2012 ANA Digital Marketing at Retail Members Only Conference

@ General Growth Properties

Wednesday, August 15, 2012 | Frisco, TX





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2012 ANA Digital Marketing at Retail - Members Only Conference

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Overview

2012 ANA DIGITAL MARKETING AT RETAIL MEMBERS ONLY CONFERENCE @ GENERAL GROWTH PROPERTIES

Technology, design, customer experience, mobility, and digital advertising from pre-purchase to in-store transaction are dramatically changing. Digital marketing creates real-time excitement, interest, and motivation to explore and purchase. The evolution of mobile technologies and services facilitate this experience and narrow the gap between interest and purchase. Consumers expect a personalized shopping experience and in order to stay competitive. retailers are relying on the power of technology and digital marketing more and more each day to accelerate purchases. Products and services like crowd-sourced couponing. QR codes, and integrated platforms for inventory management, listings, payment, and advertising, are some of the many ways in which retailers are using digital marketing to stay ahead of the curve.

Learn how top marketers have successfully integrated digital platforms and marketing at retail and how to complement these evolving channels with traditional marketing and media strategies. Join us for a great day at Dave & Buster's hosted by General Growth Properties. This event is free to ANA members and limited to ANA members and invited guests.

Agenda

Breakfast (8:15 am)

General Session (9:00 am)

GENERAL GROWTH PROPERTIES LEVERAGES DIGITAL THROUGHOUT PATH TO PURCHASE

The evolution of paid, earned, owned and shared media are rapidly changing the way retailers and brands are reaching their shoppers in engaging and relevant ways. Whether accessing information from a mobile device or receiving messages in other nontraditional mediums, we can be sure of one thing - advertising and promotion is changing at a dizzying pace. Learn how General Growth Properties, one of the largest shopping center real estate management companies in the world. has discovered breakthrough ways to disrupt and engage consumers throughout their path to purchase. From the Path to Purchase Institute. you will learn how this new model of "tradigital" media is playing out on a number of stages in a rapidly changing environment.

Jennifer Piggott Director, National Sales General Growth Properties

Steve Frenda

Managing Director, Strategy and Development The Path to Purchase Institute

IMPORTANCE OF DIGITAL IN AN OMNI-CHANNEL SHOPPER MARKETING WORLD

J&J Vision Care, along with TBWA Group - Integer, will share how they are approaching the use of digital marketing in the shopping experience to assist consumers in making purchase decisions that are grounded in relevance, preference, and customer needs.

Breana Roides

Associate Product Director

Vistakon, Johnson & Johnson Vision Care Inc.

Ben Kennedy

Group Director, Mobile

TBWA Group - Integer



Agenda Cont.

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WALMART SMART NETWORK IN-STORE ADVERTISING

Walmart, along with Studio Squared, a unit of The Martin Agency, will share a case study on The Walmart Smart Network. The Walmart Smart Network is an effective in-store digital medium that influences shopping experiences throughout the store by providing relevant information in-store.

James W. Cordero

Senior Marketing Director, Corporate Marketing Walmart

Brad Armstrong

Partner, EVP, Group Managing Director
The Martin Agency & Studio Squared

Lunch (12:00 pm)

General Session Cont. (1:00 pm)

SPRINT-NEXTEL CORPORATION: INTEGRATING RETAIL AND TELECOMMUNICATIONS FOR MOBILE SHOPPING

The retail and telecommunications industries have converged to enable mobile shopping. Sprint -Nextel Corporation will share best practices on engaging the mobile shopper and owning the wireless relationship, provide insights behind their program featuring iWireless and Kroger, and share a glimpse into what types of technology and mobile trends will impact retail businesses in 2012 and beyond.

