



CINCINNATI CHAPTER
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2007-08 Cincinnati AMA Board of Directors

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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

January, 2008

“Hitting a Cincinnati Reds Homerun with Marketing & Technology”

Calling all Reds fans and those soon to be fans interested in a dynamic presentation of good old hometown sports marketing and technology.



Hear from Phil Castellini, Cincinnati Reds Senior VP of business Operations, on his plans to market the next era in Cincinnati baseball with the introduction of a new manager and key players. At the

luncheon, you will also hear how technology will make a play for a younger demographic of fans, Gen Y, yet retain the current fan base of Boomers and Seniors.

Following the 2005 season, Phil was hired as the Reds' senior director of business operations and in January 2007 was named senior vice president of business operations. Since 1993 he also has served as President of Merchants Cold Storage in Walton, Ky.

Since he joined the organization, Phil has been instrumental in the revival and expansion of Redsfest, the club's annual fan festival, and Winter Caravan. He oversaw additions to the ballpark experience that include new party areas Frontgate Outdoor Luxury Suite and Cincinnati Bell Riverboat Deck, renovations to Scouts Alley, improvements to the Fan Zone, the addition of new mascot

Mr. Redlegs and the development of new uniforms.

Phil also helped combine the Reds Community Fund and Community Relations department in an effort to put more focus on community affairs.

Reserve your spot today and help the AMA hit a homerun with a record attendance!



luncheon schedule

Friday, January 18, 2008

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 1/15

Non-members:

\$40 with reservations; \$45 after 1/15

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

Lauren Abel Abel Associates Inc.	Dineka Johnson Ryan Kennedy	Neil Roble Marshall Root
Amanda Aichele	Maria Keri UC Surgeons Inc.	Tim Ruark
Jana Alverson Lynn McInturf Associates	Jacqui Killen The Creative Department	Kimberly Rudisell
Robynn Anton POPSpages.com	Ryan Koch	Nicholas Ryall
Andie Bernard The PR Group	Kenneth Koger	Keri Samiec KWS Marketing
Monique Bernstein	Robert Lawwill DuBois Chemical	Michael Schneider Bowling Portfolio Management
Laura Blake	Michael McCarthy Miami University	Debbie Schneider Intrinsic Marketing & Design
Anthony Blomer	Lynn Margason Newport Aquarium	Thomas Schott RR Donnelley
Denis Boylson ESKCO Inc	Marcia McMillen McMillen Creative	Patrick Sloane
Matthew Buchan	Dallas Meyer	Megan Souders
Claudia Cagle Downing Displays	Jill Meyer Frost Brown Todd	Michael Spidare
Amit Deshpande	Christopher Miller Marketing Support Services	Leon Spitz Spitz Promotions
Ernie DiMalanta Quest Marketing Solutions	Ryan Monahan	Lea Stevenson Fifth Third Bank
Allison Doviak Cincinnati Sub-Zero	Susan Morgan Solutions Unlimited	Rebekah Stewart Standard Publishing
Denise Durel United Cerebral Palsy of Cincinnati	Justin Naykki	Julie Stockman ITT Technical Institute
Emily Duwel The Christ Hospital	Tori Neiheisel	Keesha Sucher TimberTech Ltd.
Sarah Felkey Standard Publishing	Kevin Otke	Benjamin Suer
Robert Fulcher American Modern Insurance Group	David Owens Justice & Young Marketing & PR	Laura Temming
Angela Glassmeyer Standard Publishing	Christina Schlake WriterGirl & Co.	Kathryn Veder
Stephanie Goodin Gold Medal Products	Nilesh Patel Frost Brown Todd	Paul Volkerding
Ryan Graham	Jenna Von Lehmden	Robert Wallace Standard Publishing
Joanna Harvey Kao Brands Co.	Jessica Pfeifer	Ande Weinstein Tin Box Studio Inc
Janet Heil LeSaint Logistics	Betty Poling Super Jobs Center	Kristen Wevers Messer Construction
Heather Hetterick	Linda Antus Cincinnati USA Regional Tourism Network	Sarah Wigser Seapine Software
Brennan Hill Intrinsic Marketing & Design	Sanjay Puligadda Miami University	Erik Witterstaetter
James Hopkins Einstruction Corp	Ed McMasters Cincinnati USA Regional Tourism Network	Katherine Wolford State Farm Ins.
James Horton	Nirupama Zambre	Lori Zimmerman Center for Chemical Addictions Treatment
Linda Hudson U C Surgeons Inc.	April Rainbolt Creatives On Call	

A Message from the President

Fellow AMA member,

Halfway through my term as Chapter President, I repeat what I said 6 months ago when my Presidency began. I am humbled and honored to be in this role. There is an excitement among our members that is palpable. We have people rejoining the chapter after decade-long absences. We have board members who are excited about the energy and enthusiasm of volunteers.

