

## Ice Hockey Is More Than A Game... It's An Experience!



PRESENTED BY **Kim Bittinger**

Director of Marketing and Promotions | Knoxville Ice Bears

Marketing the number one ice hockey team in the Southern Professional Hockey League is more fun than work. The Knoxville Ice Bears also have the highest attendance in the league which could be due to all the promotions during the game too.

"Our marketing slogan is A New Season, A New Show," said Kim Bittinger Marketing Director for the Ice Bears. "We offer family friendly entertainment and there is something to interest people of all ages."

The ice hockey game has three 20-minute periods and two 18-minute intermissions. During the intermissions "The Honeys" team help the mascot "Chilly Bear" with interactive promotions, contests, and free prizes for the fans.

Some of the most popular promotions are the Weiner Dog races, the Healthcare Hospital Bed races, Hockey in High Heels contest and the Miss Ice Bear contest. There are also Bike Nights, NASCAR Nights, Scout Nights and Sumo Wrestling Nights.

There is also ice hockey too. The Ice Bears are comprised of an 18-man team that plays 52 regular season games, half at the Knoxville Civic Coliseum each week from mid October to the first of April. They are currently in first place and will be in the playoffs in March. The home ice

is sponsored by U.S. Cellular.

The majority of players are from Canada who live in Knoxville on a visa for six months. The Ice Bears head coach is Scott Hillmann, who is from Odessa, Texas and the assistant coach is Marc Rodgers. Mike Murray is the President and General Manager.

Ice Bear's Marketing Director, Kim Bittinger is a native of Maryland, where she was involved in outdoor sports, such as kayaking and snow skiing, at an early age. Bittinger moved to Knoxville in 1997 to pursue a B.F.A. in Graphic Design at the University of Tennessee. Her interest in the sports industry grew when she had the opportunity to work for Windham Designs, a small company with the niche market of doing design and marketing for outdoor athletes and their sponsors. For instance, Windham Designs developed sponsorship proposals for Olympic kayakers, produced

clothing catalogs for gear manufacturers and promotional items for companies like MasterCraft.

An internship with the ThunderCats, arena football team, inspired Bittinger to go back to UT and obtain a Masters degree in Sports Management. During which time, Bittinger also began working at the Women's Basketball Hall of Fame. She was responsible for a wide variety of tasks during her five and a half years with the company, including marketing, graphic design, website maintenance, grant writing, event coordination and management. Kim now brings her knowledge and experience of marketing and sales to the Knoxville Ice Bears.

You can watch the Knoxville Ice Bears weekly "Hockey LoeDown" television show at 10:00 PM each Thursday on WVLT-2.

For more information please call (865) 525-PUCK or visit [www.knoxvilleicebears.com](http://www.knoxvilleicebears.com).



**Kim Bittinger**

Director of Marketing & Promotions  
Knoxville Ice Bears

## Join Us

### WHEN

**Wednesday, January 9, 2008**  
11:30 a.m. - Registration and Networking  
12:00 - 1:00 p.m. - Luncheon

### WHERE

The Orangery • 5412 Kingston Pike  
Convenient free parking is available

### REGISTER

By noon Monday, January 7  
Fax - toll free 866-538-9055, using  
the rear panel of this newsletter  
Phone - Reservations MessageLine at  
865-539-1300 (option 2)

In Advance / At the Door

\$25 / \$30 Members  
\$32 / \$37 Guests  
\$19 / \$19 Students

Payment is accepted in advance  
by credit card or debit card.  
Payment is accepted at the door  
by credit card, debit card, cash  
or checks payable to KAMA.

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## from your president

Dear Members,

Happy New Year! It's hard to believe that it is 2008 already. We are halfway through the KAMA year which has been very successful thanks to our members, our board of directors and our sponsors.

The December program by Alan Ferber on U.S. Cellular was excellent. Thanks to Tom Catani, regional vice president, for bringing Alan and 45 employees of U.S. Cellular to the luncheon. Thanks also to Cynthia Moxley and Alan Carmichael with Moxley Carmichael for sponsoring the lunch. U.S. Cellular also made a contribution to the Mission of Hope which was represented by Executive Director Emmette Thompson.

Plans are underway for the annual gala which is chaired by Susie Racek. If you would like to work on the event or donate auction items, please contact her.

I wish everyone a healthy and prosperous New Year!

Dorothy Smith | President

## mark your calendar

### KAMA February Luncheon

**Wednesday, 2/13/8**

11:30 a.m.

12:00 - 1:00 p.m.

The Orangery

Registration and Networking

**Rick Johnson**

Vice President, Executive Officer

Ruby Tuesday, Inc.

