



CINCINNATI CHAPTER
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Seminar

Tuesday, December 5
Topic: Finding Your Unique Selling Point

People who work in marketing and advertising are taught to identify the USP (unique selling point) of their product or service. The USP is what makes the product or service stand out. In today's rapidly evolving business environments, it's critical that you identify your personal unique selling point. Getting clear on what makes you unique is an important step in creating the mission statement for CEO of Me, Inc. History has demonstrated that individuals and organizations with clearly defined missions outperform those who have none.

This inspiring presentation will outline a practical process for identifying your unique selling point and utilizing it to develop a personal mission statement. Your talents, skills and knowledge are the products and services that must stand out in this company of one.

Bob Jewell is the founder and Chief Excellence Officer of the Omega Leadership Group. Bob has twenty-six years of hands-on leadership experience, ranging from engineering to senior executive responsibilities. His work in the areas of developing leaders, managing projects and meeting the challenges of a multi-generational workforce has earned the respect of client's such as Toyota, National City Mortgage, General Electric and Catholic Healthcare Partners.

When:
Tuesday, December 5, 2006

Where:
Holiday Inn Eastgate
4501 Eastgate Blvd.

Time:
7:15 a.m. - 9:00 a.m. -
Breakfast buffet and Seminar

Cost:
Members - \$30
Non-members - \$45
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

November/December, 2006

Word of Mouth Marketing: The New Marketing Specialty

What is word of mouth marketing? The Word of Mouth Marketing Association (WOMMA) defines it as giving people a reason to talk about your products and services, and making it easier for that conversation to take place.

Word of mouth has been with us forever. However, word of mouth marketing is a “new marketing specialty” whereby marketers are implementing specific techniques geared toward encouraging and assisting those conversations about products and services. And marketing departments are only in the beginning stages of employing and strengthening the use of word of mouth.

The types of techniques that marketers are putting into practice include:

- Buzz Marketing
- Community Marketing
- Influencer Marketing
- Cause Marketing
- Conversation Creating

These techniques, along with others, are rooted in the need to engage the customer and ultimately grow your brand.

Additionally, word of mouth marketing appears to be the right approach at the right time. We are in an era of audience fragmentation, marketing saturation, and heightened consumer distrust of certain ad formats. The philosophy of this discipline – building upon people’s natural desire to share their experience with others and giving them venues to do so – has the potential to deliver positive outcomes for those

companies appropriately utilizing word of mouth marketing.

At the luncheon you can glean greater knowledge and understanding of this subject. On hand to give their insights and perspectives are three of the industry’s foremost experts on the topic: Pete Blackshaw, co-founder of the Word of Mouth Marketing Association and Chief Marketing Officer of Nielsen BuzzMetrics; John Bloomstrom, Executive VP of Influencer Marketing, Northlich; and Pete Healy, VP of Marketing, Perfetti Van Melle USA (maker and distributor of Mentos® mints and AirHeads® candies). You are certain to leave the luncheon with ways that you can include word of mouth marketing techniques in your company’s marketing mix.

luncheon schedule

Friday, November 10, 2006 (second Friday)

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 11/7
Non-members:
\$40 with reservations; \$45 after 11/7
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

Faye Blum Procter & Gamble	Kyle Hodgkins The Marketing Partnership, LLC
Mindy Brocker Ohio Casualty Group	Bryan Humpert Campbell Hausfeld
Joshua Garrett	Jessica Koester United Mail LLC
Julie Gering	Kevin Lavelle Xavier University
David Gillam Gillam Machinery Corporation	Melanie Ludmann
Maurice Harris Fifth Third Bank	Jim Madsen
Chuck Helmes Cintas Corporation	Ajay Miglani Kankei, Inc.
Paul Heintz Standard Register	Douglas Ruschman Xavier University
Mark Homer Eshots, Inc.	Erskine Tucker

Membership Contest

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

We will also 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 packet online at cincinnati.marketingpower.com or call the AMA at 513.784.2373.

A Message from the President Spread the Word

Fellow AMA member,


On November 10, we will be hosting a "Word of Mouth" Marketing Panel Discussion with several distinguished local pioneers in the area – Pete Healy (Perfetti Van Melle), Pete Blackshaw (Nielsen Buzz Metrics), and John Bloomstrom (Northlich). At our November luncheon you will learn pioneering, word-of-mouth marketing techniques that will unleash, amplify, and open the doors to new sales opportunities.

