



cincinnati marketer

Cincinnati Chapter of the American Marketing Association

September, 2006

Growing and Maintaining a Healthy Brand

The NFL has become much more than a sport. It has become one of the most powerful brands in America. The NFL has enhanced and grown their brand over the years to expand well beyond just football. According to many marketing experts, the NFL brand has exceeded every other sports brand. So how has the NFL grown and maintained a healthy brand? Why has the NFL brand become one of the most studied brands by anyone working in brand marketing, sports or otherwise? Learn answers to these questions and much more at the fall kick-off luncheon.

At our September 15 meeting, presenter Lisa Baird will review the NFL's brand and marketing strategy



by discussing the overview of the processes and enablers the NFL uses to enact their

strategies, the evolution of the NFL business, NFL megatrends and some examples of the NFL's 2006 creative campaign.

Lisa Baird joined the National Football League in August 2005 as Senior Vice President of Marketing and transitioned to the role of Senior Vice President of Consumer Products and Marketing Integration in July 2006. Baird is responsible for market research, new product development, product management, creative services, marketing programs and channel development. In addition, she directs the MBNA NFL "Extra Points" credit card program, the first sports rewards card.

Prior to joining the NFL, Baird was a senior-level marketing and advertising executive with IBM, General Motors and the P&G. At IBM, she served as the VP of World Wide Integrated Marketing Communications, heading up a division that provided services in over 70 countries. Baird also served as one of the lead executives for the Corporation's Diversity Initiatives program, a program that worked to create opportunity for women owned businesses.

Long recognized for her professionalism and leadership skills, Baird serves on the Association of National Advertisers and the New York AMA Boards.

**Thanks to our luncheon sponsor -
Game Day Communications!**

luncheon schedule

Friday, September 15, 2006

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 9/12
Non-members:
\$40 with reservations; \$45 after 9/12
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.



AMERICAN
MARKETING
ASSOCIATION

welcome new AMA members

Inigo Arroniz U.C.	Donna McMullin Thinkronize, Inc.
Deanna Behrens	Terri Miller Fidelity Investments
Julianne Bick Children's Hospital	Jiongming Mu IPSOS Insight
Roger Bigler G&S Research	Nathan Nelson
Vince Cicero Cincinnati Bengals	Travis Nipper Clinical Engineering Consultants
Doug Collins Harris Corporation	Robert Palmatier U.C.
Edward Crowley Photizo Group	Steve Platt MH Equipment Co.
David Curry U.C.	Jennifer Purpora NURFC
Vassilis Dalakas N.K.U.	Jun Qiao IPSOS Insight
Mike Dunn Xavier University	John Rouse Ghent Manufacturing
Dori Geise LexisNexis	Cheryl Roysdon Warren County Convention Bureau
Tracey Glancy Givaudan Flavors	Jim Samocki Campbell Hausfeld
Kevin Gold Enhanced Concepts	Courtney Schulz Thomson
Ricardo Higgs	Jessica Sendelbach TANK
Lesley Holgate TANK	Natosha Simpson Givauden
Shannon Hollenkamp Comair Delta Conn.	Michelle Spryshak Roth
Charlie Howard Cincinnati Museum Center	Mary Stagaman U.C.
Barbara Jones The Drees Company	Deborah Suckow Fifth Third Bank
Charles Kanet Kanet Advertising	Diane Surette Burke, Inc.
Jacob King Dunnhumby USA	Eric Tayce Burke, Inc.
Daniel Knowles Brand Ubiquity Ltd.	Amy Telscher Comey & Shepherd
I'Chun Kuo Procter & Gamble	Sarah Vonderhaar Kanet Advertising
Amber Lewis TNS NFO	Carey Walley TimberTech Limited
Amy Lovelace Ruttle Design Group	Nathan Wangler
Mike Mathes Clarke Power Service	Jennifer Warne

A Message from the President

Welcome Back My Friends!

I hope you enjoyed your summer! While I love summer something about fall is also particularly pleasing...the smell of burning leaves, the crisp cool evening air which reminds me of my youth and attending Friday night high school football games.

Keeping with that theme, we are kicking off the season with Lisa Baird, NFL Sr. VP of Consumer Products and Marketing who will be speaking to us at our September 15th monthly luncheon. Her talk - Growing and Maintaining a Healthy Brand - will highlight the NFL's branding and marketing strategy along with the evolution of the NFL business. Her impressive career has included employment at IBM, GM, and P&G.

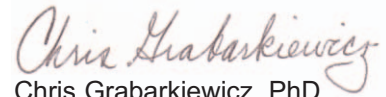
We Need You!

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 me

(chris.g@markettools.com or 513-719-5833) as I am happy to speak with you about the opportunities.

There are other ways to contribute to the chapter such as collegiate sponsorship. The chapter is in need of a collegiate sponsor for the 2006-2007 season. The sponsor provides funding to help defray the costs of membership and lunches for college students, the future of the Cincinnati marketing community. Please contact Matt Hollenkamp (513-636-5639) if your firm is interested.

