



**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

September, 2008

## Building Bonfire Brands

**Me consumer. You marketer. We build brand together!**

Fire played a role in the early socialization of man. It enabled people to come together after darkness fell, to share stories of the day, and to prepare for the next day's hunt. It facilitated communication and a sense of belonging. In today's cluttered media environment, that sense has largely been lost. The sheer volume of messaging that any single consumer sees in a given day has increased exponentially over the last five years. People are tired of consumption. Marketers have felt their fatigue, and are changing the way they communicate to their audience.

The message from consumers is: "...we don't want to be fed, entertained, persuaded or sold to anymore. We want to belong. We want to be a part of something we believe in." Savvy marketers have embraced the challenge of this new media landscape, realizing that while each consumer has choice and buying power, there's a better way to reach them: through community. The human impulse is to connect with other people, not with things. But the question is: How do we harness that insight?

Our presenter, **Kevin DiLorenzo**, guides brand development and communications strategy for some of the world's most recognized and respected brands. As President, Kevin oversees account management, media, public relations, interactive, research and planning at OLSON. He is intimately involved in the strategic direction, program development and management of all of the

agency's accounts including Cincinnati's own biggs and Fifth Third Bank.



As one of the few agencies in the country that employs cultural anthropologists, Kevin will share how OLSON identify trends that impact communities, in order to deliver relevant messaging that engages and resonates with communities, not simply pushes product. He will demonstrate how delivering relevant messaging to communities will increase the likelihood that the community will embrace and evangelize the message. In essence, Building Bonfire Brands.

## luncheon schedule

**Friday, September 19**  
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 9/16  
**Non-members:**  
\$45 with reservations; \$50 after 9/16  
\$18 for students

**Reservations:** Call 513.784.2373 or online at [cincinnatiAMA.org](http://cincinnatiAMA.org)  
*Cancellations must be made 48 hours in advance to avoid billing.*



## welcome new AMA members

Brooke Achtermann Tarte Advertising	Phil Meredith
Heather Adkins The Christ Hospital	Mark Middlekamp Convergys
Michael Anderson Cincinnati Reds	Scott Monahan Morgan Stanley
Susan Arlinghaus	Nicole Moore Mike Albert Leasing Inc.
Cynthia Block	Krista Neher Photrade.com
Tiffany Booker	Matt Norcia Interbrand
Andy Brownell hyperQuake	Candice Owens XLC Personnel Service
Jeff Bucalo Strata-G Communications	Lauren Peterson
James Budkie	Eric Petrek
Erica Burton Interbrand	Sherri Prentiss Cincinnati Symphony Orchestra
Elizabeth Capannari	Marco Presti
Gayatri Chandran	Stuart Rabkin Cold Jet
Michelle Clare University of Cincinnati	Joe Ramundo Dunnhumby USA
Kristin Combs	Gary Retherford GIS Dynamics
Zack Coomer	Patrick Reynolds Cincinnati Christian University
Danielle Craig Hobsons	Debbi Rice
Steve Deiters The Creative Department	Carrie Rider Relevant Works
Elizabeth DeLage Arlington Business Solutions	Myron Rivers African American Chamber of Commerce
Nicole Eckert Ladd Research Group	Michael Rogge Atricure Inc
Amanda Eten	Jason Scott EMI Surveys
Jeff Fosco Advertising Vehicles	Joe Shoener Focal Point Communications
Mike Freeman Freeman Communications	Mary Sigmon VT Design Solutions
Karoline Freudenberg Standard Publishing	Edgar Smith
Pamela Gilchrist Navianz LLC	Sara Sponzilli
Greg Gronwall	Bob Stephan MarketTools Inc.
Michelle Grossnickle Intrinsic Marketing & Design	Kathie Stuhlberg
Greg Gwiasda IPSOS	Terry Sullivan ThinkVine LLC
Christine Hall Beech Acres Parenting Center	Cara Tanner Xpedx
Pamela Heinen Proximiti Merchandising Group	William Turner
Diana & Timothy Hisey Event Design International	Ashley Van Sickle Leukemia & Lymphoma Society
Teresa Hoelle Infintech	Dominic Varacalli
Stacey Homan Atricure Inc.	Alex Varbanov Procter & Gamble
Julie Italiano Modern Office Methods	Diana Veid Veid & Veid CPAs
Jennifer Kelly	Rod Willis ProScan Imaging
Steve King Directions Research Inc	Christopher Witham Topic Design Group
Terrah Kocher Advantage IQ Inc.	Corey Wolfe Topic Design Group
Scott Lucas Interbrand	Essayas Yigletu
Hank Marowitz Hank Marowitz Marketing	

## A Message from the President

Dear Fellow AMA Members:

Welcome to a new AMA season! Thank you for the opportunity to serve as your chapter president. I look forward to helping Cincinnati AMA continue to thrive. I'd also like to recognize your new Board (see back page of newsletter).

