



CINCINNATI CHAPTER
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cincinnati marketer

Cincinnati Chapter of the American Marketing Association

March, 2008

“Brand Building: The Power of All of Us” eBay North America’s VP of Marketing to Tell Us How

Register now for the March 21 luncheon. Once there, you will hear from Kip Knight, vice president of Marketing for eBay North America, how to build a strong brand lever-



aging a wide-ranging community or resources. He will share the distinctive ways in which eBay uses its community of members to create and sustain its brand, as well as build a profitable business. In the end, you'll walk away with practical tips and techniques that you can employ at your place of business.

Ivory Soap and on the development and launch of multiple new food and beverage brands such as Olestra.

Kip is a highly sought after speaker and serves on the boards of several innovative for-profit and non-profit organizations. He is married and has two sons.

Thanks to our event sponsors!



luncheon
schedule

eBay is the world's largest online marketplace with over 200 million users and sites in 33 countries. Kip has given of his talents and experiences at eBay since 2002 in various marketing and general management roles in both the U.S. and international businesses, including eBay International regional vice president and the head of eBay International marketing and category management.

Kip is hometown talent, having started his career in marketing research at Burke Marketing Research in Cincinnati and over the past 25 years has worked in over 80 countries around the world. He spent 10 years in Brand Management at Procter and Gamble in charge of various brands such as

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pfrew@nkycvb.com



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chris.g@markettools.com



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513-741-7951
kathy@cincinnatiama.org



Please feel free to contact any of the board members with your questions or comments. We want to hear from you!



welcome new AMA members

Aileen Beatty Nielsen-TMG	Jenny Kroeger Interbrand
Lisa Erion Protective Life Ins. Co.	Laura Kujawa Lindner Center of HOPE
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	Reagan Zugelter The Cincinnati Enquirer

Marketer of the Year

The Cincinnati Chapter of the AMA is now accepting nominations for **Marketer of the Year**. This award recognizes a company/agency, or marketing team within a company or individual who has demonstrated overall excellence in marketing. You can download a nomination form on the home page at www.cincinnatiama.org. **The deadline to submit nomination forms has been extended until March 14, 2008.**

The event will take place on Thursday, May 15 at 6:00 pm at the Radisson in Covington.

Please feel free to submit a nomination or share with others!

A Message from the President

Fellow AMA member,

Hopefully by the time you read this letter, the pesky winter weather we endured in February seems like a distant memory with the promise of warmer weather and spring around the corner. While we suffered through cold, snow and ice, I felt like I accomplished nothing. Winter weather has a way of inconveniencing us as travel slows and activities get cancelled. But sometimes, being taken out of our element (even BY the elements) can be a good thing.

In fact, your Cincinnati Chapter leaders continue to challenge themselves not to stand pat and to move forward in unprecedented ways. Soon we will be announcing a major sponsorship initiative involving a leading Cincinnati corporation and the largest African American Chamber in Ohio that will allow eight representatives of minority organizations to attend the Cincinnati Marketing Boot Camp April 24-25. We continue to seek out other major sponsors to expand this idea to other ethnic groups. Please contact me or our stellar Sponsorship Vice President Scott Jacobs if you can help.

The board also responded to another opportunity related to the upcoming spring membership drive. During these drives, AMA's International Headquarters (aka IH) absorbs the cost of mailing out membership packets to a prospect list of up to 2,000 names we provide. This spring, IH decided to raise the maximum number of names we could supply to 4,000.

Board members quickly accessed personal contact lists and with the help of Chris Miller and his team at Marketing Support Services, the list was cleaned up and merged to create a list of more than 3,300 names. Thanks Chris!

With teamwork and collaborative partners like this inside and outside our chapter, we continue to live out our 2007-2008 theme Leading Voices/Lasting Change in and out of season.

Sincerely,



Pat Frew
President, Cincinnati Chapter
pfrew@nkcvcv.com

Members on the Move

Jack Finke started his own company, NewMedia Werks. He does consulting and project management for electronic media and can be reached at 513.429.2702.

Michael Schneider is now Vice President - Relationship Manager for National City Bank, Private Client Group. You can reach him at 513.455.2325.

Mary Winfree is Marketing Coordinator at Cincinnati Computer Cooperative. Her phone number is 513.771.3262.

Volunteer of the Month - Rob Bunting



With a passion for Internet marketing and over nine years of Internet industry experience, **Rob Bunting** has

earned a reputation as the "I-marketing Czar" - one of the most knowledgeable Internet marketers in the Cincinnati area. He also runs the Cincinnati I-marketing Group, an informal networking group focused on Internet marketing that meets quarterly and has a group blog at <http://cincyim.typepad.com>.

While earning his MBA from the University of South Florida in 1998, Rob entered the Internet marketing industry managing the multi-million dollar online advertising program at Bid.com, an online auction site that earned a NASDAQ listing during his tenure. In 2000, Rob moved to Cincinnati and became an Internet marketing manager at PlanetFeedback.com (now a division of Nielsen BuzzMetrics), the largest consumer feedback service on the Internet, where he managed PlanetFeedback's search engine marketing, banner advertising and affiliate programs.

Since working at PlanetFeedback, Rob has managed client online marketing programs for two Cincinnati website development firms: ViewSource Media, which handles primarily manufacturing and non-profit clients, and DMinSite, which specializes in designing and marketing

e-commerce websites in the catalog industry. Since 2004 Rob has expanded his consulting business, the Cincinnati I-marketing Group, into a full-service Internet marketing agency serving firms looking to generate more sales or sales leads from their websites but not large enough to take on a full-time Internet marketing manager.

Rob is a co-facilitator of the Word of Mouth Shared Interest Group (SIG) and serves on the Technology committee.

AMA Marketing Bootcamp

April 24-25, 2008

New to Marketing? Need to Get the Basics Quickly? Attend the AMA Marketing Bootcamp

Whether you or your staff are new to marketing or just need a refresher course, Marketing Bootcamp will get you and your team up-to-speed in no time. This highly interactive program will be facilitated by Mark Rich, an experienced AMA instructor.

You'll learn: *What Marketing Is and What It Is Not; How Marketing Works; Organizing, Implementing and Evaluating Marketing Plans; Fundamentals of a Marketing Plan Differentiating Yourself from the Competition, plus a whole lot more!*

To learn more go on the home page at www.cincinnatiama.org. The bootcamp will be held April 24-25, 2008 at the Radisson Hotel Cincinnati Riverfront, Covington, KY

events AMA upcoming dates

Wednesday, March 12, 2008
Word of Mouth SIG - Web Media Tools

Thursday, March 13, 2008
B-to-B SIG Group - University of Phoenix

Friday, March 21, 2008
Luncheon Meeting - Radisson Riverfront

Tuesday, March 25, 2008
Young Professional's Group - BlackFinn

Wednesday, March 26, 2008
Market Research SIG Group - Web Media Tools

Friday, March 28, 2008
B-to-B SIG Group - Northern KY Chamber Office

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

