



# cincinnati marketer

Cincinnati Chapter of the American Marketing Association

March, 2006

## “Aroma as a Business Differentiator: The Power of Scent in Retail”

No matter the industry, companies are consistently seeking ways to distinguish their business from the competition. Can scents be the differentiator to help transform your business? The smell of baby power in the infant section of a department store. Bringing the rainforest to a children’s museum dinosaur exhibit. Relaxing ocean fragrances in an MRI facility. Companies in these industries and others are using the power of scents as a strategic approach to retain and grow their customer base.

David Van Epps, CEO of six-year old ScentAir Technologies, will share his perspectives and insights on aroma marketing solutions at our March 17 luncheon



meeting. He’ll delve into how unique in-store experiences can be created by engaging memory and emotions in a way that strengthens the appeal of any environment. We’ll leave his presentation with a greater understanding of why scent is considered the new frontier in sensory branding.

Mr. Van Epps brings over 20 years of sales, marketing and product development experience to ScentAir. Most recently, Mr. Van Epps served as the Vice President of Business and Product Development for Muzak, LLC, the leading provider of music and audio messaging used by retailers worldwide to enhance their business environments.

Mr. Van Epps and his company have been profiled by numerous media, including the Wall Street Journal, USA Today, Fast Company Magazine, Fox News, and Inside Edition.

Reserve your spot today!

### luncheon schedule

Friday, March 17, 2006

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

Cost - Members:  
\$25 with reservations; \$30 after 3/14  
Non-members:  
\$40 with reservations; \$45 after 3/14  
Student Members - Free

Reservations: Call 513.784.2373 or online at [cincinnati.marketingpower.com](http://cincinnati.marketingpower.com)  
*Cancellations must be made 48 hours in advance to avoid billing.*



## welcome new AMA members

<b>Miranda Ast</b> Student Lending Works	<b>Jodi Mulcahy</b> GBBN Architects
<b>John Barnhart</b>	<b>Lisa Pitzer</b> R.A. Jones & Company, Inc.
<b>Kimberly Chmura</b>	<b>Jennifer Riegert</b> Justice & Young Advertising & PR
<b>Michaela Cilento</b>	<b>Jordan Roth</b>
<b>Katherine Dintefass</b> Perfetti Van Melle USA	<b>Kenneth Saunders</b> Domin-8 Enterprise Solutions
<b>Michele Doll</b> Process Plus LLC	<b>Alan See</b> SAS
<b>Bethany Flick</b>	<b>Jill Slaven</b>
<b>Natalie Fullenkamp</b>	<b>Shawna Thomas</b>
<b>Shari Goodridge</b> Colliers Turley Martin Tucker	<b>Adrienne Truitt</b>
<b>John Martino</b>	<b>Karen Wiesner</b> The Drees Company
<b>Terence McCarthy</b> Directions Research Inc.	<b>Christine Wright</b> Business Insights LLC
<b>Adam Michael</b>	
<b>Mark Miller</b> US Digital Partners	

## Members on the Move

Dennis Devlin has joined Sigma: Research Management Group as Director of Quantitative Services.

Gayle Gerhardt, who has been involved with Sigma on a part-time basis for several years, has been named Manager, Quantitative Insights.

If you have recently changed jobs or been promoted, please share your news with other members. You can email your information to Kathy Walters at [kathy@cincinnatiama.org](mailto:kathy@cincinnatiama.org).

## A Message from the President

### Recommended by Leading Marketers.

Our February luncheon speaker, Dr. Luanne Flikkema, VP for Global Marketing Support for Mead Johnson Nutritionals provided interesting insights into an industry in the midst of marketing change. Traditionally marketing mainly to health care professionals, the focus has shifted to consumer marketing in tandem with their core constituents. The dynamics weren't lost on us as chapter leaders.

When our Chapter was founded 66 years ago, its members were primarily market research oriented. Since then our membership base has become diverse, making our marketing efforts as challenging as those described by Dr. Flikkema. How do we best meet the needs of a wide array of marketing professionals, and how do we best anticipate the evolving marketplace composition?

We know we have to reach out to the community at large to help them understand our mission and relevance. We have a major effort toward that end with the Community Impact Award luncheon on May 19. Who is better qualified than our featured speaker Mr. John Pepper, former Chairman of P&G and currently CEO of the National Underground Railroad Freedom Center to discuss marketing and community involvement?

With the presentation of our Community Impact award, we'll recognize the good works that marketing provided in the last twelve months by many of the areas organizations. It's still not too late to nominate a group, either a non profit organization that went above and beyond their mission through marketing efforts to positively impact the Greater Cincinnati Community or, new this year, an agency that provided marketing services toward that end.

