

Welcome to the October 2001 issue of the KAMA's Marketing Memo EXTRA!: Electronic Edition.

The MME!:EE is your monthly compendium of the latest news and opportunities from the American Marketing Association - Knoxville Chapter.

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1 - In The News: KAMA Thanks September Featured Guests

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The KAMA would like to express gratitude to the following for serving on short notice as featured guests on "Marketing in Crisis" panel discussion at our September Luncheon:

Moderator:

George Korda, crisis management expert and Partner, The Ingram Group

Panel Members:

Robert Cathey, VP, Ackermann PR
Mike Curry, The University of Tennessee
Darrell DeBusk, Public Information Officer, Knoxville Police Department
Gene Patterson, News Anchor, WATE-TV 6
Larry Trotter, former Program Director, U102 Radio

Our previously-scheduled featured guest, Heather Lockhart of Feld Entertainment, was detained due to flight restrictions imposed following the attacks on the World Trade Center and Pentagon. Heather is eager to share her experiences with us and has been rescheduled for our January Luncheon.

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2 - In The News: The Phil Graves Fund Established

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In memory of Phil Graves, a KAMA member who passed away in August, the KAMA has established this fund to continue his invaluable contributions to our Chapter through his interest in international business and relations. To make a tax-deductible donation:

The Phil Graves Fund
American Marketing Association - Knoxville
PO Box 52205

Knoxville TN 37950

The KAMA and the Graves family would like to extend thanks to those who have already responded in Phil's memory.

For more information, visit http://www.kama.org/about_us/historical/News/2001-08-12.htm.

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3 - Events: October Luncheon
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Who:
Stevan Porter
Executive Vice President
Hilton Hotels Corporation

When:
Wednesday, October 10, 2001
11:45 a.m. - 1:00 p.m.

Where:
Club LeConte
First Tennessee Plaza
800 South Gay Street, 27th Floor
Knoxville TN
For directions, please visit http://www.kama.org/contact/club_leconte.html.

Cost:
Members: \$18
Guests: \$25
Students: \$14

How:
Reservations Deadline: Monday, October 8 at 12 noon
Online Reservations: http://www.kama.org/contact/event_reg.html.
Reservations Hotline: (865) 539-1300

Porter has enjoyed an extensive career in the hospitality industry beginning in 1976. Presently, he is responsible for 362 hotels and 80,000 team members at Hilton Hotels Corporation.

For more information about Stevan, please visit <http://www.kama.org/events/luncheons.html>.

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4 - Events: October Mini-Conference - Managing Change for Bottom-Line Results
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Who:
Allen Pannell
Executive Consultant
Miles & Pannell

When:
Wednesday, October 17, 2001
7:30 a.m. - 9:30 a.m.

Where:

Club LeConte
First Tennessee Plaza
800 South Gay Street, 27th Floor
Knoxville TN
For directions, please visit http://www.kama.org/contact/club_leconte.html.

Cost:

Members: \$40
Guests: \$50
Nonprofits/Students: \$30
See Section 5 below for a valuable prepayment offer!

How:

Reservations Deadline: Monday, October 15 at 12 noon
Online Reservations: http://www.kama.org/contact/event_reg.html.
Reservations Hotline: (865) 539-1300

Today's fast paced business environment requires companies to constantly improve in all areas of the business. This Mini-Conference is designed for individuals who have roles within an organization that require the ability to get results by implementing change. The purpose of this workshop is to improve the business results of change leaders. The workshop focuses on the skills and corresponding tools to facilitate change from within an organization.

For more information, visit <http://www.kama.org/events/conferences.html>.

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5 - Save on Conferences with Prepayment
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The KAMA has an outstanding slate of Conference events for you this year, and you can save 50% on one event with prepayment. This year's calendar includes:

Wednesday, October 17, 2001: Managing Change for Bottom-Line Results
Wednesday, February 20, 2002: Memory Retention
Wednesday, March 20, 2002: Presentation Skills
Wednesday, April 17, 2002: 20 Key Characteristics of People Who Get to the Top

All of the above events will be at Club LeConte and from 7:30 to 9:30 a.m. on the dates listed.

Save with prepayment:

Members: \$140 for all four Conference events (a savings of \$20)
Guests: \$175 for all four Conference events (a savings of \$25)
Nonprofits/Students: \$105 for all four Conference events (a savings of \$15)

Prepayment will be accepted at the first Conference event on Wednesday, October 17. If you're not yet a member and would like to take advantage of Member rates, you may complete a membership form and pay for membership at the first Conference.

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6 - Events: December Conference - Marketing Boot Camp
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What:

AMA Marketing Boot Camp
Presented by: American Marketing Association

Hosted by: American Marketing Association, Knoxville Chapter

When:

Two Sessions:
Tuesday, December 4, 2001 (8:00 a.m. - 5:00 p.m.)
and
Wednesday, December 5, 2001 (8:00 a.m. - 12:00 p.m.)

Where:

Club LeConte
First Tennessee Plaza
800 South Gay Street, 27th Floor
Knoxville TN
For directions, please visit http://www.kama.org/contact/club_leconte.html.

