

PAMA-PULSE



LEADING THE WAY TO MARKETING EXCELLENCE

VOLUME 1, ISSUE 4
JULY 2011

GET TO KNOW US

Our Vision



To be recognized as the top professional organization and resource for marketing, education, and networking by companies, marketers, media and academia in the Greater Philadelphia Region.

Message from the Incoming President

This is a very exciting time to be a member of PAMA because it's our chapter's 80th anniversary year. We've got terrific history to celebrate and, thanks to your Board's hard work, a lot to enjoy in the coming months.

I am focused on accomplishing three main goals in the coming year:

- ✓ Helping YOU to win a promotion.
- ✓ Helping YOU to land (and/or keep) a new job.



Matt Roberts, Incoming President of the Philadelphia Chapter of the American Marketing Association

- ✓ Helping YOU to feel secure and well-connected as a marketer at the top of your game.

While these may be challenging economic times, professional marketers lead the parade of new hires in, and consulting agreements with, organizations — across the region. This is the good news. The bad news is that demands on marketers today are mounting while deadlines for results are

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Message from the Outgoing President

Titles are Fleeting, Commitment is Lasting, Friendships are Forever

As I was considering what to write in this space for my LAST blog post as President of the chapter, I was hoping to share some words of wisdom on what it's been like as President of PAMA: How great the past two years have been but also how much I'm looking forward to a respite from the day-to-day grind to spend more time on some other priorities within my life, you know — my family, exercise, my job (go figure).

I can honestly tell you that my experience over the past two years has been nothing short of phenomenal. I have learned new skills as a professional marketer; I have developed as a leader; I have grown my network, not by just adding names, but with meaningful contacts that I can call on or that I refer to as friends. There



Craig Barton, Outgoing President of the Philadelphia Chapter of the American Marketing Association

has been no experience like serving in a leadership capacity for a non-profit organization serving the needs of (marketing) professionals — truly rewarding. It's not been without challenges, but a commitment to myself and my career that has and will continue to pay off in spades.

For this, I don't want to wax on about the latest marketing

trends, share references to marketing resources or promote what's coming next year (although there are really some great developments in the works). Rather I'd like to thank all the people that I've come in contact with:

- ✓ The industry thought leaders and select experts that have presented at PAMA's programs: you have truly made for a learning experience and exposed me to things that I otherwise would not have witnessed.

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We Want to Hear from You

If you have any comments or suggestions for improving this newsletter or PAMA services, contact us at 267-287-8497 or info@AMAPhilly.org.

From the Outgoing President

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- ✓ The PAMA members: hearing (at times) your criticism of the chapter as well as the positive reactions to PAMA's programs have helped us in leading the chapter in the right direction (I hope you'll agree) and validate that we're hitting on the right cylinders (again, I hope you'll agree).
- ✓ The PAMA Board — from 2009 – 2010 and from 2010 – 2011, without this committed group of volunteers and leaders: NONE of this would have happened (by the way — you should thank them too, because they are all doing this gratis to make sure your membership is 'worth it').

I've often said in our Board meetings and various committee meetings that my only regret is that we aren't all working together within the same (paid) corporate environment. Thank you to each and every one of you, I'm proud of what we've accomplished and what you've been able to do on behalf of the chapter and I consider myself fortunate to have met you and worked with you side-by-side. There are too many to mention by name, but you know who you are and please accept my "thanks".

Before I sign off, I will leave you with one lesson: Get Involved!

view the full article at AMAPhilly.org



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SJU / PAMA Professional Development Program Combines Theory & Practice

PAMA has teamed up with Saint Joseph's University to offer the second series of the Marketing Excellence Certificate Program featuring six in-depth, hands-on sessions facilitated by academic leaders from the Haub School of Business. Each session offers an unbeatable combination of solid conceptual foundations and best practices, coupled with practical, hands-on experience that you'll be able to apply on the job.

