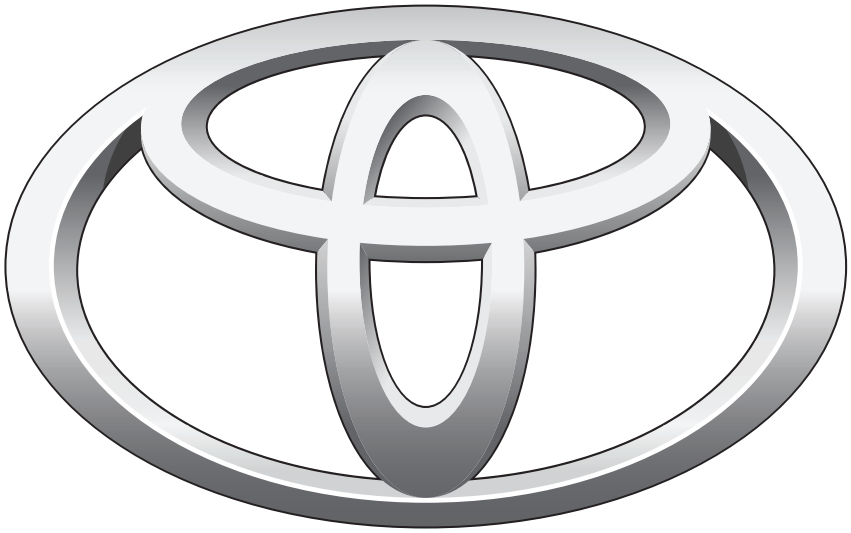
2013 ANA Content Marketing Members Only Conference

@ Toyota

January 30, 2013 | Toyota USA Automobile Museum | Torrance, CA



TOYOTA

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Agenda

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Agenda

Breakfast (8:15 a.m.)

General Session (9:00 a.m.)

TOYOTA CASE STUDY

Toyota continues to lead the automobile industry by engaging consumers who are passionate about their brand. In this session, Toyota will share their digital content strategy, including how they're creating mobile and social experiences to connect consumers with the Toyota brand and Toyota dealers. Toyota will also discuss how they're bringing "Re-Imagine" to life through through a variety of content platforms.

Kimberley Gardiner
National Digital and Mobile Strategy Manager
Toyota Motor Sales

TURNING ENTHUSIASTIC CUSTOMERS INTO A POWERFUL CONTENT MARKETING ENGINE

There's no doubt that content is a vital part of marketing. But "feeding the content beast" is expensive and time consuming. According to Curata's "B2B Marketing Trends Survey 2012 Report," the top three challenges of content marketing are 1) creating original content, 2) having time to create content, and 3) finding high-quality content. Here's the good news: you have a secret content marketing weapon that can help overcome all three of these obstacles — your highly-satisfied customers, AKA your "Brand Advocates". In this session, learn how companies are capitalizing on content created by brand advocates to build their businesses, including how to find brand advocates, amplify their voices, and track content marketing results.

Rob Fuggetta
Chief Executive Officer and Founder
Zuberance
Author
Brand Advocates, Turning Enthusiastic Customers into a Powerful Marketing Force

AMPM'S TRANSITION FROM TACTICAL MESSAGING TO STRATEGIC CONTENT THAT ELEVATES THEIR BRAND

ampm (a westcoast-based convenience store retailer) has evolved their social media content strategy from just growing likes and followers on Facebook and Twitter via tactical communications to strategically engaging their audience through a comprehensive social media cadre of tools. In this session, find out how ampm leverages digital platforms including Instagram, YouTube, a mobile scratch-and-win game, Tumblr and Foursquare to create engaging, custom content that strengthens the ampm brand.

Gary Schechner
Advertising, Marketing Manager
and Social Media Scientist
BP

Cassel Kroll
Director of Social Media Strategy
Mindshare

Lunch (12:00 p.m.)

General Session Cont. (1:00 p.m.)

