

Campaign Spotlight

Celebrating Bowl Season

By Kelly Koepke



Now in its ninth year, the Souper Bowl, organized by the Roadrunner Food Bank, raises money and awareness for the organization's mission to feed the hungry. Traditionally held the weekend before the National Football League's Super Bowl, the Souper Bowl's 1,200 attendees sample soups and desserts from more than 40 area restaurants and chefs. While this year's delicious highlight of the bowl season culminates on January 29, the marketing effort requires yearlong attention.

Sonya Warwick, Roadrunner communications officer and NMAMA volunteer, explains the elements that bring together gastronomes, gourmet food and do-gooders for a worthy cause.

"We're fortunate to have many pro bono donors," she says. "The Albuquerque Journal runs three to four ads before the event, and Comcast Cable gives us \$20,000 in cable television spots. We also provide posters to the restaurants to cross promote. MVD Express uses their television monitor systems in all locations to advertise, and their personnel are also talking up the event with customers. Starbucks is a big in kind sponsor, too, and provides the coffee on Souper Bowl day."

In addition to using traditional methods of promoting the event - like press releases and community calendars - Roadrunner has also implemented several social media components. The organization has a Facebook page for the event, which it has linked to the Causes application within Facebook. Causes makes it easy for supporters to raise money, buy tickets and invite their online friends to the event. Roadrunner's online presence reaches people who might not otherwise see the organization's messages in other media channels.

The event also features live entertainment, prizes from sponsors, and awards for the best soups and desserts. A panel of celebrity judges awards first, second and third places, and attendees vote on the People's Choice Award as well. By including television and radio personalities, food journalists and bloggers, and representatives from major sponsoring organizations in the pool of judges, the organization extends its modest marketing budget exponentially when these individuals and companies promote the event to their own audiences.

For more information, visit www.rrfb.org.

SPECIAL EVENT - The Innovation Workshop



What do you get when you combine an academic, a marketing practitioner and a creative mind? A unique perspective from Glenn Karwoski, founder, senior vice president and managing director of The Business of Ideas and Karwoski & Courage Public Relations, and next month's NMAMA guest speaker.

On Thursday, Feb. 17, Karwoski will lead New Mexico communications professionals in an in-depth, actionable experience in innovation that can immediately be put to use. Workshop attendees will gain an understanding of organizational innovation, a sense of where your business is now in relation to innovation, and a series of useful idea generation strategies. Whether you work for a large company or run your own small business, Karwoski's ideas are designed to teach you how to be more creative.

With more than 30 years of communications experience, Karwoski has developed marketing programs for a variety of Fortune 500 companies including GlaxoSmithKline, Target Stores, General Mills and Pfizer. His work in creativity and innovation includes organizational development, employee training and custom idea generation for Marvin Windows and Doors, Deluxe Corp., Wells Fargo and others. Karwoski has also taught creativity and innovation for 15 years in the Graduate School of Business and in the School of Entrepreneurship at the University of St. Thomas in Minnesota.

For more information, visit <http://nmama.org>. Hope to see you there!

then & now

22nd Annual
Marketer of the Year Awards
Call for Entries

Submit your campaigns by
February 25 to be judged by
the Tucson chapter - AMA.

Though you don't have to be
a member of NMAMA, all
marketing campaigns must
have originated in New Mexico
between Jan 1 - Dec 31, 2010
and can be submitted in five
different categories.

The 2011 Marketer of the Year
Awards banquet is April 14 at
the Hotel Albuquerque.

