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Cynthia Edmunds
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.

Hallmark
Sprint
VML

Ongoing Support

We appreciate the ongoing support of key organizations and individuals with their contributions and in-kind donations.

FELCO Printing & Mailing
Liquid 9 Creative Media Boutique

Special Thanks

Thanks to our supporters of recent events and programming.

Kansas Speedway
Kauffman Foundation
Missouri Women's Business Center
Entrepreneur Advertising Group
Avila University
D-X-D
UMKC – Bloch School of Business



Marketing Power

September 2005

Don't Forget Our Local Charities

In the wake of Hurricane Katrina, many of you have reached out to help the victims affected by the catastrophic storm, but we can't forget those in our own community who still need our help. The AMA-KC is encouraging its members and guests to give to Hope House, a Kansas City-area shelter for victims of domestic abuse.

You can help by donating directly to the shelter:

- Blankets
- Kleenex
- Paper Towels
- Pillows
- New or Gently Used Towels

If you're interested in giving directly to Hope House, please contact Kelly Howard, Donor Relations Manager, at 816-461-4188, ext. 339 or khoward@hopehouse-ejc.org.

Or, just bring your travel-size toiletries to any AMA-KC luncheon or workshop, and we'll deliver them for you!



AMA-KC September Luncheon

**Weighing In On Corporate Strategy:
How to Exert Marketing's Influence on
Strategic Direction**

Presenter: Van Bedell, Vice President Business Development at BG Service Solutions

Date: Tuesday, September 27, 2005, from 11:15 a.m. to 1 p.m. Lunch will be served at 11:45 a.m.

Location: The Bristol Bar & Grill; 5400 W. 119th St., Leawood, KS. Seating is limited.

Cost: \$25 members; \$35 guests; \$20 students.

Register: www.ama-kc.org or contact Cynthia Edmunds at 913-681-6252. All events run from 11:30 am to 1:00 PM, Registration starts at 11:15 a.m., unless noted otherwise. Come early and make new friends.

Why should you come?

- Learn how to change internal perceptions of the marketing department.
- Develop methods to indirectly influence overall corporate strategy.
- Find out how you can be better heard inside the organization.
- Creatively enhance value to important decision-makers.
- Identify and avoid "big mistakes."



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American Marketing Association
Kansas City Chapter
P.O. Box 23768
Shawnee Mission, KS 66283
Phone/Fax (913) 681-6252

Hurricane Katrina & The AMA

A message from Dennis Dunlap, CEO, American Marketing Association, on the recent disaster:

The American Marketing Association (AMA) extends its deepest sympathy to those who have lost family, friends or property in the destruction and devastation caused by Hurricane Katrina. In an effort to assist our New Orleans Chapter during this difficult time, we have undertaken the following efforts:

- Each member of the New Orleans Chapter, and others in the tri-state area affected by the tragedy, will receive a six-month membership dues extension.
- A cash donation to the Chapter will be made if requested.
- The AMA will replace any materials the Chapter needs when it is ready to accept them, as well as assist with their membership records.
- The AMA Foundation will assist with fundraising efforts and other related activities to benefit the victims of this tragedy.
- The AMA will place a public message on the MarketingPower homepage expressing our concern and encouraging donations to the American Red Cross.

If you would like to help with a personal donation toward the Hurricane Katrina relief efforts, the AMA asks that members donate funds directly to the American Red Cross, 800.HELP.NOW (435.7669).

We will update you with any developments as they occur. Please contact us with any questions or concerns you may have.



AMA-KC Thanks Local Agency For Designing Recent Award Entry

On behalf of the Board of the American Marketing Association – Kansas City, I would like to formally thank VML for your wonderful work on the packaging and presentation of our Chapter Excellence Awards application. Jeff Randolph and Paul Weber no doubt expressed their gratitude individually – they had nothing but positive things to say about the collaboration.

