



cincinnati marketer

Cincinnati Chapter of the American Marketing Association

May, 2006

5th Annual Community Impact Awards Luncheon

Come and learn what it takes to make a difference from those who have. Please join the American Marketing Association on May 19 as we recognize our finalists and winners for the 2006 Community Impact Award for Profit/Non-Profit companies.



We are honored to have as our featured speaker, **John Pepper**, former CEO of Procter & Gamble and current CEO of the National Underground Railroad Freedom Center. Mr. Pepper will also help us present the Awards.

The Community Impact Award recognizes and rewards organizations who go above and beyond their mission through marketing efforts to positively impact the Greater Cincinnati Community. The Award acknowledges outstanding marketing initiatives which were aimed to significantly and positively impact the community, were creative in execution and effectiveness, and occurred over the last 12 months within the Greater Cincinnati area. Previous award winners include: The Big Pig Gig by Artworks; Neighbor to Neighbor by the Cincinnati Enquirer; The Cincinnati Museum Center; and Tall Stacks Music, Arts & Heritage Festival.

This year we have added a new award for agencies. This award recognizes agencies, marketing firms, and design studios who have made significant contributions to the community by donating

their time and creative talents to benefit a worthy cause during the last 12 months. The nominees will be judged on criteria including the marketing situation, strategies and implementation, evidence of community impact, and overall impact of community involvement.

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luncheon schedule

Friday, May 19, 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

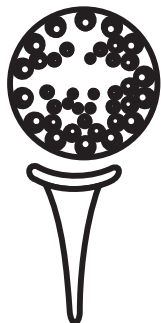
Cost - Members:
\$25 with reservations; \$30 after 5/16
Non-members:
\$40 with reservations; \$45 after 5/16
Student Members - Free

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

Adil Allamar Procter & Gamble	Andrea Lanham
Kelli Ashmore	Amy Lovelace RDG Inc.
Mary Beth Berberich Intrinsic Marketing & Design	Laura Lowery
Chris Brengelman	Eliza Luch
Wen Chang	Jenna Lucius
Zakiya Collins	Dustin Marks
Michael Denton	Yazan Masannat
Jennie Dori	Zachary Menker
Jennifer Duke	Sherry Metzner
Danielle Dunn	Tina Mitchell
Angela Egbers	Jason Moore
Melissa Einhaus	Brandon Norbeck
Kate Farmer	Lowanne Perez
Maria Farwick	Allison Rapp Procter & Gamble
David Fryauff	Jenna Rebensdorf
Allison Gehring	William Richardson
Joe Graf	Timothy Rieskmap
Jessica Hair Cincinnati Children's Hospital Medical Ctr.	Julieanne Roland
Christopher Hoffer	Matt Schedler
Nick Holzwarth	Megan Seiter
Marcel Kleiner	Ashley Thomas
Janice Krumanaker	Stephanie Thompson
Timothy Laake Directions Research	Christopher Tropepe
Sarah Leugers Intrinsic Marketing & Design	Jih-Shen Wang
	Jackie Williams
	Leah Workman



Mark your calendar for the AMA's Golf Classic that will be held on Monday, August 14 at Maketawah County Club! Refer to the enclosed insert for further details.

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This year's organization nominees include:

ACT- Collecting for Kids Campaign
Better Business Bureau
Boys & Girls Clubs
Children's Hospital
Cincinnati Enquirer
Cincinnati Public Library
Cincinnati Public Radio
Cincinnati USA Regional Chamber
Cincinnati Youth Collaborative
Crayons to Computers
Easter Seals
Frisch's
Flying Pig Marathon
Girl Scouts
Junior League of Cincinnati
Krohn Conservatory Butterfly Show
National City Corporation
The Salvation Army
Toyota Motor Manufacturing
Xavier Univ. Crosstown Helpout

This year's agency nominees include:

Barefoot Advertising
Intrinsic Marketing & Design
Lamson Design
Northlich
RGI Design, Inc.

Thank you to our Diamond Sponsor, **Sigma Research Management Group**, for their support of our event. We also thank our General Sponsors: **Alex & Company CPA's, Burke, Inc., MRSI (Marketing Research Services, Inc.), Northern Kentucky Convention & Visitors Bureau, StrataMark Research, and 2020 Exhibits.**

A Message from the President Making Cincinnati Better

Some call it "the silly season." That time when reason gives way to hype. When the pollsters call every evening, and the yard signs become festooned with placards. It's an election year.

The Cincinnati Chapter of the AMA has already undergone its election cycle without rancor or scandal. A new Board of Directors will take the helm of the chapter in July. Welcome to Maureen O'Brien, Matt Massey, Lisa Muvich, Kelly Blake and Hilarie Meyer as they join returning members Chris Grabarkiewicz, Pat Frew, Andrea Fisher, David Alex and Jim Savage. This team of dedicated volunteers will assure you the proper stewardship of your marketing professional community. Their goal is to make the Cincinnati Chapter of the AMA the best in the land.

The Cincinnati community will be better after our annual Community Impact Award luncheon on Friday May 19 at the Montgomery Inn Banquet Center. Be sure to attend, and show your support for your marketing community as we recognize those who work to make Cincinnati better.

Good luck and good selling,

Tom Sullivan, President
Cincinnati Chapter

May 12 Seminar Volunteer of the Month

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.

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
Payment due in advance.

Cancellations must be made by May 5 to get a full refund.

Marcy Murphy



Marcy has been a very active volunteer on the Special Events committee and a long-term volunteer with the AMA in various roles. She consistently attends meetings, offers great insight, and follows through on tasks to help ensure our events are a success. She is a tremendous asset to our team!

Marcy is the SW Ohio Account Executive for Media Networks, Inc. (MNI). MNI is a division of Time, Inc. specializing in geo-targeting, giving marketers the opportunity to advertise in national magazines in precisely the markets needing to be reached. MNI works with companies of all sizes, from national companies looking to heavy up in specific geographies or run media testing before going to national to mid-size companies with limited distribution and local companies focusing on a single market. Marcy has been with MNI for 6 years.

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.

Thanks for helping us grow!

events AMA upcoming dates

Thursday, May 11, 2006
Business-to-Business SIG Group
University of Phoenix

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

Wednesday, May 24, 2006
Book Club SIG Group
Bronte Cafe, Joseph-Beth Booksellers

Monday, August 14, 2006
AMA Golf Classic
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.





CINCINNATI CHAPTER
 P.O. Box 53657
 Cincinnati, OH 45253

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B-to-B SIG Group

Thursday, May 11, 2006

Join the next B2B SIG group that will be held on May 11 from 7:45 am to 9 am at the University of Phoenix located at 9050 Centre Point Drive in West Chester.

Our facilitator is Thom Mariner of Sigma Research Management Group who will discuss the practical uses of marketing research in B2B.

Book Club SIG Group

Wednesday, May 24, 2006

Plan to attend the next Book Club SIG that will be held on May 24 to discuss the book, *Why We Buy: The Science of Shopping* by Paco Underhill.

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



Ric Sweeney, David Fryauff, Rich Bitting



Ann Flynn, Hilarie Meyer, Melissa Becker



Jennifer Rooney, Jim Savage, Connie Michael

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 and click on upcoming events.