Wayne Willis

Marketing Manager, Retail Wholesale Services
Sprint-Nextel Corporation

CREST CADILLAC TAKES MALL ADVERTISING FOR A TEST DRIVE

Crest Cadillac will discuss their current partnership with Stonebriar Centre highlighting how the sponsorship of mall amenities and vehicle displays reaches their target demographic on the "Path to Purchase." Crest is one of the leading automotive dealerships in the Metroplex, unparalleled in innovative ideas and known for their customer service. Crest Cadillac will be giving away five \$100 mall gift cards and lots of Cadillac goodies, maybe even a few EXTRA surprises!

Mike Brosin Managing Partner

Crest Auto Group

Steve Lee

Marketing Director
Crest Auto Group

Adjournment (3:00 pm)



Attendees

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Flavio Amancio Lufthansa German Airlines

Kathy Angerami Business Solutions Specialist United States Postal Service

Brad Armstrong
Partner, EVP, Group Managing Director
The Martin Agency
& Studio Squared

Alexis Barnett
Director of Marketing
Mooyah Franchise LLC

Catherine Botero
Manager Customer Insights
Mission Foods, Inc.

Mike Brosin Managing Partner Crest Auto Group

Jennifer Bruce
Research Consultant
Dell Inc.

April Buschur Account Executive HGTV/DIY HGTV & DIY Network

Kimberly Buser Marketing Manager Tenet Healthcare Corporation

Chad Calimpong
EDell Search Director
Dell Inc.

Loraine CampbellSr. Marketing Analyst **USAA**

Jim Cannon
Regional Director
Silverleaf Resorts

Irene Capuano
Sr. Marketing Consultant
Verizon Communications

Jonathan Clayton Inventory Manager Nissan of McKinney

Brad Compton
Marketing Designer
Dell Inc.

James Cordero Senior Marketing Director, Corporate Marketing Walmart Stores, Inc.

Brian DavidsonVice President, Member Relations
ANA

Alejandro Duran Marketing Director Azteca Milling, L.P.

Cecilia Eklund Dell Inc.

Vince Ferrara Owner Nissan of McKinney

Steve Frenda
Managing Director,
Strategy and Development
The Path To Purchase Institute

Hilda Gomez Retail Sales Analyst Azteca Milling, L.P. Cindy Green VP Citigroup Inc.

Diane Gunter

Strategic Account Manager
United States Postal Service

Rob Haines Manager, Marketing Service Experts Inc.

Carol Hohmann
Marketing
Hewlett-Packard Company:
HP Enterprise Services

Susan Hurst
Category Manager - Marketing
Alcon Corporation

Lisa Hyne
Corporate Advertising
AT&T Business Marketing Division

Ben Kennedy Group Director, Mobile

TBWA Group - Integer
Courtney Kennedy

Community Development Manager

Denton Regional Medical Center

Lisa Lange Area Marketing Manager Service Experts Inc.

Steve Lee Marketing Director Crest Auto Group

Donna Little Strategic Account Manager United States Postal Service Thamara Liyanage Sourcing Sr. Specialist JCPenney

Zhao Lu KPMG LLP

Roble Mantecon
Brand Manager
Azteca Milling, L.P.

Russell Mariott
Marketing Manager
Denton Regional Medical Center

Meghan Medlock
Director, Committees and Conferences

Troy MinaldiDirector of Advertising **Rent-A-Center, Inc.**

Gabrielle Murdock
Marketing Communications Manager
Verizon Communications

Dean Murray VP, Marketing Silverleaf Resorts

Mike Naples
Manager, New Business Development
United States Postal Service

Madhu Nathan Project Manager Mary Kay Inc.

Lynn O`DonnellWeb Content Specialist **ANA**



Attendees Cont.

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Ashley Olson

Category Manager

Alcon Corporation

Michael Palmer

Executive Vice President

ANA

Jennifer Piggott

Director, National Sales

General Growth Properties, Inc.

Glen Pirtle

General Manager

Stonebriar Chevrolet

Sonya Reece

Sr. Graphic Designer

Dell Inc.

Jim Richard

Certified Direct Marketing Specialist **United States Postal Service**

Tony Robson

Group Manager

Verizon Communications

Stefano Rocchi

Brand Marketing Director

Capital One Services, Inc.