I'm looking forward to a very exciting and productive year! I hope to have the opportunity to meet you at one of our upcoming events.



Chris Grabarkiewicz, PhD
President
Cincinnati Chapter

SPECIAL OFFER!
*Bring a guest at the
member rate!*

*Be a part of the Fall
Membership Drive by bringing
a friend or co-worker to the
Sept. and Oct. lunch meetings
at the member rate of \$25.*

*Plus, earn points bringing
members and turning guests
into members, as part of the
new AMA REWARDS program.*

*See article in this newsletter
for details.*

Member Survey

The Cincinnati Chapter recently completed its Annual Member Survey. It was a huge success, generating responses from 103 participants (the best response rate to date). This is a 23% increase in participation from 2004-2005 and a 64% increase in participation from 2003-2004.

On behalf of the entire Cincinnati AMA Chapter, we would like to thank you for your participation. Your thoughts and opinions continue to help in shaping the future of our chapter.

As part of the survey, we enter all participants into a sweepstakes drawing. A summary of this year's winners are as follows: Maria Pearson (\$50 Giftcard) and \$25 Giftcards to Lynne Woehrle-Stephenson, Jenna Lucius, Maureen O'Brien, Dustin Marks. Congratulations to our winners!

Volunteer of the Month

Erin Lutes is the Marketing Manager at the Greater Cincinnati Convention and Visitors Bureau (CVB) which is the chief sales and marketing organization for bringing meetings and conventions to Cincinnati. Erin joined the Greater Cincinnati CVB in September 2000 after two years at the Greater Columbus CVB.



Erin has a great thoughtful, can-do attitude. She "adds to" the ideas and resource needs in the planning stages of our work on the sponsorship committee. And she volunteers and accepts the challenges in the execution phase of our tasks. Best of all, she follows through on everything she commits to. Plus Erin has a great sense of humor.

events

AMA upcoming dates

Thursday, September 14, 2006
Business-to-Business SIG Group
University of Phoenix

Friday, September 15, 2006
Luncheon Meeting
NFL's Growing and Maintaining a Healthy Brand - Montgomery Inn Banquet Center

Thursday, October 12, 2006
Business-to-Business SIG Group
University of Phoenix

Friday, October 20, 2006
Luncheon Meeting
Montgomery Inn Banquet Center

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

Friday, November 10, 2006 (2nd Friday)
Luncheon Meeting
Montgomery Inn Banquet Center

Friday, December 15, 2006
Holiday Party
Maketawah Country Club

For more information or to register, call 513.784.2373 or online at cincinnati.marketingpower.com

Introducing AMA Rewards!

We encourage you to get involved in the Cincinnati Chapter of the AMA. And now, more Participation = Rewards for you! Effective September 1, 2006, our chapter will launch the AMA Rewards program. See below for details:

<u>Point total</u>	<u>Rewards</u>
10 points -	Half price AMA seminar
15 points -	Free AMA seminar
25 points -	Gift card/tickets or AMA luncheon (\$25 value)
50 points -	Gift card/tickets or 2 AMA luncheons (\$50 value)

Point levels:

1 point each for attending the following events: Luncheon meetings; Seminars / roundtables; SIG meetings; Committee meetings; Special events

3 points - Bring guest to meeting or event

5 points - Guest becomes a member

Each member will receive a "punch card" at the September luncheon. Bring it to every event to get your card punched. Then you can redeem your card for rewards once you hit each point level. More Participation = Rewards for you!

Thanks to these companies who support the AMA.

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B-to-B SIG Group

Thursday, September 14, 2006

Join the next B2B SIG group that will be held on September 14 from 7:45 am to 9 am at the University of Phoenix located at 9050 Centre Point Drive in West Chester.

Our facilitator is Nick Ursini from the University of Phoenix who will discuss channel management.

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.

Book Club SIG

The AMA book club meets once a month to discuss marketing and management related topics. We pick a different book each month—some are light reads; others are a little meatier. It's a great opportunity to do some business reading as well as to interact with other marketing professionals in an informal discussion. The book club typically meets on the third Wednesday of the month at 5:45 p.m. at Bronte Café in the Joseph Beth Bookstore.

As we gear up to plan this year's schedule, we'd like to hear from you. The next book in our lineup is Why We Buy by Paco Underhill.

Please give us your thoughts on::

Are you interested in attending a book club or would you prefer an online forum such as a blog to discuss a book?

What time of day works better for you...early morning (7:00 a.m. or 7:30 a.m.) or after work (5:45 p.m.)?

What frequency would you prefer for meetings (monthly, quarterly)?

You can email your comments to lmuvich@yahoo.com or call me at 859-657-6526. I look forward to hearing from you.

*Lisa Muvich
Book Club SIG Facilitator*