

AMA



Pittsburgh

**AMERICAN
MARKETING
ASSOCIATION**

HARD ROCKIN' SEASON FINALE



D. G. Yuengling & Son
June 14 at the
Hard Rock Cafe

STADIUM- SIZED SEASON OPENER



Art Rooney II
September 2006
Heinz Field

60 years
\$60 OFF
MEMBERSHIP

AMA Pittsburgh
60th

Anniversary Special
More info on page 2

60
years

AMA Brings **HARD ROCKIN'** Season Finale and **STADIUM-SIZED** Season Opener

We invite you to join us as AMA Pittsburgh continues to celebrate our 60th Anniversary! Please save the dates for these exclusive AMA Pittsburgh summer events:

Season Finale: AMA and D. G. Yuengling & Son, Inc., at Hard Rock Cafe



Step onto the enclosed patio at Hard Rock Cafe, Station Square. Sip free samples of Yuengling's latest brews. Learn how a regional brewery successfully markets against giant national competitors. And, network with AMA Pittsburgh – the region's largest marketing organization at more than 350 members strong.

June 14, 2006
5:30 to 7:30 p.m.

AMA Special Event on the enclosed patio at Hard Rock Cafe, Station Square

Christopher Zobel for
D.G. Yuengling and Son, Inc.,
America's Oldest Brewery

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

There's no better opportunity to connect with the Pittsburgh marketing community than networking and volunteering at AMA Pittsburgh chapter events. AMA is the region's largest marketing association with more than 350 local and 38,000 national members.

Get the latest information and register for these upcoming events at www.amapittsburgh.org

Season Opener: AMA and Art Rooney II at Heinz Field

The Steelers' success on the field has translated into honors off the field as well. Art Rooney II earned *The Sporting News'* George Young NFL Executive of the Year award for his role in the team's success this season. Mr. Rooney was also chairman of the board of the Downtown law firm of Klett Rooney Lieber and Schorling, and served as the Steelers' general counsel before succeeding his father as president of the ball club after the 2002 season. Learn how this amazing man – along with his father, Dan, and the rest of the Rooney family – markets the Steelers and other enterprises. Be among the first to celebrate in Heinz Field's newest Club seats. Stay tuned for details on prize give-aways and unique photo opportunities as we finalize this unique Pittsburgh event.

September 2006 (Date TBD)
5:30 to 7:30 p.m.

AMA Special Event
at Heinz Field

Arthur J. Rooney II
President, Pittsburgh Steelers, and
Klett Rooney Lieber and Schorling
former Chairman of the Board

*"Building Winning Teams with Consistency
and Focus on Character"*



Membership

60 years
\$60 OFF
MEMBERSHIP

Join today and take advantage of our special "60 Years \$60 Off" new member savings. For the AMA's 60th Anniversary membership drive, we are discounting new member fees by \$60. Or, you can combine a \$30 discount with free admission to one of our remaining Spring 2006 programs. Visit www.amapittsburgh.org for more details.

As we celebrate our 60th year, AMA Pittsburgh continues to strive to be a vital resource for our local marketing community. Recognizing that a strong member base is an essential element in achieving chapter objectives, we are pleased to extend this special offer to make it even easier for you to join us and strengthen our chapter.

You'll gain access to a vibrant, information-rich marketing community. We encourage members to leverage our national network of 38,000

AMA peers – and their associated wealth of marketing experience and ideas – to gain professional advantage. AMA Pittsburgh is your gateway to this community and valuable resource, offering members the powerful advantages of:

Marketing Knowledge: Tap into vast online resources, local programs, and educational conferences that allow members to keep up with new marketing ideas as well as learn more about the tried and true. Resources include Best Practices, Case Studies, Hot Topics, Webinars, and many other tools.

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

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

Pittsburgh 250 – The Marketing of a Region

In 2008, the City of Pittsburgh will celebrate its 250th year. The project commemorating this event – Pittsburgh 250 – is not simply a birthday party. It is a three-year marketing effort to remind the rest of the world of Pittsburgh's past cultural and technological contributions and to promote our planned future ones.

In his presentation to AMA Pittsburgh in March, Bill Flanagan – executive vice president at the Allegheny Conference on Community Development – explained how the Pittsburgh 250 Steering Committee has created a three-part marketing strategy to address the challenge of holding its audience's attention over the course of the project. The campaign plans to engage and maintain market awareness and participation through:

- **Enlightenment (2006)** - raising awareness of Pittsburgh traditions and innovations that have changed the world, from Daylight Savings Time (1919) and the polio vaccine (1953) to our many famous "firsts," including the first World Series (1903); banana split (1904); motion picture theatre (the Nickelodeon, 1905); baseball stadium (Forbes Field, 1909); automobile service station (1913); U.S. commercial radio station (KDKA, 1920); U.S. public television station (WQED, 1954); McDonald's "Big Mac" (1967); night World Series game (Game 4 of the 1971 World Series); and simultaneous heart/liver/kidney transplant (1989);
- **Connection (2007)** - rolling out and encouraging both local and national sponsorship and participation in programs throughout the region;
- **Celebration (2008)** - celebratory events to commemorate the actual birthday, including the completion of several large-scale projects.

