



AMA

Pittsburgh

AMERICAN
MARKETING
ASSOCIATION

EVERY HOLIDAY SEASON STARTS WITH



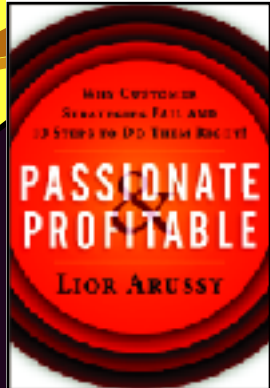
AMA Pittsburgh's first ever holiday bash! An evening event on December 1st.
More info on page 2



TOP 10

Reasons to be an AMA member

Find the count-down inside on page 2



Amazon.com Best-Selling Author at AMA Luncheon
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A View From The Top
AMA Pittsburgh's 60th Anniversary
page 2

TOP 10

Reasons to be an AMA member

Smart, experienced marketing professionals choose AMA membership because:

1. KEEPS YOU CURRENT with what's going on in the marketing community, including what the newest ideas and best practices are.

2. HELPS YOUR PROFESSIONAL DEVELOPMENT with discounted or member-only access to events, workshops, and seminars on the hottest topics.

3. ADVANCES YOUR CAREER. Access AMA's marketing-specific career center for job opportunities, career planning, resume resources, and career links. Also, network at the local and national level to connect with hiring managers, industry experts, marketing specialists, and service providers.

4. INSTANT POWER NETWORK. You'll make important connections with industry leaders, specialists, and business colleagues. Get quickly integrated in the local marketing community through networking at AMA Chapter meetings and volunteering. Use AMA directories to access 38,000 national and 300 Pittsburgh region members.

5. THE CHAPTER NEEDS YOU. Share your marketing experience and ideas. Building our membership helps to grow the collective knowledge of our Chapter, which makes membership of greater value to all members.

6. DISCOVER HIDDEN TALENTS — IN YOURSELF. Volunteering for AMA Pittsburgh provides a wide variety of opportunities to work with a talented marketing team and test new skills.

7. ACCESS TO COMPREHENSIVE RESOURCES. Some of the best marketing resources are only a click or a search away. Vast online resources allow members to keep up with new marketing ideas as well as learn more about the tried and true. Access Best Practices, Case Studies, Hot Topics, Webinars, Marketing News, various marketing journals, and more.

8. AFFINITY BENEFITS & OTHER DISCOUNTS on business products and services such as PR Newswire, MBNA, Airborne Express, AVIS, USI Administrators, and 1-800-Flowers.com. Also save on AMA magazine and journal subscriptions, marketing books published by the AMA, conferences, workshops, and seminars.

9. DEVELOPS LEADERSHIP SKILLS. Help run our local chapter; plan and execute an AMA project. AMA is your vehicle to gain recognition for your team, your chapter, the marketing profession, and ultimately yourself. Successful marketing requires a vision, communication, and persuasive skills. Running a volunteer professional chapter develops those skills in a friendly, professional environment.

10. YOU'LL ENJOY IT. You will find inspiration and support from 38,000 other members nationally. Our Chapter is your entry point to all of it!

A View From The Top

AMA Pittsburgh's 60th Anniversary

1946 - 2006

1946! Think of how Pittsburgh was different then. Two sets of shirts for corporate-types to go to work. The occasional whiff of blue skies when the wind blew long and hard overhead. America's third leading city for Fortune 500 company headquarters. Heck — there were only 48 states.

