:00 a.m. - Registration &
continental breakfast
8:00 - 9:30 a.m. - Seminar

Cost - Members:
\$25 with reservations; \$30 after 10/24
Non-members:
\$40 with reservations; \$45 after 10/24
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.*



cincinnati marketer

Cincinnati Chapter of the American Marketing Association

October, 2006

Ohio's Third Frontier Program - New Opportunities for Technology Product Development

From Procter & Gamble to Cincinnati Bell to GE Aircraft Engines, large companies, universities and venture capital firms are working together with the public sector to fuel product innovation, world-class research, and marketing opportunities.



Frankenstein, President of BIO/START, Greater Cincinnati's biomedical, bioengineering, and biotechnology start-up business incubator. Panelists will include the Ohio Department of Development Deputy Director, Patrick Valente.

Find out at our October 20 luncheon meeting how Ohio's 10-year, \$1.6 billion initiative called the "Third Frontier" is fueling Ohio's economy. Local organizations such as BIO/START, Techsolve, and CincyTechUSA are just a few examples of the power behind the Third Frontier whose initiatives are designed to:

- Build world-class research capacity
- Support early stage capital formation and the development of new products
- Finance advanced manufacturing technologies to help existing industries become more productive

Our presentation will be a high energy panel discussion of Third Frontier participants who will be able to describe the value that Third Frontier brings to Ohio as well as Cincinnati. Our panel will be moderated by Carol

We hope you will join us for this exciting presentation and panel discussion on Friday, October 20. Reserve your spot today!

luncheon schedule

Friday, October 20, 2006

Montgomery Inn Banquet Center
601 E. Pete Rose Way (free parking)
11:30 a.m. - Registration & networking
12:00 - 1:15 p.m. - Lunch & program

Cost - Members:
\$25 with reservations; \$30 after 10/17
Non-members:
\$40 with reservations; \$45 after 10/17
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

Mindy Aufderheide Miami University	Annette Landesman Stratamark Research
Tara Bain Intrinsic Marketing & Design, Inc.	Andrew Larkins Profitability.net
Douglas Burton	Julie Maxwell Miami University
Scott Carlson	Lee McGinley National Speaking of Women's Health Foundation
LeAnne Carter FRCH Design Worldwide	Michael McKenna
Jennifer Clark Miami University Alumni Association	Lauren Moody
Christopher Clinton Indiana Insurance	Abigail Nedeau
George Conaway	Michael Riga
Paul DiMuzio Photography	Angela Rose Kroger Company
Bryce Eastlick	Aaron Schneider
Joshua Garrett	Michael Shepherd
Julie Gering	Deborah Simpson Multi-Craft Litho Inc.
Emily Goldschmidt	Laura Spampinato
Christopher Huening	Zachary Treolo
Sherry Johnson	Vanessa Turco
Derrick Jones	Michael Vulcanich
Jessica Kern The Madison Event Center	Chris Watt
	Monica Zimmer Iaga

Membership Contest

Now you can win prizes for recruiting friends and co-workers to join AMA! Prizes include \$100 value of gift cards/entertainment tickets.

We will present awards to the Top Recruiter for Sept-Dec 2006 and Jan-May 2007.

Make sure your recruits add your name to their membership application for tracking purposes. Prospects can request a membership packet online at www.cincinnati.marketingpower.com

A Message from the President The Season Has Begun

Fellow AMA member,

For those of you who weren't able to attend September's "Season Opener", you missed an exciting luncheon. We had record attendance of 225 members and guests who enjoyed an excellent presentation by Lisa Baird, Senior Vice President of Marketing of the NFL. She discussed the evolution of the NFL business and why the NFL has become one of the most studied brands in marketing.

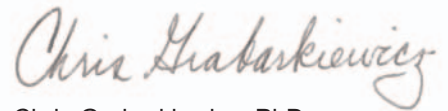
At our October 20th luncheon, we will host a Roundtable Discussion, which will explore Ohio's 10-year, \$1.6 billion initiative called the "Third Frontier". We are delighted Patrick Valente, Ohio Department of Development Deputy Director is participating as a panelist.

