

San Francisco Chapter of the American Marketing Association

266 Hillsdale Ave
San Jose, CA 95136
P (408) 266-9658
F (408) 266-7940
info@sfama.org
www.sfama.org



San Francisco Bay Area Chapter
of the American Marketing Association
266 Hillsdale Ave
San Jose, CA 95136

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Marketing Connections

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Spring 2010 Edition



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LETTER FROM THE PRESIDENT

Welcome to the SFAMA's Spring 2010 newsletter!



The SFAMA continues to strive to stay on top of the latest trends, topics, issues and opportunities facing or affecting our marketing community in the Bay Area. Without a doubt, the biggest trend we saw in marketing last year was the explosive growth of social media.

In 2010, social media will continue to dominate the conversation among marketers -- from large enterprise firms down to the solitary entrepreneurs who have hung out their shingle, hoping to create the "next big thing." As we did in 2009, the SFAMA will continue to cover social media as a paradigm shifting phenomenon. However, the core

question in 2010 isn't "what the heck is it?", but rather, "how do we use it to further our interests?". In other words, how do we create effective marketing campaigns and initiatives when using social media, and ultimately, how do we make money when we use the wide variety of social media tools and applications that have changed how we interact with others?

But for the traditionalists among us, please don't worry! We do not intend to focus only on social media in 2010. We'll continue to track, discover and recognize the other hot marketing trends, tools, and insights happening within our community and bring them to you through the SFAMA's open source marketing (OSM) partner program, which is our continued effort to be hub of everything happening in marketing across the Bay Area.

The SFAMA has served the Bay Area marketing community for over 70 years. To keep up with the fast pace of change in all aspects of marketing, we benefit a great deal from the input of our members.

If you as an individual or your company, organization, or school have marketing knowledge to share, please don't hesitate to send us an email or give us a call. Your input will help us to serve our community via both the SFAMA's events and those that we help host via our open source marketing partner program.

Thank you all for your continued support and enthusiasm for making the SFAMA and Bay Area marketers successful!

Mark Evans
2009/2010 President
San Francisco Chapter of the American Marketing Association



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Bancroft Research Group
mevans@bancroftresearchgroup.com

PAST PRESIDENT

David Shimada
KQED
dshimada@kqed.org

EXECUTIVE DIRECTOR

Angi Roberts
SFAMA
info@sfama.org

BUSINESS DEVELOPMENT

Ritch Milby
Wells Fargo
ritch.milby@gmail.com

COLLEGIATE AFFAIRS

Blodwen Tarter
Golden Gate University
btarter@ggu.edu

FINANCE

Ritch Milby
Wells Fargo
ritch.milby@gmail.com

MEMBERSHIP (BRIDGE)

Golden Ashby
Golden Opportunities
goldenashby@gmail.com

MONTHLY MEETINGS

Bill Sanders
bill@technacea.com
Candace d'Holbach
candacedholbach@yahoo.com

INTERNET COMMUNICATIONS

Ritch Milby – Job Bank
Wells Fargo
ritch.milby@gmail.com

PRINT COMMUNICATIONS

Christina Lee
NeuroFocus
christina.lee@neurofocus.com

PUBLIC RELATIONS

Donna Lyon
Text 100
donnaL@text100.com

SEMINARS & SPECIAL EVENTS

Serene Wong
serene_baiyu@yahoo.com

NEWSLETTER

EDITOR

Christina Lee
NeuroFocus
christina.lee@neurofocus.com

DESIGN/PRODUCTION

Christina Lee
NeuroFocus
christina.lee@neurofocus.com

SEE AND BE SEEN



Advertise in Marketing Connections!

If you would like to submit an article, or would like more information on advertising and sponsorship in Marketing Connections, please contact Christina Lee, VP Print Communications at christina.lee@neurofocus.com.

... AND THE SAINTS' WIN

BY LOTIKA GULVADI, VOLUNTEER



Our panel of speakers kicking off the Superbowl Ad Review 2009. Photo courtesy of Thom Minczeski.

