



CINCINNATI marketer

cincinnati chapter of the american marketing association

Start off the new year right by attending our January 16 luncheon to hear from Mike Boylson, Executive Vice President, Chief Marketing Officer from JCPenney.

**EXPERIENCE
THE
ENERGY!**

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luncheon schedule

DATE
Friday, January 16, 2009

LOCATION
Radisson Hotel Riverfront
I-75 & 5th Street
668 W. 5th Street, Covington

REGISTRATION & NETWORKING
11:30 am

LUNCH & PROGRAM
12:00 - 1:15 pm

COST

Members
\$30 with reservations;
\$35 after 1/13/09

Non-Members
\$45 with reservations;
\$50 after 1/13/09

Students
\$10

RESERVATIONS
Call 513.784.2373 or
online at cincinnatiAMA.org

*Cancellations must be made 48 hours
in advance to avoid billing.*



CincinnatiAMA
american marketing association
www.cincinnatiAMA.org

“Building Leadership through Innovation”

Join us on Friday, January 16 to hear from Mike Boylson, Executive Vice President, Chief Marketing Officer of JCPenney.

In September, the National Retail Federation projected that sales would rise only slightly above 2% for the 2008 holiday shopping season. All indications pointed to a continuous decline in consumer confidence over the holiday months, resulting in one of the lowest increases in consumer spending in years.

In December, the Retail Advertising and Marketing Association released the findings from its survey measuring consumer response to holiday TV advertisements. According to the survey results, the best-performing ads touched on both the emotional side of holiday shopping and shoppers' focus on price. Among the list of Top Ten ads was JCPenney's, one of America's leading retailers.

Yet, the \$1 million question remained. Would the emotional connection result in a greater share of wallet? Would the season's budget-conscious shoppers be persuaded to spend more money by these emotional advertisements? Or, would the tried-and-true marketing tactics of coupons and special promotions win out once again?

Join us on Friday, January 16 when **Mike Boylson**, JCPenney Executive Vice President and Chief Marketing Officer, shares how JCPenney has evolved its brand through innovation across all customer touch points to



reestablish itself as one of the most successful retailers in America. After completing the biggest turnaround in retail history, this 107-year old company has reshaped its relevance with America

through innovative brand launches, compelling marketing and a growth strategy that centers on new stores and building jcp.com as the interactive hub of the brand. In addition, you will learn how JCPenney has successfully leveraged its 150,000 Associates to create a competitive advantage.

For generations, JCPenney has always been a destination for American shoppers, changing and growing through wars, economic booms and downturns, and dramatic social changes. At the luncheon, you will learn how this retail chain launched a new advertising campaign as well as other initiatives aimed at reinvigorating its brand and accelerating its growth.

Mike joined JCPenney in 1978 and was named to his current position in 2003. He recently received recognition as one of Brandweek's Top 10 Marketers of the Year and was inducted into the Retail Advertising Hall of Fame.

Thanks to our event sponsor **ESKCO, a division of Lee Wayne Corporation**. All attendees will receive special gifts and a chance to win one of two leather jackets that will be raffled.



A Message from the President

Dear Fellow AMA Members:

What do you want to happen in 2009? Perhaps you hope to launch a new web site, get promoted, make a job change, or expand your skill set.

Whatever your ambitions for the new year, consider the Power of Your Network. As AMA members, we are fortunate to be part of a network of over 650 local marketers (and almost 40,000 when you consider AMA North America) – wow! I encourage you to think about how that network can help you realize your dreams.

Consider these 3 ideas, and let your AMA Network go to work for you!

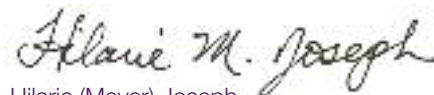
☐ Showcase your expertise within AMA – You gain credibility, respect and potential referrals when your peers see you in action. Who knows where that can lead! We can always use your help with event planning, communications, sponsorship to name a few areas. Just contact one of your Board members to get involved.

☐ Sit with new people – Branch out! Try to sit with new faces at the next luncheon. Kip Knight (eBay VP marketing, former P&Ger) credits a Cincinnati AMA luncheon for connecting him to P&G (he happened to sit next to a P&G brand manager).

☐ Tap into AMA outside of Cincinnati – Need marketing contacts in New York, Raleigh or Dallas? Join an AMA national SIG group, attend other chapter events – optimize the power of AMA throughout the U.S. and Canada.

I wish you much success and happiness in 2009. Feel free to contact me with comments or questions. Let's put the AMA Network to work for you.

All the best,



Hilarie (Meyer) Joseph
Chapter President, 2008-09
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Holiday Party Photos

Approximately 140 AMA and PRSA members and guests attended the annual holiday party that was held at Paul Brown Stadium.



We were able to raise \$429.00 and a large barrel of canned goods that was donated to the Freestore Foodbank. Thanks to all the businesses who donated items for the raffle.



