

May 7 - Marketer of the Year Awards featuring speaker, Simon Hay, CEO, dunnhumbyUSA
May 15 - Luncheon Meeting featuring speaker Dave Siegel, President, LaunchForce

**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

marketer of the year schedule

DATE

Thursday, May 7, 2009

LOCATION

Drees Pavilion at
Devou Memorial Overlook
790 Park Lane
Covington, KY 41011

TIME

5:30 pm - 7:30 pm

COST

Members

\$45 with reservations;
\$50 after 5/4/09

Non-Members

\$60 with reservations;
\$65 after 5/4/09

Student Members

\$25

Business casual attire.

Parking is free.

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

May 7 - AMA Marketer of the Year Awards

Join us to celebrate excellence in
marketing!

Enjoy an evening of networking, heavy hors
d'oeuvres, complimentary beer and wine and
the awards presentation.



And don't miss our keynote speaker, Simon
Hay, CEO, dunnhumbyUSA.

Simon knows consumers. Through his experi-
ence building the Tesco and Kroger loyalty
programs, he understands what consumers
like. He knows what they want today and
what they'll want tomorrow. He'll tell you how
you can, too.

Our emcee for the evening is Kathrine Nero,
WCPO-TV news anchor.

May 15 Luncheon

Innovation – Myths and Mythstakes

"The consumer is king." (Not always.)

"Brainstorming works." (No it doesn't.)

"First-to-market is the best strategy."

(Wrong again.)

Could these common marketing "facts" actu-
ally be fiction? Dave Siegel, President of

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Cincinnati-based Launchforce, will bust these
myths and others at the AMA Luncheon on
Friday, May 15 at the Radisson Hotel begin-
ning at 11:30 am.

Marketing myths could be hampering your
firm's ability to innovate successfully. During
Siegel's presentation, you'll learn the truth be-
hind the myths and discover the latest ways

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A Message from the President

Dear Fellow AMA Members:

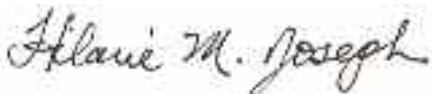
We are fortunate to have a chapter filled with dedicated volunteers, generous sponsors and a creative, enthusiastic Board. Thank you for all you do for Cincinnati AMA. I've been honored to serve as your president since July 2008.

Some highlights of our year to date:

- **Launched first Digital Marketing Summit with over 160 attendees**
- **Updated Cincinnati AMA brand image with new logo**
- **Added online registration to our web site**
- **Offered well-known speakers ranging from Doug Hall – Eureka! Ranch to Mike Boylson, CMO of J.C. Penney**
- **Increased SIG participation – now up to 9 active SIGs that meet monthly**
- **Worked with over 100 active volunteers**
- **Received generous sponsorships from numerous local companies**
- **Hosted Mid-Year Retreat for regional AMA chapters**
- **Sent 6 board members to AMA Leadership Summit, thanks to Cintas sponsorship**

Many thanks to all volunteers, board members, past presidents, sponsors and others who support Cincinnati AMA. You help make us a thriving chapter!

All the best,



Hilarie M. Joseph
Chapter President, 2008-09
Ph: 513-367-3101
Email: hjoseph@campbellhausfeld.com

May 15 luncheon

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to uncover deep consumer insights.

What is the real product failure rate? (It's not 80%!)

Is online testing a reliable indicator of success? (Not necessarily!)

Gain a better understanding of the roadblocks and challenges of innovation, and how to overcome them. Siegel will separate truth from urban legend to help you create new game-changing offerings. You'll leave with key steps to becoming a better innovator!



Launchforce is a premier insights and innovation consultancy to Fortune 500 B2B



and CPG companies including Kellogg's, Purina, Nestle, Kraft, Anheuser Busch, PNC and others.

Mr. Siegel has spoken at or chaired dozens of conferences

across the globe on youth marketing, marketing to moms, and new products and services marketing.

He is a sought-after expert and author of *The Great Tween Buying Machine*, *Marketing to the New SuperConsumer – Mom & Kid* and the just-published *Innovation – Myths and Mythstakes*.



ama upcoming events

MAY EVENTS

Friday, May 1, 2009

Non-profit SIG Group, Health Foundation

Wednesday, May 6, 2009

International Marketing SIG, Curtis, Inc.