The Truth is No Longer Fashionable

At the AMA Pittsburgh Chapter's April 12 luncheon event, a full house of more than 50 attendees listened raptly to PR icon Aaron Cushman as he spoke on the relationship between marketing and public relations.

Cushman, a guiding force in the field of modern public relations, considers sponsorships and "publicity stunts" not to be fun and games, but carefully timed and executed marketing strategies.

- Corporate sponsorships of stadiums and bowl games;
- "Official" products of the NFL or the US Olympic team;
- The Macy's Thanksgiving Day Parade;
- General Motors' giveaway of \$7 million worth of cars on the "Oprah Winfrey" show;

All of these are as carefully planned and budgeted – and can have as much financial sales impact – as a national television or print ad campaign.

Cushman also pointed out that continuity of exposure across media is necessary to develop true brand or product awareness. Success in only a single channel – even success as high profile as a write-up in the *New York Times* or an appearance on the *Today Show* – does not produce the marketing impact that a well planned, more balanced public relations strategy can.

Past birthday projects have included a Duquesne Light-sponsored "light-up" night to accompany the opening of Soldier's and Sailor's Hall back in 1908, and the initiation of Civic Arena (now Mellon Arena) construction in 1958. Pittsburgh 250 projects will include the completion and grand opening of "a trail like no other" – The Great Allegheny Passage. Three projects will flow together to connect Pittsburgh's Point with Washington, DC and Philadelphia:

- The 335-mile Great Allegheny Passage multi-purpose rail trail connecting Washington, DC and Pittsburgh, a segment of one of the country's eight official National Scenic Trails;
- The 300-mile Forbes Trail, originally British General John Forbes' Philadelphia to Fort Duquesne (present day Pittsburgh) supply road; and
- "Mile zero," the newly restored Point Park, with amenities for biking, hiking, power boating, kayaking, rowing, fishing, and other activities.

When completed, The Great Trail will support tourism and promote the rich history of our region through information centers, guided tours, concession stands, bike and boat rental, and other educational and recreational family activities along its entire route. Pittsburgh 250 is more than a local celebration. It is the marketing of our region – serving not only to mark a historic date in the city's development, but creating a welcome influx of national and international media attention and tourism dollars.



Bill Flanagan



Aaron Cushman

How many companies in the world can claim 100% market penetration? Coke? IBM? Budweiser? GM? The list is short. Most achieve anywhere from 5% for a small regional business to no more than 50% for a large, well-known national company. This advertising gap can be cost-effectively minimized, says Cushman, by the services of a well-organized, marketing-trained public relations professional.

Cushman gave the real-life example of his PR firm's (re)creation of Ernie the Elf's Hollow Tree Oven press kit for the Keebler Foods Company's introduction of its Soft Batch cookie line into a Procter & Gamble- and Nabisco-dominated market segment.

By personally distributing 500 of the inventive, unique, sample-filled Hollow Tree press kits to key influencers and decision makers, Mr. Cushman's firm landed Keebler front page coverage in the *Wall Street Journal*, a segment on the *Today Show*, more than \$4 million worth of media exposure, and a 31% market share against P&G and Nabisco - all for an investment of less than \$10,000.

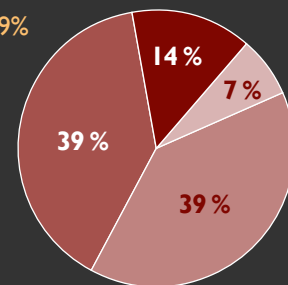
As Mr. Cushman proved - good PR is good marketing.

AMA Pittsburgh Demographics, 2005

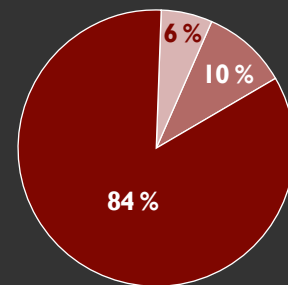
The American Marketing Association has over 38,000 members nationally; and over 350 Pittsburgh members.

Employment

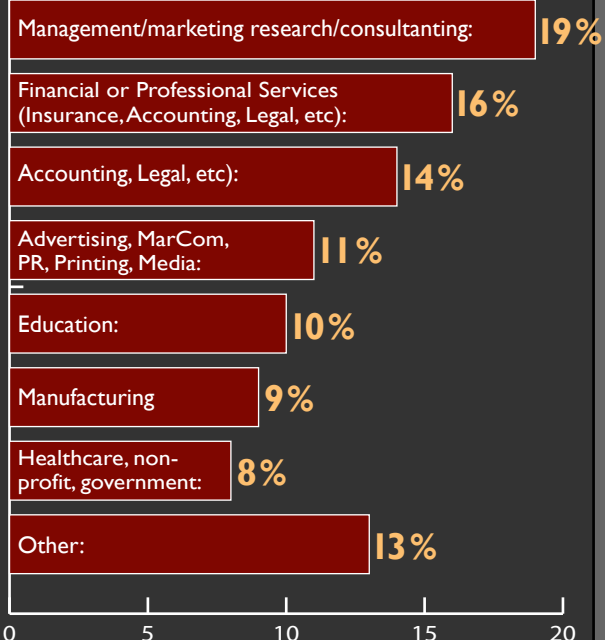
- CEO/Owner/
Senior management; 39%
- Midlevel: 39%
- Entry level: 7%
- Self employed: 14%



