

Connect with us:



January 15, 2010

A Roadmap to Success...The UPS Freight Value Proposition



Register to Attend Our January Luncheon

Thursday, January 21
11:30 AM - 1:00 PM

UPS Freight, one of the largest less-than-truckload (LTL) carriers in the United States and a leading truckload service provider, serves customers throughout North America, Puerto Rico, Guam and the U.S. Virgin Islands.

Join Brian Kaman, Product Manager for UPS Freight, as he shares how they introduced a series of enhancements that are part of a long-term strategy to boost the value proposition for UPS Freight customers through faster transit times, technology and reliability. To that end, **UPS Freight has reduced transit time on some 20,000 lanes since 2006.**

Brian has played a key role in the evolution of UPS Freight (formerly Overnite Transportation) since the company was acquired by UPS in 2005. Before becoming a Product Manager for UPS Freight, he was a member of the acquisition integration team that helped define the marketing plan for the largest acquisition in the history of UPS.

Register to Attend



January Market Dialogue: Members Only Setting Sail with a Business Advisory Board

Join your marketing friends on Tuesday, January 26th for a Market Dialogue event.

“Setting Sail with a Business Advisory Board” features John Sarvay of [Floricane](#).

John will share his experiences of launching a new business during the recession and the value of establishing an advisory board of professionals who knew more about starting and operating a business than he did. After a few fits and starts, the Floricane Advisory Board did exactly what it was designed to do -- it kicked John’s entrepreneurial butt up-and-down the street a few times and challenged him to get serious about his business.

Several members of Floricane’s advisory board will be in attendance to answer questions after the presentation.

Grab Your Boots and Mark Your Calendars Social Media Bootcamp - March 25-26, 2010



Keeping pace with today’s savvy consumer means that you must have command of the latest social media marketing tools and know how to deploy them in your marketing strategy. In order to take advantage of the tremendous power of social media, you need to start with a hands-on approach to give you a plan, the tools and the know-how to make these state of the art marketing tools work for you and your organization. This day and a half program will give you everything you need to get your organization up to speed in the emerging world of social media marketing. Participating in the Social Media Bootcamp will help take you beyond the “now what” phase and have you putting social media to work in your organization. You’ll learn practical tools, techniques and ideas that you can use today to create and deploy your social media strategy.

[Register to Attend](#)



Advertising Bowl VIII Our Annual Review of the Year’s Biggest Super Bowl Commercials

Mark Your Calendar to Attend This Special Event!

**Wednesday, February 10, 2010
5:30 p.m. – 8:00 p.m.**

Calling all AMA-Richmond members and attendees who are football fans, friends of football fans, friends of friends of football fans and those who watch the Super Bowl just for the commercials (you know who you are). You won’t want to miss this special event!

Join us as we watch the Super Bowl commercials together. We’ll laugh. We’ll High-Five. We’ll say “What were they thinking?” And, we’ll have a blast as we share our thoughts together!

Go for the EXTRA POINT: Increase your company's visibility in the Richmond marketing community by

sponsoring the 2010 Advertising Bowl! Contact [Todd Wilcox](#) or [Peter Larsen](#) for details. This event is hosted at Home Team Grill (Fan location, 1630 W. Main W. Main Street, Richmond, VA 23220).

Watch for an email invitation coming soon!

Member Spotlight

AMA-Richmond Chapter features profiles of members and highlights of their recent professional activities and accomplishments. Look for more member highlights in the next issue. This month, we profile the following members:



Kevin Tuskey

Rebecca Durkin



Welcome New Members

Susan	Baxter	Procter & Gamble
Shannon	Brooks	The King Agency
Phil	Conein	Tethead
Ralitza	Dionissieva	Student
Aisha	Huertas	Donate Life America
David	King	The King Agency
Michael	Kirn	Student
Kimberly	Kortash	Affinion Loyalty Group
Charleen	McManus	Williams Mullen
Lindsay	Rumer	Student
Krista	Sabol	AllRegs
Jeff	Samford	Business Partner of Richmond
Tracy	Scott	Student
Lenin	Syamala	Student
Sanjay	Vaswani	Student
Matthew	Wentworth	Student

Save the Dates



AMA Luncheons

January 21st
February 18th
March 18th
April 15th
May 20th
June 17th

Advertising Bowl

February 10th

Market Dialogues – Members Only

January 26th
March 30th
April 27th
June 29th

Social Media Boot Camp

March 25- 26th



Announcements From PRSA

PRSA Richmond has recognized public relations talent from across the Commonwealth for 63 years. This year the awards will continue to celebrate the most creative and effective communications programs and tactics.

CALL-FOR-ENTRIES: Entry Forms will be distributed at the Jan. 27 PRSA Richmond luncheon at the Sheraton Hotel, but why wait till then? **[Click here to download the Call-for-Entries](#)** now and get started today!

DEADLINE: Entries are due much earlier this year – on February 26, 2010 (same deadline as PRSA National awards).

SAVE-THE DATE: This year's awards ceremony will take place Thursday, May 6 at The Jefferson Hotel from 5:30-8:30 p.m. Mark your calendars now!

[Click here for more details](#)

Thank You AMA-Richmond Sponsors!

Our chapter could not be successful without the ongoing support of our year-round sponsors. A special “thanks” to Tigerlily for designing the monthly AMA luncheon MARKETSHARE Today handout, Zoom Printing for providing the printing and American Solutions for Business for providing the permanent member nametags

Please take a moment to visit our sponsors' websites for more information!

Gold Sponsor:
Philip Morris USA

Silver Sponsors:
Elevation | Comcast Spotlight |
Planet Central | Fete Studio

Bronze Sponsors:
TECHEAD | Brand Planning LLC

Job Link:
Mondial Assistance

AMA-Richmond Chapter | P. O. Box 6225 Glen Allen, VA 23058-6225 |
amarichmond.org