

CINCINNATI MARKETER

chapter of the american marketing association

SEPTEMBER, 2011

Luncheon Schedule

Date

Friday, September 23, 2011

Location

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

Free parking in Lot C next to the Cintas Center. No parking voucher is needed.

Registration/Networking

11:30 am

Lunch & Program

12:00 - 1:15 pm

Cost

*Please note we have added a new dessert & coffee only option. (You are not allowed to bring in your own lunch.)

Members (lunch included)
\$30 with reservations by 9/20
\$35 after 9/20

Members (dessert option)*
\$15

Non-Members (lunch included)
\$45 with reservations by 9/20
\$50 after 9/20

Non-Members (dessert option)*
\$25

Student Members - \$10
Non Member Students - \$25

Reservations

www.cincinnatiama.org

Cancellations must be made 48 hours in advance to receive refund.

Kroger: Giving Hope a Hand 2011

A real-life case study to unfold in front of your eyes

Plan to attend the September 23 luncheon to kick-off our 2011-12 program series. Our presenter, Janet Ausdenmoore, Director of Corporate Affairs for The Kroger Company, will give us a look at the World Premiere of Kroger Sharing Courage: Giving Hope a Hand® 2011.

October is Breast Cancer Awareness month and Kroger, in conjunction with its partner vendors, continues its commitment to fighting breast cancer. At the luncheon, you'll get a behind the scenes look into the program as pink packaging and messaging begins to show up in the stores, and the promotions and media ramps up.

Making this a smooth event takes months of planning. From turning the downtown building pink, recruiting Kroger associates to tell their story, creating unique package designs, media buys and advertising creation, printing in store and newspaper promotions, photo shoots with NFL stars, bringing the campaign to life digitally and focusing the effort on a local level, this is a massive effort that takes tremendous coordination.

By attending you will learn from Ms. Ausdenmoore how Kroger:

- Uses cause marketing to drive sales

- Provides insight into coordinating suppliers, package designers, merchandising, printers, media and other parties into a unified effort

- Takes a national initiative to the local level through in store events and local personal survivor stories

With the help of key vendor partners who share in the Kroger commitment to eradicating this cancer - and providing support to those who face it - the Kroger family of stores once again will be Giving Hope a Hand® by investing \$3 million for breast cancer awareness, treatment and research in the communities we share.

Funds raised by the annual cause-marketing campaign will assist dozens of local organizations fighting breast cancer in our communities across the country - supporting research projects, funding mammograms and educational outreach, and assisting local support groups for women and families. All of the funds are spent in the communities where our customers and associates live and work.

Thanks to our luncheon sponsor!

us digital partners

GIVING HOPE
a hand

President's Message

It's Your Time, Own It!

As a marketing research junky, I had a huge smile on my face as I read the 2011 Honomichil Report published by Marketing News. The bounce back of the marketing research industry (5% industry-wide revenue growth from 2009 to 2010) is a sign of "Sunnier Days," as they put it in the report. As us marketers continue to define the social space and find new ways to understand consumers and bring value to them and stakeholders, we must invite the unexpected in to be explored and conquered. And that's where the value of the AMA comes in.

All of our events provide our members and guests an opportunity to learn from industry experts, thought-leaders, and each other. From my perspective, the most valuable time spent at any given AMA event is the time dedicated to harvesting new connections that can help me solve the challenges I'm facing. The friends and colleagues we come across throughout our careers, those are the people who enable us to put great ideas into action.

Over the summer we've taken time to update our brand. We launched a new website, created a new logo, and updated all of our touch points that we have with you and interested mem-

bers. We also developed a new theme for this year: Own It! It's an invitation to take control of your future, to make the most of every opportunity, and to set out to make the impossible possible. Are you willing to meet new folks, share your ideas, and spark new relationships?

Every member of the AMA is proudly displaying their commitment and dedication to the marketing industry. But now is a time when we need to act on this, because it's what we do and not what we know that matters. There are opportunities abundant to get involved here in the AMA and outside the AMA that will provide you with all you need to Own your future. Sticking to your day-to-day work schedule and meetings with the same people is no longer enough. You need fresh perspective, advice, and space to create more, more often, and better.

We've worked hard all year to develop programs that will inspire, educate, and guide you to your own goals. To start, we're beginning our program year with the 25th largest company in the U.S. (also located in our back yard), Kroger. They will kick off their Giving Hope a Hand® Campaign at our September lunch, providing a rare opportunity to discover the behind-the-scenes efforts and then to see it unfold on television, print, online, and in-store. It will be a great start to the year!

Marketing was born and perfected here in Cincinnati, and your involvement and advancement is critical to our community's future. Thank you for your dedication to the field.