"The certificate program allowed me, as a professional in the industry, the opportunity to refresh my skills, learn new things, and interact with my peers on a whole new level," says Angela Buchanico, Senior Director, Creative & Integrated Marketing, University of the Sciences in Philadelphia and recent graduate.

The first certificate program concluded on May 20 with glowing reviews. Marketers from varied industries and experience benefited from the program's cost effective format to provide valuable insight toward career advancement. Instruction goes beyond the classic four Ps, combining traditional theory with practical application toward today's constantly evolving world of marketing.

"The instructors were top-notch, the classroom discussions and workshops were practical, and the networking was extremely valuable. After each session, I took away at least one valuable insight or strategy that



This scene from the 2010-11 Certificate in Marketing Excellence Program demonstrates how each session mixes instruction with hands-on, practical activities.

I implemented as soon as I got back to the office," Says Lori Braden, Vice President of Strategic Marketing, Pennsylvania Institute of CPAs and recent graduate.

This is your opportunity to refresh your skills, learn leading-edge techniques, network with peers in the industry, and capture valuable insights that you can apply at work. The fall program kicks off on September 23, 2011. Register now for the full program for the early bird price of only \$875 for AMA members and SJU alumni or \$1120 for non-members. Visit AMAPhilly.org to check out video clips from the inaugural program and full details on the fall program. ●

for more information visit AMAPhilly.org



SJU / PAMA Certificate in Marketing Excellence Fall 2011 Program Schedule

- Sep 23 **Strategic Planning:** A process for creating value for your customers, employees, owners, and community.
- Sep 30 **New Product Development and Brand Management:** Love your product, love your brand: Finding the sweet spot in a crowded marketplace.
- Oct 21 **Strategic Pricing:** Price your way into the market, not out of it!
- Oct 28 **Distribution and Channel Management:** Hidden in plain sight — How better marketers see their fourth P.
- Nov 11 **Promotions and Marketing Communications:** Create the right media mix to tell your brand story effectively.
- Nov 18 **Implementation, Evaluation, and ROI:** We have a metric for that! Track and measure your marketing performance.

Lisa is new to PAMA, having joined early in 2011. However, she quickly recognized she would get more out of her membership if she volunteered, and so immediately offered her services. She is now a member of the Membership/Volunteer Committee, where she reaches out to members to make them aware of the benefits of membership, surveys them about programming, and tries to entice other members to become volunteers.

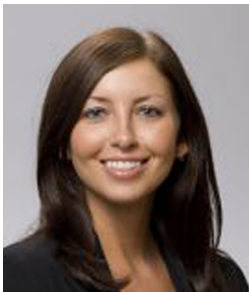


Lisa DiMeo

Lisa has found that PAMA's leadership was only too happy to help her find the right volunteer opportunity. "I had a couple of conversations with Matt Roberts about where and how I could add the most value, and he came up with some ideas to make the most of my involvement."

And her membership is paying off in ways far beyond what she would receive if she just attended occasional programs. "As a volunteer, you get plugged in to PAMA very fast and meet a lot of members at all career levels," she says. "That's important for anyone who's interested in professional development." ●

Dasha has been a PAMA member since 2010. She has been focusing on collegiate relations in hopes of making collegiate AMA members lifetime PAMA members once they graduate. Dasha led the efforts to create the new Collegiate Corner section on the PAMA website. She worked with volunteers from the Communications and Membership Committees to create this new section of the website focused specifically on meeting the needs of our student members and recent graduates. Dasha's extensive experience working with students made her invaluable to this development process and she will continue to be a leader in this area.




Dasha Boguslavskaya



These PAMA volunteer profiles will give you an idea of who the people are behind the "volunteer" title. If you would like more information about volunteering, just email us at info@AMAPhilly.org.

instructor on Temple's Main and Ambler campuses, where she teaches the mandatory one-credit course Professional Development Strategies.

