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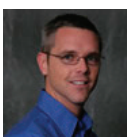
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Please feel free to contact any of the board members with your questions or comments. We want to hear from you!

CINCINNATI marketer

cincinnati chapter of the american marketing association

luncheon schedule

DATE

Friday, September 18, 2009

LOCATION - NEW!

Xavier University's
Schiff Conference & Banquet Center
at the Cintas Center
1624 Herald Avenue, 45207

REGISTRATION & NETWORKING

11:30 am

LUNCH & PROGRAM

12:00 - 1:15 pm

COST

Members

\$30 with reservations;
\$35 after 9/15/09

Non-Members

\$45 with reservations;
\$50 after 9/15/09

Student Members

\$10

RESERVATIONS

Call 513.784.2373 or
online at cincinnati.AMA.org

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



CincinnatiAMA
american marketing association

Actionable Digital Interaction

Join us on September 18 for the
kick-off luncheon of the 2009-10
season at our new location, Cintas
Center at Xavier University

The future is now when it comes to integra-
tion. It's obvious that there are now more
ways to engage consumers than ever. Ac-
cording to the Kroger Company, this gives
marketers a chance to truly engage with cus-
tomers and to build lasting relationships.

In 1883, Barney Kroger started a service and
value based grocery store in Cincinnati. Over
120 years later, the company continues to in-
teract with its customers; however, the inter-
action has changed. Today, online promotions
have allowed consumers to interact with the
Kroger brand. The Kroger brand has used
this form of marketing to deliver valuable mes-
sages and opportunities to its customers
while collecting indispensable consumer data.

Over the last two years, Kroger executed an
extremely effective online promotion, "Design
a Reusable Bag" sweepstakes. This promo-
tional sweepstakes allowed Kroger to achieve
their brand building and marketing objectives.
Together, Darrell, Ben, and Michael will share
the strategic and tactical practices that were
used to execute this campaign – from design,
to analytics, to measurement and results.

Learn about:

1) How to appeal to a mass market on an in-
dividual basis by integrating promotions with
traditional marketing strategies

2) How to deliver important brand and mar-
keting messages through online promotions

3) How business intelligence gained through
web-based engagement will shape future
consumer interaction.

Our presenters

Darrell R. Sandefur is Di-
rector of eCommerce for the
Kroger Company. He
has over 21 years of IT ex-
perience with IBM, Union
Pacific RR, and Kroger.
Darrell is on the Board of
Directors VP for the
CA|Wily Global User Community, sits on the
CA User Community Advisory Board, and co-
chairs the Cloud Computing Committee for
the Assoc. for Retail Technology Standards.



Ben Melillo, Interactive
Marketing Manager for
Kroger has gained interac-
tive and marketing expert-
ise working in the funeral
industry, with large CPGs,
and most recently Kroger's
Interactive Marketing
Group. He manages all Kroger websites, in-
teractive media, and promotional activities.



Michael Stich is Director of
Strategic Planning for
Bridge Worldwide, a WPP
interactive and relationship
marketing agency. Michael
and his team provide
clients with distinctive inter-
active strategies for optimal
business growth, including specialization
within e-commerce, analytics/ measurement,
digital retail, and relationship marketing.



A Message from the President

Dear Fellow AMA Members:

I hope you enjoyed your summer and welcome to the 2009-2010 AMA season! Thank you for the opportunity to serve as your chapter President.

The chapter aims to innovate and grow and it's our goal to get you to engage, help you make connections and ultimately advance both personally and professionally. This year's theme "**Engage. Connect. Advance.**" highlights these key chapter benefits that are so important during this current economic environment.

During the coming year, Cincinnati AMA plans to engage the chapter with programs and initiatives such as our dynamic fall luncheon speakers, Digital Hub Non-Conference, SIG groups and a market research bootcamp in the spring.

We are excited to have a new location for our monthly luncheons. Starting in September and throughout the fall, our monthly luncheons will be held at the Cintas Center at Xavier University. If we receive positive feedback on the new location from our membership, then we will continue to have our luncheons at the Cintas Center in 2010.

In addition to your Board of Directors, the Chapter is run by over 100 dedicated volunteers. In order to achieve all of our ambitious goals, we always need additional volunteers to help our Membership, Sponsorship, and Programming Committees to name a few. If you are interested in volunteering, please contact me as I am happy to speak with you about the opportunities.

I am looking forward to an exciting and productive year. I hope to see you "Engage, Connect and Advance" with the Cincinnati AMA.

Sincerely,

Kelly K. Blake

Kelly K. Blake, Chapter President

P: 513.300.6132

Kkblake72@yahoo.com



DIGITAL HUB INITIATIVE

THE NON-
CONFERENCE
CONFERENCE

Cincinnati to host the second annual Digital Non-Conference

LOCATION
Hyatt Regency
Cincinnati

Register now at
www.digitalcincinnati.org

KEYNOTE
SPEAKERS

Winston Binch,

VP/Managing Director
of Interactive
Crispin Porter + Bogusky

John Batelle,

Chairman and Publisher,
Federated Media,

Bob Gilbreath

Chief Marketing
Strategist, Author
Bridge Worldwide

and **Peter Kim**,

best known for his blog,
beingpeterkim.com

Plug into the second annual DHI Digital Non-Conference September 24 and 25, 2009 in downtown Cincinnati's Fountain Square District. This informational, yet casual, event will be held at the Hyatt Regency Hotel with breakout sessions at nearby pub venues.

