

Please join us on February 20 as we welcome Ted Beattie of Chicago's Shedd Aquarium back to Cincinnati!

**EXPERIENCE  
THE  
ENERGY!**

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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

## luncheon schedule

### DATE

Friday, February 20, 2009

### LOCATION - **NEW!**

The Crowne Plaza  
I-71 & Pfeiffer Road  
5901 Pfeiffer Road, Blue Ash

### REGISTRATION & NETWORKING

11:30 am

### LUNCH & PROGRAM

12:00 - 1:15 pm

### COST

#### Members

\$30 with reservations;  
\$35 after 2/17/09

#### Non-Members

\$45 with reservations;  
\$50 after 2/17/09

#### Students

\$10

### RESERVATIONS

Call 513.784.2373 or  
online at [cincinnatiAMA.org](http://cincinnatiAMA.org)

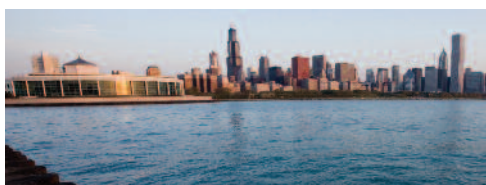
*Cancellations must be made 48 hours  
in advance to avoid billing.*



**CincinnatiAMA**  
american marketing association  
[www.cincinnatiAMA.org](http://www.cincinnatiAMA.org)

## “Marketing Not-For-Profits: The Right Thing to Do!”

Join us on Friday, January 16 to hear from Ted A. Beattie, President and CEO, Shedd Aquarium



Over 40 million people visit the city of Chicago each year. The ‘windy city’ is a destination that has literally hundreds of attractions including art galleries, museums, cultural institutions, historical sites and theaters. The John G. Shedd Aquarium, noted to be the world’s largest indoor aquarium, is one Chicago attraction that draws over 2 million visitors each year.



With so many options, how has the Shedd successfully gathered enough visitor share to become the most-visited aquarium in the country, and one of Chicago’s top attractions? How will the Shedd continue to entice visitors – and donors - in a post 9-11 environment and

a “down” economy, to remain in this position?

Our featured speaker is Ted A. Beattie, President and CEO of the John G. Shedd Aquarium in Chicago.

He stated recently:

“We are seeing dramatic cutbacks in programming, employee layoffs, early retirements and huge losses in the market that affect our endowments. Chicago’s



Field Museum has experienced a loss of over \$94 million in their endowment prompting job losses, exhibit cancellations, shorter operating hours, etc. Fund-raising for institutions like ours will face huge hurdles in the future. What does all this mean for our nation’s leading cultural (non-profit) organizations?”

A graduate of The Ohio State University, Beattie is a native Ohioan. He started his zoo and aquarium career as the Cincinnati Zoo’s first marketing and development director. He is the recipient of the R. Marlin Perkins Award for Professional Excellence (the profession’s highest award), and in mid-2006 was selected Chicago’s Chief Executive of the Year by the Public Relations Society of America.

Please join us at the Crowne Plaza as we welcome Ted back to Cincinnati!

*Thanks to our luncheon sponsor!*

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# A Message from the President

## Dear Fellow AMA Members:

In transition?

Unfortunately many of us are in job transition or have friends, spouses, and co-workers looking for employment.

I encourage you to consider how AMA can help you or your contacts find a new job.

- Attend AMA job transition groups: AMA offers two job transition groups, hosted by Pat Frew and Scott Jacobs. Try them out!
- Visit AMA online career center: Visit our online job bank for local and national positions
- Join an AMA committee: Get involved! Your fellow AMA members are here to help.

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

All the best,



Chapter President, 2008-09

Ph: 513-367-3101

Email: [hjoseph@campbellhausfeld.com](mailto:hjoseph@campbellhausfeld.com)

# 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: Alex Sale, of DesignOnSale, 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

"Photos by Mike Joseph"

## ama upcoming events

Wednesday, February 4, 2009  
NEW! International Marketing SIG, Curtis, Inc.

Friday, February 6, 2009  
Non-profit SIG Group, Health Foundation

Tuesday, February 10, 2009  
AMA Orientation, Kenwood Towers

Tuesday, February 10, 2009  
Job Transition Group, Madeira Municipal Bldg.

Wednesday, February 11, 2009  
Word of Mouth SIG Group, Wed Media Tools

Thursday, February 12, 2009  
B-to-B SIG Group, University of Phoenix

Friday, February 20, 2009  
Luncheon Meeting, Crowne Plaza Hotel

Tuesday, February 24, 2009  
Job Transition Group, Max & Erma's

Tuesday, February 24, 2009  
Young Professionals Group, Cincinnati Opera

Wednesday, February 25, 2009  
Market Res. SIG Group, Web Media Tools

Friday, February 27, 2009  
Seminar, Kenwood Towers

Friday, February 27, 2009  
B-to-B SIG Group, Northern KY Chamber

### SAVE THE DATE!

Thursday, May 7  
Marketer of the Year Event  
Drees Pavilion  
Simon Hay, CEO of dunnhumby USA will be the keynote speaker.



You can now pay online when registering for events and will receive an email with receipt and confirmation. Visit [www.cincinnatiAMA.org](http://www.cincinnatiAMA.org) or call 513.784.2373.

# welcome! new ama members

Jennifer Sivak  
Melink Corporation

Dale Trush  
Western & Southern Financial  
Group

Pamela Burroughs

Rachel Camper  
Cincinnati Children's Hospital

Lisa Desatnik

Alison Dinkelacker

Andrew Dulle

Seth Eason

William Fahnestock

Kushal Gohil

Ashley Grecco  
First Transit Inc.

Bobbie Hartman  
FirstGroup America

Jennifer Holt

Kristin Kremer  
Olivetree Research

Julie Lange

Gary Zins  
Ikon Office Solutions

## AMA Orientation

### 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.

## Seminar

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](http://www.cincinnatiAMA.org) for more information.

## Volunteer of the Month

### Stephanie Kehn

As Marketing Communications Specialist at Total Quality Logistics, I focus on the marketing activities directed to our client and carrier customer groups. These activities include lead generation, database marketing, web site management and customer engagement.

Prior to working at TQL, I was an Account Executive at Wordsworth Communications where I worked on public relations campaigns for clients such as Procter & Gamble Professional, Verizon Wireless and Kenwood Towne Centre.

I have been an AMA member since July 2007 and serve as VP of Marketing Communication for the Young Professionals group as well as a committee member for the MarComm group.



## Thanks to our Sponsors!

