



# cincinnati marketer

Cincinnati Chapter of the American Marketing Association

April, 2006

## Top Five Challenges & Solutions: The CMO Perspective

The role of Chief Marketing Officer is fast becoming one of the riskiest jobs in North America, according a study by executive search firm Spencer Stuart: The average tenure for CMOs is just 23 months, compared with nearly 54 months for CEOs!

Why the short corporate lifespan? CMOs have traditionally been defined as practitioners of the “art” of marketing—implementing broad branding campaigns and activity-based programs, rather than engaging in more scientific, measurable disciplines that require a CFO-like mindset. The majority of CMOs have lacked the organization, processes and tools to prove marketing’s worth, and because of this they have taken a backseat in the boardroom.

At our April luncheon presenter, Jennifer Rooney will explain how CMOs remain a vital asset to companies, with professional success hinging on a thorough understanding of the top five challenges facing top marketing executives today: technology, word-of-mouth, return on investment, design, and risk. Whether you are a CMO or aspire to be one, Ms. Rooney will offer actionable ways to address these challenges that you can take forward in your career. Ms. Rooney was named editor of *Point* in October 2005. *Point* is a monthly publica-



tion for high-level marketing executives from *Advertising Age*, a 240,000-circulation newsweekly for marketing and agency professionals. In that role, she oversees and coordinates *Point’s* print and online editorial content and direction. Ms. Rooney has 12 years of business journalism experience at industry and business publications such as editor-in-chief of *Sales & Marketing Management*. A recipient of the Jesse H. Neal National Business Journalism Award, her work has also appeared in *B-to-B*, *Working Woman* and *Multichannel News International*. She has served as a guest speaker at industry events and has provided commentary for various media outlets, including Bloomberg TV, Fox News, CNBC and CNN.

## luncheon schedule

Friday, April 21, 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 4/18  
Non-members:  
\$40 with reservations; \$45 after 4/18  
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>Suzane Beane</b> Metaphor Studio LLC	<b>Michelle Noyes</b> Premeier lease & Loan Services
<b>Elizabeth Burkard</b> Southern State Community College	<b>Christina Phelps</b> FRCH Design Worldwide
<b>Thomas Campbell</b> Cincinnati Sports Medicine	<b>Annie Rankin</b> Southern State Community College
<b>Brian Chaffee</b> Thomson Learning	<b>Christina Seifert</b> Saatchi & Saatchi X
<b>Sarah Harrison Wilson</b> Cincinnati Children's Hospital Medical Ctr.	<b>Merita Sohn</b> Great American Insurance Co.
<b>Gigi Hart</b> Super Jobs Center	<b>Emily Sullivan</b>
<b>Lori Kolde</b> Service Industry Research Systems	<b>Ellen Turner</b> Turner & Humbert LLC
<b>Fred Neuhohr</b>	<b>Tiffany Witham</b> Avery Dennison

## AMA's Spring Membership Drive

During our Spring Membership Drive that runs from April 1 through May 31, you can bring a prospective member to a luncheon meeting at the member rate.

When making your reservations online, list the guest's name first and then list the member's name who is bringing the guest.

Also, please direct prospective members to our website to request a membership packet, [cincinnati.marketingpower.com](http://cincinnati.marketingpower.com). They can save \$80 in discounts and incentives if they join by May 31st.

You can also call the AMA at 784.2373 or you can email their contact information to [kathy@cincinnatiama.org](mailto:kathy@cincinnatiama.org) and we will be send them a membership packet.

## A Message from the President MBA. Worthless?

A recent issue of a noted marketing trade publication had this little item. "A Master of Business Administration degree is not only worthless, it can work against a marketer, according to a survey of marketing executives from 32 consumer-products companies. The study used scanner and panel data from VNU's ACNielsen to show marketers from companies with significant market-share gains are far less likely to have MBAs than those from companies posting significant share losses." Wow! I'll bet that scares the pants off the faculty at Kellogg, Tuck and the other prominent business schools. Does it concern any of you who may still be paying off student loans?

The article does indicate that the MBA factor wasn't the only difference. It cites data that shows that poorly performing consumer products companies (those with sales grow 7% less than their categories) were twice as likely to have been recruited out of MBA programs. Good-performing companies averaged growth 6.2% faster than their categories. Of executives from poorly performing companies, 90% had MBAs vs. 55% at good performing companies. It does indicate that good performers had more people and spent more on marketing. By the way, twice as many underperforming companies as good performing ones participated in the survey.

Hmmmm.

I find it difficult to draw a straight line from MBA to poor performance. We all know it takes many factors to create a great organization. However, there was one item from the study that I find important. Good-performers in the survey place a much higher value on personal and professional development once they hire people. The survey showed the share winners are far more likely than the losers to support attendance at industry conferences and seminars, involvement in industry associations and peer-share groups and seminars.

