

AMA



AMERICAN
MARKETING
ASSOCIATION

Pittsburgh

Generation after generation

AMA Pittsburgh is there

for the region's marketers

Silents,
Boomers,
GenXers,
and Millenials
Oh My!



The Return of
Chuck Underwood
Half-day seminar
Afternoon of January 25th

NONPROFIT BOOT CAMP

One and a half day seminar
December 7th and 8th



Formula for
Success in
Pittsburgh

Holiday Luncheon
December 14th



OFFICIAL GREEN WEEK

60th
Anniversary
AMA Pittsburgh

Generational Marketing

- The Return of Chuck Underwood

Half-Day Training Seminar - Afternoon of January 25, 2007

In a much-anticipated return engagement, Chuck Underwood – founder and president of The Generational Imperative, Inc. – will speak about the importance of generational marketing. From the "Silent Generation" to "Millennials," the comprehensive seminar will guide attendees in "A Stroll Down Memory Lane" as Chuck reviews how each generation has formed its core values and beliefs. Included in this half-day seminar are case studies of companies such as Cadillac, Sony, the GAP, Fidelity, and Walt Disney that have used generational marketing to create awareness and loyalty among their customers.

Chuck began his generational research in the late 1980s – long before the discipline came to the widespread attention of American business. Having studied for 19 years the generational values and beliefs that guide Americans' decision-making, Chuck is a leading authority on generational dynamics in both the marketplace and workplace.

Formally trained in qualitative research methodology and focus-group moderation – with practical experience as an award-winning broadcast journalist, play-by-play announcer, and creator and producer of original programming – Chuck now travels coast-to-coast to deliver consulting assignments, seminars, research assignments, and keynote addresses.

He also authors newspaper and national-magazine columns on generational dynamics, guest lectures at colleges, and is regularly quoted in magazines, newspapers, and network newscasts.

Some comments from attendees of Chuck's speaking engagements:

"The best seminar I've ever attended." - Cincinnati

"It is about as profound an impact as any four-hour seminar could have - thank you!" - Grand Rapids

"Best speaker in 12 years of attending training sessions." - Dayton



Chuck Underwood

Breakdown of Generations in the Pittsburgh Area

	Years of Age	
G.I. Generation <input type="checkbox"/>	81+ <input type="checkbox"/>	5%
Silent Generation <input type="checkbox"/>	62-80 <input type="checkbox"/>	12%
Boomers <input type="checkbox"/>	43-61 <input type="checkbox"/>	28%
Generation X <input type="checkbox"/>	26-42 <input type="checkbox"/>	25%
Millennials <input type="checkbox"/>	Birth-25 <input type="checkbox"/>	30%

Visit www.amapittsburgh.com to register for this enlightening half-day seminar. Hurry! Space is limited.



Stephanie Swift

low turnover rate and active management training program help the chain respond to the pressures of being the "new kid in town" in the Pittsburgh market. Ms. Swift will also touch on Boscov's goal of delighting its customers with exceptional products and service, and how the company is able to keep its shopping experience personalized, family-oriented, and friendly.

Luncheon attendees will be entered into a drawing for exciting door prizes.

Sign up for the December 14 Boscov's program today at www.amapittsburgh.com.

Event Specifics:

- Boscov's Formula for Success
- December 14th, 11:30 a.m. to 1:30 p.m.
- Doubletree Hotel Pittsburgh City Center,
- One Bigelow Square
- Fee: Members \$35
- Guest of Member: \$45
- Non-member \$55

Boscov's Formula for Success in Pittsburgh

Despite being one of the country's few remaining independently-owned department stores, Boscov's has managed to expand in an increasingly competitive market. The origins of the chain date back to 1911, when Solomon Boscov - with \$8 of merchandise - began to travel regular routes through Lancaster and Berks counties. Formally established in 1921, the company is still based in Reading, PA. The retail chain now boasts 50 stores across 6 Mid-Atlantic states of Pennsylvania, New York, New Jersey, Maryland, Delaware, and Virginia, making it the largest family-owned retailer in the United States.

We invite you to join AMA Pittsburgh and Stephanie Swift, public relations manager for Boscov's on December 14 at the Doubletree Hotel Pittsburgh City Center to learn how Boscov's has been able to thrive in a market that has been changed by significant consolidation. Ms. Swift will discuss how Boscov's

NONPROFIT MARKETING BOOT CAMP™

Presented by the American Marketing Association, AMA Pittsburgh and the American Marketing Association Foundation

Pull on your fatigues and roll up your sleeves...the Nonprofit Marketing Bootcamp™ is making its way to the 'Burgh!

