



# PMA Marketing Matters

## PROFESSIONAL MARKETING ASSOCIATION

June 2004 • Volume 2, Issue 6

*of Bowling Green, Kentucky*

### WELCOME NEW MEMBERS!

Ann Fishburn  
Travelodge

Leslie Blevins  
WUHU 107.1 FM

Tara Gupton  
WUHU 107.1 FM



### FROM THE PRESIDENT...

Even though it won't officially kick in until later this month, summer is in full swing. I hope everyone has some exciting summer promotions planned and some personal downtime scheduled as well.

For me, summer usually has a road trip thrown in somewhere and it's no exception for PMA. We are taking a "field trip" away from Mariah's this month and will meet at our sponsor's location, the Holiday Inn University Plaza. Bonnie Hall does a great job with the one of the showcase locations in Bowling Green and I know we'll have a great experience there.

It's an election year and political marketing has already popped up for the primaries and will soon be in full swing for the general election this fall. John Rowley, a political marketing consultant from Nashville, will be our guest speaker this month and will let us in on some of the secrets of marketing a political candidate...some of which I'm sure we can steal (or borrow) for our own marketing purposes.

Something else that we will announce at this month's meeting is a contest for the membership to come up with a slogan or catchphrase for PMA.

One note from last month's meeting...I would again like to thank Joe Davis and Gerald Printing for donating an ad for PMA in the Chamber's Membership Directory. I'm sure this will have positive implications for our membership and overall public image in Bowling Green.

I look forward to seeing you at the Holiday Inn University Plaza on Tuesday at 11:30. Come in through the hotel part of the complex and signs will direct you to where we are meeting. Please remember to invite a potential member and to RSVP to Renea. See you then...

*Chris Houchens*

### PMA SLOGAN CONTEST!

PMA needs a new slogan or catchphrase. Think you have the perfect, catchy wording to describe us? Have your ideas ready to turn in at the June meeting, or email them to one of the officers by June 30th. The winner will receive a \$20 Mall gift certificate at the July meeting!

### MONTHLY TREASURER'S REPORT

**Beginning Balance**      **\$4,876.62**

#### EXPENSES

|                     |                   |
|---------------------|-------------------|
| Change for meeting  | \$40.00           |
| Mariah's            | \$692.18          |
| Domain registration | \$29.00           |
| Office supplies     | \$238.61          |
| Misc.               | \$31.50           |
| Scholarship         | \$1,000.00        |
| <b>Subtotal</b>     | <b>\$2,031.29</b> |

#### REVENUES

|                 |                 |
|-----------------|-----------------|
| New memberships | \$300.00        |
| Renewals        | \$100.00        |
| Lunch fees      | \$285.00        |
| Sponsorships    | \$250.00        |
| <b>Subtotal</b> | <b>\$935.00</b> |

**Ending Balance**      **\$3,780.33**

### DRESS TO IMPRESS!

The Western icon of maleness is 6'1" and 185 pounds. If you're shorter and/or heavier, to dress your best:

- Wear garments and accessories that accentuate the vertical and de-emphasize the horizontal. Choose colors with subtle contrasts to unify the length of your body. Examples: pinstriped suits, V-neck sweaters, sweater vests, pointed collars, neckties, unbuttoned overcoats.
- Avoid contrasting colors north and south or anything else that guides the eyes across your latitudes. Examples: big belts or buckles, striped golf shirts, pant cuffs, double-breasted suits, flaps on your jacket pockets.

*Men's Health*

*Just a friendly reminder...*

**Lunch costs are:**

**Members: \$5**

**Guests: \$10**



### DON'T FORGET TO RSVP!

**This month's meeting is: Tuesday, June 15th at 11:30 AM at the Holiday Inn University Plaza Hotel. Please RSVP to Renea Dearing via email at [rdearing@socu.com](mailto:rdearing@socu.com) or call 796-8500 by Friday, June 11.**

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## SPONSOR'S CORNER



### Welcome to the Holiday Inn University Plaza!

Step inside our seven story atrium and be soothed by the cascading waterfall. All rooms overlook the spectacular garden atrium, and inside each room you will find spacious and luxurious accommodations. Features include WebTV, Sony Playstations, voicemail, 40 cable television channels, hairdryer, coffeemaker, iron, and ironing board. If you're looking for extra amenities or space, ask to stay in one of our twenty-one suites.



### Entertainment and Dining

Take a break and dive into our indoor pool or check out our fully equipped fitness room for an invigorating workout. Unwind in the whirlpool, sauna or game room. Or stretch out on our spacious sun deck. If you're into golf, take time during your visit for a round at the beautiful Hartland Golf Course, situated next to the hotel.