Take this as tacit endorsement of the value of your AMA membership. The programming and networking opportunities make you more valuable to your employer, and provide you with grounded marketing wisdom that fully complements your academic achievements. Your access to a wide array of marketing resources and professionals locally and in 75 chapters nationwide is a great way to gain marketing expertise. Even if you have an MBA.

Good luck and good selling.



Tom Sullivan, President  
Cincinnati Chapter

**Mark your calendar for the  
AMA's Golf Classic that will be  
held on Monday, August 14 at  
Maketawah County Club!  
Details will be forthcoming.**

## May 12 Seminar

*The Generations Dynamic:*

*Because It's No Longer an Option*

Multi-generational marketing has become a thing of the past. Look around and see the evidence: cable television channels aimed directly at pre-teens and newspaper advertising targeting seniors are just a few ways that marketers are recognizing the relevance of generational differences. And that is why formal training in generational dynamics has now become fundamental - and imperative - to American business.

In this unique half-day session, generational marketing expert Chuck Underwood of The Generational Imperative (TGI) will define generational marketing, why we're hearing about it, what major marketers are already using it and why we should care. He will then present each current generation in detail (Millenials, GenX, Boomers and Silents), describing their formative years and the core values those years molded.

What should you emphasize to GenXers when you want them to buy your product? How is marketing to a Millennial different from a Boomer? You will know the answers after you attend this seminar! Using elements from each generation that will wax us all nostalgic, Mr. Underwood will explain how the attitudes that arise from those generational core values guide decision making. Case studies, TV commercials and print

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## Volunteer of the Month

### Vanessa Freytag



Vanessa has been participating on the professional development committee this year. Vanessa thinks non-conventionally and displays a creative flair in her thinking that distinguishes her from others in the marketing profession. She has been an indispensable resource to the committee as evidenced by her work in organizing a Marketing 101 seminar for small business owners.

Vanessa is co-publisher of Women's Business Cincinnati, a monthly business newspaper focusing on Tri-state businesswomen and winner of the 2006 SBA Small Business Journalist of the Year in the Midwest. She is also President of W-Insight, providing Fortune 1000 companies with marketing and sales training insights to increase their women's market share.

### Calling All Runners!

**In celebration of our 25 years in marketing research, Sigma Research Management Group is sponsoring a corporate relay team in the Flying Pig Marathon! This year's marathon is on Sunday, May 7, 2006, and we need a few runners to complete our 4-person relay. Interested in being part of the team? Call or email Foster Winter at 979-2160 or [foster@sigmaresearch.com](mailto:foster@sigmaresearch.com) to submit your name.**

## events

AMA upcoming dates

**Thursday, April 13, 2006**  
Business-to-Business SIG Group  
University of Phoenix

**Wednesday, April 19, 2006**  
Book Club SIG  
Bronte Cafe, Joseph Beth Booksellers

**Friday, April 21, 2006**  
Luncheon Meeting  
"Top Five Challenges & Solutions:  
The CMO Perspective"  
Montgomery Inn Banquet Center

**Friday, May 12, 2006**  
Half Day Seminar  
"The Generations Dynamic: Because It's No Longer an Option"  
Montgomery Inn Banquet Center

**Friday, May 19, 2006**  
Community Impact Luncheon  
Guest Speaker - John Pepper, former CEO of P&G and CFO of the National Underground Railroad Freedom Center  
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.**



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ads will illustrate the key messages.

Chuck Underwood is the founder and president of TGI, a research-driven generational business consultancy. Having studied and researched the generational values and beliefs that guide the decision-making of Americans for two decades, he is a leading authority on generational dynamics in both the marketplace and workplace. His research clients include Procter & Gamble, Eli Lilly, Coca Cola, Western-Southern Insurance, Group Voyagers Travel, and others. Additionally, Mr. Underwood conducts his own proprietary generational research to guide his work with TGI's clients.

**When**

Friday, May 12, 2006

**Where**

Montgomery Inn Banquet Center  
601 E. Pete Rose Way

**Time**

7:45 am - 8:20 am - Registration  
and continental breakfast  
8:30 am - 12:15 pm - Seminar  
Q&A until 12:30 p.m.


**Cost**

Members - \$69  
Non-Members - \$99  
Full-Time Students - \$30


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

Payment due in advance.  
Cancellations must be made by May  
5 to get a full refund.


## Members on the Move



PrintManagement LLC announces Sheila Thiery as New Director of Relationship Marketing. You can contact Sheila at 272-7000 x 111 or email [sthiery@printmgmt.com](mailto:sthiery@printmgmt.com).



Alex Morgan has recently accepted a job at Procter & Gamble. You can reach Alex at [alexmorgan@fuse.net](mailto:alexmorgan@fuse.net).



Andrew Reinersman, MBA, PMP is the new Project Manager at Student Loan Xpress, Inc. - a CIT Company. His phone number is 768-7255.