



CINCINNATI CHAPTER
P.O. Box 53657
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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

October, 2008

'The Science of Growth Leadership: Reinvent Your Marketing Strategy'

Looking for breakthrough ideas, innovation and invention to energize your marketing plan and your business?

- More Effective Sales & Marketing Messages
- New / Improved Products & Services
- New Customers & Markets
- Export Opportunities
- Green / Sustainability



Doug Hall, founder and CEO of the **Eureka! Ranch International**, a Cincinnati based inventing, training and research firm, and best-selling author, will share

his passion for transforming the art of marketing and innovation into a reproducible science at the October 17 luncheon.

Heralded as "America's #1 Idea Company" (Inc. Magazine), Eureka! Ranch advises some of the world's top corporations such as Nike, Walt Disney and American Express. You may not know Doug as his work for corporate giants is highly secretive, but you surely know many of his inventions. Research indicates that the average American home contains 18 products or services Doug and his team have had a hand in developing. And that's only a small portion of his creative focus. The majority of Eureka! Ranch clients are industrial, B-2-B or service-focused.

During our luncheon, Doug will explore methods proven to accelerate reliable and measurable growth including:

You also will learn the 3 Laws of Marketing Physics and how the Eureka! Winning Ways system can be applied to your business.

To help tailor his presentation to your specific interests, Doug would like all attendees to fill out a short online assessment prior to the program. Attendees should log on to: <http://www.planeteureka.com/clients/go/1906052605/>

Login: 1906052605 Password: white992

luncheon
schedule

Friday, October 17, 2008
NEW LOCATION FOR THIS MONTH ONLY!
THE CROWNE PLAZA
5901 Pfeiffer Road (I-71 & Pfeiffer Road)
11:30 a.m. - Registration & networking
12:00 - 1:15 p.m. - Lunch & Program

Cost - Members:
\$30 with reservations; \$35 after 10/14
Non-members:
\$45 with reservations; \$50 after 10/14
\$10 for students

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

Carrie Cavanugh 3Division Technologies	Justin Rife totes>>ISOTONER
Erin Chamberlain Wine Cellar Innovations	Shahira Schine
Justin Kozubal Intrinsic Marketing & Design	Carrie Schmidt Lunt Associates
Catalin Macarie	Grace Shanesy Berry Network, Inc.
Elise Meyer National City Bank	Riz Sharalaya
Elizabeth Pierce Cincinnati Museum Center	Geoffrey Wiswell

Keep Growing AMA Cincinnati!

Let the energy and enthusiasm of the AMA Cincinnati Chapter flow throughout the Greater Cincinnati area's marketing community by inviting your colleagues and friends to join the AMA. You're experiencing it -- networking, professional development, shared interest dialogue, lending your expertise -- now get others to feel it too! Let's build a bigger, better AMA Chapter.

The Challenge

Refer colleagues and friends to become Professional Members during the AMA Fall Membership Campaign, September 1 - October 31, 2008 and win a Home Depot Gift Card.

The Reward

- \$50 Gift Card when at least 3 of your referrals join as professional members
- \$100 Gift Card when 5 or more of your referrals join as professional members

The Rules

• Promotion is open to all Cincinnati American Marketing Association (AMA) members who are in good standing at the time referral application is received.

A Message from the President

Dear Fellow AMA Members:

You may have heard the phrase: "When the going gets tough, the tough get going." My father used to say that as a reminder not to quit, to keep working hard.

Many of us are facing tough situations today. Whether you're dealing with the housing market, the competitive business environment, the financial markets or a job search, it can be easy to get discouraged and overwhelmed during these challenging times.

I'd like to propose that "When the going gets tough, the tough INNOVATE!"

What are some new ideas that could help you and your business grow?

I hope you'll join us on October 17 to hear Doug Hall of Eureka!Ranch share his passion and practical on innova-

tion. I believe you'll leave inspired to try something new.



Reminder, we are in the midst of our Fall Membership Drive. Please spread the word to friends, neighbors and co-workers who could benefit from the great networking and professional development experiences of Cincinnati AMA. This Fall Drive offers up to \$80 in discounts!