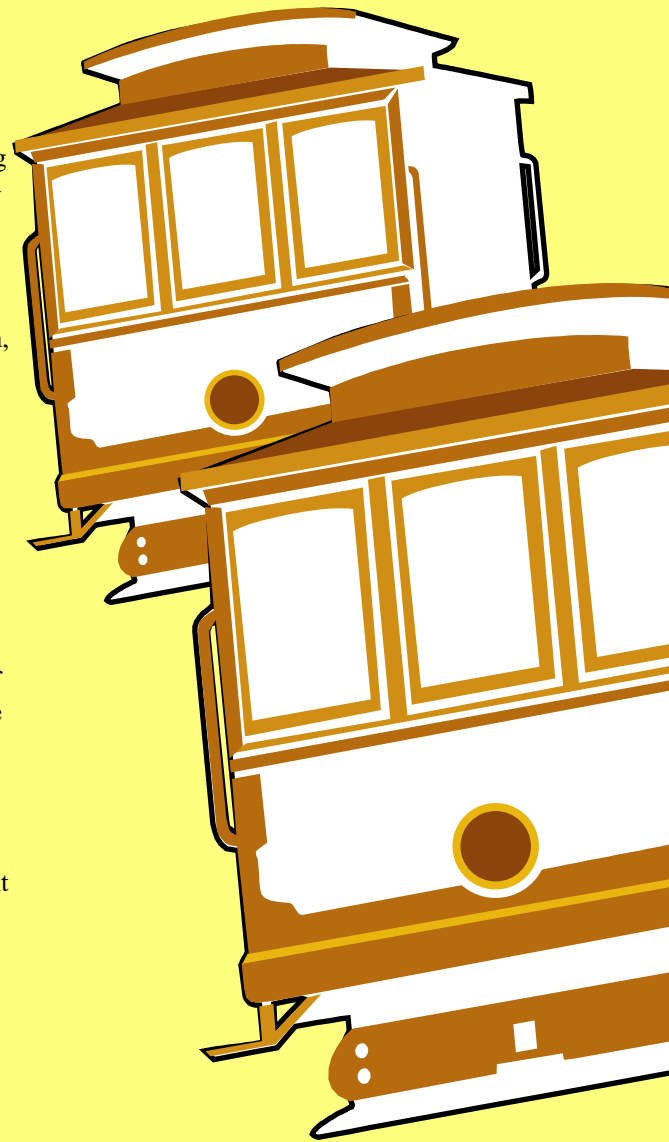
60 years later, the Pittsburgh AMA is the nexus for marketing professionals in the new Pittsburgh. In 2006, consumer products, pharmaceuticals, info-tech, bio-tech, healthcare, financial, and education dominate the marketplace. The diversity of business, consumer, channel, brand, and retail marketing disciplines — and all of their combinations — come together in the AMA every month.

You'll meet many of the senior executives and principals from this week's *Pittsburgh Business Times* (PBT) Top 50 list of Advertising, Public Relations, and Marketing Communications firms at regular AMA meetings. (Approximately one-third of these companies have AMA members. Check out the new list in PBT.)

You'll also meet marketing professionals from all of the other PBT lists as well.

- More than 15 top law, accounting, and management consulting firms
- 13 of the top 16 colleges and universities
- 7 of the top 10 manufacturing firms
- 5 of the top 10 financial institutions
- 6 of the top 15 hospital organizations
- 20% of the largest privately held companies
- All of the top 5 foreign-owned companies
- 6 of the top 10 public companies
- Plus, hundreds of other top Pittsburgh marketers

Join us in our 60th anniversary year to be part of Pittsburgh's most professional and leading-edge marketing organization. You don't even need to bring an extra shirt!



AMA Holiday Bash!

EVERY HOLIDAY SEASON STARTS WITH



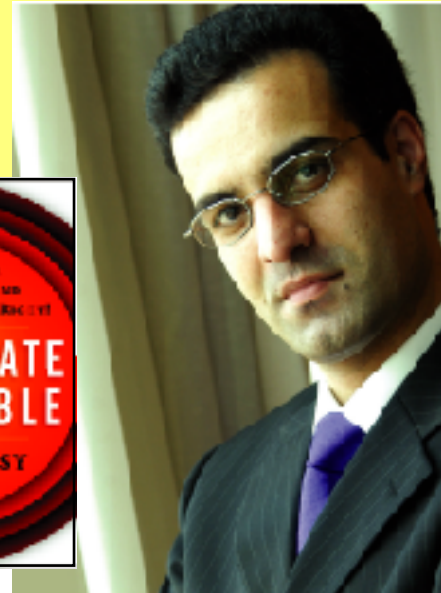
AMA Pittsburgh's first holiday bash! Enjoy a dynamic presentation by Jeff Hennion, senior vice president of marketing at Dick's Sporting Goods. Kick off the holiday season with a festive dinner, seasonal beverages, and lots of sports give-aways.

December 1, 2005, at the Marriott City Center at 5:30 pm.



Don't miss Amazon.com best-selling Author Lior Arussy as he presents: *Passionate and Profitable — Why Customer Strategies Fail and 10 Steps to Do Them Right!*

December 14, 2005, at the Marriot City Center at 11:30 am.



Who let the Blogs Out? AMA Pittsburgh!



Blogs speaker Jerry Tolk (right) with president-elect Dave Oshlag

The word *blog* was Merriam-Webster's most looked-up word in 2004. So, what is a blog anyway and how does it apply to marketing?

More than 85 marketing professionals attended AMA Pittsburgh's October 12 luncheon to find out just that. Jerry Tolk, vice president at the public relations firm Euro RSCG Magnet, served as the keynote speaker for the hot topic event, *Blogging for Success — Enhancing and Protecting Corporate Reputations in a New Medium*.