The American Marketing Association offers members (and non-members) the opportunity to attend a variety of seminars that offer information on how to become better marketers.

One such seminar, the Nonprofit Marketing Boot Camp, helps to focus nonprofit organizations' marketing efforts to drive results. While this seminar is great for those new to nonprofit marketing, seasoned professionals will also benefit greatly from the topics covered. Designed specifically to address the needs of the nonprofit marketing professional, this one and a half day workshop is led by an experienced AMA professional in an interactive, hands-on format. Topics covered include:

- ♦ What marketing is and is not
- ♦ Understanding who your "customers" are
- ♦ Competitive differentiation and positioning
- ♦ Using the marketing mix
- ♦ Insight into customers' experience and branding
- ♦ Strengthening stakeholder relationships
- ♦ How to develop a marketing plan

Every day a large, ever-growing number of nonprofit organizations compete for funding, programs, and volunteers. To be successful at obtaining the resources needed to accomplish its objectives, an organization must differentiate itself from the competition. Attending this seminar will give nonprofit marketers an understanding of how to apply marketing principles in the nonprofit business world in order to set themselves apart from the crowd.

With its large number of hospitals, colleges and universities, health and human services organizations, associations, and other nonprofit organizations, Pittsburgh is the perfect place to hold this seminar. Hurry! Space is limited!

Register today by visiting www.amapittsburgh.com and following the Programs and Events link or call 1-800-AMA-1150.

Event Specifics:

- December 7 and 8, 2006
- Boot Camp for Nonprofits
- Doubletree Hotel Pittsburgh City Center,
- One Bigelow Square
- Fee: Members \$440
- Non-members \$665
- (includes one-year AMA membership)

AMA Pittsburgh Season Opener is A Winner!

The Rooney/Steelers Brand-A Legacy of Integrity

Even though its been around 60 years, AMA Pittsburgh is a rookie compared with the 73-year old Pittsburgh Steelers' organization. And when these two long-standing western Pennsylvania traditions got together for a celebration, the result was a season opener to be remembered.

On July 8, 1933, Arthur Joseph Rooney, the Chief, purchased the Steelers franchise. The fifth oldest franchise in the NFL, the Pittsburgh Steelers have become synonymous with integrity – and with winning, as proven by the team's league-leading collection of Lombardi Trophies from five separate Super Bowl wins.

On September 13, 2006, AMA Pittsburgh brought together 200 members, friends, and fans at Heinz Field to open its 2006/7 programming season. The group listened to Art Rooney II and marketing strategists from the Steelers and Buchanan Ingersoll & Rooney tell the amazing story of how the Steelers and Rooney brands have grown and enabled each other over the years.

On a night when the AMA recognized some award winners of its own, guests celebrated by watching unique video montages documenting the growth of the Steelers and Rooney brands; taking part in Steelers-themed raffles; and being photographed with the Steelers 2006 Lombardi Super Bowl Trophy. Attendees left with 5" x 7" color photos documenting their encounter with the trophy. So, it seems fitting that we allow photos from this event to document a season opener to be remembered for another 60 years.



Art Rooney II, President of the Pittsburgh Steelers since 2002.



AMA awarded (from left to right) Members of the Year, John Zylka, Bruce Downing, and Wendelyn Pekich; and gave special recognition to immediate past president, Kalpana Biswas.



Below: The Grand Prize: Gourmet tailgate, on-field passes, Steelers tickets and overnight at the Priory.



Above: Tony Quatrini, Pittsburgh Steelers (top left), Jack Barbour (top right) and Joe Palumbo (bottom) from Buchanan Ingersoll & Rooney added unique perspectives.



"How to Profitably Brew A Niche Brand: Yuengling's Recipe for Success"

On June 14, more than 100 AMA members and guests gathered at the Hard Rock in Station Square to listen to Chris Zobel, Core Division Manager for Yuengling Brewery, explain how the small, 5-generation family business has held its own alongside industry giants like Anheuser-Busch and Miller Brewing.

While the crowd enjoyed samples of the brewery's wide variety of lagers, pilsners, porters, and ales, Chris Zobel talked about the characteristics that make Yuengling different – and contribute to its success.

According to Zobel, Anheuser-Busch spends more advertising dollars during one SuperBowl than Yuengling spends in a year's marketing budget. Yuengling prefers media such as print, radio, outdoor advertising, and personal appearances by sports or radio personalities. These opportunities allow the company to tailor their marketing efforts to regional and local markets, adding appropriate customized tag lines for each audience.