Last year was a very good (dare I say “Blockbuster”?) one for us, and we are very happy to celebrate the many successes with partners such as VML, Hallmark and Sprint. We look forward to collaboration on our Spring Seminar with NASCAR! The topic was suggested by Hallmark, and with Nextel (now Sprint) being the primary NASCAR sponsor, this is sure to be a hit with the Kansas City Marketing community!

Please congratulate and thank all those at VML who worked so diligently to give life and creativity to our application portfolio. And, a very big and special thanks to Carrie Peterson and Matt Anthony for being such terrific friends of the AMA-KC.

With Warmest Regards,
Brian Buckler, Ph.D.

Director, American Marketing Association – Kansas City
Associate Professor of Marketing, Avila University



Missed the August Luncheon?

The AMA-KC hosted a press panel for about 60 guests on Tuesday, August 30th at Lidia's. Featured guests included:

- John Holt, News Anchor, WDAF-TV FOX 4
- Donna Vestal, Assistant Business Editor, Kansas City Star
- Randy Birch, KFKF Radio Host



Upcoming Events

September Event:

- Weighing In On Corporate Strategy: How to Exert Marketing's Influence on Strategic Direction
- Presenter: Van Bedell, Vice President Business Development at BG Service Solutions
- Date: Tuesday, September 27, 2005; 11:30 a.m. to 1 p.m.
- Location: The Bristol Bar & Grill

October Event:

- The New Rules of Marketing – Playing to Win
- Presenter: Harry Dent, Director, Strategos, Former President of The Quaker Oats Company's Ready-To-Eat Cereal business
- Date: October 25, 2005; Two-hour workshop – 2 to 4 p.m.
- Location: TBD

Annual Spring Seminar 2006

- Presenter: Lesa France Kennedy, a member of the Board of Directors of NASCAR and the President of International Speedway Corporation
- Additional Details to Come

Welcome New Members

Chris Snead American Academy of Family Physicians
Geoff Pickering Digital Evergreen
Justin Atwood Atwood & Associates
Tekia Thompson American Cancer Society
Meg Montford Abilities Enhanced
Roxanne Henry Premier Real Estate/Alsation Land Co
Jan Kartheiser Teva Neuroscience
Thien Lee Blue Dragons Co
Charles Dymmer Peopleworks Inc
Philip Spencer LabOne Inc
David Dunlap SOR Inc
Janet Smith SOR Inc
Bill Dickinson SOR Inc
Michelle Bunte SOR Inc
Andrea Sly National Seminars Group
Lewis Jones General Services Administration
Jihyun Huyck General Services Administration
Kathy Reid American Academy of Family Physicians
Ryan Riggan Clickspeed Marketing
Kristin Wing RSM McGladrey
Nick Abernathy Info-Data Services
W. Terry Mosier John Deere Ag Marketing Center
Jana Wiley Golf Course Superintendents Association of America
Karen Whitson KS Whitson Communications
Kari Clevenger Avila University
Jill Intravartolo FELCO Printing & Mailing
Michelle Fowler Dimension X Design
Susannah Crabtree
Melissa Lyons TelAudit
Mark Millerlile Foss Training & Consulting
Kathi Jones Koch Equipment LLC
Jennifer Sapp Cerner Corporation
Jody Pope Humana
Michelle Sweeney Ingram's Magazine
Rachael Branson QC Holdings Inc
Gregory Youatt
Gregory Shelton MMG Worldwide
Trevor Van Norman Sprint
Kevin Murphy Assurant Employee Benefits
Bryce Gartner GCSAA
Frederick Bartlett
Kristin M Pierce
Christina R Lindholm American Cancer Society
Selene E Madrid Southview Homecare
Sharmion Linseisen-Kerley Golf Course Superintendents Association of America
Geoff Witt

New Member Reception Wrap-up

New members were welcomed with our summer reception and networking social August 18th at the Fox & Hound Pub in Overland Park. Special thanks to Michelle Fowler and D-X-D (www.d-x-d.com) for contributing the beverages and appetizers!