

2012 ANA Innovation Day Members Only Conference @ MillerCoors presented by BrightLine

Wednesday, June 13, 2012 | Chicago, IL



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Agenda

2012 ANA Innovation Day Members Only Conference

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Overview

2012 ANA INNOVATION DAY MEMBERS ONLY CONFERENCE @ MILLERCOORS PRESENTED BY BRIGHTLINE

Innovation, according to dictionary.com, is (1) something new or different introduced and (2) the act of innovating; introduction of new things or methods. Successful marketers innovate by finding new ways to reach customers, developing breakthrough new products, and more.

Hosted by MillerCoors — a company where innovation has always been part of the corporate culture—this complimentary ANA members only conference will feature sessions from leading marketers and thought leaders who will share their case histories in marketing innovation.

Agenda

Breakfast (8:15 am)

General Session (9:00 am)

HOW COLUMBIA RECORDS IS MOVING ITS INNOVATION AGENDA FORWARD

Columbia Records has started an internal creative labs group to explore new business models for the label. This includes evaluating start-up investment opportunities, forging innovative digital partnership deals, and leveraging marketing data to drive better decision making. This talk will explore how Columbia Records has moved its innovation agenda forward and the kinds of entrepreneurial activities they are pursuing.

Elliot Lum
Vice President
Columbia Records

CREATIVITY AS THE CURRENCY OF INNOVATION

Learn what a chef, architect, and head of a company that believes in effective communication through improvisation can teach us all about innovation. Fast Company looks for innovation and inspiration in everything, from product design to marketing, from sustainability to entertainment. They have written extensively about innovation, including a feature on the *World's 50 Most Innovative Companies* in March and the *100 Most Creative People In Business* in June. In this session a Fast Company editor will lead a discussion on creativity as the currency of innovation as seen through the eyes of an eclectic panel of innovators.

Moderator
Chuck Salter
Senior Writer
Fast Company

Panelists
Homaro Cantu
Inventor, Activist, Chef
Moto restaurant

Carol Ross Barney
Founder and Principal
Ross Barney Architects

Tom Yorton
CEO
Second City Communications



Agenda Cont.

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THE BATTLE FOR THE TELEVISION: SPOILER ALERT – CONSUMERS ARE THE WINNERS

Connected TVs, second screen, IPTV, connected game consoles, etc. are driving TV innovation at unprecedented levels, creating competition for TV subscriber dollars once earmarked for the local cable monopoly. While a bevy of startups and the entrenched TV service providers duke it out to win the living room, the clear winner here is the consumer, and the savvy marketers observing shifts in behavior and leveraging rapid advances in TV technology to get an edge. BrightLine will share a glimpse of the evolved television space and how blue chip brands are already harnessing technology to drive measurable differences in sales, awareness, lead generation, and more.

Robert Aksman

Chief Experience Designer, Co-Founder

BrightLine

DRIVING INNOVATION AT KRAFT (& 70 NEW PRODUCTS!)

The leader of the Innovation Center of Excellence for Kraft will share the story of the company's recent major upsurge in innovation performance. He will discuss how Kraft's leadership made innovation a strategic priority and the story behind how the company has recently risen to top-tier level of innovation performance in the CPG industry – capped off by the launch of over 70 new products in early 2012. He will also share lessons learned from the journey and some general thoughts on innovation from spending over 18 years in marketing innovation roles.

Barry Calpino

Vice President – Innovation

Kraft Foods

Lunch (12:50 pm)

General Session Cont. (1:50 pm)

CONVERGENCE: RETHINKING INNOVATION AND MARKETING

Changing technologies, changing consumer behaviors, and the increasing connections between the two are re-shaping industries at an unprecedented rate. For example, the once static and separate roles of media producer, distributor and consumer have been irrevocably blurred and blended by digitization and interconnectivity--which has significant implications for how we try to engage and connect with our customers. This talk will offer some insights, inspiration and practical ideas for re-thinking our work as innovators and marketers in today's dynamic world.

Brian Quinn

Associate Partner

Doblin

(part of the global strategy firm, Monitor Group)

Agenda Cont.

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INNOVATION AT MILLERCOORS

Innovation has always been part of the corporate culture at MillerCoors. The company has made a commitment to delivering big ideas and innovation that drives profitable growth and brings new energy to the beer business. Recent innovations from MillerCoors have included Cold Activated Bottles and Cans, the Home Draft System, and the Aluminum Pint. In this session, Sarah Ross, marketing director for new product development, will address topics including the optimal org structure for a successful innovation team, the process for finding great insights, converting insights into great ideas, and more – including news on the very latest MillerCoors new products.

Sarah Ross

Marketing Director, New Product Development

MillerCoors

Beertails Reception (4:00 pm)

Attendees

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Anna Maria Adesso
Senior Marketing Manager
Apple Vacations

Rob Aksman
Co-Founder and Chief
of Experience Design
BrightLine Partners LLC

Luis Alvaray
Consumer Activation Coordinator
Walgreen Company

Jason Alving
Director Trade Marketing
Constellation Wines U.S.