Breana Roides

Associate Product Director

Vistakon Johnson & Johnson

Vision Care, Inc.

Josh Suarez

Marketing Manager

Ford Westway

Leigh Walczak

Coordinator, Conferences

ANA

Cindy Williams

VP of Business Development

Denton Regional Medical Center

Wayne Willis

Marketing Manager,

Retail Wholesale Services

Sprint Nextel Corporation

Reid Wilson

Digital Marketing Manager

MillerCoors LLC

Sean Wu

Communication Sr. Advisor

Dell Inc.

Marti Zehr-Breedlove

Manager Advertising, PR & Integrated Marketing

Mary Kay Inc.



Speaker Bios

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Brad Armstrong
Partner, EVP,
Group Managing Director
The Martin Agency
& Studio Squared

After earning his MBA from the University of Virginia Darden School of Business, Brad ventured to New York to work in the marketing department of Richardson-Vicks, where he worked on Lavoris, Vicks and Clearasil. From there, Brad moved to Richmond, where he worked for the consumer products division of A. H. Robins Company, Inc., handling brands like Sergeant's Lip Quencher, Robitussin, Dimetapp, and holding responsibility for its new product efforts. In 1985, Brad switched to the agency business where he was president of two well respected Virginia-based advertising and public relations agencies: Ford & Westbrook and Earle Palmer Brown/Virginia. Returning to the client side, he became the executive vice president of sales and marketing for the Eskimo Pie Corporation before joining The Martin Agency in November of 1994 as partner, director of account management. Brad's dedication to his community led him away from The Martin Agency in 2001, when he was tapped to become the president and chief executive officer of the Virginia Performing Arts Foundation, a newly-formed organization whose mission is to create better facilities for the performing arts. This foundation raised over \$72 million in public and private support and has recently opened new and renovated facilities under the banner of Richmond CenterStage. In 2006, Brad joined the staff of the VCU Brandcenter as adjunct professor of creative brand management. In January 2007 he returned to Martin as partner to head up the Walmart business to, as he says "make history with one of the world's most important brands." In early 2012, Brad was inducted into the Virginia Communications Hall of Fame. People are surprised to learn that Brad was a Drill Sergeant in the US Army. These days he makes a poor attempt to use those skills with his daughters Erin and Annie.



Mike Brosin Managing Partner Crest Auto Group

Mike Brosin is the managing partner at Crest Auto Group (Crest Cadillac and Crest Infiniti). Crest Cadillac is ranked in the Top 5 in the country and was named Cadillac Dealer of the Year for 2011. Crest Infiniti is ranked number 1 in retails sales volume and was named to the Infiniti Circle of Excellence (awarded to the top 15 Infiniti dealerships nationwide based on customer satisfaction and sales volume). Mike is a 30 year industry veteran who has successfully worked with many luxury automobile brands including, Mercedes, BMW, Acura and now Cadillac and Infiniti. Mr. Brosin brought his knowledge to the group in 2007 as the managing partner and with his trademarked formula, "Customer Attention = Customer Retention," he quickly turned around the group into one of the most successfully run dealerships in the country. Last year, Crest was ranked #21 in Wards Auto Dealer top 500 list with revenues topping \$187 million.



James Cordero
Senior Marketing Director,
Corporate Marketing
Walmart

James Cordero runs the Smart Network for Walmart. The Smart Network reaches 140 million shoppers every week providing advertisers and Walmart a medium that has proven sales lift and conversion at point of sale. Before the Smart Network assignment he led category marketing for Walmart's financial services unit. Before joining Walmart's marketing team, James spent 12 years at Dannon launching a number of successful innovations on multiple brands. His most notable launch was Dannon Activia in the US, a launch that was in the top 1% of all IRI measured CPG launches. For the general management role running Walmart's Smart Network, James combines his marketing experience with a robust cross-functional background that includes retail marketing at Walmart, two years in sales at Dannon and five years in finance at Kraft Foods.