We continue to build upon our "Energy" theme with the addition of a new non-profit SIG this month, led by new member Betsy DeLage. Check out the web site for details. Thanks Betsy for getting involved so quickly!

All the best,

Hilarie (Meyer) Joseph
Chapter President, 2008-09
Ph: 513-367-3101
hjoseph@campbellhausfeld.com

The Rules (continued)

- To be eligible, new members MUST use the Cincinnati Chapter Application (you can download it from web site) and submit it to Kathy Walters via mail, fax or in-person at a Chapter event.
- Promotion runs from September 1, 2008 until the close of the Fall Membership Campaign at midnight on October 31, 2008.
- Full payment for membership must be received by the close of the Fall Campaign.
- Referrals will be tracked based on the referring name listed on the Cincinnati Chapter application form.
- Application must be for a Professional membership only. Student or Bridge memberships are not eligible.
- A "new member" is defined as any individual who joins the Cincinnati Chapter during the Fall Campaign period (September 1, 2008 through October 31, 2008) who has not been an AMA member since January 1, 2008. Members who renew during the promotion period are not eligible.
- Applications submitted directly to the AMA International Headquarters (IH) are not eligible for this promotion.

Applications should be faxed to the Cincinnati AMA at: 513-741-8778 or mailed to: AMA, P.O. Box 53657, Cincinnati, OH 45253

Volunteer of the Month



Sandra
(Sandy)
Jenkins-Smith

Sandy is a skilled marketer with over 7 years experience applying her talents developing, executing and managing marketing plans, including reporting and analyzing program results. She approaches all that she does with high energy, creativity, responsibility and an open mind.

Sandy earned her B.S. degree in Marketing from Xavier University in Cincinnati, Ohio. She has been a member of the AMA Cincinnati Chapter since 1997 and actively serves on the Marketing Communications/PR committee.

To read about all our past volunteers, check our website cincinnatiama.org and click on Volunteer Opportunities.



Nearly 140 AMA members and guests "Experienced the Energy" at the September 19 fall kick-off luncheon by hearing an excellent presentation by Kevin DiLorenzo of OLSON.

UC Becomes Sponsor

Calling Students to Action



The University of Cincinnati (UC) has become our official 2008 collegiate sponsor. Terms of the sponsorship will reduce the student luncheon rate from \$18 to \$10.

In past years, collegiate sponsorships have supported student membership growth through discounted membership rates. UC realizes the benefits to students who attend luncheons and other AMA events (seminars, SIG meetings, and YP events). With that in mind, UC and the AMA developed sponsorship terms to lower student luncheon fees to encourage collegiate member attendance and involvement.

UC has a nationally-recognized AMA collegiate chapter that is advised by Ric Sweeney, a long-time AMA member and member of the AMA's International Board of Directors and the Board of Trustees for the AMA Foundation.

UC's collegiate chapter is hosting their annual marketing week October 6-10, 2008. The AMA YP Group is supporting these events throughout the week and will host a happy hour on October 8 following a presentation from Todd Sebastian, Vice President of CPG Practice at Dunnhumby, on branding and agency/client relationships. All are welcome to attend. Register at www.cincinnatiama.org.

events AMA upcoming dates

Wednesday, October 1, 2008 Member Orientation - Kenwood Towers
Friday, October 3, 2008 Non-Profit SIG Group - The Health Foundation
Wednesday, October 8, 2008 Word of Mouth SIG - Web Media Tools YP Event at UC & Happy Hour
Thursday, October 9, 2008 B-to-B SIG Group - University of Phoenix
Friday, October 17, 2008 Luncheon Meeting - The Crowne Plaza
Wednesday, October 22, 2008 Market Research SIG Group - Web Media Tools
Thursday, October 24, 2008 B-to-B SIG Group - Northern KY Chamber Office
Thursday, October 31, 2008 Seminar - Kenwood Towers

For more information or to register visit www.cincinnatiama.org or call the AMA at 513.784.2373

Thanks to our sponsors!