Elegant dining awaits you at Hartland Café, our exhibition-style cooking restaurant. And, nestled in a beautiful garden setting, the Atrium Lounge offers the perfect environment to enjoy a cigar or sip a martini.

### Meeting Space

The Holiday Inn University Plaza Hotel and Conference Center features all the space you need for any event. You'll discover more than 30,000 square feet of flexible meeting space for groups of up to 1,500, including a ballroom, an executive board room and eight additional meeting rooms. Take care of last-minute details in our complete business center, where you can get online, print and copy. And you can always count on our professional, well-trained staff to take care of everything, from setup to audiovisual support

**Don't forget: Our Meeting Venue has changed for this month... it will be at the Holiday Inn University Plaza Hotel**



## PROGRAM NOTES

Renea Dearing - *Dijab*  
VP Programs

John Rowley, President  
Fletcher Rowley Chao, Inc.

John Rowley's first work was in radio and television. Rowley worked in television production, radio production as a public affairs director, and as a news reporter in Southeast Iowa near his home in Dallas City, Illinois.

Rowley has done media consulting work on over 250 Democratic campaigns. After working for two election cycles with Bill Fletcher (William B. Fletcher Consulting), Rowley became one of the youngest principals in a national Democratic media consulting firm when they formed Fletcher & Rowley Consulting, Inc.

In 2000, *Campaigns and Elections* magazine named him a "Rising Star in Politics." His commercials have won several awards

including Pollies, The Silver Microphone Award, and Vision Awards. His work has been featured on CNN, MSNBC, FOX News and on PBS. He work has been covered by *Campaigns and Elections Magazine*, in the *New York Times*, and the *Wall Street Journal*.

He contributed an article in *Campaigns & Elections* magazine detailing a surprising congressional win in Georgia, which is now featured in the magazine's *Contemporary Case Studies* book. He contributed sections on producing high-concept commercials and on effective media relations to the political communications textbook, "Political Communications Inside and Out," which was published in 2002.

In addition to his creative development responsibilities for the firm's corporate and political advertising clients,

Rowley handles media relations, crisis communications, and speech writing.

Rowley also conducts media training and campaign seminars for Democratic organizations, women's groups, labor unions, and associations around the country.

He appears regularly on one of the longest running local political talk shows in America, Teddy Bart's Roundtable in Nashville.

Rowley has been an active Big Brother in Big Brothers and Big Sisters since 1993. Rowley graduated *cum laude* with a degree in Corporate and Organization Communication from Western Kentucky University. Fletcher Rowley Chao sponsor an "Opportunity in Politics" scholarship at Western Kentucky University.

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## MAY MEETING RECAP



*Joe Schuld Director of  
Lithographics, Inc*

Joe Schuld Director of Lithographics, Inc. out of Nashville, Tennessee spoke to the PMA on Tuesday, May 18th, 2004 about how to successfully create electronic files and how to get them to press correctly. Below is a recap of some of his presentation points:

### Points to Consider:

- Computer platforms and file formats
- Data transfer: Email? FTP?
- Proofs before printing: content proofs; color proofs
- The responsibility of the printer

### Pieces of the Output Puzzle

- Graphics; Fonts; Proofs; Data; Send; Communicate; Text; Photos

### One File for All Needs: Adobe PDF

- Universal; Multi-Resolution; Container for all Pieces; Multipurpose Use

## MAY SPONSOR SPECIAL DONATION

May Meeting Sponsors, Gerald Printing, announced that they will be donating ad space to the PMA in the 2004-2005 Bowling Green Chamber of Commerce Directory. Below is a copy of the ad. At right, Cindy Stewart does a presentation on the new "Gerald Gateway".



**WHAT IS PMA?** The Professional Marketing Association (PMA) is an organization that provides networking, professional development, peer recognition and community involvement for marketing professionals in the Bowling Green-Warren County area.

**ARE YOU A MARKETER?** You don't have to have "marketing" in your business title to be a marketer. Marketing is all about satisfying your customer's needs and wants. At PMA, we can help you do that better!

**PMA IS FOR YOU!** Our programs strive to meet the needs of a diversified membership through guest speakers, roundtable discussions and networking.

**JOIN US!** We meet at 11:30 am on the third Tuesday of each month at Mariah's Restaurant in Bowling Green.

**Professional Marketing Association**  
PO BOX 66  
Bowling Green, KY 42102  
[www.pmabg.org](http://www.pmabg.org)



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President - Chris Houchens  
President-elect - Tracy Morris  
VP of Programs - Renea Dearing-Dijab  
VP of Communications - Katie Frassinelli  
Secretary/Treasurer - Jill Blythe  
Past President - Jill Blythe