

Marketer of the Year Award

And the winners are...

By Ellen Mather



Joan Griffin accepts the Compass for Best of Marketer of the Year Award from emcees Jim and John Garcia.

The 22nd Annual Marketer of the Year Awards banquet brought together the largest crowd ever of marketing professionals, clients and marketing students from the UNM Anderson School of Management, along with supportive friends and family. Held on April 14 at Hotel Albuquerque, the American Marketing Association's annual event recognizes excellence

in marketing. Masters of Ceremony Jim and John Garcia kept the evening lighthearted and festive with their energetic presentation of the awards.

The distinguished Best of Marketer of the Year award went to marketing, advertising and public relations firm Griffin & Associates, for the agency's Town of Taos campaign. The promotion also garnered Best in Category accolades for its Interactive Media and Integrated Marketing components.

"This award is really a victory for the entire Town of Taos. The community as a whole has come together to market the town and produce outstanding results," said Joan Griffin, owner and president of Griffin & Associates. "The campaign involved aggressive public relations, online ads, print ads, special events and regular electronic newsletters. The entire Griffin & Associates team works on this account, and we are thrilled to be recognized by our peers for our work."

This year's entries were judged by an expert panel of professional marketers from the Tucson, Arizona chapter of the American Marketing Association. Judges consider the overall challenge, rationale of the objective, strategy for achieving the objectives, tasks and promotional tools used, as well as the results of each campaign.

2010 Marketer of the Year Compass Awards (Best in Category)

Print Advertising

Adelante Development Center, for Adelante Development Center

Television Advertising Student Category

UNM Nvent Marketing Partnership, for Susan G. Komen

Radio Advertising

UNM Distance Education, for Gallup Programs

Outdoor Advertising

Esparza Advertising, for NMDOT

Outdoor Advertising Student Category

UNM Nvent Marketing Partnership, for National Highway Traffic Safety Administration

Direct Marketing

Presbyterian Healthcare Plan, for Presbyterian Healthcare Plan

Interactive Media

Griffin & Associates, for Town of Taos

Collateral

UNM Distance Education, for Statewide Campaign

Special Event Marketing

Griffin & Associates, for Hotel Andaluz

Integrated Marketing

Griffin & Associates, for Town of Taos

Integrated Marketing Student Category

UNM Nvent Marketing Partnership, for Susan G. Komen

2010 Best of Marketer of the Year Golden Compass Award

Griffin & Associates, for Town of Taos

For more information and a complete list of winners, visit www.nmama.org.

Now's the time to join!

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- Be informed with hundreds of webinars, podcasts and white papers covering major issues
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NMAMA

UPCOMING EVENTS

Thurs., May 5

Java Talk: "Engage the User and Make Your Site More Effective"

Presenter: Mark Thayer, Thayer Consulting

7:30-9 am

Goodwill Industries

Thurs., May 19

Lunch & Learn: "Building Thought Leadership Through Social Media"

Presenter: Ken Lingad, 1680PR

11:30 am - 1 pm

Q-Bar & Gallery/Hotel Albuquerque

Thurs., May 26

7th Annual MarComm Mixer

5:30-8:30 pm

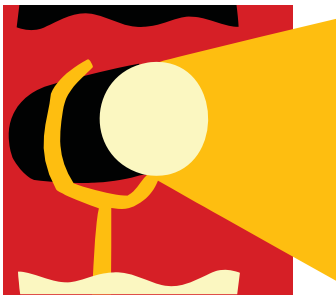
Albuquerque The Magazine/3M

Thurs., June 16

Lunch & Learn: NMAMA Marketer of the Year, Award-Winning Campaign featuring Joan Griffin of Griffin and Associates. 11:30 am - 1 pm

Q-Bar & Gallery/Hotel Albuquerque

For details, please visit <http://nmama.org/>.



MEMBER SPOTLIGHT

Anjali Solomon, Applied Research Associates

By Rena Distasio



Anjali Solomon

You wouldn't think that overseeing marketing for an international defense research and engineering company would leave Anjali Solomon with much free time. As director of marketing support for Albuquerque's Applied Research Associates, Inc. since 2004, Solomon manages the company's brand for all internal and external digital and print communications and develops objectives, initiatives and policies in alignment with its strategic goals.

Amazingly, however, this energetic wife and mom still makes time for extracurricular fun. She gardens, hikes, plays tennis and soccer, and enjoys daily walks with the family's dog. In February, Solomon added to her growing roster of community activities by joining NMAMA. Soon thereafter, she was asked to join

the chapter's board of directors as VP of Records, managing the organization's correspondence, minutes and historical records. Solomon will begin her new board role in July.

Q. What drew you to a career in marketing?

A. Marketing is the backbone of business development and future prospects. As part of our company's culture, for instance, everyone who works here is considered a marketer. We all make an impression, we all pass along information. That's an exciting thing to do for a living, especially when you work for a company that creates solutions in security and defense, whether for the highways we drive on or the equipment used by our soldiers in the field. I like going home at the end of the day, knowing that I help make a difference in people's lives.

Q. What challenges do you face on a day-to-day basis, either specific to your industry and/or to the marketing industry overall?

A. Our clients are very technical people, so we must be rigorous in our research and detail when presenting them with information and solutions. Both the trend and the challenge overall, I think, is learning how to utilize digital media in a more effective way and convincing others of its importance. That is definitely one of my goals, and I think it's where the industry in general is headed.


Q. What prompted you to join NMAMA?

A. The opportunity they provide to associate with other marketing professionals in our community, to network, and to learn. Most especially, to know that I'm not alone, that there are other people dealing with the same challenges I am.

Q. Why would you recommend NMAMA to other marketing professionals?

A. It's such an inspirational organization and an amazing resource for information on the latest marketing initiatives in the world today. It also provides the opportunity for members to brainstorm with each other on solutions to the challenges marketers face in getting information out into the world.

Q. What NMAMA initiatives are you most excited about?

A. The Lunch and Learns. The way they cover topics that are of the utmost concern to marketers, like working with digital media. Any organization that is this excited about instructing their membership is obviously going to present the best, most up-to-date information. 



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.

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