Mitch Arends
Director, Marketing Services Procurement
Kraft Foods, Inc.

Sandy Babin
Vice President of Marketing
Apple Vacations

Vanita Banks
Counsel
Allstate Insurance Company

Alex Barillas
Diversity Marketing Manager
CareerBuilder

Julia Barry
Business Manager
Kraft Foods, Inc.

Jeffrey Barth
Sr. Dir. Portal, Collab,
and Digital Shared Services
PepsiCo, Inc.

Amanda Bauer
Marketing Planning Manager
Sears Holdings Corporation

Elina Belgorodsky
Sr. Graphic Designer
Walgreen Company

Stevie Benjamin
Director, Media
MillerCoors LLC

Andrea Benzschawel
Associate Brand Manager,
Skinnygirl Cocktails
Beam Inc.

Mia Billetdeaux
Analyst, Business Analysis
Beam Inc.

Kevin Blacker
New Products/
Business Marketing Manager
Knouse Foods Cooperative, Inc.

Kelsey Bowers
Social Media Intern
Luxottica Retail

Eileen Bravmann
Sr. Manager, Innovation
Beam Inc.

Ken Brodoff
Director, Global Enterprise Sales
Verizon Wireless Inc.

Abby Brown
Assistant Manager, School of Marketing
ANA

Dan Bruinsma
Media Director
Orbitz Worldwide

David Budnik
Strategic Account Manager
United States Postal Service

Karen Burggraf
Senior Marketing Manager
Allstate Insurance Company

Lynsay Burrow
Consumer Activation Coordinator
Walgreen Company

Ladaska Burton
EPromotions Manager
Sears Holdings Corporation

Barry Calpino
VP, Innovation
Kraft Foods, Inc.

Homaro Cantu
Inventor, Activist, Chef
Moto Restaurant

Jennifer Carli
Vice President, Marketing
& Customer Strategies
Harris Bank

Julie Carney
Manager
Discover Financial Services, Inc.

Rich Castro
Manager
Allstate Insurance Company

Sean Choate
Data Sales Manager
Verizon Wireless Inc.

Paula Chona
Associate
Discover Financial Services, Inc.

Kristina Clementi
Manager, In-store Marketing
Whirlpool Corporation

Don Clippinger
Sr. Mgr., Business Development-
Partnership Mgmt.
Motorola Mobility, Inc.

Todd Collins
Senior Manager, Consumer Insights
Discover Financial Services, Inc.

Amanda Conforti
Solutions Marketing Manager
Motorola Solutions, Inc.

David Coors
Coors Banquet Associate Brand Manager
MillerCoors LLC

Rafael Corral
Sr. Global Insights & Planning Mgr.
Kellogg Company

Jennie Cull
Managing Director
KPMG LLP

Katie Dahlquist
Media Production Manager
Walgreen Company

Brian Davidson
Vice President, Member Relations
ANA

Homer Dawson
Associate Marketing Manager -
Sports & Entertainment
MillerCoors LLC

Bria Day
Consultant
HumanaVitality

Margaret Diwald
Senior Associate
PricewaterhouseCoopers

Attendees Cont.

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Greta Dohse
Marketing Analyst
Enova Financial

Patty Dominguez
Sr. Manager
Kraft Foods, Inc.

Andrea Donatucci
Global Digital Advertising Manager
Accenture

Tammy Dresen
Primary Research Administrator
Consumer and Market Research
American Family Insurance

Alicia Driskill
Live Nation, Inc.

Brendan Duffy
Vice President, Marketing
Caravan Tours

Bill Duggan
Group Executive Vice President
ANA

Heather Dumford
Manager, Media, Global Marketing
ConAgra Foods Inc.

Sumitra Duncan
Knowledge and Research Specialist
ANA

Kelly Ellefson
Associate Media Manager
MillerCoors LLC

Bob Ellis
Manager, Business Alliances,
Developmental
United States Postal Service

John Eng
Chief of Staff
Sears Holdings Corporation

Erik Enyedy
Business Manager - Coffee
Kraft Foods, Inc.

Patricia Erb
Director of Marketing
Nestle Purina PetCare Co.

Luka Erceg
Manager, Marketing Services Procurement
Kraft Foods

Darren Eyster
Manager, Interactive Marketing
General Growth Properties, Inc.

Duke Fanelli
Senior Vice President, Marketing
and Communications
ANA

Chris Fantuzzi
Senior Manager - Corp. Branding
and Creative Services
Discover Financial Services, Inc.

Christine Fikany
Social Media Analyst
Allstate Insurance Company

Michael Finn
President
BrightLine Partners LLC

Carann Flynn
Associate Marketing Manager
Allstate Insurance Company

Becky Folds
Director, Global Marketing Strategy
Beam Inc.