Superbowl fans got quite a surprise this year with the New Orleans Saints winning their first ever superbowl. The Superbowl is also a playing field for "Ad Guru's" to showcase their best work... not to forget the exorbitant amount of money that is spent for a thirty second spot for this one event by big brands that want to make a splash and be etched memory forever by superbowl fans for their advertisements.

The San Francisco American Marketing Association (SFAMA) held their annual Superbowl Ad Review at Bars & Tone to discuss and debate if the ad agencies were able to work their magic this year with the viewers. The event showcased superbowl ads from USA Today that pulled the Top Ten or most popular ads from over 51 million viewers in 700,000 households....more viewers than the popular TV show M*A*S*H ever got!

- Brad Barrens – Chief Content Officer, DMG World Media
- Roger Camp – Chief Creative Officer
- Adam Kleinberg – CEO, BIG
- Jonathan Butts – Over 20 years experience in the industry

Superbowl ads are supposed to be funny and get a few laughs over beer and popcorn. According to our panel, the standard key element in any ad to get a few "aaws" are cute animals, babies, good looking girls and midgets, lets see what topped the charts this year.

The panel was lively and interspersed with discussion and comments from the audience. While some thought the ads were better than last year, overall, there seemed to be a lot left to be desired..especially with Budlight's house of beer cans and Audi's claim of being the "green car of the year", the general feedback was that most of the advertisements were conceptually bankrupt.

The ad that got a lot kudos was the Google ad that used its brand to tell the story all the way while Anheuser Busch known for its "horsing around" stayed consistent with its image in the ads. Although the "human bridge" to bring a beer truck across the river, in my opinion was a bit of a stretch... Bridgestone disappointed as well with their superbowl ad what seemed to be an idea borrowed from a cell phone ad.

According to our panelists, ad companies are too focused on pleasing their clients that they fail to give their creativity and direction. They would rather be safe and include fuzzy animals or the cute baby instead of pushing their creative genius.

The Snickers advertisement was rated the best ad seemed to have used effective brand recognition and pushed the ad to another level featuring Betty White in a witty commercial. The Doritos ad that came in second with the dog using the bark collar on the human...again, the cute animal strategy, most expected the "don't touch my mamma, don't touch my Doritos" to be featured in the top ten, some of our panelist suggested that using Michael Vick in place of the man in the ad may have been poetic justice

Catch the 2010 super bowl ads on : http://www.usatoday.com/money/advertising/admeter/2010-02-07-results-chart_N.htm.

For questions or comments about this article, please contact Lotika Gulvadi at lotikagulvadi@gmail.com.



Photo courtesy of Thom Minczeski.

STANDING OUT IN A CROWD

BY JOHN POORE. AQUENT



Today's job market is not an easy one to navigate. The past two years have been the most challenging economically since the 1930's. As a result many of us have found ourselves searching for job opportunities in a climate where there are more candidates than jobs.

As a former recruiter and current Account Director for a marketing and creative focused staffing firm, I often get requests from job seekers for employment advice. Most commonly the gist of these conversations is how the job seeker can stand out from the crowd of competitors. There isn't room in this article to cover them all so let's start with the first introduction most people get to a prospective employer; the resume.

Resumes are usually the first thing a recruiter or hiring manager sees and nowadays when they have an open job they see a lot of them. With so many people sending in resumes for every opening it's important that your resumes stands out.

A quick Google search will show you that there are as many tips for resumes as there are grains of sand on the beach. I have found that the resume that wins with a manager depends on the likes of that individual, but there are some basic rules everyone should follow:

- Don't use colored paper to print your resume on a quality stock off white paper works best.

- Do not add a picture of yourself to a resume.

- Don't use multicolored fonts, bold entire sentences, or type phrases in all caps in your resume. It is acceptable to use a bold font to highlight a specific word or phrase that you want an employer to see. Examples of this would be awards or achievements earned from your individual effort or quantifiable team awards.

- Be prepared to discuss in detail your specific contributions to any team goal that was achieved or exceeded that you note in your resume.

- Stay away from using clichés and broadly used phrases that describe you or your role. Remember that you are trying to stand out so communicate the things about your employment that are unique to you. Were you the only online marketing person on your team that could mock up a high fidelity email template in a pinch? If so, include that information in the description of your role or as a selected highlighted skill.

