

ANA Digital & Social Members-Only Conference

At Brown-Forman Corporation

March 13, 2013 | Brown-Forman Corporation | Louisville, Ky.



BROWN-FORMAN

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At Brown-Forman Corporation

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Agenda

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Agenda

Breakfast (8:15 a.m.)

General Session (9:00 a.m.)

BROWN-FORMAN CASE STUDY

Brown-Forman is one of the largest American-owned spirits companies that continues to leverage innovative digital marketing programs to grow their more than 25 brands, which range from Korbel California Champagnes to the famous Jack Daniel's Tennessee Whiskey. In this session, learn about the strategy behind Brown-Forman's digital marketing programs, as well as how the company is organized to support innovation in digital and social media. The Jack Daniel's brand team will discuss key learnings from their most recent digital initiatives, and share how the brand will leverage digital and social platforms in the future.

Ted Hissey

Senior Vice President, Consumer Planning
Innovation and Global Marketing Services
Brown-Forman Corporation

HOW NISSAN BUILDS BRAND LOYALTY THROUGH SOCIAL MEDIA

Nissan continues to successfully leverage social media to create a loyal following of brand advocates. In this session, Nissan will share a high-level look at their social structure and strategy, its evolution from a marketing/PR focus to SocialCRM and Research, and how the customer experience is prioritized.

Erich Marx

Director, Website and Social Media Marketing
Nissan North America, Inc.

PAPA JOHN'S BEST PRACTICES IN DIGITAL MARKETING

Papa John's International continues to embrace digital channels and tools to communicate their brand promise and drive sales, helping them establish their footprint as the third-largest pizza company in the world. Papa John's innovation in digital marketing is reflected by their success in the digital space — they were the first national pizza chain to make online ordering available for all of their stores, and they were the first pizza company to achieve more than two billion dollars in online sales. In this session, Papa John's will discuss lessons learned over the past few years which have been integral to their success in utilizing digital channels to drive sales both online and at their restaurants.

Jim McDonnell

Director, Digital Marketing
Papa John's International, Inc.

Agenda

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Lunch (12:00 p.m.)

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

WENDY'S INFLUENCES CONSUMER BEHAVIOR WITH DIGITAL MARKETING

The point of all marketing is to change people's behavior in a way that is beneficial to your brand. This is no different for digital, where buzzwords and grand claims often lead to a less-than-clear path to sales. Wendy's will discuss how they are developing digital and social media marketing strategy to measurably influence consumer behavior.

Brandon Rhoten

Director, Digital Marketing
Wendy's International, Inc.

DIGITAL 360: CONTENT MARKETING ACROSS DIGITAL PLATFORMS

In this era of content marketing, many brands struggle because they just don't have their own content. Thus, they focus on curating content produced by others. Cleveland Clinic, one of the largest academic medical centers in the world, takes a different approach: they create, rather than curate. In 2012, Cleveland Clinic launched a robust new health, wellness and medical blog for health-care consumers called Health Hub from Cleveland Clinic, which features content written or approved by its doctors and other experts. In this session, Scott Linabarger, director of digital marketing at Cleveland Clinic, will discuss how Cleveland Clinic launched the blog and is comprehensively leveraging its content throughout its various digital channels — including advertising, social media, mobile, and email — to grow brand awareness and engagement.

Scott Linabarger

Senior Director, Digital Marketing and Creative Services
Cleveland Clinic

BROWN-FORMAN TOUR & WHISKEY TASTING (3:00-4:00 p.m.)