Christy Ford
Media Manager
Walgreen Company

Rock Fraire
Senior Director, Brand Strategy
OfficeMax Incorporated

Megan Frank
Senior Brand Manager, Jim Beam Brands
Beam Inc.

Mark Galliher
Director, Member Relations
ANA

Cynthia Gedemer
Marketing Manager
Discover Financial Services

Brian Gedemer
Senior Manager
Allstate Insurance Company

Debra Giampoli
Director, Global Strategic
Agency Relations
Kraft Foods

Ryan Gillespie
Associate Marketing Manager
Sartori Cheese

Michelle Godfrey
Consumer Activation Manager
Walgreen Company

Ken Goodgame
General Merchandise Manager
Ace Hardware Corporation

Jeff Gooding
Marketing Director
Ace Hardware Corporation

Brett Groom
SVP, Content Integration and Activation
ConAgra Foods Inc.

Kinga Grosman
Assoc Marketing Manager
Allstate Insurance Company

Mike Guanella
Product Manager, Grocery Products
Hormel Foods Corporation

Jashin Gugnani
Director Snacks
Kraft Foods, Inc.

Jocelyn Hamlar
Manager, Strategic Communications
BlueCross BlueShield Association

Kristin Hand
Director, Marketing
Sears Holdings Corporation

Joanna Harvey
Senior Marketing Manager
Lenscrafters Optical Group

Ryan Hemsing
MillerCoors LLC

Carrie Henny
Manager, Internet Delivery
TransUnion

Becca Heuer
Designer
TransUnion

Matthew Hiitola
Senior Designer
TransUnion

Attendees Cont.

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Alvin Hinchon
Mailing Specialist
United States Postal Service

Kenya Hitchens
Sales & Field Activation
MillerCoors LLC

Kristal Hoffman
Marketing
Allstate Insurance Company

Karen Hood
Account Executive HGTV/DIY
Scripps Networks

Byron Hoover
VP Global Innovation
Beam Inc.

April Huang
Dir., Portfolio Strategy
MillerCoors LLC

Amy Hunt
DVP, Loyalty Marketing - Strategy
Sears Holdings Corporation

Kathleen Hunter
Senior Vice President
ANA

Audrey Ingersoll
Assistant Brand Manager
Sara Lee Corporation

Bill Ingraham
Director, Partnership Marketing
The Westfield Group

Gina Isaac
Web Analyst
TransUnion

Lindsay Jacobs
Senior Buyer Marketing Procurement
Kraft Foods, Inc.

Dan Jaffe
Group Executive Vice President,
Government Relations
ANA

Jessica Jaraczewski
Walgreen Company

Lisa Jillson
Director - Integrated Marketing
Communications
Allstate Insurance Company

Eric Johnson
Sr. Director Marketing
Kraft Foods, Inc.

Diana Juhasz
Discover Card Services

Theresa Junkunc
Director Brand Marketing, KraftMaid
Masco Corporation

Cindy Karas Sherman
Senior Brand Manager
Reynolds Consumer Products

Heather Kaster
Sr. Manager Marketing Services
Kraft Foods, Inc.

Shelly Kaushal
Associate Brand Manager
Beam Inc.

Geoff Kehoe
CMO
DirectBuy Corporate

Kathryn Kerrigan
ECommerce Manager
The RoomPlace

Laurie Kief
Program Lead, Pharmacy
and Healthcare Marketing
Walgreen Company

Eileen Kilroy
Senior Marketing Manager
JPMorgan Chase & Co.

Jessica Koch
Discover Financial Services, Inc.

Marty Kohr
Northwestern University
Medill IMC

Liz Krauthammer
Director, High Performance Coatings
Rust-Oleum Corporation

Susan Kravitz
VP, Experience Design
BrightLine

Beth Krigel
Associate Brand Manager-Courvoisier
Beam Inc.

Kristin Kroepfl
Director of Innovation
Sara Lee Food & Beverage

Julie Kuchenbecker
Project Coordinator
TransUnion

Chuck Kukla
Learning and Development Manager,
Global Integrated Marketing
Wm. Wrigley Jr. Company

Darcy Lee
Integrated Promotions Manager
Ace Hardware Corporation

Jake Lestan
Advertising and Brand Communications
Discover Financial Services, Inc.

John Licardi
Account Relationship Manager
Talent Partners

Bob Liodice
President and Chief Executive Officer
ANA

Jeff Lord
Sr. Staff Engineer
Motorola Solutions, Inc.

Jill Losser
Project Manager - Digital Channel
Discover Financial Services, Inc.

Elliot Lum
Vice President, Strategic Marketing
**Columbia Records, Division
of Sony Music**

Melissa Lynn
Senior Associate Brand Manager
Kraft Foods, Inc.