- Your resume should contain the past ten years of relevant work experience and should include titles, a brief job description and specific, quantifiable achievements or contributions from your tenure that show your strengths.

- The order of your resume should have the most important items to the employer first and less important items at the end.

- The most important resume elements will depend on the job seeker and the job they are applying for. For example a company hiring for a management role will want to see your management experience and contributions before reading about your education. If you are a recent college graduate then you may want to highlight your education first.

- I don't recommend using an objective in your resume as they are generic and usually say what everyone else is saying. Instead highlight your accomplishments near the top of your resume as they are unique to you and leave the objectives to those who want to sound like everyone else.

- Lastly, check and recheck your resume for errors in chronology, spelling, and grammar.

I hope to have more articles to share in coming months with additional tips. Until then, even if you have to fake it to make it, stay confident! In these trying times the candidates that stand out most to me are those that are confident that they will find a job, and confident that they will succeed.

For questions or comments about this article, please contact John Poore at jpoore@aquent.com.



SILVERPOP NEW SFAMA PREMIER SPONSOR PARTNERSHIP SUPPORTS LOCAL NON-PROFIT PROFESSIONAL ORGANIZATION

BY DONNA LYON, TEXT 100

San Francisco, California – January 2010 – Silverpop has signed up to become a premier sponsor for the San Francisco Chapter of the American Marketing Association (SFAMA). The partnership will be used to advance the organization's members' professional capabilities and career development opportunities, while connecting with the area marketing community at large.

The SFAMA provides a variety of services and benefits to members such as monthly educational and networking programs, professional development through volunteer and leadership opportunities and published resources to help keep members current on the latest innovations in marketing. The robust collegiate program helps the organization increase the education within the leading Bay Area universities. Finally, a job bank is available to assist members seeking their next career opportunity.

With many companies facing lengthening sales cycles and growing pressure to optimize the sales pipeline, the ability to gather information about prospects' interaction with the Web site, inbound activities and outbound campaigns is crucial. Silverpop's B2B lead-management automation platform helps marketers better engage with prospects, maximize marketing campaigns and improve efficiency by accelerating the lead-to-sale timeline. Silverpop's award-winning lead management capabilities include lead scoring, lead nurturing, campaign automation, multichannel campaign management, CRM integration, reporting and analytics.

Other sponsorship opportunities are available and include benefits such as speaking or being a panelist at a Chapter meeting, press releases, Web site advertisements and logo placement, email promotion and event representations.



From First Click to Lifetime Customer

"We at Silverpop believe in supporting the local Bay Area business community," said Sean Grove, Silverpop. "Marketing is the lifeblood of our business and is key to helping businesses stay strong in the downturn and can help grow small businesses into global ventures. We feel the SFAMA brings education, connections and professional development to its members and the business community they support," Grove continued.

"Sponsorships are a critical part of organizations such as the SFAMA," said Mark Evans, SFAMA President. "They help us expand our membership base, reach out to new audiences and allow us to continue developing our organization. In return, sponsors can share their knowledge, take advantage of the business tools we offer and expand our community."

About the SFAMA The San Francisco American Marketing Association is a local chapter of the American Marketing Association, the world's largest marketing association with more than 40,000 members. Founded in 1937, the SFAMA serves the five counties of the greater San Francisco Bay Area by providing its nearly 500 members with a range of tools and resources, as well as valuable industry contacts and information. To learn more about the organization, please call (408) 266-9658 or visit www.sfama.org

For questions or comments about this article, please contact Donna Lyon at donnal@text100.com.

IF HOW-TOS WERE ENOUGH: WE WOULD ALL BE SKINNY, RICH & HAPPY

BY CANDACE D'HOLBACH, SFAMA BOARD

The San Francisco American Marketing Association has been feeling growing pains recently. We, as a board, decided to challenge ourselves to this growth. We decided to explore our professional and personal reasons of why we volunteer and decided to be on the board.

At first pass, it may seem a simple answer would do. However, to simply answer was not our mission. Our goal was to have our answers to give us a long-term path of growth. We realized that to have a strong board it would take as many

steps and pains needed to achieve our answers and goals.

