

# PAMA-PULSE

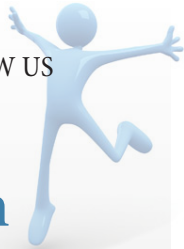


LEADING THE WAY TO MARKETING EXCELLENCE

VOLUME 1, ISSUE 1  
OCTOBER 2010

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 President

## What's in Store for 2010-2011 from PAMA

As we jump into the 2010 – 2011 program year for PAMA, I'd like to take this opportunity to recap on the successful year that PAMA had in 2009 – 2010. Most of you are aware that AMA and PAMA run on a July to June program calendar. These first two months the PAMA Board has spent reviewing our annual survey results and planning the coming year of events, programs and opportunities that we want to expose you to so that you can continue to develop as a marketer. Our programming took a big leap ahead with some very successful events and new programs that we can continue to build on:

✓ **Marketing in a Recovering Economy** (Dec. 2009) — over 100 marketers gathered over lunch to hear how top compa-



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

nies like DigitasHealth, QVC, AstraZeneca, Siemens and Drexel are dealing with a slow but improving economy.

✓ **Ask the Experts** — this new program received high marks for empowering marketers to talk one-on-one with branding, CRM, and social media experts and immediately apply

this practical advice to current problems.

✓ **Social Media Boot Camp** — this two-day dive into creating and implementing a social media strategy was the most successful boot camp ACROSS THE COUNTRY.

✓ **Joint Networking with SMEI and PDMA** — our first event in which we partnered with other professional associations in the area. Over 100 sales ...

*view the full article at [AMAPhilly.org](http://AMAPhilly.org)*



### 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](mailto:info@AMAPhilly.org).

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## PAMA Offers "Certificate in Marketing Excellence" Program with Saint Joseph's University

The Philadelphia Chapter of the American Marketing Association (PAMA) is launching a new "Certificate in Marketing Excellence" program, which has been developed into a series of six sessions in cooperation with The Haub School of Business at Saint Joseph's University (SJU). The Certificate Program offers area marketers, who are responsible for the strategic or tactical execution of an organization's products and services, in-depth, hands-on ses-

### 6-session program combines academics with case studies in high-value workshop sessions

sions for mastering the various components that go into effective strategic planning.

Each session combines academics with practical, real-world experiences to provide marketers the tools needed to succeed in today's competitive professional environment. Participants will have the opportunity to apply

these concepts in the development of an actual marketing plan for "Coaches vs. Cancer of Philadelphia" during the workshop portion of each session. "Coaches vs. Cancer of Philadelphia" is part of the "National Coaches vs. Cancer" program created in 1993 by the American Cancer Society

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GET SMARTER

## Member Resources

### AMAPhilly.org

Check out the latest PAMA news, stay on top of upcoming chapter events and search postings for the hottest marketing jobs and internships in the area! AMAPhilly.org is a great place to start if you are looking to elevate your professional performance. Connect with PAMA members and stay on top of the latest marketing trends. Visit AMAPhilly.org and check out this month's Marketing Must Have, *2010 Trends in Marketing: Salaries, Strategies, and Beyond*, published by Aquent and AMA. ●



### MarketingPower.com

MarketingPower.com is the official website of the American Marketing Association. The AMA website is packed with resources such as articles, whitepapers, and best practices. Don't miss the archive full of webcast recordings on everything from professional development to social media to service innovation. The AMA offers a full schedule of events offered nationwide. Jumpstart your career today and check out MarketingPower.com. ●

### CONTACT US

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## Meet the PAMA Board of Directors

— by Craig Barton


I want to take this opportunity to introduce you to the incoming PAMA Board of Directors and extend my appreciation to last year's Board and group of volunteers. Were it not for such ongoing commitment to PAMA and the region's marketing professionals, we wouldn't have had nearly as successful of a year that we had.

Last year was a resounding success for the chapter as we saw a full program calendar (over 23 education programs, networking events, gatherings, and workshops for area marketers). Additionally, we launched a new and improved PAMA website and a new logo. In combination, these expressions have elevated PAMA to be that solid, staple presence in this ever-changing professional environment. Were it not for last year's Board NONE of this would have been pos-



PAMA Board of Directors (left to right): Harry Shrank, Damian Stamm, Janice Morrison, Craig Barton, Matt Roberts, Susan Dykas. Not pictured: Josh Miller, Graham Ruffels, Dawn Pelon, Tiffany Bond, Brian Casey and Rasheedah Lane.

sible and I'm proud to have participated with them in such a stellar year. I'm also pleased that the Board has returned, with some new faces but all in all with many of the same players that were part of last year's success. So where I would typically thank the outgoing Board... there aren't any; we've all come back for another round...

view the full article  at AMAPhilly.org

## PAMA Offers Marketing Certificate

*continued from page 1*

and the National Association of Basketball Coaches (NABC). The program exists to leverage the strength, community leadership, and celebrity of our country's basketball coaches to fight cancer. SJU Basketball Coach Phil Martelli will deliver the kickoff address for the program, which begins on October 22 on the SJU campus in Philadelphia.

"We are excited to be able to offer this type of professional development program that combines the academics of a quality institution like Saint Joseph's University with real-life experiences of some of the area's top executives in an affordable, cost-effective manner," said Michael Solomon, Director of the Center for Consumer Research, Haub School of Business, Saint Joseph's University. "Each module will provide an unbeatable combination of solid conceptual foundations and best practices, coupled with a

hands-on experience that attendees will be able to apply when they return to their jobs on Monday morning."

