

CINCINNATI marketer

cincinnati chapter of the american marketing association

luncheon schedule

DATE

Friday, January 21, 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

Members

\$30 with reservations;
\$35 after 1/18

Non-Members

\$45 with reservations;
\$50 after 1/18

Student Members

\$10

RESERVATIONS

online at CincinnatiAMA.org
or call 513.784.2373

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

Rebuilding the Brand: A Case Study of Reputation Risk

The banking industry went from one of the most respected institutions to one of the least respected in the span of two years. How did this happen and what can be done to restore this industry to a position of respect?

In the beginning of the crisis, images of "Zombie" banks filled the various media, and as the situation continued to play out, taxpayers expressed public outrage over extensive government loans to large banking institutions.

Meanwhile, marketers know that businesses cannot expand with new products, enter new markets, or build inventories to support marketing programs without a strong banking industry. In many ways, the marketing function of most organizations is dependent on the financial sector as a partner to implement marketing and sales programs not to mention achieving customer satisfaction goals. So how does an industry 'right the ship' after a cascade of catastrophic media coverage and public disenchantment? And what are the lessons to be learned by those in the industry and those of us who depend on a strong banking and financial institutions?

Plan to attend the January 21 luncheon to hear these answers and more from our speaker, Stephen P. Wilson who is the current Chairman of the American Bankers Association. He is taking a leading role in educating America on the industry's role in our economy while also working with financial institutions on ways to improve the industry's image. Mr. Wilson is also Chairman and CEO of LCNB Corp., the holding company for LCNB National Bank and the Dakin Insurance Agency, Inc. Additionally, Mr. Wilson is very involved in the

communities and markets served by LCNB Corp. He is active with the financial services industry at the local, regional, and national level. Mr. Wilson recently served as a Board Member of the Federal Reserve Bank of Cleveland.



At the luncheon, you will hear a detailed case study on reputation risk from the perspective of the banking industry including:

- 1) The importance of reputation as a key success factor when success is partly based on the customer's faith in the institution's management team.
- 2) The fragility of business reputations and how easily external events can change reputations overnight. It takes decades to build a positive image, but just weeks to tarnish that marketing equity.
- 3) The importance of having a customer-focused risk management plan in place.
- 4) The ways that lessons learned by the banking industry's management can be supported by industry consultants through market research and public relations efforts.

Register today!

Thanks to our luncheon sponsor!

**FIFTH THIRD
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A Message from the President

Dear Fellow AMA Members:

Happy New Year!

I hope that you and yours had a wonderful Holiday Season.



A new year always brings hope for fresh opportunities and goals. As we start 2011 we see signs of renewal in the economy—and not a moment too soon for many of us. Let's hope that those signs become clearer and stronger in the months ahead.

And if they don't? However smooth or rocky our path in the year ahead, the CincinnatiAMA will continue to work hard to bring our members and supporters programs designed both to advance professional development and to support business growth in our region. In fact, your fellow volunteer members have some great events planned, including a January luncheon featuring Stephen Wilson, Chairman & CEO of LCNB Corporation, who will share an inside look at how the banking industry has been rebuilding brands during this recession.

Our ever-popular Shared Interest Groups (SIGs) also have some great topics coming up, and we look forward to hosting an event or two for our Collegiate/YP members and guests. Don't forget to check for details regularly on our website at <http://CincinnatiAMA.org>!

So let's hope that 2011 is a year of renewed growth for all of us, both personally and professionally. No, let's do more than that: let's make 2011 a better year. With that in mind, I look forward to working together and learning from each other to achieve that goal!

Sincerely,

Pete Healy
Chapter President, 2010-2011
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Member Benefit

Join us in the photo booth for your professional head shot at the next luncheon on January 21 from our photography sponsor, Tony Terentowicz of IDS Photographers. Your photo can be used in various electronic and printed forms including: business cards, online profile, ad space, photo ID, blog pages, social media networks.



Your photo will be available at the event (electronically) for review. It will also be available after the event via a special link. Your printed photo will be mailed directly to you.

Included in the photo package:

1 -5x7 printed (8x10 optional)

1 -high resolution image in "Jpeg" format (basic retouching included)

Cost \$19.50 ea

Photos will be taken before or after the January 21 luncheon (from approximately 11 am - 2:00 pm).

For questions, or to set up a specific time you can email tonyt@idsphotographers.com.

Website update

The members-only section has been activated on our website. The section includes a link to photos of our events, list of current members, and job opportunities. If your company would like to post a job opening, please email info@CincinnatiAMA.org and we will post it for 60 days.



To login to the members-only section, visit www.CincinnatiAMA.org and click on the members-only link. Enter your email address as your user name and your password is your member ID number. If you do not have your member ID number, you can email Kathy at Kathy@CincinnatiAMA.org to receive it.