To Your Success,



Will Krieger
President, 2011-2012
P: 513.519.7685



Help us grow! Our fall membership drive just kicked-off and new members receive \$80 in discounts and incentives. Please invite other marketers to join the AMA.

They can learn about all the member benefits as well as request a packet, at our brand new website.

www.cincinnatiama.org

UPCOMING EVENTS

Business-to-Business SIG - September 8

7:45 am - 9:00 am - **Devry University
Topic: Inspiring Innovation in a ThinkTank
Facilitators: Alan Chute and Steve Platt

International SIG - September 13

7:45 am - 9:00 am - Xavier University
Topic: The steps to expand into international markets.
Facilitator: Mark Evans, MPE International

Interactive SIG - September 14

7:45 am - 9:00 am - Conecture Technologies
(Web Media Tools)
Explore today's interactive markets

Sales & Marketing SIG - September 20

7:45 am - 9:00 am - Cintas Center at Xavier
Topic: How to take a "new look at your sales team"
Facilitator: Steve Maril, Campbell Hausfeld

Luncheon - September 23

11:30 am - 1:15 pm - Cintas Center at Xavier
Topic: Kroger: Giving Hope a Hand® 2011
Presenter: Janet Ausdenmoore, Director of Corporate Affairs for The Kroger Company

NKY B-to-B SIG - September 23

7:45 am - 9:00 am - NKY Chamber office
Relevant and timely discussions on B2B resources, insights, and interactions

Job Transition Group - September 27

11:30 am - 1:00 pm - Kenwood Towers
A support/networking group assisting professionals seeking careers

Market Research SIG - September 28

7:45 am - 9:00 am - **Rookwood Tower
Topic: Next Generation Market Research: Social Media & Beyond
Facilitator: Kathy Rose, Rose Research for Results

Healthcare SIG - October 6

8:00 am - 9:00 am - **Health Collaborative
Healthcare marketers discuss unique challenges they face

Non-Profit SIG - October 7

7:45 am - 9:00 am - **Freestore Foodbank
Collaborative environment for non-profit marketers to discuss and explore unique challenges.

Energizing Innovation Conference 2011 - November 17 - All Day Event

The Mets Center for Corporate Learning
Learn proven innovation strategies/tools to make your organization more competitive.
Hosted by the AMA and PDMA

**Please take note that several of the SIGs have new locations.

WELCOME NEW MEMBERS

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AMANDA YOUNG

ALEXIS ZWIESLER

Energizing Innovation Conference

To deepen business professionals' understanding of how innovation can increase competitive advantage and ROI, the Cincinnati chapters of the AMA and PDMA are holding the regional conference on November 17. The event at the METS Center will bring together professionals from diverse industries and functional areas to learn from thought leaders, industry practitioners, and each other.

Speakers confirmed are:

George Coulston, VP, Innovation Ventures

Talk: Kennametal's Innovation Journey

Cindy Tripp, Marketing Director, Global Design, Procter and Gamble

Mark Faust, Founder/Principal, Echelon Management International
Talk: Principles of Innovation

Eric Meyer, Director, NA Insights & Innovation, SunnyD
Talk: Replacing The Innovation Funnel

David Linger, Director, Technology Partnerships, GE Aviation
Talk: Open Innovation: A Global Hybrid Model

Dave Siegel, VP, Managing Director, Tink Thank Innovation
Talk: Innovation Myth #4: Great Ideas Sell Themselves.

Drew Boyd, Assistant Prof of Mktg & Innovation, University of Cincinnati
Talk: The Three Voices of Innovation

David Quijano, Industrial Designer, PPC GBU Desktop Design Center
Talk: HP, Design, & Dynamic Innovation

Conference Rates:
Early Bird: August 5 - October 31
Member: \$175.00
Non-member: \$215.00

To register or for further details, visit:
www.energizinginnovation.com



Volunteer of the Month

Karen Finley



Karen is an eBusiness Manager at xpedx, one of the largest and premier distribution companies in North America. xpedx distributes a wide variety of print, packaging and facility solutions supplies and equipment to printers, manufacturers, retailers and commercial facilities across the U.S., Canada and Mexico. Karen's primary role is managing the national email marketing program for xpedx. Prior to joining xpedx, Karen held various Marketing and IT positions at Cinergy (Duke Energy).

Karen joined the AMA in 2009 and currently serves on the Membership Committee for the Cincinnati Chapter. She is also an active member of the B2B Marketing Shared Interest Group.

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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!

TO LEARN HOW TO GET INVOLVED ON A COMMITTEE, CONTACT VP VOLUNTEERS, JC REAGUER.