

Marketing Power

April 2006

Internship Postings Available On AMA-KC Web Site

If you are looking to fill Marketing Internships in the Kansas City area, the AMA-Kansas City Chapter is now able to post these internships (*free of charge*) on our website at www.ama-kc.org.

Please send your internship information, including job description and complete contact information, to Cynthia Edmunds at staff@ama-kc.org.

Students:

Be sure to check out these local internship opportunities!



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AMA-KC April Luncheon

*American Marketing Association of
Kansas City presents:*

"Entertainment Marketing"

Featuring: Laurie Thompson
Director-Entertainment Marketing
Sprint



Entertainment Marketing involves strategic partnerships with various entertainment outlets to integrate and promote a company's brand, products and services in new and innovative ways. Laurie will share the tricks of picking the right sponsorship or product integration that will get you in front of the right audience.

Thompson and her team uniquely position Sprint through venues such as Broadway musicals, Emmy Awards and Sundance Film Festival. This team also oversees all branded entertainment in motion picture and television.

5 Key Takeaway Points:

- Understand your business objectives
- Know your target segments
- Determine who actually owns the rights
- Integrate more thoroughly
- Insist on your product's visibility

Date: Tuesday, April 25, 2006

Time: 11:30 a.m. – 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: April 21

AMA-KC Annual Spring Seminar – May 4, 2006!

Curious About How Motorsports Got So Popular?

How did stockcar racing turn into the country's fastest-growing spectator sport?

Ask **Lesa France Kennedy** – President of International Speedway Corporation (ISC) and Board of Directors member for NASCAR– at this year's **AMA Kansas City Annual Seminar**. In her 23 years with ISC, she's helped drive the product development, marketing, branding and event advertising that's fueled the motorsports success story and made ISC the leading promoter of motorsports.

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)

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, International Speedway Corporation,
Kansas City Audio Visual, Kansas Speedway, LaserCycle, Inc.,
Sheraton Overland Park, The Kansas City Business Journal,
Universal Underwriters Group, VML and WDAF TV Fox 4.

Registration: Call or fax 913-681-6252;
Online at www.ama-kc.org

Format: A very interactive, educational program. 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.

She has the wheel, but you have the map. Submit the questions you would like WDAF-TV4 anchor John Holt to ask her during this year's seminar with your registration.

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)



Hope House Gets Help from AMA Member

When the February 20th “urgent needs” email reached my box from Kelly Howard of Hope House, it struck a cord. The items Hope House needed would be easy to collect and some already resided in my cramped closets and storage spaces. As I rummaged through my house, I decided to put together a ‘call for help’ with my co-workers at DIT-MCO International.

Over my past 15 years with DIT-MCO, I’ve seen our employees donate time and money to many worthy causes and I knew I had only to ask. After making a poster with a list of collection items, bags of towels, toiletry items, hair care products, etc. came pouring into our lunchroom collection point. Our president, Rick Thompson, also gave the Hope House a corporate donation of \$200.

A recent tour of the Lee’s Summit Hope House facility cemented my commitment to help as the AMA-KC’s liaison to Hope House. I plan to offer our members opportunities to get involved personally and also to involve their co-workers and companies. A part of this plan is to put together a “drive” packet that will include a list of on-going needs, posters and other information our AMA members can use to present to their co-workers.

Everyone can probably relate to a time in their lives when a stranger had a profound impact on them at a difficult cross-road in life. This is our chance to do that for someone else. If you are interested in sponsoring a drive at your office, church or other organization, please contact me at (816) 305-5136 or by email at pamerickson@kc.rr.com.

Pam Erickson
Marketing Communications Mgr.
DIT-MCO International



Welcome New Members

Joe Cardador / Service Management Group Inc.
Kristin Gilmore / Cerner Corporation
Mark Hunter / Service Management Group Inc.
Pat Fischer / Universal Underwriters Group

Upcoming Events

April Luncheon:

- **Presenter:** Laurie Thompson
Director-Entertainment Marketing, Sprint
Topic: Entertainment Marketing
- **Date:** April 25, 2006
11:30 a.m. – 1:00 p.m.
- **Location:** The Bristol Bar & Grill
5400 W. 119th St., Leawood, KS
- **Cost:** \$25 members; \$35 guests; \$20 students
- **Registration deadline:** April 21

Annual Spring Seminar 2006:

- **Presenter:** Lesa France Kennedy
President, International Speedway Corp.
Board Member, NASCAR
- **Date:** May 4, 2006
8:00 a.m. – noon
- **Location:** Avila University, Goppert Theatre
11901 Wornall Rd., Kansas City, MO

June Luncheon:

- **Presenter:** Vickie Warker
Vice President of Marketing, Sprint
Topic: Customer Loyalty
- **Date:** June 27, 2006
11:30 a.m. – 1:00 p.m.
- **Location:** The Bristol Bar & Grill
5400 W. 119th St., Leawood, KS
- **Cost:** \$25 members; \$35 guests; \$20 students
- **Registration deadline:** June 23

March Luncheon a Tear-Jerker!

It was a packed house at Lidia’s for the AMA-KC March luncheon. The featured speaker this month was board member, Sallie Guezuraga, One-to-One Marketing Manager, Hallmark Cards. Sallie’s presentation was not only informative but it actually brought a few tears! The Q&A session following the presentation brought additional insight into this “emotional” marketing topic.



Board Contacts

effective March, 2006

PRESIDENT

Judy Schmoeger
Green Teal Marketing Consultants

PRESIDENT-ELECT/

VICE PRESIDENT/MEMBERSHIP

Jeff Randolph, ARMA International

SECRETARY/TREASURER

Mary K. Florence, IBM Global Services

PAST PRESIDENT/

DIRECTOR OF DEVELOPMENT

Brian Buckler, Ph.D., Avila University

VICE PRESIDENT/MARKETING

Kaila Schmidt, Sprint

VICE PRESIDENT/INTERACTIVE

Chris O'Connor, Liquid 9 Creative Media Boutique

DIRECTOR OF COMMUNICATIONS

Jill Intravartolo, FELCO Printing & Mailing

DIRECTOR OF COLLEGIATE

Sallie Anne Guezuraga, Hallmark Cards, Inc.

DIRECTOR OF PROGRAMMING

Jennifer Jasa, Burns & McDonnell

DIRECTOR AT LARGE

Paul Weber, Entrepreneur Advertising Group

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 Cards Inc., 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

An advance thank-you goes to our sponsors for the Spring Seminar.

Marketing University, Hallmark Cards, Inc., Sprint University, Avila University, International Speedway Corporation, Kansas City Audio Visual, Kansas Speedway, LaserCycle, Inc., Sheraton Overland Park, The Kansas City Business Journal, Universal Underwriters Group, VML & WDAF TV Fox 4.

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 Brian Buckler at bucklerkc@aol.com.

- Registration Deadline: April 21
- call the AMA-KC office at 913-681-6252
- Register: online at www.ama-kc.org or
- Cost: \$25 members, \$35 guests, \$20 students
- Seating is limited
- 5400 W. 119th St., Leawood, KS
- The Bristol Bar & Grill
- Tuesday, April 25, 2006, 11:30 a.m. – 1:00 p.m.
- Sprint
- Director-Entertainment Marketing
- Presenter: Laurie Thompson
- Entertainment Marketing

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



American Marketing Association
Kansas City Chapter
P.O. Box 23768
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