



**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 January
AMA-KC Event!**

PRESORT FIRST
CLASS MAIL
U.S. POSTAGE
PAID
MARKETING
TECHNOLOGIES

MarketingPOWER

JANUARY 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.

Forward Thinking: A Focus on Programming

James Billinger, VP of Programming

As we wrap up our Fall term for programming events, I wanted to take this opportunity to thank all of our members and guests for attending our lunch speaker presentations over the last few months. We've had an amazing turnout each time at our entertaining and enlightening presentations, all pertaining to emerging marketing channels – mobile, social networks and gaming.

It is such an honor and privilege to bring these speakers to the marketing and advertising professionals of the Kansas City area. It's been more rewarding attending each event.

By participating in a variety of marketing conferences, seminars, and AMA events, I've been able to take away special insight from each speaker, even when I thought the topic had no relation to my specific position, department, company or industry.

For all AMA-KC members that haven't been able to make it to an event in a while, I want to give you an opportunity to look ahead to the next year and find a subject that might pique your interest.

Here's a preview of some of the tentatively scheduled topics for Winter and Spring 2008:

Interactive Digital Video Merchandising – Gone are the days of posters and banners in retail space. Now, in-store digital signage talks to you, learns who you are and can even ring you up!

Media & Web Integration – How many screens does your brand own? Learn how to manage your marketing message across TV and radio, web, mobile and beyond.

Using Google to Build Your Business – A helpful workshop featuring our friends at Google, who teach you how to make sense of AdWords, banners and web analytics.

Making Your Event a Hollywood Affair – Take your events and promotions to a whole new level with proper staging techniques and Guerilla marketing tactics.

Teens/Tweens Live Focus Group – Can't understand your kids, personally or professionally? Maybe this will help!

And of course, the AMA-KC Spring Seminar planning is underway.

Look for more information on all of these events in the coming months. If there's something you want to learn more about and you don't see it on the list, please, PLEASE, PLEASE, let us know about it. We'll see if we can make it work.

If you see an upcoming event and you don't think it necessarily applies to you, give it a shot anyway. You never know which direction your business or career may turn.

I can attest to the fact that you might gain valuable knowledge when and where you least expect it.



November Luncheon Sponsor
INFINUM was named to mean a place of infinite possibilities – a place to explore possibilities and discover opportunities. Located in the Crossroads Arts District, Infinium helps businesses by developing their capability to think creatively and innovate in the 3,000 square foot Innovation Lab, the only one of its kind in the country.

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.

Sponsors Wanted:

We appreciate the ongoing support of key organizations and individuals with their contributions and in-kind donations.
Embary, Google, Landajo, Liquid 9 Creative Media Boutique, Infinium, Martech, Stephanie Creative, VML, Trevor Van Norman – Sprint and Yvette Riddle – Graphics and Design

Special Thanks

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

Corporate Partners

Board Contacts:
Effective July, 2007
PRESIDENT – Jeff Randolph
PRESIDENT-ELECT – Kaitla Schmidt
VICE PRESIDENT PROGRAMMING – James Billinger
VICE PRESIDENT MEMBERSHIP – Mark Matousek
VICE PRESIDENT INTERACTIVE – Mary Florence
VICE PRESIDENT DEVELOPMENT – Brian Buckler
DIRECTOR COMMUNICATIONS - Stephanie Fite
DIRECTOR OF PR – Tekia Thompson
DIRECTOR AT LARGE – Ann Herrick
SECRETARY/TREASURE
AND PAST PRESIDENT – Judy Schmoeger
DIRECTOR OF COLLEGIATE – Heather Bowen Ray
EMAIL: staff@ama-kc.org
www.ama-kc.org

WHAT'S INSIDE

- AMA-KC Luncheon 2
- New Member Luncheon 2



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

AMA-KC January Event

Agniat. Duissequat luptat, veliqui te tincipsum vel utpatinibh ex el utat,