That is commitment. Full commitment to ourselves and to our pledge of being on the board.

To undertake this journey, we enlisted the Klemmer Group. Our first lesson: to read, "If How-To's Were Enough: We Would All Be Skinny, Rich & Happy," by Brian Klemmer.

Our first session consisted of an over-view of the program followed by exercises. You know the drill: be honest to a group of people you only 'somewhat' know. Much laughter and sighs of recognition followed.

Personally, the book offered the equation missing in my own life. I have done what I had set-out to accomplish. Finding myself without a further goal, I had placed myself without a purpose. Without a purpose, I had no passion. For those who know me, describing myself without passion fits as well as a stiletto without the shoe or a sail boat without its sail.

I felt oddly incomplete in a complete body. I felt as though I were living my daily life on auto-pilot. I have felt whole but lacking that something new, something exciting. Finding my passion wasn't my concern as I have always had a plethora of interests. I needed an equation to find the path to finding the 'why' in my life. Why am I doing what I do? Is it leading me to what I want? What do I want? Why do I want it? Going in a circle doesn't move forward. Deep down I know I don't need nor have the desire to have that answer for each situation in my life. After all, isn't living life as it comes part of the excitement of life? To have a reason for life, now that is the focus, at least for me. From what I have heard, my board-colleagues share that same question.

The book gave me that equation and the inspiration to explore my current life to find that new passion and the 'why' I so desperately need to complete my understanding. The basics are those pre-described programs. What are my programs? And, more importantly, how do I use them to achieve my goals? Obviously, I need to develop and to enlist new programs! Ah, growth!

Our first meeting had us sharing stories of our lives. One of my favorite exercises explored our various methods of getting from one side of a large room to the other. We all had to do our own style and a different method. Some of us skipped, hopped, walked backwards or sideward. I chose to use a chair on wheels and rolled myself across the floor. That way I had a chair to relax in while we all discussed our methods.

As an undergraduate student, I remember a professor's class project. We were to track our weekly paths across campus. Sounds silly, I know. The end goal was to expose our constant use of the familiar. Eventually, we would see each other crossing the campus using different ways: cutting across the grass, cutting-off the corners of narrow cement paths, cutting through buildings, and my personal favorite – sliding down the rail from the top of the stairs to the bottom. I had given myself the message that it was OK to dare to take a different

path and I met my creative self in the process.

But what if we are in our adult chronological ages and still viewing our world through the should-s? Basically, this book leads us through the path of forming our own way and daring us to remove our programmed filters.

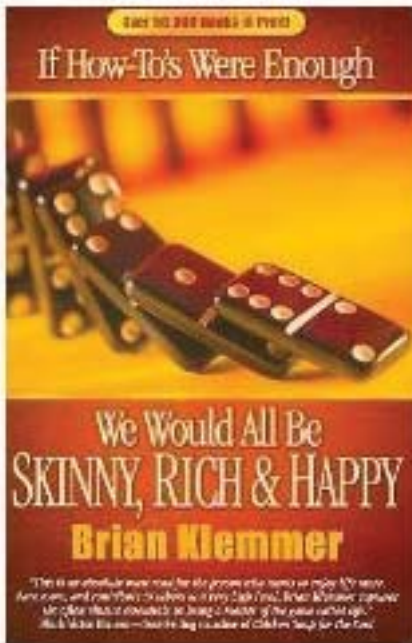
Another university course taught me about our adult, child, and parent tapes. We all have them. Our parent tapes are filled with the 'should-s' while the child tape is laced with boundaries based in a more black and white view of the world. Our adult tape is suppose to have a greater span of the gray area and filters allowing for the flexibility needed to survive and to succeed in our adult worlds. But do we really act without the silent parent tape? This is our challenge: to explore our gut responses. Are our responses from our brains or hearts? Or both? Do we give ourselves time to see what is in front of us before we respond or act?

I have learned that visualization is key. Envision what your view would be if you said, "No I can't." For me, it would be blackness. Is that what we really want for ourselves? Not !!

