



CINCINNATI CHAPTER
P.O. Box 53657
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Pat Frew
Northern Kentucky Convention &
Visitors Bureau
859-655-4163
pfrew@nkycvb.com



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Hilarie Meyer
Campbell Hausfeld
513-367-3101
hmeyer@campbellhausfeld.com



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David Alex, CPA
Alex & Company
513-794-1900
david@alexcpa.net



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Lisa Muvich
Luxottica Retail
513-765-3295
lmuvich@luxotticaretail.com



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Andrea Fisher
Burke, Inc.
513-684-7616
andrea.fisher@burke.com



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Joe Obermeyer
DesignCrew
513-235-7315
joe@designcrewinc.com

VP Marcomm & PR

Kelly Blake
AHS, Inc.
513-562-1387
kblake@ahs1.com

VP Collegiate/YP

Will Krieger
R.L. Repass & Partners, Inc.
513-772-1600
wkrieger@repasspartners.com

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Harvest Consulting LLC
513-271-5630
scott@harvestconsultingllc.com

VP Market Research

Andy Noller
University of Cincinnati
513-202-0720
anoller@cinci.rr.com



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Jesy Herron
DocuStar
513-772-5400 ext. 115
jesy.herron@docustar.com

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513-314-4016
jfinke@cinci.rr.com

VP Technology

Mark Miller
U S Digital Partners
513-929-4603
mmiller@usdigitalpartners.com

Immediate Past President

Chris Grabarkiewicz
MarketTools, Inc.
513-719-5833
chris.g@markettools.com

Administrative Assistant

Kathy Walters
AMA Cincinnati Chapter
513-741-7951
kathy@cincinnatiama.org



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

February, 2008

“Good Leadership Knows No Border”

VP of Procter & Gamble FemCare North America to Speak

Plan to attend the February 15 luncheon to hear

Patricia Perez-Ayala, vice president FemCare North America at Procter & Gamble, speak on good leadership. She

will discuss 10 leadership principles she has found to be universally effective across a variety of experiences and cultures in her career at Procter and Gamble. For each of the leadership principles, you will hear examples and experiences that help bring these to life.



Perez-Ayala has had a 25 year career at Procter & Gamble working in both North and South America. She's held brand and marketing management positions across brands such as Crest, Bold 3, Ariel and Always. She currently manages an organization of over 1000 people and oversees business operations in the United States and Canada that include Marketing, Finance, Research and Development, Manufacturing and Sales.

Patricia is married with three daughters and is active in the Cincinnati Community, serving on the board of directors for the Cincinnati Ballet, Global Center and Campo Alegre School.

Patricia is a strong believer that you can unleash the power of an organization by inspiring diversity of culture and thought, by valuing and respecting individuality, by leading transparency in decision-making and by focusing on each person's strengths and unique contributions. She has helped lead P&G's diversity efforts through coaching, mentoring and training opportunities that help grow the organization.

In her role as NA General Manager, Patricia has been responsible for growing P&G's FemCare business with all-time record high share. As Branch Franchise Manager for Tampax, she leads the thinking around consumer understanding, sets the global business strategy and manages the innovated pipeline of new initiatives.

luncheon schedule

Friday, February 15, 2007

Radisson Hotel Riverfront

I-75 & 5th Street

668 W. 5th Street, Covington

11:30 a.m. - Registration & networking

12:00 - 1:15 p.m. - Lunch & program

Cost - Members:

\$30 with reservations; \$35 after 2/12

Non-members:

\$40 with reservations; \$45 after 2/12

Student Members - \$18

Reservations: Call 513.784.2373 or online at cincinnatiama.org

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



welcome new AMA members

Jeff Borchering Paycor, Inc.	Chris Manolis Xavier University
Christina DiPuccio Humana	Kathryn Mawer Fund Evaluation
Steve Folenius JTM FoodGroup	Michael McCarthy Miami University
Jamie Gehring	Shelley Richter Humana
Seth Gray	Naomi Rippy
William Gruber	Renita Scales Humana
Julie Lampe ESKCO, Inc.	Christina Schlake WriterGirl & Co.
Phillip Lewis	
David Lund	

Member Orientation Program

Whether you have been a member for some time or are brand new to the AMA, feel free to join us at the next "Member Orientation" that will be held on Tuesday, February 26 at the Towers of Kenwood located at 8044 Montgomery Road. The event will start at 7:30 a.m. with a complimentary continental breakfast. The program will be run from 8:00 to 9:00 a.m.

We will discuss all of the resources that AMA has to offer as well as explore the AMA website, discuss SIG group activities, networking lunches and other AMA benefits.

If you know of any prospects who are interested in learning more about the AMA, invite them to attend at no cost.

For reservations, call the AMA at 513.784.2373 or online at our website www.cincinnatiama.org.

