

Board Contacts

PRESIDENT

Judy Schmoeger
Green Teal Marketing Consultants

PRESIDENT-ELECT/ DIRECTOR OF DEVELOPMENT

Paul Weber, Entrepreneur Advertising Group

SECRETARY/TREASURER

Mary K. Florence, IBM

VICE PRESIDENT/MARKETING

Jill Intravartolo, FELCO Printing & Mailing

VICE PRESIDENT/MEMBERSHIP

Jeff Randolph, ARMA International

VICE PRESIDENT/INTERACTIVE

Chris O'Connor, Liquid 9 Creative Media Boutique

DIRECTOR OF PUBLIC RELATIONS

Tekia Thompson, American Cancer Society

DIRECTOR OF PROGRAMMING

Pam Bernard, UMKC
School of Computing & Engineering

DIRECTOR OF COLLEGIATE

Sallie Anne Guezuraga, Hallmark Cards, Inc.

PAST PRESIDENT

Brian Buckler, Ph.D., Avila University

EXECUTIVE DIRECTOR

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

D-X-D

Avila University

Entrepreneur Advertising Group

UMKC – Bloch School of Business

Spring Seminar Thank You

A heartfelt thanks goes to John Holt, news anchor, and WDAF TV-4 for continuing to support the Kansas City chapter of the American Marketing Association. John will host this year's Spring Seminar with Lesa France Kennedy, a member of the Board of Directors of NASCAR and the President of International Speedway Corporation.

Sponsors Wanted:

AMA-KC continually seeks the resources and talents of member businesses. If you'd like to help your local chapter advance the profession by donating your time and talents, please contact Paul Weber at pweber@eagadv.com.

- Kansas Speedway Accelerates Direct Mail Success with Web Component
- Presenter: Stann Tate, Director of Public Relations, Kansas Speedway
- Date: January 24; 11:15 a.m. to 1:00 p.m.
- Location: The Bristol Bar & Grill
5400 W. 119th St., Leawood, KS
- Cost: \$25 members, \$35 guests, \$20 students
- Register: online at www.ama-kc.org or call the AMA-KC office at 913-681-6252
- Registration Deadline: January 19

**Don't Miss the Upcoming
January Luncheon!**



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

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
FELCO

Marketing Power

January 2006

Use Your Web Resources

The web has become one of the best resources for marketing information. From articles to resources, here are just a few of the links you can try. Some of these web sites require registration or subscriptions for full usage.

American Marketing Association - KC:
ama-kc.org (*New & Improved!*)

American Marketing Association:
marketingpower.com

Marketing Sherpa:
marketingsherpa.com

CMO – The Resource for Marketing Executives:
cmomagazine.com

ClickZ Internet Marketing:
clickz.com

Guerilla Marketing:
gmarketing.com

Marketing Professionals:
marketingprofs.com

Sales & Marketing Management:
salesandmarketing.com

Target Marketing Magazine:
targetonline.com

What's Inside

Sticking It to the Man p2

Postal Rate Increase p2

Upcoming Events p3

New Members p3

November Luncheon a Big Success p3

AMA-KC January Luncheon

American Marketing Association of Kansas City presents:

“Kansas Speedway Accelerates Direct Mail Success with Web Component”

Featuring Stann Tate,
Director of Public Relations at Kansas Speedway.

Stann Tate oversees advertising, media relations, community relations, credentials office operations, special events, and pre-race activities and entertainment.



Learn about integrated marketing techniques through an in-depth case study from an exciting and original local success story.

Why should you attend?

- Hear from the PR Director of one of Kansas City's leading attractions.
- Learn valuable lessons from the evolution of Kansas Speedway's advertising campaigns
- Discover how the Internet enhanced the *Rev Up and Rock Out!* campaign and increased the ability to measure results.
- Receive a preview of this year's AMA-KC annual seminar featuring Lesa France Kennedy from the International Speedway Corporation.

Date: January 24

Time: 11:30 a.m. to 1:00 p.m.

Registration and networking: 11:15 a.m.

Lunch and presentation: 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: online at www.ama-kc.org or call the AMA-KC office at 913-681-6252

Registration Deadline: January 19

Sticking it to the Man

Yes; it's a goofy headline for a piece about membership, but it's absolutely true. Make no doubt, there is a man out there – and he wants to keep you down. He wants to make you work harder, not smarter. I hate that man. Thank goodness the American Marketing Association is here to stick it to the man.

The Kansas City AMA is a broad and diverse community of individuals who share three common goals: to advance themselves, their careers, and their profession. I can guarantee you won't find a better community of colleagues anywhere.

