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**Cincinnati Chapter of American Marketing Association (AMA)
Elects 2007-2008 Board of Directors**

(CINCINNATI; August 27, 2007) – The Cincinnati Chapter of the American Marketing Association (AMA) proudly announces the leadership for the upcoming year. The Board of Directors serve a one year term from July 2007 – June 2008 and are dedicated to the growth, development and success of marketing professionals in the Greater Cincinnati business community.

“We are extremely honored to have such a prestigious and diverse group of individuals serving on the Board this year. The Board of Directors has already started planning for the upcoming year and we are excited to have great programs to offer the Cincinnati business community,” said Pat Frew, President of the Cincinnati Chapter of the AMA.



Pat Frew, President

Pat Frew is Director of Communications for the Northern Kentucky Convention & Visitors Bureau. Frew has served in marketing capacities for leading firms, such as Frost Brown Todd and Northwestern Mutual Life. He also serves as Marketing Committee Chair and Partner for Southbank Partners, an economic development agency serving the five NKY River Cities: Covington, Newport, Bellevue, Dayton and Ludlow.



Hilarie Meyer, President-Elect

Hilarie Meyer is Director of Marketing for Campbell Hausfeld, a power tool and equipment company located in Harrison OH. Meyer has been in marketing with Campbell Hausfeld since 1990, including a seven-year experience with the company in Nashville, TN where she received her MBA from the Owen School at Vanderbilt. Meyer joined Cincinnati AMA in 2002. She has been VP Membership and now serves as President-Elect of the chapter.



David J. Alex, Treasurer

David Alex is a Certified Public Accountant and a Personal Financial Specialist. He is the owner of Alex & Company, a Certified Public Accountant Company. Alex serves as the Treasurer of the Cincinnati Chapter of the AMA.



Lisa Muvich, Secretary

Lisa Muvich is the Marketing Manager for Trivantis Corporation, an elearning software development company. She has a diverse background in both traditional and online marketing and specializes in website design, implementation and management. Muvich joined the AMA in 2004 and will be serving her second term on the Board.



Andrea Fisher, Professional Development

Andrea Fisher is Marketing Communications Manager at Burke, Inc. Fisher has over 11 years of experience in business-to-business marketing and sales, including several years in the transportation industry and an MBA from Thomas More College. She has been involved with the Cincinnati AMA since 2003, and has held the following Board positions: VP Marketing/Communications and Public Relations, and VP Special Events.



Joe Obermeyer, Membership

Joe Obermeyer is Director of Sales and Marketing with DesignCrew, Inc., a strategic graphic communications firm located in downtown Cincinnati.

Obermeyer has been an AMA member for over 20 years. He serves on the AMA board as VP of Membership responsible for chapter growth and member retention. In addition to his work with the AMA, Obermeyer has chaired the marketing committee of the Northern Kentucky Chamber of Commerce for the past two years.



Kelly Blake, Marketing & Communications

Kelly Blake is Director of Marketing Services for Intrinzie Marketing & Design, Inc. In this role, Blake is responsible for providing marketing

vision, direction and leadership for client-related branding and marketing activities. Blake has over 12 years of experience in the marketing industry working for companies such as Ford Motor Company and Intel Corporation and earned her MBA from the University of California – Davis. Blake joined the Cincinnati AMA in 2004 and will be serving her second term on the Cincinnati AMA Board of Directors.



Elizabeth Cochran, Collegiate and Young Professionals

Elizabeth Cochran is marketing and public relations Account Manager at Strata-G Communications, an integrated marketing communications firm

downtown. Prior to joining Strata-G, she developed and executed author publicity campaigns at Random House, Inc. in New York. On the Board of the Cincinnati AMA, she leads the Collegiate and Young Professionals committee.



Scott Jacobs, Sponsorship

Scott Jacobs is Founder of Harvest Consulting LLC. In this role, Jacobs is responsible for providing marketing strategy, developing marketing plans for clients and managing outsourced marketing projects. Jacobs has been in the marketing industry for over 20 years working as a Brand Manager and Marketing Communications Manager for Kendle International and Cognis Corporation. He earned his Bachelor of Science degree in Marketing from Miami University. Jacobs joined the Cincinnati AMA in 2006 and will be serving his second term on the Cincinnati AMA Board of Directors.



Andy Noller, Market Research

Andy Noller brings strong knowledge and experience in marketing strategy and research from client and supplier sides of the business world. Noller teaches marketing courses at the University of Cincinnati and is also a consultant. He believes in staying engaged with his profession as an involved member of the AMA.



Jesy Herron, Special Events

Jesy Herron is a sales representative for DocuStar Digital Printing and Communications Company located in Woodlawn Ohio. Herron uses consultation and creativity to help her clients find a solution that fits their digital printing needs. She has been serving DocuStar clients for almost six years. Herron has been a member of AMA since 2005 and serves on the Membership Committee.



Jack Finke, Volunteers

Jack Finke is Director of Sales and Marketing for Panoptic Media. Panoptic Media is a video production Company that specializes in Corporate Communications Video. Content includes uses for corporate overviews, interactive CD-ROM, video pod casting, video for trade show and digital signage displays as well as web-site streaming.



Mark Miller, Technology

Mark Miller has been working with successful businesses for 20 years.

Mark is founder and partner of US Digital Partners, an award winning web solutions firm located in downtown Cincinnati. Miller uses his broad business and technology experience to recommend strategic business and internet solutions that help his clients grow their businesses. Prior to entering the technology industry, Mark had over 10 years of consultative sales and business development experience at three commercial banks. He earned an MBA from Ohio State University and an undergraduate degree from Miami University.



Chris Grabarkiewicz, Immediate Past President

Chris joined MarketTools in 2005 as Sales Director focused on growing MarketTools business with P&G. In 2007 she was promoted to VP Sales.

Prior to working for MarketTools, Chris was Director of Online and Quantitative Research for Sigma Research. Chris holds a doctorate in Political Science from The Ohio State University. She has been a member of the AMA for 8 years and is currently the past president of the Cincinnati Chapter of the AMA.

About Cincinnati Chapter of the American Marketing Association

The Cincinnati Chapter of the AMA was founded in 1940 to promote the advancement of marketing in Greater Cincinnati. The chapter, with its 450+ members, is recognized as the preeminent organization for professional growth and networking among Cincinnati-area marketers. Visit the Cincinnati Chapter of the AMA on the web at <http://cincinnatiama.org>.