A Message from the President

Fellow AMA member,

Just back from Cleveland where I, President-Elect Hilarie Meyer and Kelly Blake, VP of Marketing Communications, represented the Cincinnati Chapter at the Mid-Year Regional Retreat featuring chapters from a four-state area.

This annual event in January comes at a time when the chapters enter the halfway mark of their campaign year. We compare notes on what's working and what isn't.

This causes me to reflect on successes and opportunities Cincinnati is experiencing. Membership and volunteer involvement is at an all-time high. Our attendance at luncheons is tracking a ten to 15 percent increase from last year, on top of a 25 percent increase from the previous year.

Shared Interest Groups (SIGs) are also seeing modest, early gains in attendees after we held a SIG Summit last fall of leaders to share best practices designed to swell signups. Our Chief Marketing Officers Roundtable has granted leading marketers from Fifth Third Bank, Midland, Convergys, Cintas among others, an exclusive audience with one another to swap ideas and market trend information vital to their growth.

One opportunity we continue to see for our members is sponsorship. I can't imagine any AMA member not being intrigued by the chance to have their company promoted and spotlighted at

luncheons, SIGs or even the CMO Roundtable. We continue to draw in the biggest and brightest names in marketing in Cincinnati. Please contact Scott Jacobs (271-5630) to investigate further.

I had another idea coming out of the Cleveland event. Some of our members who on occasion travel to adjoining cities for business might be interested in checking out other chapter meetings. I've provided a brief President's contact list for you:

- **Columbus**, Eric Ralph, eric_Ralph@stercomm.com, www.columbusama.org
- **Louisville**, German Dillon, german.Dillon@wilker-sonresearch.com, www.amaky.com
- **Cleveland**, Barb Balogh, bbalogh@hotmail.com, www.clevelandama.org
- **Pittsburgh**, Steve Wayhart, Stephen.wayhart@brandmill.com, www.amapittsburgh.org
- **Detroit**, Doug Scott, mdsjr@earthlink.net, www.detroit.marketingpower.com
- **Dayton**, Megan Hammerer, megan.hammerer@standardregister.com, www.daytonama.com

Please write or call me to pass along your experiences if you do sample other chapters.



Sincerely,
Pat Frew
President, Cincinnati Chapter
pfrew@nkcvcv.com



During the month of February, look for your copy in the mail of the 2008 Cincinnati Chapter Membership Directory.

Volunteer of the Month - J. C. Reaguer



J. C. Reaguer of SpringDot currently serves on the Ambassadors Team, which is part of the Membership Committee. In this

role, J. C. is focused on encouraging and developing networking opportunities for the AMA members while attending the various functions. "What a great job, meeting and getting to know other Marketing professionals".

Still fairly new to the AMA (since April 2007), J. C. quickly joined a SIG and volunteered for the Membership Committee. However, his lasting reputation will be as "the guy with the air horn".

A 29 year veteran in the print industry, J. C. has been with SpringDot for one year. SpringDot is a brand new, 104 year old company located on the west side of downtown Cincinnati. Formerly Sidney Printing, SpringDot's core competency in commercial printing has expanded to include digital offset printing, fulfillment, and E-business solutions to drive variable and customized printing. J. C.'s role with the company is to develop customized programs for clients, in order to effectively deliver their marketing messages.

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To read about past Volunteers of the Month or to learn about how you can be involved, visit the chapter's website www.cincinnatiama.org and click on volunteer opportunities.

Missed the Last Luncheon?

If you missed hearing Phil Castellini, COO of the Reds speak at our January 18 luncheon you missed a good one.



Over 150 members and guests heard a dynamic presentation of good old hometown sports marketing and technology.



You can view Phil's Powerpoint presentation as well as other past luncheon presentations on our web site www.cincinnatiama.org. and go to events and programs and then click on past events.

Congrats!.....

....to the following AMA members who were winners of the 2007 Fast 55 awards, which recognizes the fastest-growing privately held companies in the Tri-State by the Business Courier:

- Best Upon Request Corporate Inc.**
- dunnhumby USA**
- EMI Surveys**
- Intrinsic Marketing & Design Inc.**
- Paycor Inc.**
- Sheakley**
- Total Quality Logistics**

events AMA upcoming dates

- Wednesday, February 13, 2008
Word of Mouth SIG - Web Media Tools
 - Thursday, February 14, 2008
B-to-B SIG Group - University of Phoenix
 - Friday, February 15, 2008
Luncheon Meeting - Radisson Riverfront
 - Friday, February 22, 2008
B-to-B SIG Group - Northern KY Chamber Office
 - Tuesday, February 26, 2008
Member Orientation - Towers of Kenwood
 - Tuesday, February 26, 2008
Young Professional's Group - Sully's
 - Wednesday, February 27, 2008
Market Research SIG Group - Web Media Tools
- For more information or to register:
Call 513.784.2373 or www.cincinnatiama.org*

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