SCHICK HYDRO BRINGS THE *CLEAN BREAK* TO LIFE WITH AN ACTION WATER SPORTS SERIES

Schick Hydro needed to go beyond simply stating claims of hydration to creating a world of hydration and the freedom it brings to increase brand awareness and fandom. To bring their brand promise to life, Schick created *Clean Break*, a high-octane action water sports series delivered across Yahoo!, Fuel, FSN, Facebook and iTunes. The series focused on the transformational stories of three average guys who get a real clean break from their everyday lives and test their physical and emotional bounds by living the lifestyle of Hawaii's most famous watermen and women. In this session, Energizer Household Products, will be joined by Content & Co, to discuss how the adventures of *Clean Break*'s everyday characters helped grow the Schick Hydro brand.

Brad Harrison
Vice President, Marketing
Energizer Household Products

Stuart McLean
Chief Executive Officer
Content & Co

USING CONTENT TO POSITION A NON-PROFIT AS AN EXPERT WHILE GROWING THEIR BUSINESS

Surfrider Foundation is a non-profit grassroots organization dedicated to the protection and enjoyment of our world's oceans, waves and beaches. The foundation continues to grow their advocacy programs and membership initiatives by creating and dispatching original content through a variety of platforms. In this session, Surfrider Foundation will discuss how the foundation utilizes content exclusive to the Surfrider brand to gain traction for their local initiatives while effectively communicating their mission and growing the Surfrider footprint globally. Alexis will share Surfrider's content marketing strategy, including how they optimize the effectiveness of blogs, digital magazines, podcasts and social media, to elevate their mission.

Alexis Henry
Communications Manager
Surfrider Foundation

Adjournment (3:00 p.m.)

Speaker Bios

2013 ANA Content Marketing Members Only Conference
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Rob Fuggetta
Founder and Chief Executive Officer
Zuberance

Rob Fuggetta is the world's leading expert on brand advocacy. Fuggetta is the author of the ground-breaking new book, *Brand Advocates: Turning Enthusiastic Customers into a Powerful Marketing Force* published by John H. Wiley & Sons, Inc. Brand Advocates shows how companies are leveraging brand advocates to build their brands and businesses – and how you can too! Fuggetta is the founder and chief executive officer of Zuberance, a social media marketing company that powers brand advocate programs for top consumer and business brands. Prior to founding Zuberance in 2008, Fuggetta was the chief marketing officer at Genuity, a Verizon spin-out. He also was formerly a partner at Regis McKenna, Inc., the legendary high tech marketing and communications firm in Palo Alto, where he co-led the global Apple account.

Kimberley Gardiner
National Digital and Mobile Strategy Manager
Toyota Motor Sales

Kimberley is responsible for managing Toyota's digital shopping experience. She leads digital and mobile strategy planning, development and implementation. Her previous roles at Toyota include national digital and social media manager, national marketing and communications manager for the Scion brand and event marketing manager, advertising manager, and marketing strategy manager for Lexus.

Brad Harrison
Vice President of Marketing
Energizer Household Products, North America

Brad Harrison is currently the vice president of marketing for Energizer Household Products, North America division in St. Louis, where he leads the marketing for all Energizer and Eveready batteries and lighting products. Previously he was the senior group marketing director for Energizer Personal Care's North American Shaving Group in Shelton, CT, where he was responsible for the launch of Schick's most successful launch ever, Schick Hydro. Prior to coming to Schick, Brad was vice president of marketing for a small toy company in St. Louis where he helped create and launch Zhu Zhu Pets. Zhu Zhu Pets were the hottest selling toy of 2009, and were named Toy of the Year in the United States and six other countries. Brad also spent 16 years with household products company, S.C. Johnson. Brad is a graduate of Stanford University with a BA in economics, and of Cornell University's Johnson Graduate School of Management, where he earned his MBA. Brad and his wife have two boys, recent college graduates situated squarely in his M18-24 shaving target, and a daughter at Stanford.