Cost:

Members: \$395
Guests: \$590 (Includes one year of AMA membership.)

A discount for multiple registrations from one company is available. See the registration form for details.

How:

Reservations Deadline: Tuesday, November 20, 2001
Reservation Form: <http://www.kama.org/Photography/2001-12C/MarketingBootCamp.pdf>
Reservations Hotline: 1-800-262-1150

In today's ever-changing marketplace, businesses need their marketing professionals to understand the basics of marketing. Business is rapidly changing and needs have increased competition faster than ever imagined. To help reinforce and focus your teams or your own marketing skills, the AMA introduces this highly interactive program facilitated by an experienced AMA instructor.

This conference is intended for those new to the marketing profession. For more information, visit http://www.kama.org/about_us/historical/Programming/2001-12C.htm

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7 - Member Benefits: Increase Your Business through Member-to-Member Marketplace

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As a member benefit, the KAMA now offers Member-to-Member Marketplace, a FREE forum for KAMA members to promote their organizations by offering discounted products and services to fellow members.

For more information about participating in this program, visit http://www.kama.org/join_us/benefits/marketplace.html or contact chapterrelations@kama.org.

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8 - Member Benefits: Market Your Organization through Event Sponsorship

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How do you successfully reach one of East Tennessee's most prestigious professional groups? KAMA event sponsorship is the answer. For an investment of only \$500, your company's name will be attached to one KAMA Luncheon or Conference event, subject to availability. A limited number of these exclusive opportunities are available, so act now.

To review full benefits packages for Luncheon, Conference, Members Marketing Fair and Awards Gala & Benefit Auction sponsorships, visit http://www.kama.org/join_us/sponsorship.html or contact presidentelect@kama.org.

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9 - Exposure Opportunities: Door Prizes and Auction Items Needed

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Each month, the KAMA offers door prizes to both members and nonmembers at our Luncheon and Conference events. (Gift certificates for personal or business-related products and services are particularly appreciated by our members and guests.) If your company would like to donate one or more items for use as a door prize at an upcoming event, please contact chapterrelations@kama.org.

Auction items are needed for the KAMA Awards Gala & Benefit Auction on March 1, 2002. In the past, we have offered trips, gift certificates, works of art, and other merchandise. Be creative! (Fifty dollar minimum value, please.) Net proceeds from this event benefit the Eagle Endowment for Marketing Education scholarship fund, and tax benefit is available for your donation. If your company would like to donate one or more auction items, please contact specialevents@kama.org.

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10 - About Us: KAMA Overview

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The American Marketing Association is the world's largest and most comprehensive professional society of individual members with an interest in the practice, study and teaching of marketing. The organization's principal roles are to urge and assist in the personal and professional development of our members and to advance the science and ethical practice of the marketing discipline. The AMA is the world's premier professional society dedicated to developing marketing leaders who are committed to finding, satisfying and keeping customers, thereby achieving economic growth and improved quality of life.

For more information, visit <http://www.kama.org>.

For membership information, visit http://www.kama.org/join_us/membership.html.

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11 - KAMA Publication Sponsorship Opportunities

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Each month the KAMA offers your organization three opportunities for cost-effective exposure to one of East Tennessee's most prestigious professional communities:

Option A – Marketing Memo: Print Edition

Our print newsletter is published nine times annually from September through May and reaches over 1,200 marketing professionals. To participate as a sponsor, please contact communications@kama.org. Sponsorship contracts run for consecutive months of publication.

Size A: 2.5" x 3"

Single Insertion: \$100 per issue

Three Insertions: \$85 per issue

Six Insertions: \$75 per issue

Nine Insertions: \$65 per issue

Size B: 2.5" x 6"
Single Insertion: \$175 per issue
Three Insertions: \$150 per issue
Six Insertions: \$140 per issue
Nine Insertions: \$130 per issue

Size C: 2.5" x 9"
Single Insertion: \$300 per issue
Three Insertions: \$255 per issue
Six Insertions: \$245 per issue
Nine Insertions: \$235 per issue

Option B - Marketing Memo EXTRA!: Electronic Edition

The MME!:EE will reach a group of more than 185 marketing professionals, and that list is growing each month.

Each monthly sponsorship for the MME!: Electronic Edition is only \$50. Contact presidentelect@kama.org if you'd like your company featured in this space. A maximum of three organizations will be featured each month and will be listed in order of commitment date, so act quickly to claim your space.

Option C - Marketing Memo EXTRA!: Fax Edition

The MME!:FE will reach more than 650 marketing professionals, and that list is growing each month.

Each monthly sponsorship for the MME!: Fax Edition is only \$150, and only one sponsorship will be featured per issue so act now to claim your space. Contact presidentelect@kama.org if you'd like your company featured in the MME!:FE.

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12 - Unsubscribe Instructions
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Though we'd hate to see you go, you may unsubscribe by using your personalized Subscription Options page (the web address is included in your subscription confirmation message) or by sending an email from your subscription address to:

KAMA-remove@lists.kama.org

with UNSUBSCRIBE in the subject line.

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