Steve Mandell
Senior Manager, Customer Insights
Discover Financial Services, Inc.

Sean Mansfield
Project Mgr., Brand Communications/
Partnerships
Discover Financial Services, Inc.

Alice Marder
Senior Manager, Integrated Marketing
Cars.Com

Liz Matz
Senior Product Marketing Consultant
Motorola Solutions, Inc.

Terry McDougall
Director, Marketing and Client Strategy
BMO Capital Markets

Tom McGovern
Manager, Marketing Training
Abbott Laboratories

Attendees Cont.

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Jim Meier
Senior Director, Marketing Finance
MillerCoors LLC

Mara Melamed
Brand Manager
Beam Inc.

Susan Merckx
Retail Marketing Manager
Sartori Cheese

Matthew Mikulcik
VP, Marketing
Harris Bank

Iva Milanova
Director, Client Leadership
IEG, Inc.

Jon Miller
Director, Marketing
Newell Rubbermaid Inc.

Renee Miller
Flagstar Bank

Dan Minchella
Program Lead
Walgreen Company

Tara Mitchell
Executive Marketing Director
Fast Company Magazine

Mallika Monteiro
Senior Brand Manager
Beam Inc.

Dave Moody
Director, Marketing
Service Experts Inc.

Jennifer Murillo
Vice President, Brand Communications
Discover Financial Services, Inc.

Amy Murray
Brand Manager
ACH Food Companies, Inc.

Lynda Myszkowski
Senior Online Marketing Manager
Cars.Com

Ben Neal
Manager, Design
TransUnion

Betsy Newell
Associate Manager, Online Marketing
Cars.Com

Vic Noble
Consumer Brand Director, Lialda
Shire Pharmaceuticals Inc.

Michael Nolan
Senior Manager, Global Events Marketing
Accenture

Melissa O'Malley
Senior Consultant,
Marketing Communications
TransUnion

Ramon Olmeda
Media Manager
MillerCoors LLC

Mark Ording
VP, IEG Advisory Services Group
IEG Consulting, Inc.

Charles Orwig
Business Manager
Kraft North America Commercial

Christine Osekoski
Publisher
Fast Company

Michael Palmer
Executive Vice President
ANA

George Pastrana
Vice President, Marketing and Innovation
ACH Food Companies, Inc.

Rashmi Patel
Sr. Brand Manager
Kraft Foods, Inc.

Tasha Patterson
Sr. Manager, Field Marketing
U.S. Cellular Corporation

Tom Perros
Senior Director, Client Leadership
IEG Consulting, Inc.

Sarah Pettit
Brand Strategy Manager
American Family Insurance

Mark Pickett
Associate Marketing Manager
Cars.Com

Al Pier
Assistant Marketing Manager
Allstate Insurance Company

John Plant
Manager, Global Business Development
Beam Inc.

Rebecca Prindable
Market Research Specialist
Cars.Com

Brian Quinn
Associate Partner
Dublin (part of the Global Strategy Firm, Monitor Group)

Jill Rankin
Associate Director
Novartis Consumer Health, Inc.

Annie Reeder
Sr. Manager, Media Strategy
Discover Financial Services, Inc.

Courtney Reilly
Analyst, Client Leadership
IEG, Inc.

Clare Reynolds
Brand Manager, Oils
ACH Food Companies, Inc.

Amy Richmond
U.S. Cellular Corporation

Kevin Riley
Senior Manager, Advertising
and Brand Communications
Discover Financial Services, Inc.

Rick Rindhage
DVP Marketing Planning
Sears Holdings Corporation

Tracy Robinson
Director, Marketing Midwest
**Amtrak-National Railroad
Passenger Corp.**

Andres Romero Herrera
Director Marketing - Tools
Sears Holdings Corporation

Sarah Ross
Marketing Director,
New Product Innovation
MillerCoors LLC

Carol Ross Barney
Founder and Principal
Ross Barney Architects

Attendees Cont.

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Robert Rothe
Senior Vice President,
Chief Information Officer
ANA

Francisco Ruiz
Consultant
BlueCross BlueShield Association

Sarah Ryniak
Marketing Specialist
Cars.Com

Chuck Salter
Senior Writer
Fast Company

Elizabeth Sharon
VP of Marketing - International
JP Morgan Chase TS Unit

Arvind Sharma
Brand Manager
Whirlpool Corporation

Gavin Shelton
Scottrade, Inc.

Steve Silzer
Brand Manager
Sara Lee Corporation

Amanda Simerman
Brand Manager, Innovations
MillerCoors LLC

Roger Simpson
Art Director
True Value Company

Wayne Sissors
Project Manager/Copy
Discover Financial Services, Inc.

Nathan Smit
Associate Product Manager
NPD Innovation
Hormel Foods Corporation

Lane Smith
Senior Consultant,
Marketing Communications
TransUnion

Cindy Sodini
Director of Consumer Insights & Strategy
Kraft Foods, Inc.