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Steve Frenda Managing Director, Strategy and Development The Path to Purchase Institute

Steve is a veteran of the CPG industry with a mix of manufacturer, research and direct marketing experience. Mr. Frenda is a recognized authority and has been a frequent industry speaker on the topic of re-structuring the interaction between manufacturers, merchants, service providers and shoppers. The focus is the shift toward utilizing information and technology as the centerpiece of those rapidly changing relationships. Steve joined the Institute in 2007 after 10 years at Colgate-Palmolive, work with both IRI and Nielsen, punctuated by a "3 year dot-com vacation around the turn of the century". His expertise in merchandising effectiveness, retail research, new media and in-store technology is magnified as the Institute continues to be recognized as major force in identifying and facilitating industry best practice in all areas of retail merchandising shopper marketing and all elements along the Path to Purchase. It accomplishes this through its publications, led by Shopper Marketing Magazine, world class industry events such as the Shopper Marketing Expo and the P2PI web resource.



Ben Kennedy Group Director, Mobile TBWA Group - Integer

As group director, mobile, across TBWA's, The Integer Group Ben works with clients to establish Omni-Channel shopper marketing initiatives, leveraging the correct suit of tools and devices arming shoppers today. He is also responsible for building out Integers mobile infrastructure across the global network. Ben moved to the US in 2005 where he became embroiled in the world of celebrity news, helping launch OK! Magazine as the associate publisher. WPP hired Ben in 2007 as a founding member of Joule, a dedicated mobile marketing agency. Over a period spanning 4 years Ben helped grow Joule into an industry recognized mobile agency, working with clients such as J&J, American Family Insurance, Diageo, LG and Unilever. Ben studied Law at the University of Huddersfield and Duke University. He is an avid Liverpool FC fan and his favorite U.S. city is Charleston, SC.

Steve Lee Marketing Director Crest Auto Group Steve Lee is the marketing director for Crest Auto Group (Crest Cadillac and Crest Infiniti). Crest Cadillac is ranked in the Top 5 in the country and was named Cadillac Dealer of the Year for 2011. Crest Infiniti is ranked #1 in retails sales volume and was named to the Infiniti Circle of Excellence (awarded to the top 15 Infiniti dealerships nationwide based on customer satisfaction and sales volume). With more than 18 years' experience leading profitable endeavors within traditional and new media environments, Mr. Lee has an incredible perspective with the brand as it touches the consumer, whether it's through the digital platform, traditional media or on the streets.



Speaker Bios Cont.

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Jennifer Piggott Director, National Sales General Growth Properties

Jennifer oversees national sales for business development. Jennifer works closely with her clients to help them implement creative and effective advertising campaigns, sponsorships, sampling and events in the mall environment.



Breana Roides
Associate Product Director
Vistakon, Johnson
& Johnson Vision
Care Inc.

As an associate product director at Vistakon, Johnson and Johnson Vision Care Inc. Breana is a part of the customer sales and marketing team whose focus is on bringing the Voice of the Customer to life via insight driven integrated shopper, consumer and professional marketing campaigns for ACUVUE® Brand Contact Lenses. Breana's passion lies in bridging the gap between technology and business by understanding and talking both languages for optimal new product commercialization and marketing program development. Prior to joining Johnson & Johnson Breana earned her masters in business administration from the Krannert School of Management at Purdue University where she studied global marketing and strategy. An engineer by training before entering the business world she earned her masters of science (MS) in biomedical engineering from the Hajim School of Engineering & Applied Sciences at University of Rochester. While in Rochester Breana conducted neuroengineering research as well as worked with a number of start-up companies on new product development and commercialization. In her free time Breana spends time with her rambunctious Greek family and her lab puppy mix. She is also very active in the Jacksonville community sitting on a number of organizations and club committees. Lastly, she enjoys the thrill of riding motorcycles, sailing and traveling the world.



