

KAMA

Marketing Memo

October 2002

When Randall Beard left his Oak Ridge, Tennessee home in 1976, little did he know that he "didn't leave home without it."

In his current position with American Express, Randall is responsible for a \$23 billion retail sales business

Guangzhou, Randall rebuilt a local Chinese Marketing organization, and spearheaded the expansion of P&G's crown jewel Tide brand into the worlds largest and fastest-growing laundry market. Simultaneously, he perfected the art of negotiating the Byzantine world of Chinese media and regulatory

American Express
Senior Vice President,
Worldwide Marketing
for Travelers Cheques
and Prepaid Services

WORLDS APART

on one of the most respected service brands in the world. The route from Oak Ridge to New York, though, was anything but uneventful. He graduated with a BS degree in Marketing from the University of Tennessee in 1981, and then earned his MBA from the University of Virginia Darden School in 1983.

TRAVELING THE WORLD IN SEARCH OF MARKETING EXCELLENCE

agencies as he built media and commercial production departments from scratch.

Randall then moved to Kobe, Japan, where he narrowly avoided the Great Hanshin earthquake while living next door to Yamaguchi-gumi, the head Yakuza (mafia) boss in Japan. Recently promoted to Managing



Randall Beard

From there it was on to Procter & Gamble, where he was responsible for the revitalization of the Charmin and Bounty brands, including the highly successful Bounty "Little Kids / Big Spills" advertising campaign and the retirement of the venerable Mr. Whipple. In 1992, Randall was dispatched to Canada to lead P&G's initial foray into the Global Tissue market, successfully launching Bounty behind Andrea Martin of SCTV fame as the Canadian Rosie.

Dreaming of Paris and Rome, in 1991 Randall was appointed the first Marketing Director for P&G's China expansion, narrowly missing Tiananmen Square. Based in

Director for the Asia Feminine Protection business, Randall reversed the declining fortunes of Always thru a strategic overhaul of the business. Shortly afterward, he returned to the Tissue business, where he led the acquisition of the Ssangyong Korea and Longchen Taiwan Paper companies, successfully launched Bounty and Charmin into the Asian market.

Randall returned to the U.S. in 2001 to lead the American Express Travelers Cheque and Prepaid Services Marketing group, narrowly avoiding the events of 9/11. Based in New York, he is responsible for worldwide plans to rebuild the Travelers Cheque fran-

chise following the trauma of 9/11, including the current "Superheroes" advertising campaign with Olympic champion Marion Jones and race-car legend Michael Andretti. Randall is also responsible for extending the brand into a range of hedging, gifting, payroll and other prepaid services across the world, including major pushes into Mexico, Russia, Japan and China.

Randall is married to Robin Oxendine, a former P&G Marketing Director, and lives in New Jersey with his two children and an assorted collection of artifacts from his worldwide travels.

KAMA TO VISIT ENGLAND

Last month, we introduced our KAMA trip to celebrate the six-year anniversary of our TransAtlantic Twinning Agreement with the North Staffordshire Branch of the Chartered Institute of Marketing, which is the British equivalent of the AMA. While there, we'll have some fun, too.

We'll have the opportunity to tour the Potteries, including Spode and Wedgwood. And there are other leisurely activities to enjoy, as well. For more information on what's available, visit the following: www.visitstoke.co.uk, [\[land.com\]\(http://land.com\), and \[www.visitbritain.com\]\(http://www.visitbritain.com\).](http://www.visitheartofeng-</p>
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As mentioned earlier, we'll each be arranging our own travel, but we will attend the November 15 anniversary ceremony as a group. If you're interested in joining this



Introducing our CIM Visitor: Simon Bailey

contingent, please contact Dave Conklin at (865) 342-3012 or conklin@tys.org.

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JOIN US

What
KAMA Luncheon:
Randall Beard

Senior Vice President, Worldwide Marketing for Travelers Cheques and Prepaid Services
American Express

When
Wednesday 9 October 2002
11:30 a.m. - 1:00 p.m.

Where
Club LeConte
First Tennessee Plaza
800 S Gay Street, 27th Floor

Parking is available in the First Tennessee Plaza garage at a discounted rate (\$2) with a parking ticket stamped by the front desk at Club LeConte. Convenient parking is also available in the Riverside Tower garage and in nearby surface lots.

How
Register by 12 noon on
Monday 7 October 2002:
Online: <http://www.kama.org>
Fax: (865) 560-5192 using the rear panel of this newsletter.
Phone: Reservations MessageLine at (865) 539-1300 (Option 2)

<u>In Advance</u>		<u>At the Door</u>
\$18	Members	\$20
\$25	Guests	\$27
\$14	Students	\$14

Payment is accepted in advance by credit card (American Express, Discover, MasterCard, or Visa). To pay at the door, please respond by phone and indicate that you'll be providing payment on site. Payment is accepted at the door by credit card, cash or checks payable to KAMA.

KAMA Membership: Join Now and Save!