L to R: Joanne Maly of Lincoln Maly Marketing meeting Jack Finke of New Media Werks



L to R: -----, Kim Thompson of Wachovia Securities, Hilarie Joseph of Campbell Hausfeld



L to R: Hilarie Joseph and Pat Frew display our second runner up Chapter of the Year banner and Continuing Excellence plaque that we were recently awarded from AMA International Headquarters.



L to R: Sandra Guile, Northern KY Chamber, and Sue Glotfelty & Michelle Goret of Cintas.



Janet Ferguson of Brandshine Marketing & PR networking at the holiday party

ama upcoming events

JANUARY EVENTS

Thursday, January 8, 2009
B-to-B SIG Group, University of Phoenix

Friday, January 9, 2009
Non-profit SIG Group, Health Foundation

Tuesday, January 13, 2009
Job Transition Group, Madeira Municipal Bldg.

Wednesday, January 14, 2009
Word of Mouth SIG, Web Media Tools

Friday, January 16, 2009
Luncheon speaker from JCPenney
The Radisson

Friday, January 23, 2009
B-to-B SIG Group, Northern KY Chamber

Tuesday, January 27, 2009
Job Transition Group, Max & Erma's

Tuesday, January 27, 2009
Young Professionals Group, Ipsos

Wednesday, January 28, 2009
Market Res. SIG Group, Web Media Tools

FEBRUARY & MARCH LUNCHEONS

Friday, February 20, 2009
Luncheon speaker from Shedd Aquarium
Crowne Plaza, I-71 & Pfeiffer Road

Friday, March 20, 2009
Luncheon speaker from NASCAR
The Radisson

You can now pay online when registering for events and will receive an email with receipt and confirmation. Visit www.cincinnatiAMA.org or call 513.784.2373.

welcome! new ama members

Maria Acita	Seth Eason	Jessica Lawrence	Colin McCloy	Stacey Toepfer
Laurie Althaus Action Coach Business Consulting	William Fahnestock	Rob Lewis Disabled American Veterans	Sandra Oswald	Ryan Toth
Ketan Autade	Kushal Gohil	Mike Lutz Buckeye Distributing	Steve Phillips Purple Trout	Jennifer Tyre
Timothy Billies CreativePoint Productions	Ashley Grecco First Transit Inc.	Jacqueline Malblanc FirstGroup America	Nicholas Polidore	Robert Viney Action Coach Business Consulting
Pamela Burroughs	Bobbie Hartman FirstGroup America	Alison Margello Exact Target	Nichole Rhenisch	Julie Wagner CDPS Inc.
Rachel Camper Cincinnati Children's Hospital	Jennifer Holt	Lauren Mariano	Ankita Sahni	Julie Washington Luxottica Retail
Lisa Desatnik	Kristin Kremer Olivetree Research	Derek Marrero Hobsons	Jessica Shankland	Patrick Widen
Alison Dinkelacker	Julie Lange Intrinsic Marketing & Design		Chelsea Sonderman	Gary Zins Ikon Office Solutions
Andrew Dulle			John Specht Docustar Inc.	

Congratulations!

Fall Membership Drive Winner

Congratulations to David Lund of FirstGroup America who earned \$100 in Home Depot gift cards for recruiting 5 new members during the fall membership drive! Thanks to Campbell Hausfeld for donating the gift cards.

Willow Creative Group receives Award

The Cincinnati USA Regional Chamber bestowed 16 honors – to six companies and 10 professional women – at its third annual WE Celebrate awards program on December 11.

We would like to congratulate Willow Creative for winning the Woman Owned Business of the Year - 25 or Fewer Employees category.

Marketing Career Network

Your Cincinnati AMA offers the premier electronic recruitment resource for the marketing industry.



Here, employers and recruiters can access the most qualified talent pool with relevant work experience to fulfill staffing needs.

Whether you're looking for a new job, or ready to take the next step in your career, we'll help you find the opportunity that's right for you.

Visit our home page on our website at www.cincinnatiAMA.org for more information.

Volunteer of the Month

Brian LeCount

Brian is president of R.O.Why! Marketing, Inc., a full service results focused marketing communications firm that helps clients attract, cultivate, close and retain new business. We deliver creative design, website development & optimization, search marketing, social media and traditional marketing communications such as advertising, sales collateral, direct mail, email, and PR. Our expertise is in creating tangible results for clients on short time frames and conservative budgets. We help clients make the most of their time and resources by focusing marketing programs on what's proven to work.



Brian volunteers on the MARCOM and Professional Development committees, working on chapter communications as well as events, including SIG development and the 2009 Digital Marketing Summit.

Brian is currently leading the chapter's social media activities and working to find new ways for the chapter to reach out to its audiences using some of the more popular social media tools.

Thanks to our Sponsors!