Wayne Willis Marketing Manager, Retail Wholesale Services Sprint Nextel Corporation

Wayne Willis serves as marketing manager for Sprint Wholesale Services. He is accountable for helping retailers understand the importance of private label mobile solutions and ways to engage the every growing number of mobile shoppers. The wholesale segment marketing team is responsible for marketing strategy and execution in the number one growing market for Sprint wholesale – retail services. With this team, Wayne has been successful in transforming existing loyalty programs into powerful integrated marketing platforms by tapping into the power of mobile solutions which are a part of the consumer's everyday life. During Wayne's 19 years within the Telecom Industry, he has held various positions in retail marketing, channel marketing, product marketing, loyalty and retention, and customer service. Wayne holds a Master of Business Administration from Webster University.



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 **A**

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

It is a community on 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 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 5,000 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!

> August 2012

- 16 | Midwest Digital, Social & Mobile Committee | Chicago, IL
- 16 | Media Leadership, West Coast Chapter Committee | Northridge, CA
- 22 | Maximize Digital Advertising in a Customer-Centric Marketing Strategy Webinar
- 22 | American Express Leverages Access And Innovative Tools To Increase Sponsorship Value Webinar
- 23 | Business-to-Business Committee | San Francisco, CA
- 29 I The Scotts Company "Takes The Field" With Major League Baseball Webinar
- **29 I** Turbo Charge Word-of-Mouth Marketing BuzzFeed Presents Social Publishing Secrets for Building a Better Brand Webinar

> September 2012

- 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
- 12 I iShares Exchange Traded Funds (ETFs) How To Use Social Media When You Don't Know Who The Consumer Is Webinar
- 12 I The Age of The Iron Mom Webinar
- 13 | Digital Marketing Committee | New York, NY
- 13 | Marketing Financial Management Committee | Los Angeles, CA
- 18 | Advertising Production Management Committee | New York, NY
- 19 | Research & Measurement 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 I Innovation @ 3M presented by Scripps Networks Members Only Conference I St. Paul, MN



ANA Upcoming Events Calendar

Shape the Marketing Industry Through Participation

> October 2012

- 2 | Media Leadership Committee | New York, NY
- 4 | Agency Relations Committee | New York, NY
- 10 | 2012 ANA Masters of Marketing Annual Conference | Orlando, FL
- 18 | Shopper Marketing Committee | Chicago, IL
- 22 | Elevating Your Creative Training | New York, NY
- 22 | Create a Killer Marketing Plan Training | New York, NY
- 23 | Brand Management Committee | New York, NY
- 24 | Business-to-Business Committee | New York, NY
- 24 | Integrated Marketing Committee | Chicago, IL
- 25 | Social Media Committee | New York, NY
- 28 I 2012 ANA Multicultural & Diversity Conference presented by McCann Worldgroup I Miami Beach, FL
- 29 | Integrated Marketing Communications Training | Chicago, IL

> November 2012

- 1 Integrated Marketing presented by Microsoft Advertising Members Only Conference I Boston, MA
- 6 | Advertising Production Management Committee | New York, NY
- 7 I Innovation @ Macerich presented by USPS Members Only Conference I Los Angeles, CA
- 7 I Integrated Marketing Communications Training I New York, NY
- 8 | Agency Relations, West Coast Chapter Committee | Los Angeles, CA
- 8 | Mobile Marketing Committee | New York, NY
- 13 | Media Strategy Training | New York, NY
- 13 | Research & Measurement Committee | New York, NY
- 13 | The Art and Science of Brand Building Training | New York, NY
- 14 | 2012 ANA Mobile Marketing Conference presented by MediaVEst | New York, NY
- 15 | Joint Meeting With Digital Marketing & Media Leadership Committee | New York, NY
- 15 | Midwest Marketers Committee | Chicago, IL
- 28 | Sponsorship & Event Marketing Committee | Chicago, IL
- **28** I Legal Affairs Committee I New York, NY (Reed Smith)
- 29 | Midwest Digital, Social & Mobile Committee | Chicago, IL
- 29 | Media Leadership, West Coast Chapter Committee | San Francisco, CA

ANA