

CINCINNATI marketer

cincinnati chapter of the american marketing association

September events schedule

MIX & MUNCH SEASON OPENER

Thursday, September 16, 2010

LOCATION

City Cellars, 908 Race Street
www.citycellars.biz

TIME

5:30 pm - 7:00 pm

COST

Members \$10
Non-Members \$15
Student Members \$10

RESERVATIONS

www.CincinnatiAMA.org
or call 513.784.2373

DIGITAL NON-CONFERENCE

Thursday, September 23 -
Friday, September 24

LOCATION

The Millennium Hotel
150 W. 5th Street, Downtown

TIME (LUNCHEON ONLY ON 9/23)

11:30 am - 12:45 pm

COST (LUNCHEON ONLY ON 9/23)

Members \$45
Non-Members \$60
Student Members \$25

COST (2 DAY CONFERENCE INCLUDES LUNCHEON)

Members \$299
Non-Members \$369
Student Members \$169

RESERVATIONS

www.digitalcincinnati.org



MIX & MUNCH SEASON OPENER

Join us as we kick off our 2010-11 season with a CincinnatiAMA Mixer at City Cellars on Thursday, September 16 from 5:30-7:00 pm!

After all the recent summer heat, this will be a great way to get back to networking with friends, colleagues, and peers in a very cool and fun venue! For just \$10, chapter members will get a complimentary drink (wine or beer) and fresh pizza baked by City Cellars in their wood-fired oven; of course, non-member guests are welcome, too (\$15)! Along with the fun, we'll have Michael Loban, chair of both our chapter Social Media subcommittee and the Digital Non-Conference Programming committee give us a sneak preview of the 2010 Digital Non-Conference of which the CincinnatiAMA is a presenting partner.

We look forward to seeing you on Thursday, September 16!

DIGITAL NON-CONFERENCE

The third annual Digital Non-Conference is back in the Queen City and ready to rock your digital world on September 23-24. Interact and engage with local, regional and national digital connoisseurs. Learn, discuss, network and share ideas on the future of all things digital. The conference promises to be action packed, engaging the biggest and brightest names in digital marketing on the hottest top-

ics and trends in the industry.

Organizing Partners for the 2010 Digital Non-Conference are AdClub Cincinnati and the CincinnatiAMA.

Can't make the whole two-day blow-out? Stop by for the lunch-only portion on Thursday, September 23 to hear keynote speaker Drew Buckley, veteran of the online media and entertainment industry and currently COO of Electus. He is responsible for overseeing finance, acquisitions, and all transactions within Electus and their partner companies. He will share his insights on the evolving world of digital entertainment.

Prior to Electus, Drew served as Executive Vice President of Windsor Media,



Terry Semel's, former Chairman and CEO of Yahoo!, investment firm. Windsor Media is a holding company of controlling assets in the Media, Entertainment and Luxury brand Industries.

Before Windsor, Drew was the General Manager of Yahoo! Originals within the Yahoo! Media Group. During his tenure, Drew developed and launched a number of original content productions within Yahoo! Entertainment.

A Message from the President

Dear Fellow AMA Members:

I hope you've had a great summer! If it was busy, you may find that the pace will continue as we start our CincinnatiAMA season for 2010-11. We have plenty coming up, as I'll outline below.

First, though, let me thank you for the privilege of serving as your president this year. I've been struck time and again by the marketing expertise and passion so evident among you, our members. The ongoing growth of our SIGs (nine of them and counting), the vibrant networking at our luncheons and other events, the countless hours put in by our many volunteers: these demonstrate exceptional leadership traits that both reflect and advance our ongoing professional development as marketers.

We know the difference that strong leadership makes when times are good: a clear focus on the right goals and the best opportunities. This is doubly true when times are tough. By now we've all had to deal with the impact of cutbacks, layoffs, and other challenges; but I continue to see an inspiring commitment by our members to advancing—while helping others to advance—their professional development. Our events, our discussions, our actions through and on behalf of the CincinnatiAMA represent **Marketing Leadership in Action**. This is our theme for 2010-11.

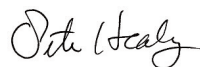
In September we offer plenty of opportunity for action, both fun and serious. We'll kick off our season with a CincinnatiAMA Mixer at City Cellars on September 16—a great opportunity to get back to networking with friends, colleagues, and peers in a very cool and fun venue! We're changing it up this year because a week later, on September 23-24, we'll present the 2010 Digital Non-Conference as partners with the Cincinnati AdClub. We encourage all CincinnatiAMA members to register for this leading-edge event; but if you can't make the full event, join us for just the Opening Luncheon with keynote speaker Drew Buckley, COO of Electus.