Hosted By:

Chris Morris
Master Distiller
Brown-Forman Distilleries

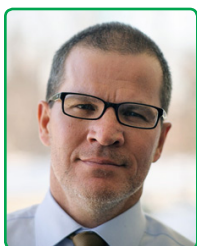
Speaker Bios

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Ted Hissey
Senior Vice President,
Consumer Planning,
Innovation and Global
Marketing Services
**Brown-Forman
Corporation**

Ted Hissey is the senior vice president of consumer planning, innovation, and global marketing services at Brown-Forman. The marketing services role includes media and digital marketing, as well as marketing training and capability building, sales promotion, and licensing. He has been at Brown-Forman since 2003, when he was recruited as the global managing director on the Southern Comfort brand. Prior to Brown-Forman, Mr. Hissey spent seven years at Diageo in a series of marketing positions, including general manager of the Cuervo tequila business and vice president of marketing services. He started his career at Pepsi-Cola, and over the course of 14 years held a number of marketing positions, including Diet Pepsi brand manager, Mountain Dew and Flavors brand director, and vice president of the Pepsi-Cola/Ocean Spray joint venture. He has an M.B.A. from the Northwestern University J.L. Kellogg School and an undergraduate degree from Washington & Lee.



Scott Linabarger
Senior Director, Digital
Marketing and Creative
Services
Cleveland Clinic

Scott Linabarger is senior director of digital marketing and creative services at Cleveland Clinic in Cleveland, Ohio. His team is responsible for developing and distributing relevant, engaging, and impactful content that drives brand awareness and affinity and patient acquisition across digital and offline channels. On the digital side, he manages ClevelandClinic.org, the most-visited multi-specialty hospital website in the U.S., as well as social media, email, mobile, and search engine marketing. The creative services team produces high-quality marketing collateral and publications for consumers and health care professionals. Mr. Linabarger joined Cleveland Clinic in 2008 after 11 years in the financial services industry.



Erich Marx
Director, Website and
Social Media Marketing
**Nissan North
America, Inc.**

In his role at Nissan North America, Erich Marx is responsible for the strategy, planning, and execution of the Nissanusa.com website, as well as all social media marketing and PR for the Nissan division. In this leadership role, he guides Nissan online messaging and brand stewardship through customer- and press-facing channels. He's been with Nissan for 20 years, working in a variety of disciplines, including sales, marketing, distribution, and research. Mr. Marx received his B.A. from Occidental College in Los Angeles, California and earned his M.B.A. from the University of Michigan at Ann Arbor.

Speaker Bios

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Jim McDonnell
Director, Digital Marketing
Papa John's
International, Inc.

Jim McDonnell directly manages digital marketing for Papa John's Pizza in the U.S. and Canada, and supports the digital marketing efforts of Papa John's franchisees in more than 30 countries around the world. His areas of expertise include SEM, eCRM, SEO, user experience, social media, mobile, and many other areas of the e-commerce and digital marketing discipline. Mr. McDonnell has been with Papa John's for seven years and has previously worked in digital marketing with Lowe's Home Improvement Warehouse and CNET Networks. He has multiple bachelor's degrees from the University of Louisville and an M.B.A. from the University of Florida.



Brandon Rhoten
Director, Digital
Marketing
Wendy's
International, Inc.

Brandon Rhoten leads digital and social media marketing for Wendy's International, one of the world's largest quick-serve restaurant chains. Wendy's is a brand dedicated to updating itself to being relevant to today's consumer, changing everything from its physical restaurants to digital presence in order to be relevant to a generation with more choices than ever. Over the last year and a half, Mr. Rhoten has built a digital team at Wendy's and hired a digital agency of record in preparation for the launch of several major digital initiatives including a new dot-com, a mobile app with payment functionality, and completely reworked digital advertising and social media strategies. Prior to Wendy's, he led digital for Remington and the Freedom Group of Companies, helping Remington become the leading manufacturer in its category in digital marketing and crisis response. Mr. Rhoten started his career in digital at Gyro, a decorated agency based in London with 15 offices worldwide, as a senior public relations consultant and account director working with tech and manufacturing clients.



Attendees

ANA Digital & Social Members-Only Conference At Brown-Forman Corporation

Bob Adams
Kentucky Department
of Travel Development

Tony Ambroza
Vice President, Marketing
Carhartt Inc.

Steve Anderson
Designer
General Electric Consumer &
Industrial

Yuliana Atchison
Corporate Marketing
Process Implementation
Humana Inc.