According to Webster's, a blog (short for Web log) is a personal chronological log of thoughts published on a Web page or a shared on-line journal where people can post diary entries about their personal experiences. Blogs may also include headlines and news articles.

According to Tolk, some successful brands that have used blogs include:

- Maytag's blog for their Skybox product, a household vending machine line. This blog not only allows Maytag to make customer testimonials accessible to everyone, but also serves as a market research tool, providing the Maytag design team with unfiltered customer suggestions.
- Stonyfield Farms, which maintains four separate but related blogs on parenting, women's issues, organic farming, and nutrition in schools, has attracted a combined 160,000 visitors since 2004. These blogs have helped to humanize the brand by inviting visitors to share in the company's struggles and triumphs.

AMA Membership

To wrap up our fall membership drive, if you join today you'll receive free admission to your next AMA Pittsburgh luncheon or evening education program.

More importantly, you'll gain access to a vibrant, information-rich marketing community. Members leverage this network of 38,000 peers and the associated wealth of marketing experience and ideas to their professional advantage.

- IBM, which hosts an internal blog, is able to maintain healthy employee morale by allowing IBM employees to self-publish their ideas, rants, and thoughts about the company.

Although blogs can be a great addition to a marketer's toolbox, Tolk warned that they have their downfalls. For instance, he discussed several high profile cases of employee terminations that resulted from improper use of a company blog. That's why he says it's important to provide upfront policies or guidelines on blogs.

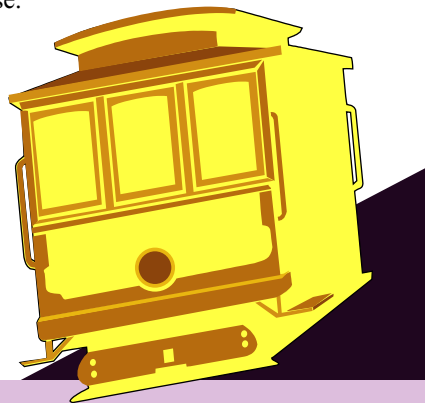
Also, if not done properly, blogs can be perceived as corporate propaganda.

Measuring the true appeal and effectiveness of any particular blog can be difficult, but according to Tolk there are some metrics that can be used. For one, companies can measure success by counting the number of hits. Another familiar metric is "coverage," or the number of times the targeted brand or issue is mentioned.

Other metrics go deeper into measuring the level at which postings discuss the targeted brand or issue, describe a solution to a problem, and encourage true dialog.

Finally, Tolk addressed one of the most common questions among corporate bloggers today — what should you do if someone posts a negative comment? The appropriate reaction, according to Tolk, is to do nothing.

"The more brand capital you have, the less you have to react to a negative comment," Tolk said. He went on to say that if you must react to a comment, the best course is to solicit a third party to post a positive rebuttal. Your last option should be to have a company expert or executive post a response.



AMA Pittsburgh is your gateway to this community and its valuable resources, offering members the powerful advantages of:

Marketing Knowledge: Vast online resources allow members to keep up with new marketing ideas as well as to learn more about the tried and true. Best Practices, Case Studies, Hot Topics, Webinars, and many other resources.

PITTSBURGH Top 100 Executives Tell How They Did It

Each year, the *Pittsburgh Business Times* honors the 100 fastest growing privately owned companies in the region. As a way to connect with marketers at these top-ranked companies, AMA featured three executives from the top ten privately owned firms at its first Executive Forum of the 2005-2006 chapter year.

On Thursday, October 27, AMA members and non-members had a chance to meet with top marketing decision makers, pictured left to right: Raul Valdes-Perez, CEO and co-founder of Vivisimo Inc. (company ranked #5); Jennifer Clement, senior marketing manager at Vocollect (company ranked #8); and James A. Stokes, Jr., president of WOW Corporation (company ranked #1).



Moderated by Jim Jen, portfolio executive at Innovation Works, the forum began with participants sharing insights about the driving growth factors for each of their companies.

Valdes-Perez explained that much of Vivisimo's future success will rely on its consumer product Clusty, which is a direct competitor of Google and Yahoo search engines. Vivisimo also produces enterprise software for business clients, including AOL, Eli Lilly, Proctor & Gamble, and the federal government.

For Vocollect, which provides innovative warehouse management solutions, Clement explained that their success is due to their hands-and-eyes-free system, which allows workers to talk directly to the inventory management computer via industrial-grade voice software. She also explained that most of their solutions pay for themselves within six months by increasing productivity and cutting operating costs.