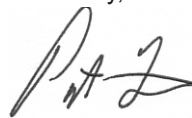
Two statistics jump out, of which you might not be aware. Last month, we broke out previous professional membership record reaching 531 which surpassed our old record of 530 in 1999. Growth in volunteering is unprecedented, up 48 percent in the last year. We had an ambitious goal of increasing our luncheon attendance 10 percent after growing it 25 percent last year. We have consistently drawn over 100 attendees each month and in fact have drawn 138 and 165 people to our November Cause Marketing panel discussion and our Annual Holiday Party respectively. Members have also told us they are pumped about our new table networking initiative that helps people feel more plugged in and valued. I'm particularly glad about this last part because we do appreciate you and your time and dollar investment in the AMA.

We've also begun an online survey following the events that takes less time to complete, yet yields us the information needed to give "our customers" what they want and need.

If resolutions are part of your makeup, particularly the professional variety, please consider investing in your career by getting involved in the chapter. Committees that especially could use manpower help are technology, sponsorship, research, young professionals and programming. Please contact our Volunteers VP Jack Finke jack@panopticmedia.com to sign up these or for any other assignment where you have skills or interest. Talk to me if I can facilitate your growth as well. Our success is a direct result of efforts by our board and our committee members.

Thank you all. Let's continue the progress we've started.

Sincerely,



Pat Frew

President, Cincinnati Chapter
pfrew@nkycvb.com

Interested in Serving on the AMA Board?

The Cincinnati AMA is now accepting nominations for the 2008-09 Board of Director's term. If you, or someone you know, is interested, please forward the suggested name to Kathy Walters at Kathy@cincinnatiama.org by January 25, 2008.

Elections will be conducted during March.

Volunteer of the Month - Pete Healy

Pete Healy has developed and led brand-marketing programs noted internationally for their innovation and dynamic engagement with



consumers. At Perfetti Van Melle USA, maker and distributor of Mentos® mints and AirHeads® candies, Pete guided his marketing team in building strategies that used an integrated mix of media and promotions to create a new generation of Mentos and AirHeads fans. This paid off in the "Mentos Geyser craze" that marked popular culture and media in the U.S. and globally in 2006, and in the online "Mentos Intern" that garnered international kudos for the brand in the summer of 2007.

Pete serves on the AMA Volunteer and the Professional Development Committees, and frequently attends the various SIG meetings. He is the

Director of Crowbar Marketing, specializing in integrated marketing and strategic brand development.

Miami University MBA Program Ranked

Accessible and involved faculty, small class size, and each student's opportunities to apply what's learned in class to an ongoing internship and international consultancy helped the Farmer School's new MBA program achieve a spot in The Princeton Review's list of **"Top 10 Business Schools With the Best Classroom Experience."**

MBA Director C. Brad Bays said that students in his program work closely with faculty and considerable resources are devoted to making the classroom experience a dynamic one.

The Cincinnati AMA would like to thank Miami University MBA program for supporting our collegiate efforts for the past 2 years and congratulate them on their top 10 ranking.

events

AMA upcoming dates

Wednesday, January 9, 2008
Word of Mouth SIG - OTR Chamber Office

Thursday, January 10, 2008
B-to-B SIG Group - University of Phoenix

Friday, January 18, 2008
Luncheon Meeting - Radisson Riverfront

Wednesday, January 23, 2008
Market Research SIG Group - Turner Building

Friday, January 25, 2008
B-to-B SIG Group -
Northern KY Chamber Office

Tuesday, January 29, 2008
Young Professional Group - Cincinnati Ballet Center

For more information or to register:
Call 513.784.2373 or online at
cincinnatiama.org

ideas that mean business
intrinsic
marketing + design inc



The AMA Past Presidents were recognized at the November 16 luncheon meeting. Pictured Left to Right: Susan Deye (1997-98), Jim Hosty (1998-99), Tom Sullivan (2004-06), Jane Vanderhorst (1994-95), Susan LaBonte, (1999-00) Elaine Schneider (2002-03), Carol Shea (1992-93), Dianne Cooper (1985-86), Bonnie White (1995-97), Ric Sweeney (2001-02)