Phil Back
Web Designer
General Electric Consumer &
Industrial

Cheryl Barnett
Agency Manager
Discover Financial Services, Inc.

Susan Baxter
Senior Sourcing Manager
Power and Industrial, North America
AAF International

Bruce Behounek
Director, Corporate Brand Management
Cargill Inc.

Deanna Behrens
Mentos Mints/Gum
Associate Brand Manager
Perfetti Van Melle USA, Inc.

Tammy Board
Director, Marketing Technology
and Digital Compliance
Brown-Forman Corporation

Darrell Brown
Program Manager
Brown-Forman Spirits

Justin Burger
Analyst, Corporate Procurement
Humana Inc.

Cindy Cahill
Marketing Consultant
Humana Inc.

Christy Charlton
Manager, Advertising
Corporate Marketing
Humana Inc.

Lottie Chestnut
Associate Global Marketing Director
Brown-Forman Corporation

Rosemary Chowallur
Humana Inc.

Carol Christensen
Marketing Director
Sartori Cheese

Cathy Curry
Director, Integrated
and Strategic Partnerships
AT&T AdWorks

Jennifer Dailey
Program Manager
General Electric Home &
Business Solutions

Joanna Darst
Director, Digital Marketing
Brown-Forman Corporation

Chamie Deters
Senior Vice President, Global
Marketing and Corporate Affairs
Bank of America

Gina DeWitt
Digital Marketing Program Manager
General Electric Consumer &
Industrial

Daniel Dorr
Solutions Manager
Hewlett-Packard Company:
Enterprise Business

Michele Dow
Marketing Associate, EPromotions
Eli Lilly and Company

Teresa Dunlap
Marketing Administrator, Jack Daniel's
Brown-Forman Corporation

Katie Fischer
U.S. Media Manager
Beam Inc.

Amanda Fisher
Web Designer
General Electric Consumer &
Industrial

David Gabbard
Digital Marketing Manager
Humana Inc.

Mark Galliher
Director, Member Relations
ANA

Amy Goforth
Web Designer
General Electric Consumer &
Industrial

Diane Grefer
Demand Programs Professional
IBM Corporation

Patti Grice
Social Media Manager
Humana Inc.

Theresa Hawkins
Web Designer
General Electric Company

Lauren Hayes
Business Manager
RAPP

Pam Henley
Marketing Manager
AAF International

Brittany Heustis
Marketing Consultant
Humana Inc.

Emily Hext
Marketing Manager
Humana Inc.

Andi Hickman
Associate Brand Manager
Wendy's International, Inc.

Ted Hissey
Senior Vice President, Consumer
Planning, Innovation and Global
Marketing Services
Brown-Forman Corporation

Alicia Johnson
Program Manager, Digital Marketing
Brown-Forman Corporation

Christy Keesee
Procurement Analyst
Humana Inc.

Lisa Kirk
Sourcing Consultant
Eli Lilly and Company

Cordell Lawrence
Community Manager, Jack Daniel's
Family of Brands
Brown-Forman Corporation

Alison Leith Myers
Director, Consumer Planning
Brown-Forman Corporation

Attendees

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Renee Leonard
Vice President, Strategic Sourcing
SunTrust Banks, Inc.

Kiernan Leonard
Community Manager
**Brown-Forman Beverages
Worldwide**

Sean Lilly
Marketing Consultant
Humana Inc.

Scott Linabarger
Senior Director, Digital Marketing
and Creative Services
Cleveland Clinic

Jason Loehr
Director, Digital Marketing
**Brown-Forman Beverages
Worldwide**

Michael Loveridge
Senior Consumer Digitization
Project Manager
GE Appliances & Light

Laura Lyons
Assistant Account Director
Humana Inc.

Erich Marx
Director, Website and Social
Media Marketing
Nissan North America, Inc.

Arthur Masterson
Senior Web Architect
Brown-Forman Corporation

Jim McDonnell
Director, Digital Marketing
Papa John's International, Inc.