Thursday, May 7, 2009

Marketer of the Year Awards, Drees Pavilion

Tuesday, May 12, 2009

Job Transition Group, Madeira Municipal Bldg.

Wednesday, May 13, 2009

Interactive SIG Group (formerly Word of Mouth)
Wed Media Tools

Thursday, May 14, 2009

B-to-B SIG Group, University of Phoenix

Friday, May 15, 2009

Luncheon Meeting, The Radisson Hotel
(This is the last luncheon until September 18)

Tuesday, May 19, 2009

YP Event, Hofbrauhaus

Friday, May 22, 2009

B-to-B SIG Group, Northern KY Chamber

Tuesday, May 26, 2009

Job Transition Group, Kenwood Towers

Wednesday, May 27, 2009

Market Research SIG Group, Web Media Tools

Annual Golf Classic - Save the Date!

Monday, August 3

1:00 pm - shotgun start

The Ridge Club

3097 Losantiville Avenue

Please note the SIGs will continue through the summer months.

For reservations: www.cincinnatiAMA.org

Kudos to recent Board Members of the Month!

Dec 2008

Will Krieger – for leading an active Young Professionals group

Jan 2009

Kelly Blake – for engaging our CMO Roundtable and Past Presidents on a quarterly basis

Feb 2009

Joe Obermeyer – for innovative membership ideas

Mar 2009

Jack Finke – for leading an active volunteer base

welcome! new ama members

Keith Center
Mason International Business
Group

MaryCarole Dahlquist
St. Anthony Messenger Press

Lisa Fischer
Perfetti Van Melle USA, Inc.

Lori Graf
Powers Agency

William Gall

Edward Graves
Avalon Consulting Group

Robin Kane
Convergys

Susan Kurz
Keating Muething & Klekamp

Frederick Limke
St. Anthony Messenger Press

Tyler Mombach
Tasha Riekstins

Elizabeth Romes

Emily Smith
FKI Logistex

Heather Smith
Northlich

Lee Wyman
WILD Flavors, Inc.

Congratulations....

...to Cincinnati AMA Past President Ric Sweeney who recently received the Faculty Advisor of the Year award for his work with the UC Student AMA group.

Ric, member of the Marketing Faculty in the College of Business, was honored with the Hugh G Wales Faculty Advisor of the Year award, presented by the American Marketing Association's Collegiate Chapters Council. Sweeney was selected by a panel of student judges from over 200 Faculty Advisors of AMA Collegiate Chapters in the United States, Canada, and Puerto Rico.

In nominating Sweeney for the award, Jamie Gehring, President of the UC AMA Chapter, stated "Ric is more than just a teacher and advisor - he is a friend and mentor who truly cares about his students, even after they graduate from college." In an interview after the ceremony, Ric said he was motivated by receiving this award. "There's so much we can do to positively impact the lives of our students. I'm honored and humbled to receive this recognition amongst a group of dedicated and passionate chapter advisors."



The Florence Freedom are proud members of the Northern Kentucky and Greater Cincinnati Area communities. The Freedom host many events throughout the year which give back to the communities that are so good to them through events like the Special Olympic Celebrity Softball Game, Salute to the Troops Night and Striking Out Cancer Night.

You can learn more about the Freedom at FlorenceFreedom.com or by calling (859)594-HITS.



Marketing Career Network

Take the next step in your career, we'll help you find the opportunity that's right for you. Visit www.cincinnatiAMA.org.

Volunteer of the Month

Steve Platt

Steve Platt joined the AMA in the fall of 2007 with the objectives of rapidly building a professional network, gaining new skills, and expanding business opportunities for his role as Director of CRM, Marketing & Lead Generation. After attending the Shared Interest Group (SIG) on B2B Marketing in Northern Cincinnati, Steve decided that the best opportunity to discover, build and grow across the rapidly changing marketing landscape lay in the chapter's SIGs themselves. As a self-described "rabid networker" and a regular attendee, Steve played an active role in most of the SIGs in 2007-08.



Recognizing Steve's ongoing contributions to the SIGs, the chapter Board appointed him in March 2009 to be the Cincinnati AMA's first Director for Shared Interest Groups, with the goal of building on the success our popular SIGs have already achieved.

While Steve currently pursues new career opportunities, his energy, enthusiasm, leadership and commitment to delivering positive results are already having an impact as he works with SIG leaders and our chapter Board on new opportunities to "discover, build and grow" through our SIG programs.

Thanks to our Sponsors!