We are fortunate to be part of a growing, dynamic AMA chapter. In the coming year we plan to build on this momentum. We have developed the theme "Experience the Energy" to help promote the special, high energy nature of Cincinnati AMA.

During this challenging business climate it's critical that we all continue to innovate and enhance our skills. Your AMA Board wants to help by offering new and dynamic programming, as well as new tools.

For example, we have several initiatives started including:

- First Digital Marketing Summit – Aug. 28. Thanks to Pete Healy, Scott Jacobs and all their committee members for launching this new event.
- Luncheon speakers established for the full year including:
  - o OLSON – Sept. 19
  - o Doug Hall, Eureka!Ranch – Oct. 17
  - o NIKE – Nov. 21
- Member orientation – Oct. 1
- New career center now available on [cincinnatiama.org](http://cincinnatiama.org), complete with local

and national job listings

- New non-profit SIG in development

Please feel free to contact me with comments about Cincinnati AMA. We want to help you gain the most from your AMA membership.

I hope to see you "Experience the Energy" at an upcoming event!

All the best,



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

## Make the most of your AMA membership!

Relationships are the key to really being successful in business. You can make the most of your membership by joining a committee with our chapter. Many great business relationships and far more wonderful friendships have been spawned by members getting involved on a committee. We have several openings this fall and would like to hear from you. Please contact Jack Finke, 513-429-2702 or [jack@newmediawerks.com](mailto:jack@newmediawerks.com) for more information.

**Fall Membership Drive**  
During the drive, new members can join the AMA by October 31 and receive \$80 in discounts. You can refer prospects to our website at [www.cincinnatiAMA.org](http://www.cincinnatiAMA.org) to request a membership packet.

## Volunteer of the Month



**John Fox** has been associated with the AMA Golf Outing since its inception in 1990, handling all golf-related responsibilities for the annual outing. Over the years, the event has grown significantly in both participation and money raised for the AMA.

John is Principal of John Fox Marketing Consulting, specializing in research-based consulting and all types of marketing research. Prior to that he was a Brand Manager at Procter & Gamble, Sr. Vice President-Marketing at Stockton-West-Burkhart Advertising, and Sr. Vice President of MATRIX Marketing--Research Division. He is also a musical entertainer, playing guitar and singing as a solo act and in several area rock bands.

*Below - Photos from this year's golf outing held August 11. For more photos and list of winners, check our website at [cincinnatiAMA.org](http://cincinnatiAMA.org)*



Thanks to hole sponsor, Integrated Research Assocs.!



Volunteers - Christie Melzer and Jesy Herron

## Member Orientation

### Learn More About the AMA!

We want to tell you more about getting involved in the AMA here in Cincinnati. Whether you are a new or old member, this meeting will tell of how you can get the most out of your membership. The event is also open to non-members, so encourage fellow marketers to attend.

We will discuss volunteering, SIG participation, website and many other benefits of the Cincinnati Chapter of the AMA. Please join us **Wednesday October 1st** at the Kenwood Towers. Registration & continental breakfast begins at 7:30 a.m., program runs from 8:00 a.m. - 9:00 a.m. There is no cost to attend.



The Cincinnati Chapter announces the AMA Career Center – the most comprehensive career/recruiting site for the marketing Industry and a member of the Marketing Career Network.

This service is available to members and non-members. Post your resume, browse jobs, set up an automated search agent and connect with prospective employers!

If you're an employer, you can post your job listings, view resumes and even set up an automated resume agent to bring qualified candidates direct to your inbox! Visit [cincinnatiAMA.org](http://cincinnatiAMA.org) and make your career connections today!

## events

### AMA upcoming dates

**Wednesday, September 10, 2008**  
Word of Mouth SIG - Web Media Tools

**Thursday, September 11, 2008**  
B-to-B SIG Group - University of Phoenix

**Tuesday, September 16, 2008**  
Young Professionals Group - Oceanaire Seafood Room

**Friday, September 19, 2008**  
Luncheon Meeting - Radisson Hotel

**Wednesday, September 24, 2008**  
Market Research SIG Group - Web Media Tools

**Thursday, September 25, 2008**  
B-to-B SIG Group - Northern KY Chamber Office

**Wednesday, October 1, 2008**  
Member Orientation - Kenwood Towers

For more information or to register visit [www.cincinnatiAMA.org](http://www.cincinnatiAMA.org) or call the AMA at 513.784.2373

### Thanks to our sponsors!