Speaker Bios

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Alexis Henry
Communications Manager
Surfrider Foundation

Alexis Henry, communications manager, earned her BA in sociology from Occidental College where she was a member of the women's volleyball team and her Public Relations Certificate from UCLA. Before joining Surfrider, Alexis was a music publicist for Epitaph Records and I/D Public Relations, working with a wide variety of musicians and bands. As communications manager, she manages Surfrider Foundation's day-to-day media, celebrity, and public relations, assists the chapter and affiliate networks in developing and executing communication strategies, creates content for the Foundation's weekly and bi-monthly newsletters and social media channels, and develops overall communications campaigns for various programs and activations. Born and raised in Southern California, Alexis grew up at the beach and has always been at home near the coast.

Cassel Kroll
Director, Social Media Strategy
MindShare

Cassel Kroll is the director of social media strategy at Mindshare where he has been responsible for creating and developing a wide array of paid, owned and earned social media strategies and tactics for client brands, including the BP brands ampm and ARCO, as well as Unilever's large family of consumer packaged goods, (CPG) brands. He is a founding member of Mindshare Social, Mindshare's growing social media practice. Prior to joining Mindshare in 2011, Cassel was employed at Starcomm MediaVest where he helped to found their P&G Digital Strategy Team, the Microsoft Innovation & Emerging Media Team, and MediaVest's Social Media Center of Excellence. He has appeared in *Mashable*, and has presented on the topic of social media at colleges and corporate campuses including: P&G, Unilever, and NYU. Cassel has a B.A. in Biology from Earlham College. He also holds a M.A. in Law & Diplomacy from Tufts University, and a second M.A. in Conflict Resolution from the McGregor School at Antioch University. Cassel resides in Brooklyn, NY with his wife, dog, and newborn daughter.

Stuart McLean
Founder and Chief Executive Officer
Content & Co

A Madison Avenue refugee, Stuart McLean has been at the forefront of advertising and branded entertainment for over a decade. As founder and chief executive officer of Content & Co, Stuart is pioneering the next generation of content creation. The LA-based brand studio enables brands to generate their own programming, helping brands partner with the best creative talent in Hollywood to become the distributor and financier of their own original content. From webisodes, micro-series, and games, to short-and long-format series (scripted and reality) — Content & Co distributes diverse content for an expanding list of brands that includes SUBWAY, Schick, and Energizer Personal Care. Over the course of his career, Stuart's programs have earned numerous industry accolades, including a Cannes Gold Lion, multiple Effies, and a Webby. Prior to forming Content & Co, Stuart was president of JWTwo Entertainment, the studio and entertainment arm of JWT, North America's largest ad agency. Stuart also co-founded Bedell McLean Branded Entertainment.

Gary Schechner
Advertising, Marketing Manager and Social Media Scientist
BP

Since 2008, Gary Schechner has acted as the advertising and marketing manager and "stunt-double" as a social media scientist for the ampm brand of convenience stores. ampm is BP's North American convenience store brand with over 950 locations across California, Oregon, Washington, Nevada, and Arizona. He's passionate about all things digital, mobile, and social, and also loves great (advertising) creative and motorcycles. Armed with an MBA from USC, a creative eye, and a quick wit, he's been a marketing and advertising ninja for the likes of other 'small' companies like Chevron/Texaco, Hewlett-Packard, Honda motorcycles, and Mattel Toys.

Attendees

2013 ANA Content Marketing Members Only Conference
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Scott Anderson
Senior Vice President, Advancement
The Seed Company

Lesley Andrews
Group Marketing Manager
Intuit Inc.

Stephanie Ayres
Vice President, Marketing
Standard Pacific Homes

Carissa Bailey
Coordinator, Conferences
ANA

Edwin Beadle
Manager Media Strategy
Honda and Acura
American Honda Motor Co., Inc.

Kanna Beckwith
Content Manager and Senior Copywriter
Avery Dennison Corp.

Gerry Brierre
Product Marketing Strategist
Lexus

Christine Burke
Logitech

Fernando Bustamante
Senior Product Manager
D3Publisher

Tim Calkins
Solutions Specialist
United States Postal Service

Michelle Canellopoulos
Director, Marketing Communications
Avery Dennison Office Products North America

Ryan Carlton
Manager, Branding and Communications
Hyundai Capital America

Eric Chasko
Director, Media
The Westfield Group

Ranjun Chauhan
Social Media Strategy
IBM Corporation

Hanna Cho
Marketing Strategy Planner
Lexus

Michael Contreras
Digital Marketing Manager
Dole Food Company, Inc.