On October 27th, we will be hosting a seminar which will focus on how online technologies allows us to enhance the qualitative marketing research process by going beyond traditional focus groups and one-on-one interviewing. During the session we will go online to explore the use of Online Focus Groups and Online Bulletin Board Sessions, as well as using IM, blogging and mobile technologies. (see page 4)

Congratulations to all volunteers who assisted with our Chapter Excellence Award application. Our Chapter received a Merit Award for Programming, another accolade on

our long list of our accomplishments.

This season has gotten off to a great start; we have a challenging year ahead of us. After a "winning season opener", let's continue our drive to excellence as we focus on sponsorship, membership and programming. You can "sharpen the saw" by getting involved in AMA events. We want you to learn and grow. See you at the next event.



Chris Grabarkiewicz, PhD
President, Cincinnati Chapter

We need you!

We have several committee openings for enthusiastic volunteers including: PR, Graphic Design, Marketing Communications, Sponsorships, and more.

Let your talents make the most of your AMA membership. Email your interest to Jack Finke at jack@panopticmedia.com.

SPECIAL OFFER!
**Bring a guest at the
member rate!**

**Be a part of the Fall
Membership Drive by bringing
a friend or co-worker to the
October lunch meeting at the
member rate of \$25.**

**Plus, earn points bringing
members and turning guests
into members, as part of the
new AMA REWARDS program.**

B-to-B SIG Group

Join the next B2B SIG group that will be held on Thursday, October 12 from 7:45 am to 9 am at the University of Phoenix located at 9050 Centre Point Drive in West Chester.

Our facilitator will be Stan Porter, Porter Marketing Solutions who will discuss "eMarketing." The SIG groups are for AMA members only and there is no cost to attend. For reservations, call the AMA at 513.784.2373 or online at cincinnati.marketingpower.com.

Picture Perk



Picture Perk is the latest advantage in being a Cincinnati AMA member. Here's how it works. A professional photographer will be available at select chapter luncheons throughout the year to take an electronic head shot for your career needs. AMA members receive the service for \$25 and will be emailed an array of shots to choose the photo of their liking. Members incur their own printing costs. This service could be especially timely if you've switched jobs or perhaps are starting your own business. Photographer Paul DiMuzio will provide this service at the October 20th luncheon from 11:00 - 11:30 a.m. and 1:30 and 2:00 p.m. Members will be alerted about future shoots when they're about to happen. For further questions, contact Chapter President-Elect Pat Frew, 859-655-4163.

Volunteer of the Month

Joe Obermeyer first joined the AMA 25 years ago and has served on the Membership Committee since 2001. He began his career as a graphic designer with one of Cincinnati's largest ad agencies at the time, Stockton-West-Burkhart. Moving to Intermedia, he quickly moved up through the creative ranks to become Group Creative Head before being offered a promotion to Account Executive on the agency's largest account. After several years earning his way in the client services world, he was recruited to Sr. Account Supervisor at WBK, an up-and-coming sales promotion agency. Within his first year, he was offered full partnership as VP of Client Services and a position on the board. He left WBK after having helped build that agency into the single fastest growing agency in Cincinnati's history. He's currently Director of Sales & Marketing with DesignCrew. In addition to the AMA, Joe chairs the Marketing Committee of the NKY Chamber of Commerce and was heavily involved in the Chamber's complete re-branding this year.



Joe has been a valuable, dependable member of the AMA Membership Committee for several years. He offers insight, creativity and attention to detail to the group. Joe is dedicated to helping us grow our membership, which is evident in his ongoing effort to contact members about renewing their AMA membership. Congratulations Joe!

events AMA upcoming dates

Thursday, October 12, 2006
Business-to-Business SIG Group
Topic: e-Marketing
University of Phoenix

Friday, October 20, 2006
Luncheon Meeting
Topic: Ohio's Third Frontier Program
Montgomery Inn Banquet Center

Friday, October 27, 2006
Seminar
Topic: Qualitative Research and the Internet:
It's not just Focus Groups Anymore
Northern Kentucky University

Thursday, November 9, 2006
Business-to-Business SIG Group
University of Phoenix

Friday, November 10, 2006 (2nd Friday)
Luncheon Meeting
Montgomery Inn Banquet Center

Friday, December 15, 2006
Holiday Party
Maketewah Country Club

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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