The AMA-KC takes pride in delivering quality marketing resources and education to our members. It's much more than a networking organization. For executives - it's another way to show your staff you value them by investing in continuing education opportunities to help them grow and develop into marketing experts. For marketing professionals – it's a smart avenue for you to hone and polish your marketing prowess so you can climb even higher.

Last April we heard Blockbuster Video CEO, Nick Shepherd, give us words of wisdom about how to approach the discipline of marketing in a highly competitive market in the most effective manner. At this year's Spring Seminar, we'll hear Lesa France Kennedy, board member of NASCAR and President of International Speedway Corp. talk about building one of the most loyal brands in the nation. Clearly,

the AMA-KC is here to bring you the resources and education to give you and your organization the best advantage possible.

So, whether you're in the business of climbing the corporate ladder, using that ladder to climb over your competition, or you're simply interested in doing away with cold calls, the AMA-KC is here to help you advance yourself, your career, and the profession in the smartest way possible.

Non-members–You know who you are. I wouldn't ask you to join if I didn't believe in the power of the AMA brand. I have personally and professionally benefited from AMA membership, and I want you to as well.

If you're receiving this newsletter and aren't a member, it means you're paying criminally inflated rates for monthly programming. Plus, you don't receive national AMA publications, or have full access to the vast resources of the AMA Web site at marketingpower.com. I urge you to join today! Just visit marketingpower.com, and get signed up.



Until next time, marketing brethren, keep sticking it to the man.

Jeff Randolph,
Vice President/Membership

2006 Postal Rate Increase

On January 8, 2006, the United States Postal Service implemented a postal rate increase of approximately 5.4 percent across nearly all classes of mail. On a one ounce First Class letter, this translates into a two cent increase, from \$0.37 to \$0.39.



While this rate increase will increase expenses for both businesses and consumers, it is also worth noting that US postal rates have remained stable since 2002 – a direct result of three straight years of USPS operating surpluses. Despite this operating surplus, the USPS must raise rates to cover the loss of funds associated with a Congressionally-mandated escrow account.

For a more detailed discussion of the reasons behind the rate increase, please refer to this USPS press release:

http://www.usps.com/communications/news/press/2005/pr05_097.pdf

Complete Domestic Rates and Fees effective January 8, 2006:

http://www.usps.com/ratecase/_pdf/Notice123Jan2006.pdf

November Luncheon a Big Success!

Meeting surveys have repeatedly suggested Hispanic Marketing as a meeting topic. *You requested it and we provided it!* The November luncheon at Lidia's, "Marketing to the Hispanic Segment – A Panel Discussion," featured guest panelists from Kansas City's Hispanic media and marketing organizations.



Winston Jimenez, President, Mi Latino Magazine;
Terri Truesdale-Fraser, Senior Consultant, TWG Consulting;
Claudio Perez-Korinko, President, IM International Marketing, LLC

Congratulations!

AMA-KC is proud to announce the recent promotion of **Brian Buckler, Ph.D.** from Associate Professor to Professor of Marketing at Avila University. Brian teaches both undergraduate and MBA Marketing courses.



Brian is a native of the Kansas City area and is currently serving on the AMA-KC Board of Directors as Past President. He recently finished two terms as President and various Director and VP roles. Brian is now coordinating our upcoming Annual Spring Seminar.

Upcoming Events

January Luncheon:

- **Kansas Speedway Accelerates Direct Mail Success with Web Component**
- **Presenter:** Stann Tate, Director of Public Relations, Kansas Speedway
- **Date:** January 24, 2006
11:15 a.m. to 1:00 p.m.
Registration: 11:15 a.m.
Lunch & presentation: 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
- **Registration Deadline:** January 19

February Luncheon:

- **Presenter:** Randy Davis, Vice President of Branding and Innovation, Applebee's International
- **Date:** February 23, 2006
11:15 a.m. – 1:00 p.m.
- **Location:** Lidia's
101 W. 22nd St., Kansas City, MO
- **Cost:** \$25 members; \$35 guests; \$20 students
- **Registration deadline:** February 20

Annual Spring Seminar 2006:

- **Presenter:** Lesa France Kennedy, a member of the Board of Directors of NASCAR and President of International Speedway Corp.
- **Date:** May 4, 2006
- **Location:** Avila University, Whitfield Hall
11901 Wornall Rd., Kansas City, MO
- Additional Details to Come

Welcome New Members

Ruthelen Harrison / Assurant Employee Benefits
David Johnston / University of Kansas
Kaila Schmidt / Sprint
Corey Hampton / Presidio Marketing
Jacqueline Miller
Doreen Xiong / Sprint
Michael Brainerd
Jennifer Riley Jasa / Burns & McDonnell
Jennifer Scher / Murphy-Hoffman Company
Erin Kaberline / Murphy-Hoffman Company