A. Richard Johnson is Senior Vice President and an executive officer of Ruby Tuesday, Inc. He has led the company's supply systems, quality assurance, brand development, marketing, real estate, communications, and strategic planning teams. He served as President of the Specialty Division, where he had operating responsibility for the company's portfolio of brands and was a leader in the acquisition of a concept and the development of several others. He served as Senior Vice President of Morrison Restaurants from 1991 to 1996 when Ruby Tuesday was part of that company.

Over the years, he has been involved in many areas of Ruby Tuesday's growth and development. He has steered the company's planning and development, created marketing campaigns and menus, led new concepts, and directed public relations and crisis management. In 1996 he left Ruby Tuesday to become Vice President of Dollar General Corporation and



served as President of Hopewell Corporation, a management consulting firm, before returning to Ruby Tuesday in 2000.

He is a Knoxville native, attended the University of Tennessee, and is married and has two children. He serves on the National Advisory Council of Maryville College, the Board of Governors of Second Harvest Food Bank, the Board of Directors of the Knoxville Symphony Orchestra, and donates his time to help non-profit organizations with analysis and planning.

### KAMA March Luncheon

**Wednesday, 3/12/08**

11:30 a.m.

12:00 - 1:00 p.m.

The Orangery

Registration and Networking

**Luncheon Program & Featured Speaker**

Celebrating 20 Years of  
Marketing Excellence



## Outstanding Marketing Professional Nominations

Each year we select an Outstanding Marketing Professional whose career spans twenty years or more in Knoxville. The recipient should be a role model in the business and marketing community. They should be recognized as a leader in the professional and ethical practice of marketing.

Please send your suggestions for this years Outstanding Marketing Professional to Dorothy Smith by January 30.

### The past winners include:

- 2006-2007: Mike Connor**
- 2005-2006: Shelba Murphy**
- 2004-2005: Steve Dean**
- 2003-2004: Gloria Ray and David Schumann**
- 2002-2003: Robert Woodruff**
- 2001-2002: Scottie Mayfield**
- 2000-2001: Bobby Denton**
- 1999-2000: Sam Furrow**
- 1998-1999: Pat Summitt**
- 1997-1998: Robert W. Goodfriend**
- 1996-1997: Donna Cobble**
- 1995-1996: James A. Dick**
- 1994-1995: Art Lavidge**
- 1993-1994: J. Patrick Roddy, III**
- 1992-1993: Jim Haslam**
- 1991-1992: John Rice Irwin**
- 1990-1991: Jim Clayton**
- 1989-1990: Jim Hart**
- 1988-1989: Chris Whittle**

# KAMA GALA Save the Date!

The Annual KAMA Gala and Auction is slated for Saturday, March 15, 2008 at Cherokee Country Club! This year marks the 20th Anniversary of KAMA and we will be celebrating this significant occasion by honoring many individuals who have made an impact on this industry and KAMA. The evening will include a dinner, live and silent auction, special program and entertainment. Please mark your calendars! You won't want to miss this 20th Anniversary event!

## TV Time Holds Steady

More Americans are watching video on the Web. Television viewership leveled off this year, says a recent report from Nielson Company.

From 2000 to 2006, the average household added 35 minutes of television-watching time, to eight hours and 14 minutes. But in the 2006 - 2007 television year, each of us individually watched an average of one minute less television daily. We still clock more than 4 ½ hours a day. Primetime viewing took an even bigger hit, as individual viewer time dropped two minutes in '06 - '07, to one hour and 52 minutes each day.

**OPEN LONGER**

Monday - Friday  
8:30 am - 6:00 pm

Saturday  
9:00 am - 1:00 pm

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Chris Whittle

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 [www.kama.org](http://www.kama.org) or contact KAMA President Dorothy Smith.

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MasterCraft Boat Company  
Lavidge & Associates  
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Davis Newman Payne  
Advertising/Marketing  
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Phil Graves  
Marketlinx Solutions  
The L.A.M.P. Foundation

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# KAMA marketing memo

january 2008

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For more information, please visit  
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## event registration

To register - return this page via fax to **toll free 866-538-9055** (no cover sheet necessary) or call the Reservations MessageLine at 865-539-1300 (option 2).

Luncheon: **WEDNESDAY, Jan. 9.** Reservation deadline: Monday, Jan. 7, at noon.

**Member:** in advance \$25, at door \$30 • **Guest:** in advance \$32, at door \$37 • **Student:** in advance \$19, at door \$19  
 To take advantage of discounts, 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  Existing Season Pass

Name  Member  Guest  Student

Organization

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Name (please print)

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