For years now, I have envisioned being back up on a hillside I would climb as a young kid. I could view the valley from there. From that vantage point I could see the valley's activity yet not really be involved. Now my vantage point sees a green valley full of a bubbling stream, flowers, bees, butterflies, old trees with their wing span of wisdom as branches reach into the undefined space and blue skies filled with white clouds. I tend to that valley. With a busy life, I don't get to it on a daily basis but at the end of the day, I do go there to relax. It's my personal world. I am in that valley and interact with the life bubbling inside.

I have found that being calm keeps the channel open for the energy to be creative. Creativity gives the answers to move forward without fear. Fear is self-inflicted. It defines a person as someone without passion or a goal. One of my bosses frequently reminded us to remain calm in all situations. We are in the Ops Department of a telecommunications company. Daily life was full of the unknown!

On page 37 of the book, it is stated, "When your intent is clear, the mechanism will appear." To me, this means that creativity will have a clear path to blossom. What I have lacked is the intent or goal. What is it that I want in life? Strategically, I haven't kept myself on track until now. I could always figure out the tactical aspects. The how was always easy for me. I grew-up in the era where women were not encouraged (notice I didn't say 'allowed') to have goals. Goals are something we want and desire. The intent is the goal; the mechanism is the how.



Why have we, as a board, undertaken this exercise? Simply answered: To build a deeper connection as a board and within ourselves. We, the board, are exploring our group's passion and our personal reasoning of our actions to be on the board.

With all the current reality shows and constant input of technology, we take little, if any, quiet time to regroup. We as a nation are running on empty. How can we give our fullest to ourselves and to our chosen line of work and volunteerism if our tanks are empty and we have no road map?

Try this book. I guarantee it will inspire you to question your belief system. Remember this: it is safe and OK to take off those colored glasses and develop your own system. Allow your spirit to lead you. Dare to take a different path.

We, as a board, are continuing to explore the emotional intellect we bring to the table and to ourselves.

In a time of great economic stress, we all could use a different set of glasses to explore new and exciting ways to live our lives.

In the months to come, please join us as we return with more progress.

For questions or comments about this article, please contact Candace D'Holbach at candacedholbach@yahoo.com.

HERE'S HOW YOU CAN GET INVOLVED WITH THE SFAMA

BY ANGI ROBERTS, SFAMA BOARD

We'd like to encourage you to become more involved with the SFAMA. There are a several ways in which you might do that.

- First, become a member. A list of all of the many benefits of joining and the member applications are available at our events or you may contact us to have this emailed to you.
- Another way is to become a sponsor of the SFAMA. Any board member can answer any questions you might have there.
- Or become a volunteer. Each of us currently working with the SFAMA possesses unique and valuable skills that we offer on a pro bono basis to the organization. Please contact us to volunteer.

We hope to get to know you better with your involvement with the SFAMA. We have a variety of opportunities available. Some of them are listed below. It may be best to talk on the phone after you've had a chance to review this to find the best area for you.

Membership

- Recruitment of new chapter members
- Retention efforts for existing chapter members
- Monthly or Quarterly orientation sessions (for members or non-members): discussion of the member benefits and chapter operations

Events & Workshops

- Could include things such as hospitality efforts (greeter), registration desk and check-in, location logistics and interface, speaker liaison and/or selection, development of event announcement content.

Public Relations

- Notification to partner organizations and media outlets of our upcoming events or newsworthy announcements

Sponsorships

- Soliciting new sponsors for the organization, whether in-kind or cash donations. Following up with existing sponsors to ensure we are living up to our promises in the sponsorship agreement (requires some knowledge of Excel spreadsheets to track information)

Communications - print and online

- Online activities could include drafting and executing email announcements; for print newsletter, activities could include gathering and copy editing articles, working with a designer to create the print document, working with printer to have final document printed

Mixers

- Could include things such as hospitality efforts (greeter), registration desk and check-in, location logistics and interface, speaker liaison and/or selection, development of event announcement content.

Internet

- Could include website updates, creating new website pages or content blocks, copy editing website content blocks

WE want to hear from YOU!

Contact us at sfama.volunteer@gmail.com or 408.266.9658, ext. 11.