Each year, Yuengling sponsors many local festivals, block parties, and charity functions, even producing runs of personalized commemorative cans for these events. Zobel attributes much of the company's continued growth and success to this personal touch.

The fact that Yuengling allows wholesalers to tweak annual or regional corporate advertising and publicity campaigns to fit their individual marketing needs assures their buy-in and instills a sense of ownership among the brewery's distribution network. The practice also reinforces with the wholesalers that Yuengling is different from the mass market beers.

Chris Zobel concluded his presentation by giving away a variety of Yuengling shirts, coolers, and other promotional items. Best of all, he invited the crowd to stay and sample all the Yuengling products they wanted as the guests of the company – a fitting way to celebrate the grand finale of AMA Pittsburgh's 2005-06 programming season.

6th
Anniversary
AMA Pittsburgh

President's Message



David A. Oshlag

Like the World Champion Pittsburgh Steelers, the Pittsburgh Chapter of the American Marketing Association (AMA) is striving for growth through executional excellence. Taking a page out of Jim Collins book *Good to Great*, we have our own version of the "hedgehog concept" – the three intersecting circles of what we are deeply passionate about, what we can be the best in the world at, and what drives our economic engine.

- ♦ Marketing is our passion.
- ♦ Offering quality marketing programming and networking is what we do best.
- ♦ Your attendance at our events drives our economic engine.

AMA Pittsburgh strives to be the marketing thought leader and catalyst for growth, development, and advancement of sound marketing principles relevant for southwestern Pennsylvania.

We have an extremely dedicated volunteer board of 10 people and over 20 additional members who work very hard to make all our events happen. Without the entire board and leadership team's efforts, nothing would get accomplished. My thanks to everyone for their time and input.

If you are not currently a member of our leadership team and would like to get involved, please contact Steve Wayhart (stephen.wayhart@brandmill.com) or myself (daveo@projectma.com) regarding leadership opportunities. We'd be more than happy to discuss your interests and connect you with the appropriate team leader.

A special thank-you to this year's corporate sponsors – the H.J. Heinz Company and the Pipitone Group, along with our in-kind sponsors JA Interactive, the Pittsburgh Business Times, and Professional Graphic Communications, Inc. (PGC). I'd also like to recognize our long-standing rapport with Duquesne University and our growing relationships with Carnegie Mellon, the University of Pittsburgh, and Robert Morris University.

Thanks for your interest in the Pittsburgh Chapter of the AMA. We welcome your input and look forward to seeing you at our events.

Regards -

Dave Oshlag
President 2006/07
American Marketing Association
Pittsburgh Chapter

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2006-2007 AMA Board

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2005-2006 Season Members of the Year

Board Member of the Year

Bruce Downing, Pipitone Group
AMA Vice President, Communications

Committee Members of the Year

Wendelyn Pekich, Wexford Health Sources, Inc.
AMA Communications Team

John Zylka, Freelance Graphic and Web Design
AMA Communications Team

2006-2007 AMA Committee Members of the Month

September: Wade Nelson, b\$olutions
AMA Member Services Team

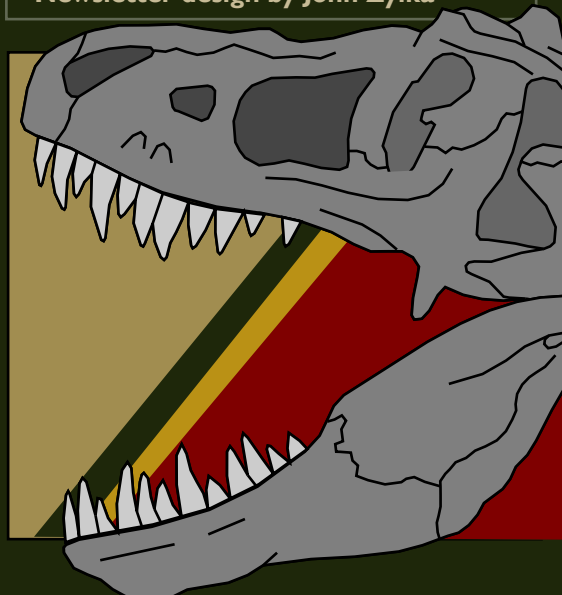
October: Justin Mastrangelo, JA Interactive
AMA Communications/Web Team

November: Cindy Closky, Big, Big Design
AMA Programming Team

Become a Volunteer!

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

Newsletter design by John Zylka



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