



Marketing Matters



Professional Marketing Association of Bowling Green, Kentucky

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From the President

"You can't teach an old dog new tricks."

Well, speaking for all of the other old dogs out there, I certainly hope that's not true! However, between the demands put on us by our jobs, civic and church commitments, and family activities, it is often very difficult for us to learn the "new tricks" of the marketing trade. I have found two good - and convenient - ways of keeping armed with important marketing tools.

MarketingProfs.com

Once a week I get a free email newsletter from MarketingProfs.com, an online publishing company specializing in providing marketing know-how through a combination of articles and commentary. (Think of it as having Rick Shannon looking over your shoulder offering advice.)

This is cutting edge marketing know-how on a broad array of topics including Branding, Research Methods, Email Marketing, Search Engine Marketing, Selling, and Strategy to just name a few. You can spend a little extra to become a premium member but they provide more free information than I can use as it is. www.marketingprofs.com

PMA

The other way I recharge my marketing skills is through the PMA. Between the different speakers and the professional networking, the PMA is a must for everyone engaged in marketing in the Bowling Green area. The February meeting will feature round table discussions on a variety of topics that will help you do your job better. Think about bringing a guest with you so that they can see what PMA is all about.

Bill Oldham



PMA Opportunities

Contact these officers at bgpma1@yahoo.com if you would like to be more involved in PMA.

Rick Shannon: Sponsoring a meeting

Heather Garcia: Programs committee, speaker suggestions or opportunities

Kevin Gettings: Information regarding PMA for the website

2006 PMA Officers

President: Bill Oldham, 745.1926

President-Elect: Rick Shannon, 745-2483

VP of Programs: Heather Garcia, 745.8915

John Halderman, 781.4770

VP of Communications: Kevin Gettings, 781.4770

Secretary/Treasurer: Lisa Sneed, 796-8500

Past President: Kim Lancaster, 393.3605

You can contact any of the officers via email at bgpma1@yahoo.com. Please make sure to put the name of the officer you are emailing in the subject line.

Don't Forget to RSVP!

This month's meeting is February 20, 2007 at 11:30 a.m. at the WKU Carroll Knicely Conference Center on Nashville Road. Please RSVP to Bill Oldham via email at bgpma1@yahoo.com or call 745-1926 by Monday, January 15, 2007.

Program Notes

The Media Bakery Roundtable

With so many media options, do you often feel confused and unsure of what ingredients are needed to rise above your competition? Learn from local experts on how to add the right mix to get sweet rewards. Now don't forget to add a dash of PR, or even a scoop for that mater, and your company will be on its way to a blue ribbon.

For 10 minutes each, you'll have a chance to learn more about public relations, television, radio, newspaper and outdoor advertising. Our guests will include Seth Alexander - Fruit of the Loom, Jeanette Boehman - WBKO, Kathy Grayson - WBVR, Chris Houchens - The Daily News, Robbie Jones - Southeastern Display.

Bring a friend and don't miss out! The February PMA meeting is on Tuesday, February 20 at 11:30 a.m. at the WKU Carroll Knicely Conference Center on Nashville Road. Please RSVP to Bill Oldham at bgpma1@yahoo.com or by calling 745-1926 by Thursday, February 15.

2007 Meeting Dates

February 20, 2007

TBA

March 20, 2007

Are You Prepared for a Disaster?

April 17, 2007

WKU Scholarship Recipient

May 15, 2007

TBA

June 19, 2007

Challenging Preconceived Notions of Good (and bad) Direct Mail

July 17, 2007

Marketing that Engages You

Sponsor's Corner

Why sponsor PMA?

We each individually have several reasons to be active in the Professional Marketing Association. The officers work hard to schedule speakers who are both interesting and offer advice that you can take back to your careers. There is also the networking and fellowship of time spent before and after the meetings. We hope that "membership matters" to you.

For years PMA has presented the \$500 The Lou Turley Scholarship to a deserving WKU Marketing student. The recipient of the annual PMA Scholarship is selected from applicants who are seniors-to-be at Western Kentucky University and have a major or minor in Marketing. Our previous recipients have gone on to great jobs.

The reality of the PMA is that membership dues and lunch fees do not cover the costs of our meeting space, meals and the cost of the Lou Turley Scholarship. That short fund is made up by our generous sponsors. Sponsors get more than just a good feeling from helping the PMA, however. Each month, the sponsor is featured in the newsletter sent to all members. In addition, the sponsor is given time before the speaker at the meeting to tell everyone who they are and what they do.

The Professional Marketing Association would not be where we are today without our many past sponsors. If you or your organization would like to sponsor an upcoming PMA meeting, please contact Rick Shannon at rick.shannon@wku.edu.