Join the most influential and important national and regional experts in digital media — learn, discuss, network and share ideas on the future of "all things digital."

www.digitalcincinnati.org

ADCLUB
cincinnati

Cincinnati AMA
american marketing association

DIGITAL SIGNAGE

ALCA Cincinnati

the women's circuit

thecircuit

#CINCYSM
cincinnati social media

PRSA

ama upcoming events

Tuesday, September 8

Job Transition Group, Madeira Municipal Bldg.

Wednesday, September 9

Interactive SIG, Web Media Tools

Thursday, September 10

B2B SIG, University of Phoenix

Thursday, September 17

Young Professionals Group, InfoTrust, LLC

Friday, September 18 Luncheon

Actionable Digital Interaction, Cintas Center

Tuesday, September 22

Job Transition Group, Kenwood Towers

Wednesday, September 23

Market Research, SIG, Wed Media Tools

Thursday, September 24 -

Friday, September 25

Digital Non-Conference, Hyatt Regency

Friday, September 25

B2B SIG, Northern KY Chamber Office

Friday, October 2

Non-Profit SIG, Health Foundation

Wednesday, October 7

International Marketing SIG, Curtis, Inc.

Friday, October 16 Luncheon

Rick Dow, CMO of Midas, Cintas Center

For more information or to register visit www.cincinnatiAMA.org

or call the AMA at 513.784.2373

welcome! new ama members

Jeremy Adam
 Becky Anderson
 Margaret Ardell
 Great American Insurance Co.
 Justin Aromas-Janosik
 Northern Kentucky University
 Linsey Berberich
 Tetra Pak
 Steve Berning
 Joseph Berning Printing Co.
 Lori Busse
 Thomas More College
 Brittany Caldon
 Robert Cherry
 Bridgitte Clarke
 Christopher Clinton
 Great American Insurance Co
 Lauren Cobble
 Xavier University
 Anthony Condi
 Psion Teklogix Corp

Stephanie Creech
 Ronald McDonald House
 Marie DeGross
 Joshua Disney
 The Disney Group
 Ann Farmiga
 Jeramy Fishel
 Convergys
 Jennifer Frost
 Ernst & Young
 Nick Fullenkamp
 Natalie Galbato
 Convergys Corporation
 Tom Gamble
 Northern Kentucky University
 Kellie Grob
 Cold Jet LLC
 Xiaoqi Han
 Topher Heinlein
 Marketing Support Services
 Heidi Helm

Jaime Hendershot
 Meg Hughes
 Robert Jelinek
 JENA Leadership LLC
 Douglas Jiang
 Robin Kane
 James Keefe
 Conference Results LLC
 William Khadakis
 Michelle Kleiman
 JennaRae Kline
 Chris Koehler
 Francis Kusala
 N Sixty LLC
 Fredrick Limke
 St Anthony Messenger Press
 Michael Loban
 Infotrust LLC
 Eric Marschall
 EJM Designs Limited
 Wesley Mergard

Brent Meyer
 Brent Meyer Communications
 Robert Migliara
 Market Intelligence Group
 Caroline Parish
 The Business Improvement Co.
 Laura Phillips
 Vehr Communications LLC
 Nathanael Phillips
 Jason Pittinger
 Stephen Potter
 Baker Concrete Construction
 Tasha Riekstins
 Natalie Rocco
 Tom Rosenburg
 Balluff
 Michelle Ruble
 REV Media Marketing LLC
 Carrie Schaeper
 Extend Consulting LLC
 Ryan Schatzman
 Rashad Shaw

Bridget Spears
 MAG Cincinnati
 Andrea Springer
 Perfetti Van Melle USA
 Amy Stroh
 Brad Sullivan
 Bramkamp Printing
 Maria Sunderhaus
 Lori Taylor
 REV Media Marketing LLC
 Chris Telling
 Bramkamp Printing
 Chris Timman
 Hyperdrive Interactive
 James Trombley
 Sara Uhlenbrock
 Britton Van Dissel
 Jordan Vogel
 Executive Jet Management
 Susan Weekley

Golf Outing Recap

On August 3rd, over 60 AMA members and their guests enjoyed a beautiful day for golf at the Ridge Club.

Thanks to our sponsors! Alex & Company, CPAs; American Modern Insurance; Integrated Research Associates; Intrinzi; John Fox Marketing Consulting; R.L. Repass & Partners; Silverpop; Docustar; Zone Communication Group; Mike Albert Vehicle Fleet Management; Princeton Fulfillment Solutions, RGI, Inc., Cintas Center. We also want to thank the companies that

made donations to our raffle including: Graeters; Campbell Hausfeld; Ferrari's; ScreaminBob.com; Sound Images; Market Write; United Mail; Cintas Center; Cincinnati Symphony; Cincinnati Museum Center, Coveted Jewelry by Alex Sale; Duck Manor Promotions; Cincinnati Reds; Sant Corp.; Barleycorns; FamousPromos.com.

A big thank you to our golf committee led by John Fox for a great outing.

To review photos of the golfers taken by Zone Communication Group, go to the link on our home page cincinnatiAMA.org.

Volunteer of the Month

Jennie Dori

Jennie Dori is a Communications Coordinator at Cincinnati Children's Hospital, where she creates internal and external communica-



tions for Information Services and the Epic project - Cincinnati Children's electronic medical record implementation. Her work focuses on building awareness, accurate knowledge and positive perception of the Epic project and other initiatives through Children's Hospital website, newsletters and events.

Jennie is serving as a volunteer for the AMA for a second year as the Collegiate Relations chair of the Young Professionals, encouraging college students to get involved in the AMA and creating new collegiate chapters at local colleges. A graduate of the University of Cincinnati, Jennie was a founding member and later President of the UC AMA.

Thanks to our Sponsors!



The success of your event is as important to us as it is to you.