- Professional: 84%
- Educators: 6%
- Student/Bridge: 10%

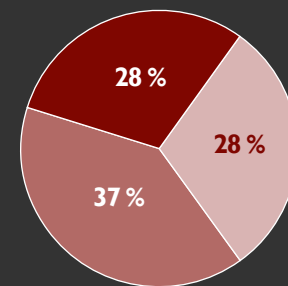


Industry Affiliations



Educational Profile

- MBA: 28%
- Masters/PhD: 28%
- Undergrad: 37%



President's Message



Kalpana Biswas

As AMA Pittsburgh surges through our 60th year as a professional marketing association, we can look back with pride and satisfaction at a season of sustained performance, and forward with excitement at a very promising 2006-2007.

The chapter's dedicated leadership has carried the torch for members, attendees, and sponsors, with an unwavering resolve to make AMA *matter* to the region's businesses and marketers. Not content with being simply *The Source* for marketing knowledge, AMA has also chosen to support and celebrate local marketing initiatives likely to foster business resurgence in the region.

What are AMA Pittsburgh's special achievements this season? Here's a flavor:

- **Three-way Partnership with Industry & Academics:** AMA Pittsburgh has built strong partnerships with industry and academic institutions to enable us to stay ahead of the curve. Manchester Craftsmen's Guild, Dick's Sporting Goods, Inc., WOW Global Corporation, LLC, Vivisimo, Inc., Vocollect, Inc., Pittsburgh Filmmakers, Bill Flanagan & Pittsburgh 250, GlaxoSmithKline, Yuengling, Carnegie Mellon, and the University of Pittsburgh, among others, have added both breadth and depth to local programming.
- **Redesigned Member Services & Web Site:** Member relationship management has been key this season. AMA Pittsburgh has engaged in a multi-pronged campaign to educate members about AMA International's expanding member benefits, and how best to leverage exclusive member resources, such as utilizing AMA webinars as training tools for companies and colleges.
- **New Outreach:** Radio commercials for AMA Pittsburgh have added a new dimension to our efforts to broaden our reach in southwest Pennsylvania and to refresh our network of marketing professionals.
- **Collegiate Support:** AMA is keen to support efforts to retain collegiate talent in Pittsburgh. In addition to promoting collegiate resumes on the website, AMA has sought to encourage companies with placement needs to engage actively with our collegiate chapters. AMA Pittsburgh's award winning Collegiate Committee has conducted an annual Marketing Plan Contest to showcase collegiate superstars, and recently partnered with the Pittsburgh Pirates to raise funds for our annual student scholarship.

None of this would have been achieved without the dedication of our 40-strong volunteer leadership team, and the support of our members, attendees, and sponsors. For this we are grateful! Thank you all, from the bottom of our hearts!

Not least, we congratulate the newly elected slate of Board Members for 2006-2007, poised to take charge on July 1 under the able guidance of the incoming President, David Oshlag, and the next President-Elect, Steve Wayhart. It has been a truly rewarding year – and we look forward with great anticipation to a scintillating new season.

Kalpana Biswas
President, AMA Pittsburgh

David A. Oshlag
President-Elect, AMA Pittsburgh

P.S. We have a lot of exciting programs already in the works for our upcoming fall season. Come join our leadership team and help make these events happen. Please feel free to contact me (daveo@projectma.com or call 412-276-5907) and I will be sure to put you in direct contact with the appropriate team leaders to welcome you aboard.

2006-2007 AMA Board

Dave Oshlag, Project Marketing Associates
President

Steve Wayhart, BrandMill
President-Elect

Kalpana Biswas, Recombinant Partners
Immediate Past President

Ed Scherer, CPA, Horovitz Rudoy & Roteman
Treasurer and Vice President, Finance

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Vice President, Collegiate Relations

Kim Butler, Mellon Global Cash Management
Vice President, Professional Services

Bruce Downing, Pipitone Group
Vice President, Communications

Mike Kaulakis, Frontiers Travel
Vice President, Member Services

Rob Reuter, Signature Marketing
Vice President, Sponsorship

Diana Rudoy, KPMG
Secretary

AMA Volunteer of the Month 2005-2006 Award Recipients

October: Wendelyn Pekich
Communications Committee

November: Denny Romano
Registration Committee

December: Leah Ohodnicki
Communications Committee

January: Meghaan Blauvelt
Communications Committee

February: Kimberly A. Butler
Programming Committee

March: John Zylka
Communications Committee

April: Ian DeJesus
Member Services

May: Marianne Marcantonio
Collegiate Relations

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

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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