Remember to put the annual AMA holiday party on your agenda. Always a good time, this December 15 affair will be held at the Maketewah Country Club located at 5401 Reading Road. It will be a joint event with the Ad Club. Consider being a sponsor. See holiday party article in newsletter for details.

Join the Team!

As you may or may not know, the local AMA chapter is run by a group of approximately 50 dedicated volunteers. AMA volunteers regularly tell me they feel they benefit from the experience both personally and professionally. We regularly acknowledge the efforts of our volunteers with our volunteer of the month award. However, in order to accomplish all of our ambitious goals, we need additional volunteers to help our Membership, Collegiate, Programming, and Sponsorship Committees to name a few. If you

are interested in volunteering, please talk to a board member at an upcoming event or contact the VP of Volunteers, Jack Finke (jack@panopticmedia.com). He will help you match your interest with the appropriate opportunity.



Chris Grabarkiewicz, PhD
President, Cincinnati Chapter

Holiday Party Ring in the Holidays with the AMA and the Ad Club!

The Cincinnati Chapters of the AMA and the Ad Club cordially invite you to the 2006 Holiday Party, to be held at the beautiful Maketewah Country Club on Friday, December 15. Join us as we enjoy a delicious buffet lunch and great fellowship with your career comrades. Use the occasion to get together with old friends and meet new ones.

We will also be accepting canned food donations, which will be collected for the FreeStore. Raffle tickets may also be purchased, with the raffle proceeds added to our donation.

You can be a sponsor of this event and reach over 2000 marketing and advertising professionals. The cost is only \$150 and includes a free ticket to the party. Your company name will be listed on the invitation as well as being included on table signs.

To download a sponsorship form, go to cincinnati.marketingpower.com or you can email kathy@cincinnati-ama.org or call 513.784.2373.

B-to-B SIG Group

Join the next B2B SIG group that will be held on Thursday, November 9 from 7:45 am to 9:00 am at the University of Phoenix located at 9050 Centre Point Drive in West Chester. We will discuss B2B in B2C Environment. 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.

Start Your Day at the Aquarium



Join us on Thursday, November 16 as we "Talk and Tour" at the Newport Sea Aquarium. Enjoy a continental breakfast and presentation discussing the successes and challenges of the Newport Sea Aquarium. They will also review their marketing collateral.

Attendees are welcome to a self-guided tour following the presentation.

7:30 – 7:45 a.m. Registration
7:45 - 8:30 a.m. Continental Breakfast and marketing presentation
8:30 a.m. - 9:30 a.m. Self-guided aquarium walking tour
Cost \$25 for members;
\$40 for non-members

For Reservations: Call 513.784.2373 or at cincinnati.marketingpower.com

Volunteer of the Month

Maria Pearson

has recently joined On Location as an Account Executive. Maria brings over 10 years experience with Fortune 500 companies in creative video production, editing, multimedia design, programming, corporate event marketing and national sales meetings. Maria also has experience working with clients in the latest interactive training formats. Her ability to provide excellent customer service to her clients has contributed to Maria's overwhelming success.



Maria is a 1990 graduate of Ohio University's Telecommunications Department. She began her career in the newsroom of a local TV station and transitioned into the visual production business in 1995.

Maria's volunteerism with the AMA has resulted in sponsors and donations for door prizes for all of our Special Events. She is a terrific sales person. While many of us dread the prospecting process, Maria treats the experience of cold-calling members for these purposes as a reason to network and make more contacts.

Maria has been a volunteer for over 6 years with the Special Events committee, as well as serving on the board in the past as VP Special Events. She is always willing to lend a hand to make our Special Events, truly special.

events

AMA upcoming dates

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

Friday, November 10, 2006 (2nd Friday)
Luncheon Meeting
"Word of Mouth Marketing:
The New Marketing Specialty"
Montgomery Inn Banquet Center

Thursday, November 16, 2006
Marketing Presentation
Start Your Day at the Newport Sea Aquarium

Tuesday, December 5, 2006
Seminar
"Finding Your Unique Selling Point"
Holiday Inn Eastgate

Thursday, December 14
Business-to-Business SIG Group
University of Phoenix

Friday, December 15, 2006
AMA/Ad Club Holiday Party
Maketawah 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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