Participants who successfully complete the requirements for the program will receive an official certificate of completion from PAMA and SJU. Attendees have the option to attend each session a la carte or pay a discounted price for the full certificate program.

The registration fee is \$175 for each session for American Marketing Association (AMA) members and SJU alumni and \$225 for non-members/non-alumni. The bundle cost for the full program is \$825 for AMA members and SJU alumni and \$975 for non-members/non-alumni.

For a listing of all six session topics, dates and details and to register online, please visit [www.AMAPhilly.org](http://www.AMAPhilly.org). If you have questions, please call 267-287-8497 or email [info@AMAPhilly.org](mailto:info@AMAPhilly.org). ●



## Neen James Offers Networking Advice

You should do 80% of your work, delegate 10%, and use 10% for stretch goals.

— Neen James

PAMA recently co-hosted a joint networking event with the “Who’s Who of Sales and Marketing” in the Greater Philadelphia area, featuring networking maven Neen James. Attendees were able to start their September business-building off with a bang by expanding their contact lists while learning new networking skills. ●



Pictured in the center is Neen James and, from left to right, are select PAMA Board members for the 2010-2011 year: Susan Dykas, VP of Communications; Craig Barton, President; Janice Morrison, VP of Programming; and Graham Ruffels, VP of Sponsorship.

### GET CONNECTED

## What’s in a Membership?

With the economy in a topsy-turvy place, why does the AMA deserve your membership? It’s an engaging group that provides serious career benefits. Join for the networking. Join for the education. Join for the fun.

Chapter Membership benefits include:

- Networking with industry peers
- Career opportunities
- Professional development
- Sharing “best practices”
- Special access to targeted events
- Local and national job bank
- Online marketing forum
- Access to the AMA Library and Information Center

Your membership also includes discounted access to industry-leading events, webcasts, and access to MarketingPower.com. Through this portal, AMA members have direct access to information, products, and services required to succeed. You can use MarketingPower.com to:

- Enhance your marketing skills through an extensive series of Best Practices articles and Webcasts.
- Tap into ROI enhancing tools through the Practitioner Resources.

- Track trends in the marketing profession through a variety of AMA member publications.
- Subscribe to a complimentary Personalized Newsletter and the AMA members-only Marketing Matters newsletter.
- Keep networking skills up-to-date by searching the AMA Member Roster, an exclusive AMA member benefit.
- Post company information or search for marketing services suppliers in the M Guide, the AMA’s Marketing Services Directory.
- Enhance your marketing knowledge through Events for every field, every interest and every level.

Getting active in the local Philadelphia chapter is the best way to maximize the value of your AMA membership, and gain access to approximately 500 area members. You’ll enjoy unparalleled access to professional education, marketing resources, and top-flight professional mentors and presenters.

Grow your personal and professional network exponentially by getting involved and making connections! It’s where Philadelphia’s most successful marketers gain their edge. ●

for more information  
visit [AMAPhilly.org](http://AMAPhilly.org)



GET INVOLVED

## Calling All Volunteers

The following is our first PAMA volunteer profile, which 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](mailto:info@AMAPhilly.org).

### Janice Morrison

Janice has been a member of PAMA for five years and started volunteering two years ago on the Programming Committee.

In her role, Janice has worked with many senior-level marketers from a variety of organizations and industries as she planned and executed some of the organization’s terrific programs and events that you may have attended.



Janice Morrison


She believes it’s important to give back to the professional community and likes to see the group’s membership, as well as the group’s individuals, grow as people recognize the value of the programs and how much they’re able to learn from them.

Beyond the immense satisfaction that comes from planning and executing programs that members want, Janice says her added involvement gives her access to senior marketing professionals in the area and helps her stay up-to-date on the latest marketing strategies, technology, and programs as she gains exposure through fellow members to a broad range of experiences and perspectives.

Janice volunteering is truly a win-win for her and for PAMA’s members who have benefited from the programs that she has managed as a committee member. ●


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**AMERICAN MARKETING ASSOCIATION**  
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**OCTOBER 21st** 6:00PM–8:00PM  
**Marketing Meet-Up**  
 PAMA Members Only Social  
 Tir Na Nog, 1600 Arch Street, Philadelphia, PA

**OCTOBER 27th** 5:30PM–8:00PM  
**Managing Your Career**  
 A panel discussion lead by industry experts on managing your career in today's work environment.  
 Comcast Center, Philadelphia, PA

for full details on each event,  
 please visit [AMAPhilly.org](http://AMAPhilly.org) 

**PAMA/Saint Joseph's University Marketing Excellence Program**

6-Session Certificate Program — 8:00AM–4:00PM. Register for complete program or individual sessions.  
 Saint Joseph's University, Philadelphia, PA

- Session 1: The Strategic Planning Process — November 12, 2010
- Session 2: New Product Development and Brand Management — December 17, 2010
- Session 3: Strategic Pricing — January 21, 2011
- Session 4: Distribution and Channel Management — February 11, 2011
- Session 5: Promotion and Marketing Communications — March 4, 2011
- Session 6: Implementation, Evaluation and ROI — April date TBD



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**Featured Sponsor**

To adapt to the ever-changing needs of their clients, fmi recently added video production capabilities, and launched an entirely new division called **Big Eye Media** which will provide social media marketing, creative, and strategy services. Be it offline, online, or both, fmi and BIGEYEMEDIA can help you reach all your marketing goals. Visit [fmidm.com](http://fmidm.com) & [ThinkBigEye.com](http://ThinkBigEye.com). ●