Amy Spera
Advertising Manager
Discover Financial Services, Inc.

Amy Stankiewicz
Associate Marketing Manager
Allstate Insurance Company

Barb Starr
Marketing Project Manager
Crown Imports LLC

Aaron Stash
Marketing Communications Strategist
United Airlines, Inc.

Sydney Stinson Ferguson
Director, Consumer Activation
Walgreen Company

Steve Stottrup
Global Client Director
Verizon Enterprises Corporation

Joan Strainis
Creative Director
True Value Company

Michelle Stukel
Marketing Manager
Allstate Insurance Company

Suzanne Stull-lazo
Social Media & Brand Manager
Discover Financial Services, Inc.

Janine Tansey
Curriculum Designer
Abbott Laboratories

Lindsey Thome
Marketing Consultant
Allstate Insurance Company

Bethany Torbet
Sr. Director - Business Development
Luxottica Retail

Tom Van Aman
Marketing Manager, IDIC
Allstate Insurance Company

Michael Van Der Bosch
GEM
Verizon Wireless Inc.

Elina Veksler
Director, New Product Development,
Meals & Enhancers
Kraft Foods, Inc.

Leigh Walczak
Coordinator, Conferences
ANA

Sandra Wang
Internet Marketing Manager
United Airlines, Inc.

Flora Ward
CAM
Walgreen Company

Eric Weber
Manager, Consumer Activation
Walgreen Company

Jack Weisenstein
Manager, Marketing Procurement
Sears Holdings Corporation

Nancy Wells
Copy lead
Discover Financial Services, Inc.

Willie Wilkov
Vice President, Marketing Communication
Tomy International

Robin Winer
Marketing Director, Innovation
Reynolds Consumer Products

Kathryn Winkelhaus
Manager Consumer Insights
Newell Rubbermaid Inc.

Jennifer Woods
Director, National Sales
& Business Development
New Futuro

Nick Wuesthoff
Marketing Specialist
Whirlpool Corporation

Tom Yorton
CEO
Second City Communications, Inc.

Elizabeth Yunker
JPMorgan Chase & Co.

Bill Zengel
Executive Vice President
ANA

Speaker Bios

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Robert Aksman
Chief Experience Designer,
Co-Founder
BrightLine

Robert Aksman is the co-founder and chief of experience design at BrightLine. BrightLine leads the industry in the data-driven design and execution of advanced TV ad experiences, with Mr. Aksman overseeing over 300 campaigns across every major TV platform/provider – telco, satellite, cable, and connected TVs/consoles. Under Mr. Aksman's creative leadership, the company effectively executes each program, now reaching up to 90 million homes, using a unique data-driven design methodology focused squarely on real, observed viewing behavior among today's digital TV audiences. The company has designed successful advanced TV campaigns for top blue-chip marketers such as Unilever, PepsiCo, American Express, Cisco, Kellogg's and TD Ameritrade. Mr. Aksman's unique combination of advanced TV ad creativity and deep knowledge of television platforms and viewing behavior has taken the company's advanced TV designs to new heights; harnessing and shaping digital TV technologies in ways not previously thought possible and crafting partnerships that have changed the way marketers, programmers, and consumers view television.



Barry Calpino
Vice President – Innovation
Kraft Foods

Barry is vice president of breakthrough innovation at Kraft Foods, leading the Innovation Center of Excellence for Kraft. Amongst his Center of Excellence roles, Barry oversees the corporate breakthrough innovation group and is on the Kraft North America Leadership team, leading innovation across the KNA teams. Barry has been at Kraft since 2009. He has over 18 years of CPG brand marketing experience, with 13 of those years spent mostly or entirely focused on leading innovation. Leading CPG companies he has worked for in innovation include SC Johnson, Kellogg's and Wrigley, where he led gum and vandy innovation for North America prior to coming to Kraft. Barry has an undergraduate degree in marketing from Marquette and his MBA from Kellogg-Northwestern. Prior to entering the CPG world, Barry spent six years at Illinois Bell and Ameritech in a series of advertising and research roles. Barry is originally from Chicago and resides there today, where he is married with three kids.



Homaro Cantu
Inventor, Activist, Chef
Moto restaurant

Chef Homaro Cantu is an internationally recognized chef and leader in the field of postmodern cuisine and an inventor of futuristic food delivery systems. Chef Cantu graduated from Le Cordon Bleu Culinary Institute in Portland, Oregon. After developing his culinary skills at several establishments along the West Coast he traveled to Chicago to work at Charlie Trotter's restaurant. After he left Charlie Trotter's he concentrated on the development of his concept of an experiential design based restaurant with a molecular gastronomy approach. Moto Restaurant, one of Chicago's most notable restaurants, puts Cantu's concepts and creations into practice by melding food with science, technology and art to create an unmatched dining experience. Through his company Cantu Designs, Chef Cantu has filed numerous patent applications covering dining implements, cookware, printed food and is currently working on developing his inventions for commercial, humanitarian and aerospace applications. In addition to consulting on creativity and innovation to the Fortune 500, Chef Cantu's innovative approach to cuisine and food delivery has influenced thought across several disciplines. In 2010 along with his sidekick Pastry Chef Ben Roche, Cantu created and produced his first television series for Discovery Network's Planet Green titled Future Food. In over 55 million homes, Future Food displayed Cantu's ingenious knack for thinking outside the box and apply his ingenuity to global food issues.

