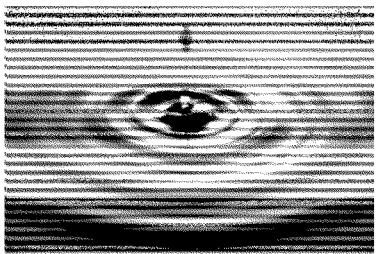




October 2002

Marketing Memo EXTRA!



When Randall Beard left his Oak Ridge, Tennessee home in 1976, little did he know that he "didn't leave home without it." Over the next 19 years, from Procter & Gamble's Bounty & Charmin to American Express Travelers Cheques, Randall has carried his own unique skills in the art and science

WORLDS APART

Traveling the World in Search of Marketing Excellence



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

of Marketing to the four corners of the globe.

In his current position as, Randall is responsible for a \$23 billion retail sales business on one of the most respected service brands in the world. The route from Oak Ridge to New York, though, was anything but straight or uneventful. He graduated with a BS degree in Marketing from the University of Tennessee in 1981, and then earned his MBA from the Darden School at the University of Virginia in 1983.

From there it was on to Procter & Gamble, where in a series of Brand Manager and Marketing Director

the worlds largest and fastest-growing laundry market.

Randall then moved to Kobe, Japan, to serve as Managing Director for the Asia Feminine Protection business. He reversed the declining fortunes of the Always brand, led the acquisition of the Ssangyong Korea and Longchen Taiwan Paper companies, and 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. Based in New York, he is responsible for worldwide plans to rebuild the Travelers Cheque franchise, including the current "Superheroes" advertising campaign with Olympic champion Marion Jones and race-car legend Michael Andretti. He 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.

LOOKING AHEAD

Tue, Oct 15, 2002
11:00 am - 8:00 pm
Creative Exchange 5
Co-Sponsored by KAMA
Knoxville Museum of Art

Wed, Nov 13, 2002
11:30 am - 1:00 pm
Luncheon:
Herb Baum
Chairman, President & CEO
Dial Corp.
Club LeConte

Wed, Dec 11, 2002
11:30 am - 1:00 pm
Members Marketing Fair
Club LeConte

Wed, Jan 8, 2003
11:30 am - 1:00 pm
Luncheon
Club LeConte

Wed, Feb 12, 2003
11:30 am - 1:00 pm
Luncheon
Club LeConte

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

LUNCHEON

assignments, he was responsible for the revitalization of the Charmin and Bounty brands. In 1992, Randall was dispatched to Canada and successfully integrated the Facelle Paper Company acquisition into P&G and launching Bounty behind Andrea Martin of SCTV fame as the Canadian Rosie.

In 1991 Randall was appointed the first Marketing Director for P&G's China expansion. He successfully rebuilt a striking local Chinese Marketing organization and spearheaded the expansion of P&G's crown jewel Tide brand into

JOIN US

When
Wednesday 9 October 2002
11:30 am - 1:00 pm

Where
Club LeConte
800 S Gay Street, 27th Floor

How
Make reservations by 12 noon on
Monday 7 October:
Online: <http://www.kama.org>
Fax: Return the Following Page
Reservations MessageLine:
(865) 539-1300 (Option 2)

In Advance	At the Door
\$18	Members \$20
\$25	Guests \$27
\$14	Students \$14

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.



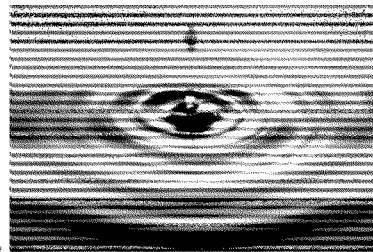
The Marketing Memo EXTRA! is sponsored by Bailey International Corporation.





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EVENT REGISTRATION

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

Email: _____

Please note any changes/additions to the above information.

Luncheon - Wednesday 9 October 2002. (Reservation Deadline: Monday 9 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, please provide payment information below.
 As costs are associated with each reservation we guarantee, no-shows will be billed.)



Pay At Door
 Prepayment discounts will not apply.

Card No. _____ Expiration: _____

Name on Card: _____ Signature: _____

Name: _____ Member Guest Student
 Vegetarian meal requested

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Additional Attendees:

Name: _____ Member Guest Student
 Vegetarian meal requested

Company: _____

Name: _____ Member Guest Student
 Vegetarian meal requested

Company: _____

I'd like to promote my company by donating the following items for the door prizes at upcoming KAMA Luncheon and Conference events.

Please cancel my subscription to the Marketing Memo EXTRA!: Fax Edition.

FAQ'S

How do I join KAMA?

Join online at <http://www.kama.org>. or 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.

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 print newsletter, the *Marketing Memo*, 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?

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

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



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