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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

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, President of International Speedway Corporation and NASCAR Board Member.

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.

- Registration Deadline: February 20
- call the AMA-KC office at 913-681-6252
- Register: online at www.ama-kc.org or
- Cost: \$25 members; \$35 guests; \$20 students
- 101 W. 22nd St., Kansas City, MO
- Location: Lidia's
- Date: February 23, 2006; 11:30 a.m. – 1:00 p.m.
- Applebee's International
- Vice President of Branding and Innovation
- Presenter: Randy Davis
- Marketing the Applebee's Way

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



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

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Marketing Power

February 2006

Get Involved!

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

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

Committee &/or board positions are available in the following areas:

- Programming
- Marketing
- Membership
- Website
- Collegiate
- Sponsorships

Interested? Please contact AMA-KC President, Judy Schmoeger at jschmoeger@comcast.net or Executive Director, Cynthia Edmunds at staff@ama-kc.org or 913-681-6252.

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AMA-KC February Luncheon

American Marketing Association of Kansas City presents:

"Marketing the Applebee's Way"



**Featuring: Randy Davis,
Vice President of Branding & Innovation
Applebee's International**

Davis is the Vice President of Brand Strategy & Consumer Insights which is responsible for strategic direction of the brand as well as identifying and validating innovations along service, menu, neighborhood and value.

Learn about the strategies and techniques used to drive growth and consumer preference for Applebee's.

5 Key Take-Away Points:

- Branding is more than what you say, it is what you do
- Know who you truly are – your culture and how you make money
- Know the consumer and what drives the decision to purchase
- Know the competition – how are you different and better
- Learn why & how you should centralize communication

Date: February 23, 2006

Time: 11:30 a.m. – 1:00 p.m.

Registration and networking: 11:15 a.m.

Lunch and presentation: 11:30 a.m.

Location: Lidia's

101 W. 22nd St., Kansas City, MO

Parking & entrance is on the south side of the building

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: February 20

Save the Date – May 4, 2006!

AMA-KC Annual Spring Seminar

- Featuring:** Lesa France Kennedy
President, International Speedway Corporation
Board Member, NASCAR
- Date:** Thursday, May 4, 2006
- Time:** 8:00 – 9:00 a.m. Registration and Networking Breakfast
9:00 a.m. – noon Program / Q&A
- Location:** Avila University's Goppert Theatre
(11901 Wornall Rd., Kansas City, MO), Free Parking
- Tickets:** AMA Member – \$75;
Non-member – \$150;
Business educator – \$75;
Full-time student – \$25
- Sponsors:** Sponsor rate of \$125
(available to those w/ four or more in attendance)



Your company name will appear in collateral materials (direct mail piece, *Business Journal* ad, program, etc.) if you commit before press dates (March deadline TBA).

Contact Seminar Chair Brian Buckler for more details (bucklerkc@aol.com)

This event is brought to you by:

Marketing University, Hallmark Cards, Inc. and Sprint University

Sponsors to date:

Avila University, The Business Journal, Kansas City Audio Visual, VML, WDAF-TV4

Registration: Call or fax 913-681-6252; online at www.ama-kc.org
(Registration will begin in March)

Format: A very interactive, educational program where we will ask Ms. Kennedy to share her insights on the operations of ISC (holding company of the Kansas Speedway and many others), its success story, as well as the NASCAR's phenomenon. The topics will include market and product development, sports marketing, branding, advertising, event marketing and more.

John Holt, anchor of WDAF-TV4, will host this year's event. Part of registration will include the ability to submit YOUR questions for Ms. Kennedy. These questions will be used for Mr. Holt's interview "script".

9:00 a.m. – 10:30 a.m.	Interview
10:30 a.m. – 10:45 a.m.	Break
11:00 a.m. – noon	Interview Conclusion / Q&A (unscripted)

New Member Profile

Kaila Schmidt is an Avila University alumni completing her Bachelor's degree in Business Administration in May, 1990. She received a Master's degree in Business Administration with an emphasis in Total Quality Management in August, 1997 from Mid America University. Kaila has over twelve years experience in the telecommunications industry with a diverse background in multiple business functions including sales, marketing, product management and human resources.

Kaila is married and a mother of two children; Reece, 5 and Ryann, 2. Outside of work, Kaila enjoys outdoor activities such as hiking, snow skiing, fishing, and boating with her family.

By joining the AMA, Kaila hopes to further enhance her knowledge of the latest marketing trends and network with other marketing professionals outside of her current employer. You can contact Kaila via email at Kaila.R.Schmidt@sprint.com.



Hope House Needs Your Help

AMA-KC is proud to continue our support of Hope House, a Kansas City-area shelter for victims of domestic abuse. Founded in 1983, its mission has been to break the cycle of domestic violence by providing safe refuge and supportive services that educate and empower women and their children.



You can help by donating directly to the shelter:

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

If you're interested, please contact Kelly Howard, Donor Relations Manager, at 816-461-4188 (ext. 339), email khoward@hopehouse-ejc.org or visit their website at www.hopehouse-ejc.org.

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

Upcoming Events

February Luncheon:

- **Presenter:** Randy Davis
Vice President of Branding and Innovation
Applebee's International
- **Date:** February 23, 2006
11:30 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

March Luncheon:

- **Date:** March 28, 2006
11:30 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:** March 24
- Additional Details to Come

Annual Spring Seminar 2006:

- **Presenter:** Lesa France Kennedy
President, International Speedway Corp.
Board Member, NASCAR
- **Date:** May 4, 2006
- **Location:** Avila University, Goppert Theatre
11901 Wornall Rd., Kansas City, MO

Welcome New Members

Mara Weaver / AMC Theatres

Barbara Murphy / Weyforth-Haas Marketing

Stephanie Fite / Design Girl LLC

Sheila MacDonald

Barbara Kaiser