It's time to **Get Connected** with KAMA. Until 31 October, new members will receive a \$30 dues rebate and a free gift – a leather e-organizer case valued at \$30. To take advantage of this special offer, visit <http://www.kama.org>. Membership materials will also be available at the October Luncheon.

In October, you'll have the opportunity to meet our CIM visitor, Simon Bailey. He is 28 and is a Product Development Manager in the employee benefits division of Scottish Equitable PLC, a financial services company based in Edinburgh.

Simon enjoys many sports – including golf, rugby, cricket and football – in addition to travel, reading and music.

2002-2003

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MARKETING MEMO

The *Marketing Memo* is published nine times annually as a resource for marketing professionals in East Tennessee. Electronic archives are available at <http://www.kama.org>. Content submissions are encouraged via email to the Editor for possible inclusion in this newsletter or on <http://www.kama.org>.

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FROM YOUR PRESIDENT



Each time that renewal statement or an invitation to join arrives, the inevitable question is raised: Why should I renew my membership or join KAMA? Especially in challenging economic times and even as your marketing budget is being slashed, I'd like to propose that this makes your alliance with others in your profession even more vital.

Yes, we have a host of member benefits, of which most of you are aware. If not, ask any member of the Leadership Team for more information. But we're a realistic group. Every organization has a package of benefits that are reasons to join or extend an association, but they can't be the only reason.

Looking ahead, even as economic conditions improve, it's likely that your marketing budget won't expand exponentially. Likewise, your salary. You've got to build your case. We're here to assist you in building equity in you and in your profession.

KAMA takes great pride in helping to develop the skills and networks - and, thus, the marketability - of our members. Furthermore, we celebrate the profession itself and work diligently to raise the stock of our affiliated educators and practitioners by promoting a positive image throughout East Tennessee. If nothing else, we provide a venue once a month where you may meet with your peers and experience through a top-notch presentation how marketing is positively impacting major organizations.

Let's not underestimate our importance. Marketing, in many ways, makes the world go round. We've all heard the statement that you can have the best product in the world, but it will fail if not marketed effectively. That's so true, and that's what makes skilled marketers critically important.

Let's learn together. Let's grow together. Let's celebrate marketing together. Join us as a new member or renew your membership enthusiastically. That's how KAMA views your future.

Scott
Scott Bird
President

Think UP think us

Think Asen

- ▶ A reinvention of one of the hottest design shops in the Southeast into a full-service advertising, marketing communications & pr agency
- ▶ Twenty years as a successful creative studio, formerly known as Scoonover & Associates, with a powerhouse track record in packaging & print
- ▶ Business-savvy original thinkers who believe in carefully mapped out brand strategies & compelling brand stories creatively told



Think of a new way to approach
the business of your brand.
Think us.

865.769.0006

SCHOLARSHIP RECIPIENT UPDATE

Rachel Fowler

In 1995, Rachel was the recipient of the Lavidge Marketing Scholarship as she pursued her BS in marketing from the University of Tennessee. Following graduation, she was a management trainee for Frito-Lay in Knoxville until she heeded the call of the big city. Since her move to New York City in 1997, she's been with such major publishing houses as Dennis Publishing (*Maxim*) and Conde Nast (*Gentleman's Quarterly*). Currently, she is the Assistant Editorial Business Manager for Martha Stewart Publishing, where her position remains fresh through interfacing with many different facets of that organization. She's currently enjoying all that Manhattan has to offer and regularly meets other UT alums to watch Vol football games.

The KAMA is proud to have contributed to Rachel's success through the Eagle Endowment for Marketing Education scholarship fund. To make a tax-deductible contribution to the Eagle Endowment, please contact KAMA President Scott Bird.



CIRCLE OF EAGLES

The following have contributed \$1,000 or more to the KAMA Eagle Endowment for Marketing Education scholarship fund. For more information about becoming a member of the Circle of Eagles through a tax-deductible donation, please visit <http://www.kama.org> or contact KAMA President Scott Bird.

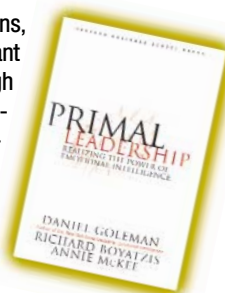
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- Clayton Homes Inc.
- 1990-1991 Board of Directors
- Goody's Family Clothing
- Chris Whittle
- Bank of East Tennessee (BB&T)
- WBIR-TV Channel 10
- The Quaker Oats Company
- 1991-1992 Board of Directors
- Frito-Lay, Inc.
- Roger and Basia Jenkins
- Oak Ridge Mall/Crown America
- Media Directions Advertising
- MasterCraft Boat Company
- Lavidge & Associates Advertising/Marketing
- David W. and Jane S. Schumann
- James A. Haslam II
- Hal B. Atwater Memorial:
 - Davis Newman Payne Advertising/Marketing
 - Home Federal Bank
- James A. Dick
- Pat Roddy III
- 1995-1996 Board of Directors
- St. Mary's Health System
- Proffitt's Department Stores
- Townes Lavidge Osborn
- 1996-1997 Board of Directors
- Dr. Patricia Amick, Amick Research
- Honoring the 1998-1999 Board of Directors
 - Gary D. Rowcliffe, CLU ChFC
 - FedEx Corporation
 - Sam Furrow
 - The L.A.M.P. Foundation
 - 1999-2000 Board of Directors
 - Jennifer L. Holder
 - The Phil Graves Fund:
 - Phil Graves
 - Marketlinx Solutions
 - 2000-2001 Board of Directors
 - Scott Bird