Details to come.
Visit www.nmama.org

UPCOMING EVENTS

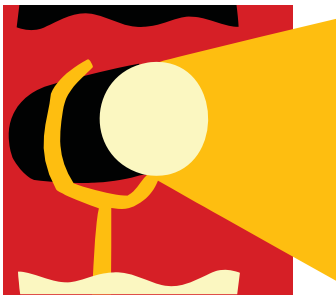
Thurs., Feb. 17
*How to Develop Innovation
in Your Business*
Workshop, 8-11 am
Lunch & Learn, 11:30 am - 1 pm
Presenter: Glenn Karwoski, Founder,
The Business of Ideas and Karwoski
& Courage Public Relations,
Minneapolis
Hotel Albuquerque

Thurs., March 3
*Java Talk: Making the Creative
Connection*, 7:30-9 am
Presenters: Creative Professionals
from the WriterGal Network
Goodwill Industries on San Mateo

Thurs., March 17
Lunch & Learn: TBA

Thurs., April 14
*2011 Marketer of the Year Award
Banquet*

For more information on these and
additional programs, please visit
<http://nmama.org/>.



VOLUNTEER SPOTLIGHT

NMAMA Programming Committee

By Ellen Mather

The recent recipient of the national American Marketing Association's Programming Excellence Award, the New Mexico chapter's Programming Committee seems to have developed a secret formula for planning successful events. From July 2009 through July 2010, the average attendance at chapter programming as a percentage of the goal for all meetings reached 120%.

The six-person committee, led by VP of Programs Kim Gusta, aims to provide topics and speakers who will help attendees realize their educational goals. To do this, the committee begins each fiscal year by assembling an extensive list of topics, based on surveys and anecdotal feedback from members, as well as trends addressed in various marketing magazines and websites.

"We try to get fresh content and fresh angles to give people a little bit different twist while keeping in mind what other local organizations have presented,"

explains Gusta. "We find that good topics and good speakers pretty much go hand in hand."

Gusta also taps into some of Albuquerque's most respected and connected local marketing professionals to help identify potential speakers, both from within and outside of the local market. In general, the chapter does not pay guest speakers, with the belief that presenters receive invaluable exposure simply by having a spot on the annual calendar of events.

Several key elements can help produce successful programming. In addition to developing interesting, cutting-edge topics, Gusta does a fair amount of due diligence to identify speakers who will truly engage the audience. She also credits the committee members, who handle recurring, specific tasks for each event.

From the perspective of the national chapter and its award judges, NMAMA's

offering of two free member socials and free Java Talks for members represents a way to give members more value for their membership dollars.

Gusta says that one of her personal benchmarks for qualifying speakers is her answer to the question: "Are we giving people a speaker that's truly worth the price of admission?" Based on the consistently growing number of attendees at recent NMAMA events, the local marketing community's answer to her question is a resounding "yes."



ABOUT NMAMA

The New Mexico Chapter of AMA provides a forum for the educational and professional development of its members by hosting numerous events and programs throughout the year. For more information about events, membership or getting involved, please visit www.nmama.org or send an email to info@nmama.org.

Officers 2010-2011

President, Kim Jarigese
President-Elect, Angella Alba
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VP of Communications/PR, Biljana Blizanac
VP of Finance, Bill Walters
VP of Membership, Craig March
VP of Programs, Kim Gusta
VP of Records, Dohnia Dorman
VP of Development, Bianca Thayer

Meet the Programming Committee



Kim Gusta
Marketing Consultant
NMAMA VP of Programs



Erika Woldman Hecht
Vice President
of Marketing & Admissions
California Southern
University
Plans programming
topics, helps secure
luncheon speakers



Angella Alba
Director of eMarketing
Heritage Hotels
Plans programming



Shauna O'Cleireachain
Director of Business
Goodwill Industries
Compiles attendee
feedback



Bill Daily
Director, Member
Engagement & Education
Presbyterian Healthcare
Services
Event logistics



Tamara Williams
Director of Marketing
UNM School of
Engineering
"Java Talk Queen"

CAREER CORNER

Looking to hire a marketing professional?

Let us help you find the right candidate by publishing your job opening on the NMAMA website and in our quarterly newsletter. Please send job leads to info@nmama.org

For leads on marketing jobs in New Mexico, please visit <http://nmama.org/category/resources/career-center/>.

For leads on marketing jobs throughout the country, please visit <http://www.marketingpower.com/Careers/Pages/JobBoard.aspx>



The New Mexico American Marketing Association newsletter is produced quarterly by members of The Writer Gals. For more information, please visit www.writergals.com

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