Speaker Bios Cont.

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Elliot Lum
Vice President
Columbia Records

Elliot Lum is the vice president of strategic marketing at Columbia Records. Prior to working at Columbia Records, he was at Colgate-Palmolive as a brand manager on toothpaste and deodorant businesses. Prior to Colgate, he was in a sales and management role at the Corporate Executive Board, a research think tank based in Washington, DC. Mr. Lum graduated from Columbia University with a bachelor's degree in art history and received his M.B.A. from MIT Sloan.



Brian Quinn
Associate Partner
Doblin (part of the
global strategy firm,
Monitor Group)

Brian helps clients develop and launch innovations and build their own innovation capabilities. He also helps Doblin develop new ideas and methods, including recent work in refreshing and deepening its signature framework, the Ten Types of Innovation. He has expertise in corporate and business unit strategy and has worked with startups and Fortune 100 multi-nationals in sectors from healthcare to private equity to heavy manufacturing. Fascinated with the power of narrative, Brian spent four years working as a Hollywood screenwriter, and he loves to use storytelling as a way to frame complexity, bridge opposing views, and illustrate future possibilities.



Sarah Ross
Marketing Director,
New Product Development
MillerCoors

Sarah Ross is marketing director of new product innovation for MillerCoors. She is responsible for a broad range of innovations including Batch 19, Coco Brevè, Redd's Apple Ale, Third Shift and an extensive pipeline of new products. Sarah has held a number of roles in the marketing organization at MillerCoors including, brand management, channel marketing and innovations. She helped guide the Coors Light and Coors Banquet brands through re-positioning that have helped the brands achieve significant growth for several years. Prior to joining MillerCoors, Sarah held marketing roles at Campbell Soup Company and worked in politics in Washington, D.C. Sarah has a MBA from Wake Forest University and a Bachelor's degree from Baylor University.

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Carol Ross Barney
Founder and Principal
Ross Barney
Architects

Carol Ross Barney, fellow of the American Institute of Architects (FAIA), is founder and principal of Ross Barney Architects. She is responsible for the design excellence of all projects undertaken by the firm. Dedicated to improving the built environment, her work has an international reputation in design of institutional and public buildings. The work of her firm has been published in national and international journals, books and newspapers and has received numerous honors including 4 Institute Honor Awards from the American Institute of Architects and over 25 AIA Chicago Design Awards. Her drawings have been widely exhibited and collected by the Art Institute of Chicago, the Chicago Historical Society, The Museum of Contemporary Art Chicago and the National Building Museum. Ms. Ross Barney is the recipient of the American Institute of Architects 2005 Thomas Jefferson Award for Public Architecture. This award recognizes excellence for a career of architectural achievement. Following graduation, she served as a U.S. Peace Corps volunteer in Costa Rica planning national parks. Ms. Ross Barney is a Fellow of the American Institute of Architects, one of the highest honors the Institute bestows upon its members. She has taught at the University of Illinois at Chicago, the University of Oklahoma (Goff Chair for Creative Architecture) and the Illinois Institute of Technology, where she teaches an advanced Design Studio and serves on the College Board of Overseers.



Chuck Salter
Senior Writer
Fast Company

Chuck Salter is Fast Company's longest serving writer, having worked for the magazine since 1997, in Baltimore, Chicago, and now New York. Over the years Chuck has taken readers inside dozens of the most innovative outfits on the planet, including Google, Amazon, IBM, Disney, 3M and the Mayo Clinic. He has a knack for identifying what readers can learn from unlikely subjects, as disparate as the Miami Heat, Interpol, and OK Go collaborators Syyn Labs. He has written intimate profiles of Nike founder Phil Knight, Conan O'Brien, Ticketmaster CEO Nathan Hubbard and the elite sports surgeon Dr. James Andrews. Chuck is responsible for much of Fast Company's engaging sports coverage. He has chronicled how Major League Baseball built the most tech savvy team in sports; how Livestrong survived a federal criminal investigation into its founder Lance Armstrong; and how MIT created an influential and unorthodox meet-up of sports execs and data geeks. Each year, Chuck compiles a list of the 10 most innovative companies in sports. Prior to joining Fast Company, Chuck freelanced for The New York Times Magazine, Sports Illustrated, The Washington Post, and The Los Angeles Times. A graduate of Vanderbilt, he started out as a feature writer at The News & Observer in Raleigh, North Carolina. He spent eight years profiling migrant workers, scientists, CEOs, politicians, and criminals (at times those descriptions overlapped). One of his award-winning features chronicled Michael Jordan's worst career move – playing right field for the Birmingham Barons. Chuck is also a contributor to the national-public radio show This American Life.