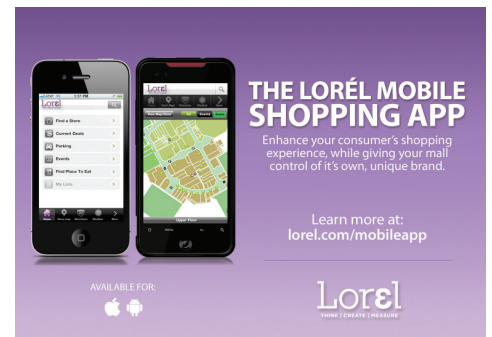
Prior to establishing her career at Temple, Dasha worked as a domestic and international recruiter for a private organization. She also has experience in the nonprofit sector and marketing, as well as legal experience from working for the Attorney General's Office of New York. Dasha earned a bachelor's degree from Pace University and an MBA from La Salle University. ●

for more information email volunteers@AMAPhilly.org 

PAMA'S PERMISSION MARKETING PROMISE

Send us your current contact info and we'll e-mail you details on the best resources, networking events, and marketing programs in the region!

Visit AMAPhilly.org or contact info@AMAPhilly.org



SPONSORSHIP UPDATE

Lorel Marketing Group Welcomed as Newest Chapter Sponsor

PAMA welcomes our newest Gold Sponsor — Lorel Marketing Group — as a supporter and avid promoter of marketing excellence within the region. Lorel's marketing expertise, long-standing stature within the community, and emphasis on marketing's strategic role and contribution within an organization make for a stellar partnership.

Gold Sponsorship comes with a variety of benefits: inclusion in PAMA's chapter communications, references on the PAMA website, opportunities to publish content through PAMA, and attendance at PAMA's programs and events. In exchange, PAMA leverages the expertise from Lorel's disciplined approach to strategic marketing and successes in social media and mobile marketing within retail and numerous other industries. This Lorel / PAMA partnership looks to elevate marketing from pure art to the strategic and measurable discipline that is required for success, reinforcing the overall significance of strategic marketing to the growth of an organization.

Over the next several months, PAMA members will benefit from Lorel's thought-leadership content and various publications, and as our collection of chapter sponsors grows, we will continue to strive to expand our knowledge base in other areas including career development, market research, measurement and ROI, and other top interest areas that will help members and the region's marketers to elevate their game.

To learn more about PAMA sponsorship opportunities, please visit AMAPhilly.org. ●

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GET SMARTER

Upcoming Events

SAVE THE DATES

Stay tuned for details on these upcoming events:

1. PAMA Passport Release Party #2
2. Board Inauguration Meet-Ups

for full details on each event,
please visit AMAPhilly.org



From the Incoming President

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shorter. Marketers with the ability to create, manage, and measure dynamic solutions, however, will thrive.

PAMA is dedicated to ensuring that our chapter thrives for another 80 years by ensuring that membership delivers real value. To do this, we are conducting both telephone and online surveys to understand your needs and interests.

Please take 10 minutes to give us your honest and candid input. Your response will determine the topics, locations, and timing of our forthcoming events, as well as which services we invest in on your behalf. I am confident that if you answer candidly — and take the time to be involved — PAMA membership will be one of the wisest investments of your career.

I look forward to seeing you soon!

Sincerely,

Matt Roberts
2011–2012 President

Lorél COMMERCE
WELLBEING
INTERACTIVE

Lorél Marketing Group is a full-service, multi-channel marketing agency in its twenty-fifth year of accelerating the measurable success of leading lifestyle and healthcare brands.

We specialize in insight mining, strategy development, branded creative and measurable marketing promotions that embrace integrated online and offline tactics. Lorél has been directly involved in mapping and motivating consumers' brand affinity and purchase activity across every marketing channel. By leveraging strategic, passionate problem solving, Lorél employs earnest collaboration. Privately held, Lorél provides the critical mass warranted to think, solve, and execute quickly across every discipline.

Featured Sponsor

610.337.2343
www.lorél.com