BOOK SELECTION

Daniel Goleman's international bestseller *Emotional Intelligence* forever changed our concept of "being smart," proving that emotional intelligence (EI) -- how we handle ourselves and our relationships -- matters more than IQ. His next book, *Working with Emotional Intelligence*, proved that personal career success also depends primarily on EI. Now, Goleman teams with Richard Boyatzis and Annie McKee -- experts on the cutting edge of EI research -- to explore the consequences of emotional intelligence for leaders and organizations. Unveiling scientific evidence that links organizational success or failure to "primal leadership," the authors argue that a leader's emotions are contagious and must resonate enthusiasm if an organization is to thrive. This breakthrough concept changes the primal task of leaders from driving earnings or strategy to driving emotions in the right direction. Drawing from decades of analysis

Primal Leadership: Realizing the Power of Emotional Intelligence

within world-class organizations, the authors show that resonant leaders excel not just through industry smarts but by leveraging EI competencies like empathy and self-awareness. The book no leader in any walk of life can afford to miss, this unforgettable work transforms the art of leadership into the science of results.



Bibliographic Data: Hardcover, 352 Pages, Harvard Business School Press, March 2002 **Author:** Goleman, Daniel / Boyatzis, Richard E. / McKee, Annie **List Price:** \$26.95 - Does not reflect any in-store discount

Join **BORDERS**® Corporate and Institutional Program and receive up to 25% off your business purchases. No sign up fees or minimum to buy. Call (865)769-4084 for details.

KAMA Members will have an opportunity to win a copy of this book at the October Luncheon.

EXPANDING NETWORKS

The following individuals recently joined KAMA. Please look for them at upcoming events and let them know how pleased we are to count them as members of East Tennessee's most prestigious organization for marketing professionals.

LEANN DEBORD
Eastman Chemical Company

MARK FREEMAN
Pershing Yoakley & Associates PC

ROBERT HOWARD

SCOTT WHITEHEAD
Zellweger Uster

WENDY WITSOE
Quantum Promotions

EXPERT TIPS

Better Digital Printing from:



Better Direct Mail from:

DIRECT MAIL SERVICES



The mail allows you to determine how much or little information to send.
You can keep it simple with a postcard, provide a reply envelope/card, or include specialty items that emphasize your product.
You control the timing of your message. Customers check their mailboxes daily!

FREQUENTLY ASKED QUESTIONS

How do I join KAMA?

Join online at <http://www.kama.org>. To request an application be delivered via fax, call AMA Customer Service at 1-800-262-1150. Membership applications and more information are also available at each KAMA event or by contacting membership@kama.org. *To save money and receive a free gift, join now - see page 1 for details.*

How do I update my Marketing Memo postal address or cancel my free subscription?

Forward this page with changes via fax to (865) 560-5192.

How do I receive the Marketing Memo EXTRA! email newsletter?

Join online at <http://www.kama.org>. Our email newsletter is designed to be a companion to our printed newsletter, providing timely reminders of upcoming events and other late-breaking news. You may easily modify or cancel your subscription at any time.

I'm a KAMA member. How do I change my contact information?

Update your data online at <http://www.marketingpower.com/address>. Alternatively, you may call AMA Customer Service at 1-800-262-1150. Keeping your contact information current assures that you receive maximum benefit from your KAMA membership.

How do I register for an upcoming KAMA event?

Utilize the method that's most convenient for you:

Online: <http://www.kama.org>
 Fax: Return this page to (865) 560-5192
 Phone: Reservations MessageLine at (865) 539-1300

Discounts are available for prepayment for most events. Payment is accepted in advance by credit card, and payment is accepted at the door by credit card, cash or checks payable to KAMA.

Please note that reservations deadlines are provided for each upcoming event. As costs are associated with each reservation we guarantee, no-shows will be billed.



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 The University of Tennessee
 Department of Marketing, Logistics
 & Transportation

EVENT REGISTRATION

Return this page via fax to (865) 560-5192. No cover page is necessary.

Luncheon - Wednesday 9 October 2002. (Reservation Deadline: Monday 7 October 2002 at 12 noon.)

Member: In Advance \$18, At Door \$20 • Guest: In Advance \$25, At Door \$27 • Student: In Advance \$14, At Door \$14
 To take advantage of prepayment discounts, provide payment information below.



Pay At Door
Prepayment discounts will not apply.

Card No. _____ Expiration: _____

Name on Card: _____ Signature: _____

Name: _____ Member Guest Student

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Additional Attendees:

Name: _____ Member Guest Student

Company: _____

Name: _____ Member Guest Student

Company: _____