Stacey Crawford
Senior Brand Strategist
Telepictures Productions

Adam Davidson
Manager
Hyundai Capital America

Megan DeCicco
Marketing Manager
Chumash Casino Resort

Diana DeJoseph
NASCAR Marketing, Senior Administrator
Toyota Motor Sales U.S.A., Inc.

Dominique Dibbell
Senior Editor
Kaiser Permanente

Corinne Dizon
Union Bank

John Dumbacher
Associate Vice President
Corporate Giving
Los Angeles County Museum of Art

Natalya Edwards
Product Marketing Planner
Toyota Motor Sales U.S.A., Inc.

Lynda Eguchi
Interactive Marketing Manager
Lexus

Jim Ehrlich
Manager, Customer Insights
Hyundai Capital America

Diane Ferraro
Director, Brand Experience and Marketing
Robbins Brothers, The Engagement Ring Store

Kelly Fetherolf
Senior Brand Manager
The Walt Disney Home Entertainment, Inc.

Allison Flato
Associate Brand Manager
Pharmavite LLC

Andrew Floor
Group Marketing Director
Campari America

Vicki Flores
Certified Mailing Solutions Specialist
United States Postal Service

Josh Friedman
Senior Director, Marketing and Creative
Live Nation, Inc.

Rob Fuggetta
Founder and Chief Executive Officer
Zuberance

Kim Fujikawa
Creative Services Director
Intel Corporation

Emily Gaitan
Toyota Motor Sales U.S.A., Inc./ TPG

Dominique Garcia
Media Strategist
Agilent Technologies

Kimberley Gardiner
National Digital Marketing
and Social Media Manager
Toyota Motor Sales U.S.A., Inc.

Leslie C. Gelfand
Global Media Sales
Electronic Arts, Inc.

Julia Gelt
Director, Marketing Communications
Petco Animal Supplies

Laurence Genest
Vice President of Marketing
International Code Council Inc

James George
Brand Analytics Manager
Toyota Motor Sales U.S.A., Inc.

Courtney Gibson
Marketing Coordinator
Nature's Best

Zora Golcevska
Senior Marketing Specialist
International Code Council Inc

Cindy Gross
Strategic Sourcing Manager
Indirect Products and Services
Neutrogena Corp.

Laura Guerrero
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KPMG LLP

Kang Ha
Assistant Manager, EBusiness Mobile
Hyundai Capital America

Mary Hall
Senior Marketing Manager, Digital Media
IBM Corporation

George Harmon
Assistant Manager, Marketing
American Honda Motor Co., Inc.

Attendees

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Brad Harrison
Vice President of Marketing
Energizer Household Products, North America

Jan Hasegawa
PM
Toyota Motor Sales U.S.A., Inc.

Michelle Haviv
Director, Partnership Marketing, Media
The Westfield Group

Amy Heibel
AVP Digital and Technology
Los Angeles County Museum of Art

Ellen Henderson
Consumerinfo.com, Inc.

Stacy Henderson
Senior Brand Development Administrator
Lexus

Alexis Henry
Communications Manager
Surfrider Foundation

Jeff Hinesly
Flood Program Manager
Farmers Insurance Group, Inc.

Quentin Holmes
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Toyota Motor Sales U.S.A., Inc.

Stephanie Hoyle
Marketing Programs Manager
Illumina, Inc.

Stephen Hughes
Digital Marketing
Toyota Motor Sales U.S.A., Inc.

Loc Huynh
Media Sales Planner
Electronic Arts, Inc.

Karen Ideno
Vice President Product and Marketing
Toyota Financial Services

Ron Imus
National Manager Market Planning
Toyota Motor Sales U.S.A., Inc.

Kimberly Ingram
Mailing Solutions Specialist
United States Postal Service

Nancy Inouye
Advertising and Media Manager
Toyota Motor Sales U.S.A., Inc.