Fundraising efforts

Thanks to all those who participated in our canned food drive and raffle at the December 10 holiday party. We raised \$1373.00 and collected two barrels of canned goods for the Freestore Foodbank! Special thanks to



Upstream Media who donated \$1000.00 towards our efforts.

ama upcoming events

Thursday, January 6
Healthcare SIG
"Brainstorm topics for 2011"
Group Health Associates, 4600 Wesley Avenue

Friday, January 7
Non-Profit SIG
"How to Effectively Manage Your Volunteer Program Using Technology"
NEW LOCATION!
Baldwin Gilman, 4760 Red Bank Expressway, 45227

Wednesday, January 12
Interactive SIG
"Brand Personalization"
Web Media Tools, 312 Plum Street, Suite 1420

Thursday, January 13
Business-to-Business SIG
University of Phoenix, 9050 Centre Pointe, West Chester

Tuesday, January 18
Sales Biz. Dev. Leadership SIG
"Best Practices in Time, Territory, Relationship & Account Management"
NEW LOCATION!
Cintas Center (Executive Boardroom) at Xavier University, 1624 Herald Avenue, 45207

Wednesday, January 19
International SIG
Northern KY Chamber, 300 Buttermilk Pike, Ft. Mitchell

Friday, January 21
Luncheon
"Rebuilding the Brand: A Case Study of Reputation Risk" Presenter: Stephen Wilson, CEO of LCNB Corp.
Cintas Center at Xavier University, 1624 Herald Avenue

Tuesday, January 25
Job Transition Group
"Support/networking group assisting professional seeking careers in sales, marketing, PR, event planning and fundraising"
Towers of Kenwood, 1st floor conference room, 8044 Montgomery Road

Wednesday, January 26
Market Research SIG
"2011 Market Research Trends & Topic Brainstorming"
Web Media Tools, 312 Plum Street, Suite 1420

Friday, January 28
NKY Business-to-Business SIG
"Listening to Customers"
For AMA and NKY Chamber members only
Northern KY Chamber, 300 Buttermilk Pike, Ft. Mitchell

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

welcome! new ama members

Nicole Ball Cincinnati USA Regional Chamber	Angela Glassmeyer Standard Publishing	Valerie Macarie Cat Creative LLC	Mark Piccirillo Meridian Resources	Christopher Strong HyperQuake
Monique Bernstein	Josh Hause	Jackie Malblanc Southern State Community College	Michelle Rayburn	Chris Telling The Graphic Village
Carol Bross McMahon	Weston Hebert	Jesseca McDaniel	Rodger Roeser The Eisen Agency	Jenna Wade UC
Jamie Brumley Robbins Inc.	Christal Hubbard	Tyler McFarland	Adam Rubino	Josh Walker
Mia Ceccarelli	Nisha Jaga	Andrea McGlamery	Hope Schmidt Flottman Company	Hsin Waug
Ryan Doughton	Carolyn Knapp Champion Windows	Bridget Nichols Northern Kentucky University	Amih Shauki	Jennifer Young Cincinnati USA Regional Chamber
Matthew Ferguson	Vincent Liu		Art Sindlinger AOL Advertising	

Volunteer of the Month

Deb Titlebaum was so excited to rejoin the AMA this past summer and get actively involved with the organization. As newly appointed Manager of PR & Marketing for UC



Health, Neuroscience Institute, the AMA has so much to offer. Deb volunteered for the Professional Development Committee as a way to combine her enthusiasm and experience with 15 years in healthcare marketing. Hoping to gain new perspective and connections, it was a perfect match.

As a Brand Manager for Evenflo, Standard Textile and Johnson & Johnson Ethicon Endo-Surgery, Deb has enjoying launching many new products into professional and consumer categories. Her position with UC Health allows her to blend her passion for health and safety with her interest in customer buying behavior.

Deb holds a Bachelors Degree from Rutgers University School of Business and a Masters in Business Administration from Southern Methodist University.



To read about past volunteers, visit: CincinnatiAMA.org/volunteer/volunteer-of-the-month/

Event Photos



L to R: Bill Samuels, Jr., Maker's Mark; Nick Ursini, Apollo Group - University of Phoenix; Todd Spencer, Doe-Anderson; Mark Miller, US Digital Partners (November luncheon sponsor)



The AMA Past Presidents were recognized at the November 19 luncheon including:

L to R: Tom Sullivan, Thomas J. Sullivan & Assocs. (2004-06); Jane Vanderhorst, Vanderhorst Consulting (1994-95); Chris Grabarkiewicz, Luxottica Retail (2006-07); Pat Frew, Covington Business Council (2007-08); Carol Shea, Olive-tree Research (1992-93); Jim Hosty, Radio One (1998-99); Susan LaBonte, ConnectionPoint Communications (1999-00); Hilarie Joseph, Campbell Hausfeld (2008-09).



Kyndle McMurry of Richards Industries takes a peek at all the fabulous prizes at our raffle table at the December 10 holiday party. Thanks to all the member companies that donated items for our raffle.



thank you to our sponsors



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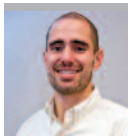


marketing
leadership in
ACTION

2010–2011 cincinnati ama board of directors



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President Elect
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Welcome New Board Members: VP Collegiate, Chelsea Clements and VP Marketing/Communications, Andrea Fisher!