Speaker Bios Cont.

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Tom Yorton
CEO
Second City
Communications

Tom Yorton combines extensive experience in marketing, sales, and product development. Yorton spent the first 15 years of his career as an advertising and marketing professional, working for ad agencies such as Ogilvy & Mather, Hal Riney & Partners and in senior marketing roles at Sears and 3Com. After so many years in the belly of the beast, his role at The Second City has been to evolve and grow the company's corporate services division, Second City Communications, and to provide operational leadership and strategic oversight for the overall company. In his time with The Second City, Yorton has led Second City Communications' expansion beyond its corporate entertainment roots, into a ground-breaking learning and development organization and sought after marketing services boutique, handling over 400 engagements a year with Fortune 1000 companies. In recent years, Yorton has focused on preparing The Second City for success beyond its heralded theatres, helping the company delve deeper in learning and training, branded entertainment, and digital and interactive media. Yorton writes and speaks widely about his undying belief in the power of improvisation and comedy to connect people, improve organizations and make the world a little more interesting.

ANA MEMBERS BENEFIT FROM

the **extensive** experience of

450

companies

& **10,000**

brands

that collectively **spend more than**

\$250 billion

on marketing and advertising
each year.

MASTERFUL MARKETING

Founded in

1910, the **ANA**

is more than the most experienced
marketing and advertising
association in the U.S.



It is a  community  of the
masters of marketing, the cream
of the industry's crop.



...just the **best**
marketing
practitioners

from many of the country's
most prestigious organizations.



ANA

www.ana.net

ANA Member Benefits

The Benefits of an ANA Membership to You, Your Team, and Your Company

Expand Your Marketing Horizons

> Exclusive Industry Content

If knowledge is power, then the ANA's Marketing Knowledge Center is a supercharged source of proprietary marketing material. The center offers members more than 4,500 battle-tested insights, actionable best practices, and illuminating case studies covering all aspects of the communications process. We also publish 12 research surveys throughout the year, giving you essential insight on emerging trends and issues identified by members. If you have a vital marketing question or challenge, our team of research experts provides complimentary customized reports to give you the know-how you need to be successful. www.ana.net/mkc

> Career Enrichment

In a fast-changing marketing landscape, ongoing professional development is a requirement to meet the challenges of tomorrow. The ANA School of Marketing provides you with the core skills necessary to stay current and advance your career. Courses are taught by practicing marketing professionals with hands-on business experience and success, ensuring a real-world experience. If you're pressed for time, our complimentary webinars will get you up to speed quickly on critical industry topics. www.ana.net/schoolofmarketing

> Peer-to-Peer Networking

We offer extensive peer-to-peer networking opportunities throughout the year. You can join one of several ANA committees, which tackle a variety of hot-button industry issues by tapping into the collective intelligence of both members and outside experts. For executive-level marketers, we offer our exclusive "CMO Connections" series, which facilitates peer-to-peer networking with unparalleled access to fresh thinking and new insights. www.ana.net/events & www.ana.net/community

We're dedicated to helping you get the most out of an ANA membership. Our membership team is comprised of seasoned marketers with years of experience across a broad range of industries. To learn more about the benefits of an ANA membership, please visit www.ana.net/membership.

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ANA Member Benefits

The ANA is committed to helping you improve your marketing skills, increase your team's marketing effectiveness, and boost your company's marketing investment.

Increase Your Team's Marketing Effectiveness

> Onsite Growth Opportunities

The ANA School of Marketing will come straight to your doorstep to help you resolve your most pressing pain points. Led by some of the brightest minds in marketing, each training program is designed to increase your team's marketing effectiveness, reduce marketing waste, and drive ROI. Participants enjoy a hands-on experience customized to fit your specific business needs and culture. www.ana.net/schoolofmarketing

> National and Regional Conferences

Our content-rich national industry conferences take you inside the minds of today's smartest brand marketers, providing your team with the motivation it needs to take that giant step forward. We host nine national and 25 regional invitation-only events on the most timely and relevant industry topics, including digital, mobile, and social marketing; procurement and sourcing; multicultural marketing; branding; and creativity. www.ana.net/events

> Masters of Marketing

Our signature annual conference is like no other in the industry, bringing together the world's most senior marketers and industry thought leaders for three inspiring days. Your team will learn firsthand how these highly skilled brand mavens drive exponential sales, profitability, and share-of-market results. As one attendee noted, "It is the premier event for marketers to learn and recharge." www.ana.net/events