LJ Jennings
Digital Planner
Toyota Motor Sales U.S.A., Inc.

Ron Jensen
Director, Financial Synergies
Toyota Motor Sales U.S.A.

Landy Joe
Scion Advertising and Media Planner
Toyota Motor Sales U.S.A., Inc.

Siobhan Jones
Digital Communications Coordinator
Rust-Oleum Corporation

Alicia Jones
American Honda Motor Co., Inc.

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Toyota Motor Sales U.S.A., Inc.

Kris Kaligian
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BP P.l.c.

Terry Kang
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Toyota Motor Sales U.S.A., Inc.

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Cassel Kroll
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Ancestry.com Inc.

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Consumerinfo.com, Inc.

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Andrea Lim
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Lexus

Rebecca Lynn
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Corie McElwee
Digital Marketing Specialist
American Honda Motor Co., Inc.

Katie McGhee
Director, Brand Marketing
and Corporate Communications
Miramax Film Corp.

Stuart McLean
Founder and Chief Executive Officer
Content & Co.

Karl Meyer
Vice President, Business Development
BrightLine

Mark Middlebrook
Senior Vice President
Interactive Marketing
City National Bank

Zach Middleton
Marketing Coordinator
Miramax Film Corp.

Grace Miyake
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Colin Morisako
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Toyota Motor Sales U.S.A., Inc.

Darrell Morrow
Mailing Solutions Specialist
United States Postal Service

Attendees

2013 ANA Content Marketing Members Only Conference
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Jennifer Nasri
Digital Marketing
Lexus

Charis Neves
Marketing Manager
Nature's Best

Lauren Nishihira
Marketing Operations Manager
Toyota Motor Sales U.S.A., Inc.

Lynn O`Donnell
Web Content Specialist
ANA

Fabiola Orlowsky
Advertising Manager
WellPoint, Inc.

Tracy Owens
Vice President
Member Relations Western Region
ANA

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Lexus

Tammy Park
Senior Graphic Designer
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Natalia Premovic
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The Walt Disney Home Entertainment, Inc.

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Social Media Manager, Mint.com
Intuit Inc.

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Scott Remy
Chief Communications Officer
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Kerry Rivera
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Gary Robinson
Manager, Acura Advertising and Brand
American Honda Motor Co., Inc.

Richard Rodriguez
Strategic Account Manager
United States Postal Service

Susie Rossick
American Honda Motor Co., Inc.

Ryan Sandoval
Logitech

Monique Saulet
Marketing Manager
WellPoint, Inc.

Anastasia Savvina
Copywriter
Kaiser Permanente

Erin Scanlon
Director of Partnership Marketing
The Westfield Group

Gary Schechner
Advertising, Marketing Manager
and Social Media Scientist
BP P.l.c.

Shelley Schmidtlin
Marketing and Communications Manager
Blue Shield of California

Christina Sepulveda
National Director, Partnership Marketing
The Westfield Group

Aaron Shapiro
Vice President, Digital
Live Nation, Inc.

Jeff Shaw
Vice President, Strategic Alliances
Live Nation, Inc.

Issei Shimizu
Marketing Manager
D3Publisher of America, Inc.

Kim Shyu
Strategic Sourcing Manager
Toyota Motor Sales U.S.A., Inc.

Michelle Silbar
Senior Director, Brand Strategy
Kaiser Permanente

AJ Silverman
Vice President, Strategic Alliances
Live Nation, Inc.

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Director, Social Media and Commerce
PETCO Animal Supplies, Inc.

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Vice President, Direct
and Digital Marketing
City National Bank

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Union Bank

Kelly Sullivan
Assistant Director, Marketing
City of Hope

Jose Suncin
Assistant Vice President
Marketing Manager
Union Bank

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Jennifer Tahmoush
City National Bank

Brian Talbot
Vice President, Marketing
Markwins Beauty Products

Cora Tan
Marketing Communications
Mazda North American Operations

Larry Taylor
Marketing Specialist
International Code Council Inc

Steve Tischler
Senior Editor
REI - Recreational Equipment Inc.

Carrie Townsend
Advertising and Promotions Administrator
Toyota Motor Sales U.S.A., Inc.