And don't forget our Shared Interest Groups! These dynamic groups continue to grow, and now cover marketing topics ranging from B2B to Healthcare to International (and more). The setting is collegial, the topics fascinating, and the discussions very interactive: in short, marketing leadership in thought and action. Be sure to check them out.

As I reported in July, we have an outstanding Board of Directors this year—and an equally amazing team of more than 100 volunteers who are shaping the programs and events for the year ahead. But none of this is static: as the economy and the marketing landscape change, we have the chance to lead and guide that change. I invite you to step up your own involvement as an active volunteer. If you're interested, please contact me anytime.

With your help, the CincinnatiAMA will make 2010-11 a banner year for **Marketing Leadership in Action**.

Sincerely,



Pete Healy

Chapter President, 2010-2011

P: 859.630.7356



Group Membership Discount

The AMA new group membership saves companies 28% on their dues if they have 4 - 9 new or renewing members. The savings goes even higher for companies with 10+ members saving 36% on their dues cost.

Tap into the power of group membership today by visiting:
marketingpower.com/groupmembership

ama upcoming events

Thursday, September 2

Healthcare SIG
"To whom do you market?"
Group Health Associates, 4600 Wesley Avenue

Wednesday, September 8

Interactive SIG
Web Media Tools, 312 Plum Street, Suite 1420

Thursday, September 9

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

Thursday, September 9

Digital Marketers You-Nite II
Newport Syndicate, 18 East 5th Street, Newport

Tuesday, September 14

Member Orientation
Towers of Kenwood, 8044 Montgomery Road

Wednesday, September 15

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

Thursday, September 16

Mix & Munch at our Season Opener
City Cellars, 908 Race Street (at Ninth St.), Downtown

Tuesday, September 21

Sales Biz. Dev. Leadership SIG
"How do you create wins, lead and support sales?"
nSixty, LLC, 580 Reading Road

Wednesday, September 22

Market Research SIG
"Social Media"
Web Media Tools, 312 Plum Street, Suite 1420

Thursday, September 23 - Friday, September 24

Third Annual Digital Non-Conference
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Millennium Hotel, 150 W. 5th Street

Friday, September 24

Business-to-Business SIG
Northern KY Chamber, 300 Buttermilk Pike, Ft. Mitchell

Tuesday, September 28

Job Transition Group
Towers of Kenwood, 8044 Montgomery Road

Friday, October 1

Non-Profit SIG
American Cancer Society, 2808 Reading Road

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



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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!

welcome! new ama members

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			Karen Michelsen Cincinnati USA Chamber		Cindy Tullis Directions Research Inc.	

Member Orientation Tuesday, September 14 Learn more about the AMA!

We want to tell you more about getting involved in the Cincinnati Chapter. Whether you are a new or old member, this meeting will tell of how you can get the most out of your membership. We will discuss opportunities in volunteering, SIG participation, website and many other benefits of the AMA.

The event is also open to non-members, so please encourage fellow marketers to attend. Tell them it is a great time to join as our fall membership drive is now underway.

Please join us in the first floor conference room at the Towers of Kenwood located at 8044 Montgomery Road. A complimentary continental breakfast begins at 8:00 a.m., and the orientation runs from 8:30 a.m. - 9:30 a.m. There is no cost to attend.

Sponsorship Opportunities

How would you like to present your products and services to the area's top corporations and organizations - all at the same place and time? This is exactly the opportunity available to you as a sponsor of the CincinnatiAMA.

Although our membership is broad, it is highly targeted. Our members are seasoned professionals who have worked their way to upper management and who make buying decisions within their companies.

Another benefit of sponsoring CincinnatiAMA events is that we KNOW how to market your investment. Based on your goals, we'll customize a marketing package just for you.

Don't wait any longer to get your message out to potential customers, call Caroline Parish, VP Sponsorship, at 513.237.7276 or email caroline.parish@biworldwide.com.

Volunteer of the Month

Patrick Hazlewood is a cross-functionally experienced Marketing Manager currently consulting with the social media start-up Foam Finger Nation



where he drives strategy, planning and brand development for a company bridging the gap between dislocated sports fans and the teams they follow. He relocated to Cincinnati while working with Omya Inc., Region Americas as a Sr. Business Development Analyst and Product Manager where he managed the transition of multiple waste streams into the corporate product mix. He previously worked in Frankfurt, Germany for Clariant GmbH in a strategic marketing management role and domestically with Hercules Inc. (now Ashland).

Patrick earned an MBA in Marketing from Georgia Tech and holds multiple degrees in engineering and science from Georgia Tech, the University of Arkansas and the University of Georgia. Patrick was a student athlete at Georgia and was recognized for his civic service along the eastern seaboard as an Honorary Citizen of Sullivan's Island, SC. He is currently a member of New Media Cincinnati, a social media forum. Patrick has been volunteering on the special events committee of the AMA.

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