Boost Your Company's Marketing Investment

> A Voice in Washington

In Washington, D.C., where industry-altering decisions are made, the ANA is a leading voice for the marketing community at both the state and national levels. We work on your company's behalf to address key legislative and regulatory issues, promote industry policies and practices, and protect the ability of all marketers to communicate effectively with consumers. Our government affairs team leverages its leadership to underscore the immense economic value that your marketing investment contributes to individuals and society at large. www.ana.net/advocacy

> Industry-Wide Connections

Our national industry conferences, including the Masters of Marketing, offer the perfect venue for your company to not only network with peers and forge business opportunities, but also discover difference-making ideas. You will have numerous opportunities to connect with thought leaders across the entire marketing ecosystem, including peer marketers, agencies, media companies, associations, consultants, and academicians. www.ana.net/events

ANA Upcoming Events Calendar

Attend incredible ANA events, mingle with industry leaders,
and learn cutting-edge marketing best practices!

> June 2012

- 19 | Multicultural Marketing & Diversity [Committee](#) | New York, NY
- 20 | ANA/IEG Sponsorship & Event Marketing [Members Only Conference](#) | New York, NY
- 20 | Customer Insights @ Juniper Networks presented by Scripps Networks [Members Only Conference](#) | Sunnyvale, CA
- 20 | Selling Carrots with Bolthouse Farms: The Unique “Eat ‘Em Like Junk Food” Integrated Campaign [Webinar](#)
- 20 | How Caribou Coffee Uses Social Platforms To Guide And Grow Their Brand (Digital & Social Media Series) [Webinar](#)
- 21 | Brand Management [Committee](#) | New York, NY
- 27 | The Role of Culture and Identity in Creating Meaningful Connections with the LGBT Community [Webinar](#)
- 27 | Lessons From The Road: Intel Applying Neuroscience-Based Research [Webinar](#)
- 27 | Advertising Financial Management [Committee](#) | New York, NY
- 28 | Marketing Financial Management [Committee](#) | San Francisco, CA

> July 2012

- 11 | Integrated Marketing [Committee](#) | Chicago, IL
- 11 | MillerCoors Engages With Fans In The Digital & Social Media Space With A New Campaign (Digital & Social Media Series) [Webinar](#)
- 15 | **2012 ANA Digital & Social Media Conference presented by Meredith** | Dana Point, CA
- 18 | Cleveland Clinic CMO’s Perspective On Healthy Metrics [Webinar](#)
- 25 | Calvin Klein CkONE: There Is More In One [Webinar](#)
- 25 | Legal Affairs [Committee](#) | New York, NY (Reed Smith)
- 25 | Brave New Moms: Navigating Technology’s Impact on Family Time [Webinar](#)
- 26 | Asian Marketing Best Practices (Multicultural Series) [Webinar](#)

> August 2012

- 1 | How ampm Gets Social With Their Customers [Webinar](#)
- 9 | Social Media [Committee](#) | New York, NY
- 14 | Advertising Production Management [Committee](#) | New York, NY
- 15 | Social Media, West Coast Chapter [Committee](#) | Seattle, WA
- 15 | Digital Marketing at Retail @ General Growth Properties in Dallas [Members Only Conference](#) | Frisco, TX
- 16 | Midwest Digital, Social & Mobile [Committee](#) | Chicago, IL
- 16 | Media Leadership, West Coast Chapter [Committee](#) | Northridge, CA
- 23 | Business-to-Business [Committee](#) | San Francisco, CA
- 29 | The Scotts Company “Takes The Field” With Major League Baseball [Webinar](#)

ANA Upcoming Events Calendar

Shape the Marketing Industry Through Participation

> September 2012

- 5 | Marketing Financial Management [Committee](#) | Los Angeles, CA
- 6 | Business-to-Business @ Motorola Solutions, Inc. [Members Only Conference](#) | Schaumburg, IL
- 10 | Assignment Briefing [Training](#) | New York, NY
- 10 | Optimizing Agency Relations [Training](#) | New York, NY
- 11 | Advertising Financial Management [Training](#) | New York, NY
- 11 | Social Media [Training](#) | New York, NY
- 12 | ANA/Effies: Effective Marketing & Media Insights hosted by Time Warner [Members Only Conference](#) | New York, NY
- 13 | Digital Marketing [Committee](#) | New York, NY
- 20 | Sponsorship & Event Marketing [Committee](#) | Los Angeles, CA
- 20 | Social Media, West Coast Chapter [Committee](#) | San Francisco, CA
- 20 | Advertising Financial Management [Committee](#) | New York, NY
- 27 | Integrated Partnerships @ Phoenix Suns [Members Only Conference](#) | Phoenix, AZ
- 28 | Innovation @ 3M presented by Scripps Networks [Members Only Conference](#) | Minneapolis, MN