

Welcome to the November 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.

For information about how to modify your subscription options or status, please see the end of this message.

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#### **1 - Special Thanks**

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The KAMA would like to express gratitude to the following for their gracious support of our marketing communications efforts:

Digital Printing: High Res Printing (<http://www.highresprinting.com>)  
Mailing Services: Direct Mail Services ([ann@dirmailtn.com](mailto:ann@dirmailtn.com))  
Membership Directory Printing: Mirror Sales Inc. (<http://www.mirrorsalesinc.com>)  
Web Site Development and Email List Management: Mediapulse Inc.  
(<http://www.mediapulse.com>)

The resources of these companies allow KAMA to keep you abreast of our professional development and educational programs and services. Please consider these companies when making purchase decisions for yourself or your organization.

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#### **2 - In The News: Get Connected and Save on KAMA Membership**

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The best time to join KAMA is upon us!

Once per year, the AMA conducts their "Get Connected" membership drive. Until 15 December 2001, new AMA members receive a \$30 discount on dues and a hands-free mobile phone headset. Take advantage of this special opportunity today!

To join KAMA, visit [http://www.kama.org/join\\_us/membership.html](http://www.kama.org/join_us/membership.html) or contact Lisa Bogaty at [membership@kama.org](mailto:membership@kama.org).

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#### **3 - In The News: 2002-2003 Board of Directors Nominations**

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KAMA members may have already received Board of Directors nomination materials for next year. You'll notice that there are even more opportunities to get involved, and more diverse skills than ever before are needed to maintain and build upon our tradition of excellence.

Positions available for nomination are as follows:

#### Executive Positions

- *President-Elect* – A three-year position – President-Elect, President, and Past President. Trains for one year in preparation for President position. Serves as Secretary of Financial Standing Committee. (The 2002-2003 President is Scott Bird, who is the current President-Elect.)
- *Secretary* – Maintains all Chapter records. Serves as liaison with AMA International Headquarters.
- *Treasurer* – Maintains all financial records and provides reports. Serves as liaison with accounting firm. Required attendance at all revenue-generating events. Serves on Financial Standing Committee.
- *VP Membership* – Identifies and cultivates new members. Maintains reservations lists for all events.
- *VP Communications* – Serves as editor and publisher of the Marketing Memo: Print Edition and provides content for other publications and publicity opportunities.
- *VP Programs* – Plans and coordinates all Luncheon events. Serves as liaison with Club LeConte.
- *VP Special Events* – Plans and coordinates all Special Events, including the Awards Gala & Benefit Auction.
- *VP Conferences* – Plans and coordinates all Conference and Mini-Conference committee.
- *VP Chapter Relations* – Coordinates the Members Marketing Fair, the Member-to-Member Marketplace, and other value-added programs for the general membership.
- *VP Collegiate Relations* – Serves as liaison with the AMA University of Tennessee Chapter and attends their leadership and general membership activities. Coordinates the scholarship, CIM exchange and FAME activities.

#### Director Positions

- *Director of Publicity* – Serves as media liaison for all events. Serves under VP Communications.
- *Director of Technology* – Responsible for evaluating our processes and using database programming or internet technology to improve workflow and communication throughout the organization. Serves under President and VP Special Events.
- *Director of Recruitment* – Responsible for identifying new members and for providing appropriate materials and follow-up. Serves under VP Membership.
- *Director of Retention* – Responsible for maintaining current members. Serves under VP Membership.
- *Director of Hospitality* – Responsible for streamlining welcome process at events and for recruiting Hospitality Committee. Serves under VP Membership.

Please consider nominating another member or even yourself for a Board position. Your Board of Directors works hard to provide you with outstanding programs and member benefits, but we have fun doing it. And KAMA leadership is a great way to make new business and personal contacts.

Nominations are due using the Nominations Form by Wednesday, December 5, 2001. The Nominations Form was included in the Membership Directory mailing or may be downloaded at [http://www.kama.org/about\\_us/news.html](http://www.kama.org/about_us/news.html). Should you have any questions, please contact Karen Hood at [president@kama.org](mailto:president@kama.org).

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**4 - Events: November Luncheon**  
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Who:

Tonya Hinch  
Executive Vice President  
Edison Schools

When:

Wednesday, November 14, 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](http://www.kama.org/contact/club_leconte.html).

Cost:

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

How:

Reservations Deadline: Monday, November 12 at 12 noon  
Online Reservations: [http://www.kama.org/contact/event\\_reg.html](http://www.kama.org/contact/event_reg.html).  
*KAMA prefers online reservations.*  
Reservations Hotline: (865) 539-1300

In addition to her current position with Edison, Tonya has gathered extensive marketing and sales experience for traditional and nontraditional packaged goods companies such as Procter & Gamble, Clairol, Neutrogena, and Ultrafem.

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

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**5 - Events: November Conference**  
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Topic:

Increasing the Impact of Special Events

When:

Wednesday, November 28, 2001  
8:00 a.m. – 11:30 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](http://www.kama.org/contact/club_leconte.html).

Cost:

Members: \$40

Guests: \$50

Nonprofits/Students: \$30 (\$20 per additional attendee from the same organization)

How:

Reservations Deadline: Monday, November 26 at 12 noon

Online Reservations: [http://www.kama.org/contact/event\\_reg.html](http://www.kama.org/contact/event_reg.html).

*KAMA prefers online reservations.*

Reservations Hotline: (865) 539-1300

Participants will be receive information on creating and implementing time lines for special events, creating irresistible press releases and working with the media, working with volunteers, and how to have a continuing, productive relationship with business sponsors (focusing on what businesses need and when, in order to contribute to the success of an event).

Anyone who has ever tried to plan a special event-- large or small -- will benefit from this conference.

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

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**6 - Events: January Conference - Marketing Boot Camp (DATES CHANGED)**

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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, January 22, 2002 (8:00 a.m. - 5:00 p.m.)

and

Wednesday, January 23, 2002 (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](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, January 8, 2002

Reservation Form: <http://www.kama.org/Photography/2002-01C/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/2002-01C.htm](http://www.kama.org/about_us/historical/Programming/2002-01C.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](http://www.kama.org/join_us/benefits/marketplace.html) or contact Karen Hood at [chapterrelations@kama.org](mailto:chapterrelations@kama.org).

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### **8 - 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 Scott Bird at [presidentelect@kama.org](mailto:presidentelect@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 Marisa Galick at [specialevents@kama.org](mailto:specialevents@kama.org).

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### **9 - Exposure Opportunities: KAMA Event Sponsorships**

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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](http://www.kama.org/join_us/sponsorship.html) or contact Scott Bird at [presidentelect@kama.org](mailto:presidentelect@kama.org).

Thanks to our current Event sponsors: Direct Mail Services, Moxley Carmichael, and Rural/Metro Corporation.

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### **10 - Exposure Opportunities: KAMA Publication Sponsorships**

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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 Linne Seymour at [communications@kama.org](mailto: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 Scott Bird at [presidentelect@kama.org](mailto:presidentelect@kama.org) if you'd like your company featured. 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 Scott Bird at [presidentelect@kama.org](mailto:presidentelect@kama.org) if you'd like your company featured in the *MME!:FE*.

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**11 - 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](http://www.kama.org/join_us/membership.html).

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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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