My Truong
Associate Brand Manager
Pharmavite LLC

Sachiko Usui
Senior Marketing Administrator
Lexus

Tania Valencia
Product Marketing
Experian Consumer Direct

Attendees

2013 ANA Content Marketing Members Only Conference
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Caryn Vander Laan
Senior Marketing Administrator
Toyota Motor Sales U.S.A., Inc.

Megan Wentz
Marketing Communications Coordinator
Kumho Tire USA

Marker Wiegand
Director, Marketing
Amgen Inc.

Alan Wiesner
Toyota Motor Sales U.S.A., Inc.

Reid Wilson
Digital Marketing Manager
MillerCoors LLC

Sean Wilson
Adobe Systems Incorporated

Danielle Wolfson
Senior Manager, Digital Marketing
Activision

Doug Yasuda
Toyota Motor Sales U.S.A., Inc.

Agnes Yeh
Manager
Hyundai Motor America

William Yelles
Content Manager
Hyundai Capital America

Brett Yoshimura
Corporate Procurement
Toyota Motor Sales U.S.A., Inc.

Marcie Zera
Market Intelligence
Nestlé USA

ANA MEMBERS BENEFIT FROM

the **extensive** experience of

500 companies

& **10,000** brands

that collectively **spend more than**

$250 billion

on marketing & advertising **each year**.

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.

No agencies

No media

...just the best marketing practitioners

from many of the country's most prestigious organizations.

ANA

www.ana.net

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.

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

2013 ANA Innovation Day Members Only Conference
@ Walmart Stores, Inc.

> January 2013

31 | ANA Integrated Marketing Committee Meeting @ Leo Burnett | Chicago, IL

> February 2013

5 | ANA Members Only Conference @ Columbia Records / Sony Music | New York, NY
12 | ANA Mobile Marketing Committee Meeting | New York, NY
13 | ANA Digital, Social, & Mobile Members Only Conference @ Walt Disney World | Orlando, FL
13 | ANA Business-to-Business Committee Meeting | New York, NY
14 | ANA Digital Marketing Committee Meeting | New York, NY
20 | ANA Social & Mobile Members Only Conference @ Electronic Arts | Redwood City, CA
21 | ANA Multicultural Marketing & Diversity Committee Meeting | Santa Monica, CA
21 | ANA Midwest Digital & Social Committee Meeting | Chicago, IL
24 | **2013 ANA Media Leadership Conference presented by YouTube | Miami, FL**
28 | ANA Advertising Financial Management Committee Meeting | New York, NY

> March 2013

5 | ANA Shopper Marketing Committee Meeting | Chicago, IL
6 | ANA Agency Relations Committee Meeting | New York, NY
7 | ANA Media Leadership West Coast Chapter Committee Meeting | San Francisco, CA
7 | ANA Research & Measurement Committee Meeting | New York, NY
12 | ANA Production Management & Advertising Financial Management Committee Meeting | Beverly Hills, CA
13 | ANA Digital & Social Members Only Conference @ Brown-Forman | Louisville, KY
14 | ANA Sponsorship & Event Marketing Committee Meeting | New York, NY
19 | ANA Integrated Marketing Members Only Conference presented by USPS | San Francisco, CA
19 | **2013 ANA Advertising Law & Public Policy Conference | Washington, DC**
21 | ANA Social Media Committee Meeting | New York, NY

> April 2013

3 | ANA Agency Relations West Coast Chapter Committee Meeting | San Francisco, CA
10 | ANA Integrated Marketing Committee Meeting | Chicago, IL
11 | ANA Social Media West Coast Chapter Committee Meeting | Los Angeles, CA
19 | **2013 ANA Brand Masters Conference Conference presented by The New York Times | Palm Beach, FL**
19 | ANA Innovation Day Members Only Conference @ MillerCoors | Chicago, IL
24 | ANA Legal Affairs Committee Meeting | New York, NY
24 | ANA Multicultural Marketing & Diversity Committee Meeting | New York, NY
30 | ANA Mobile Marketing Committee Meeting | New York, NY