



**American Marketing Association
Kansas City Chapter**
P.O. Box 23768
Shawnee Mission, KS 66238
Phone/Fax (913) 681-6252
www.ama-kc.org

**Don't Miss the February
AMA-KC Event!**

Time: 11:15 a.m. to 1 p.m.
Date: Tuesday February 26, 2008
Venue: Bristol Bar and Grill
5400 W 119th St
Leawood, KS 66209
Phone: (913) 663-5777
Cost: \$25/Members; \$35/Guests; \$20/Students
Lunch will be served at 11:30 a.m.
Registration deadline: February 21, 2008

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FEBRUARY 2008 www.ama-kc.org 913-681-6252

GET INVOLVED

How can you get the most out of your membership? Want to meet more of your marketing colleagues? Then get more involved at the AMA-KC.

We need your help to make sure the AMA-KC continues to deliver quality programming and networking opportunities. You will benefit from working with Kansas City marketers and learning from their experiences. You can get involved as much or as little as your schedule permits.

Interested? Please contact AMA-KC President Jeff Randolph at randolphjj@sbcglobal.net, or Executive Director Cynthia Edmunds at staff@ama-kc.org, 913-681-6252.

AMA-KC March Event

James Billinger, VP of Programming

Back bigger and better by popular demand! AMA-KC's March program will be a very hands-on workshop featuring Google, YouTube and Google Earth. Attendees will learn about all of the business and Marketing tools that this state-of-the art trio can offer your business and/or clients.

Guests:



Kevin Willer
Google, Head of Development,
Central Region



Kari Hooper
YouTube, Manager



Chris Haas, Engineer
Google Technical Solutions,
Google Earth Expert

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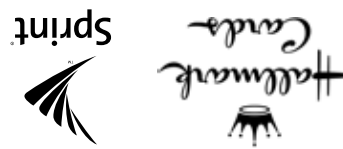
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Board Contacts:

Effective July, 2007
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EMAIL: staff@ama-kc.org
www.ama-kc.org

Corporate Partners

Thank you to our major supporters and corporate partners who help bring quality programs and education to the Kansas City marketing community. Marketing University, Hallmark Cards, Sprint
Special Thanks
We appreciate the ongoing support of key organizations and individuals with their contributions and in-kind donations.
Embarg, Google, Landajo, Liquid 9 Creative Media Boutique, Infinium, Martech, Stephanie Creative, VML, Trevor Van Norman – Sprint and Yvette Riddle – Graphics and Design
Sponsors Wanted:
Without a doubt, the best way to reach metro area Marketing professionals is through the Kansas City Chapter of the American Marketing Association. If your company needs to reach marketers to survive, you really can't afford NOT to support and be associated with the AMA. We offer numerous sponsorship opportunities and involvement levels to fit your company's goals. Please contact our VP of Development Brian Buckler at bucklerkcc@aol.com.



AMA-KC February Luncheon



Anita Newton

Newton is currently Vice President, Marketing & Digital Media. In this role, Newton oversees the development of Media strategy and plans for the company. Newton oversees a multi-million dollar budget and is responsible for the strategic planning

and placement of advertising in national prime, cable, promotional, sports, newspaper, magazine, online, Hispanic, radio and new media. Newton also oversees initiatives to invest in strategic areas such as media innovation and cross-platform deals.

Newton joined Sprint in 1998. She has held a variety of roles at Sprint including Executive Assistant to the President and COO, Senior Director of Consumer Marketing for Sprint's Local Telecom Division and Senior Sales Director for Business. In her sales role, Newton was a recipient of the Presidents Club Award given to top sales associates for superior results.

Prior to Sprint, Anita worked for Procter & Gamble. She held a variety of Sales and Marketing positions. At Procter & Gamble, Anita became the second youngest recipient to receive the Global Chairman's Club Award, which is an award given by Procter & Gamble to 72 individuals internationally for outstanding business results.

Newton graduated with distinction and honors from the University of Kansas in 1991 with a degree in political science. One year later she received a master's degree with distinction in Political Science from the University of Kansas. Newton also holds a Masters in Business Degree from the Harvard Business School.

She has complemented her work at Sprint with numerous community activities, including involvement with the Women Employment Network and serving on the Board of Directors for the Shawnee Mission Education Foundation. Anita lives in Prairie Village with her husband Dean and their two children Sydney and Spencer.

AMA-KC February Event Details

SPEAKER: Anita Newton
Vice President,
Marketing & Digital Media

Integrated Marketing and Media Planning

Key Points: Media buying and agency reviews

- What is media buying?
- What strategies do you implement and why?
- How does Sprint measure the effectiveness of media venues?
- What have been some successful campaigns? Why?
- How did Sprint conduct an agency review? Why did they do this?
- What criteria did Sprint use to select an agency?
- What are the expectations of Sprint when teaming with an agency?

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Photos From January Luncheon



VP of Programming, James Billinger, thanks AMA guest speaker Richard Trask of Scala Broadcast Multimedia for his presentation



AMA President, Jeff Randolph, shares upcoming event information with attendees before the highly anticipated attendance prize drawing.



VP of programming, James Billinger reads the name of the winner for the top attendance prize — a new Sprint phone.