Speaking on behalf of WOW Corporation, Stokes described how his global IT solutions firm has grown to become a privately owned powerhouse in Pittsburgh by providing custom software, consulting, and business solutions for small businesses.

AMA Pittsburgh wishes to express our thanks to companies like WOW, Vivisimo, and Vocollect for keeping Pittsburgh on the national marketing map and for taking the time to share their insights and successes with fellow marketing professionals in western Pennsylvania.

Networking: Extend your professional network through national conferences, local events, member directories, and Shared Interest Groups (SIGs).

Professional Development: Use the many tools available for your ongoing professional support and development.

For more information or to join, visit www.amapittsburgh.org



A View From AMA Pittsburgh's Top

Sixty years after the American Marketing Association was born in Pittsburgh, the Chapter is stronger than ever. Since our re-branding efforts began in 2003, we have experienced a nearly 20 percent increase in membership, developed an unparalleled network of 20 collegiate chapters, and achieved "preferred partner" status with leading professional associations.

As further evidence of our strength, a comprehensive customer satisfaction survey conducted in May 2005 revealed that the Chapter's brand equity is high — especially among senior marketers. According to survey participants, AMA Pittsburgh is most closely identified with the following:

- Constantly striving to improve its services
- High quality events
- Creative programming
- Marketing thought leadership
- High membership value
- Support of the region's business community

In addition, more than 80 percent of members indicated that they are willing to renew their membership — a solid vote of confidence for the Chapter.

Key goals for the 2005-2006 Chapter year include:

- **Pursuit of marketing thought leaders:** AMA will serve as a catalyst for the advancement of marketing knowledge by seeking out the most current thinking in domestic and global marketing by forging stronger ties with knowledge creators, publishers, and industry front-runners. One of the first initiatives growing out of this goal is an Executive Series spotlighting emerging marketing principles, which will be launched in the spring of 2006.
- **Regional engagement:** We will address regional marketing challenges and showcase regional success stories. Strategic alliances with leading professional associations will increase the range and diversity of our services.
- **Marketing portal:** Our Web site will function as the gateway to the vast repository of marketing knowledge offered by AMA International.
- **Value-added networking:** AMA's networking evenings will include compelling educational components to attract marketers from a spectrum of industries.

The end-benefits to AMA's stakeholders will include:

- **Enhanced value of AMA membership:** AMA members will now have access to exclusive, "by invitation only" events. Industry-specific special interest groups (AMA SIGS) are among other member initiatives on the way.
- **Increased value creation for sponsors:** Feedback from our clutch of corporate and in-kind sponsors indicates that AMA is seen as delivering substantial value to our affiliates. AMA's academic partnerships and special programs targeting senior executives will further increase returns for our valued sponsors.
- **Engagement with AMA's collegiate chapters:** We will foster closer ties between our collegiate chapters and regional corporations to meet collective internship and placement objectives.

AMA Pittsburgh has a record 50 volunteers working in lockstep to give the AMA and the marketing community a rousing 60th anniversary year. We are grateful for the region's goodwill and support and look forward to celebrating this landmark season with you. Thank you, and see you all at the next Chapter event!

Kalpana Biswas
President, AMA Pittsburgh
Principal, ReCombinant Partners

Editor's Note: ReCombinant Partners is a firm that specializes in strategic research for business mergers & acquisitions, strategic alliances, and joint ventures.

AMA Board

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AMA Volunteer of the Month 2005 Award Recipients

The AMA is pleased to recognize volunteers who have made significant contributions to the organization through their efforts to go above and beyond. In recognition of the extra effort made by these volunteers, the AMA has developed a "Volunteer of the Month" award. Special thanks and congratulations are extended to the following recipients:

September

Mike Kaulakis
Frontiers International Travel

October

Wendelyn Pekich
Wexford Health Sources, Inc.

Become a Volunteer!

The AMA is always looking for energetic marketing professionals to get involved in volunteer activities and contribute to the growth of the region's premier marketing organization. Contact Dave Oshlag, President Elect of AMA, at daveo@projectma.com.

Newsletter design by John Zylka

Support the Sponsors Who Support AMA Pittsburgh

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Channel marketing by design is a strategic business-building approach that will make your products and services unforgettable — even before they reach the end user.

Pipitone Group marketing programs and tools are designed to enhance, motivate, and inspire within and through the channels that get products and services to market. Our channel marketing experts understand the complexities involved with selling through channel partners. And we can help you focus efforts — to define channels, develop existing channels, or discover new ones — to dramatically improve marketing ROI.

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