Meeting the needs of our core constituency, our members, is just as important. Fortunately, we currently have a board as diverse as our membership base. They provide relevant guidance to the chapter regarding what you expect. As marketing professionals themselves, they know how to apply best practices to establish the chapter's annual plan. In the process, they gain leadership skills and contacts that last a lifetime. Soon we'll be electing a new board which will carry on the rich tradition of excellence. Please use the enclosed ballot to signal your commitment to the chapter.

We hope you'll be recommending AMA membership to your colleagues in the greater Cincinnati area, for the next sixty six years.

Thanks for your support of the Cincinnati AMA.



Tom Sullivan, President  
Cincinnati Chapter

## April 4 Seminar "Marketing That Works For Your Small Business"

Is your marketing plan working? Do you have a marketing plan for your business? This seminar is a practical and tactical look at marketing techniques for small businesses. Hear from a panel of American Marketing Association experts in key areas including:

- ➔ Creating Successful Marketing Messages
- ➔ Affordable Market Research Options
- ➔ Direct Mail Do's and Don'ts
- ➔ PR that Works!

This seminar is geared for the non-marketing expert. You will take away great ideas to implement in your business. Perk up the growth of your business by joining us for breakfast and learning the tips and best practices from local experts in marketing.

### **When**

Tuesday, April 4, 2006

### **Where**

Quality Hotel & Suites - Norwood  
4747 Montgomery Road

### **Time**

8:00 am - 8:30 am - Registration and continental breakfast  
8:30 am - 10:00 am Seminar

### **Cost**

Members - \$25 w/ Reservations  
\$30 after 3/31

Non-Members - \$40 w/ Reservations  
\$45 after 3/31

Reservations: 513.784.2373 or  
cincinnati.marketingpower.com and  
click on upcoming events

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## Volunteer of the Month

### Jacke Finke



New to the Membership Committee this year, Jack Finke of Panoptic Media deserves kudos for his outstanding volunteer efforts. He has attended every event and is a great voice for the chapter both during events and in his everyday business contacts. He provides fresh ideas and enthusiasm to all of our challenges. Thank you Jack!

Jack Finke is the Director of Sales and Marketing for Panoptic Media. Panoptic Media is a video production Company that specializes in Corporate Communications Video. Content includes uses for Corporate Overviews, Interactive CD-ROM, video for Trade Show and Digital Signage displays and web-site streaming. Jack joined Panoptic Media in January 2005 after a six year career with Pomeroy IT Solutions as Director of A/V, Video Conferencing and IP Video Surveillance product sales.

Don't miss the...  
**Community Impact Awards**  
**May 19, 2006**  
Featured speaker: **John Pepper**  
(former CEO of Procter &  
Gamble and current CEO of the  
National Underground Railroad  
Freedom Center)  
Nomination forms are due April  
14th. Visit our website at  
[www.cincinnati.marketingpower.com](http://www.cincinnati.marketingpower.com)  
to download the application forms

## events AMA upcoming dates

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

Friday, March 17, 2006  
Luncheon Meeting  
"Aroma as a Business Differentiator:  
The Power of Scent in Retail"  
Montgomery Inn Banquet Center

Wednesday, March 22, 2006  
Book Club SIG  
Bronte Cafe, Joseph Beth Booksellers

Tuesday, April 4, 2006  
Seminar  
"Marketing That Works For Your Small Business"  
Quality Hotel & Suites - Norwood

Friday, May 12, 2006  
Half Day Seminar  
"Generational Marketing, Communications and  
Advertising Strategy"  
Montgomery Inn Banquet Center

For more information or  
to register, call 513.784.2373 or online at  
[cincinnati.marketingpower.com](http://cincinnati.marketingpower.com)

**Thanks to these companies who  
support the AMA.**





**CINCINNATI CHAPTER**  
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## B-to-B SIG Group

Thursday, March 9, 2006

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

Our facilitator is Bill Powell, ClearPointe Communications Inc. and our sponsor is Stan Porter, Porter Marketing Solutions. Come prepared to discuss programming ideas for future SIG meetings.

## Book Club SIG Group

Wednesday, March 22, 2006

Plan to attend the next Book Club SIG that will be held on March 22 to discuss the book, *Pour Your Heart Into It: How Starbucks Built a Company One Cup at a Time* by Howard Schultz.

We will meet from 5:45 pm - 7:00 pm at Bronte Cafe, located in the Joseph Beth Booksellers (Rookwood), at 2692 Madison Road.



On January 24, Jim Savage of Savage Marketing spoke to a group of NKU students. He shared over 40 years of experience in marketing and sales with marketing students as part of the AMA chapter's University Tour. The purpose is to help students understand the many different career options for marketing students. After the talk, NKU senior Jason Moore commented that "this was a great opportunity for students to get career advice from a top notch professional." For more info contact, Aron Levin at [levina@nku.edu](mailto:levina@nku.edu).

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](http://cincinnati.marketingpower.com) and click on upcoming events.