Chris Melski
Web Designer
**General Electric Consumer &
Industrial**

Jennifer Merrick
Manager
**Anthem Blue Cross
and Blue Shield**

Alison Miller
Director, Sales and Marketing
Business Development
Tempur Pedic International, Inc.

Michael Morris
Senior Brand Manager
Bush Brothers & Company

Stephanie Moyers
Public Relations and Marketing Manager
National Embryo Donation Center

Coleen Muegge
Program Manager
General Electric Appliances

Jim Murphy
Vice President, Director, Marketing
Capability and Business Planning
Brown-Forman Corporation

Margie Nieman
Humana Inc.

Caitlin Nitz
Knowledge and Research Specialist
ANA

Sydney O'Bryan
**Louisville Palace/Live Nation
Worldwide, INC**

Jennifer O'Dea
Usability Analyst, Information
Architect, Web Designer
GE Appliances & Light

Colton Payne
Community Manager
Brown-Forman Corporation

Crystal Peterson
Human Resources
Brown-Forman Corporation

Laura Petry
Brand Manager
Brown-Forman Corporation

Joanna Peyron
Assistant Marketing Manager
Humana Inc.

Amanda Potts
Fazoli's System Management, LLC

Emily Rardin
Social Media Manager
Lexmark International Group, Inc.

Brandon Rhoten
Director, Digital Marketing
Wendy's International, Inc.

Krista Rieder
Perfetti Van Melle USA, Inc.

Lori Riggs
Director, Marketing
Kindred Healthcare, Inc.

Michael Roberson
Senior Market Research
AT&T Inc.

Megan Robison
Social Media Content Manager
GE Appliances

Dan Schapker
Group Manager, Consumer Insights
Group, Jack Daniel's
Brown-Forman Corporation

Chris Scirocco
Director, Committees and Conferences
ANA

Santi Silaphone
Target Optical Web Ecomm Manager
Luxottica Retail

Amelia Simpson
NAR Marketing
Brown-Forman Corporation

Travis Smith
Director, Digital Marketing CoE
Brown-Forman Corporation

Chuck Stephens
Social Media Marketing
Strategic Consultant
Humana Inc.

Kristy Stivers
Web Developer
Humana Inc.

Robin Swartz
Corporate Communications Assistant
Lexmark International Group, Inc.

Christopher Swope
Senior Vice President, Strategic
Alliances and Innovation
Live Nation Entertainment

Nikol Theis
Senior, Regional Marketing Manager
International Dairy Queen, Inc.

Karen Thompson
Market
Humana Inc.

Alice Tucker
Community Specialist
Brown-Forman Corporation

Jack Volpi
Brand Manager
Wendy's International, Inc.

Leigh Walczak
Associate Manager, Conferences
ANA



Attendees

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Walter Walker
Public Affairs Representative
Humana Inc.

Nick Walter
Digital Manager
Humana Inc.

Leigh White
Senior Director, Communications
Kindred Healthcare, Inc.

Alice Zierer
Group Administration
Brown-Forman Corporation



THE ANA IS ALL ABOUT YOU.

WE learned to listen to our members and satisfy them with a portfolio of products and services that meets their needs and exceeds their expectations.

—**Bob Liodice**, *president and CEO at the ANA*

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.

NORTHEAST

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CENTRAL SOUTH

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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

ANA Digital & Social Members-Only Conference

At Brown-Forman Corporation

> March 2013

- 14 | ANA Sponsorship and Event Marketing **Committee Meeting** | New York, NY
- 19 | ANA Integrated Marketing **Members-Only Conference** presented by USPS | San Francisco, Calif.
- 19 | **2013 ANA Advertising Law & Public Policy Conference** | Washington, D.C.
- 21 | ANA Social Media **Committee Meeting** | New York, NY

> April 2013

- 3 | ANA Agency Relations West Coast Chapter **Committee Meeting** | San Francisco, Calif.
- 10 | ANA Integrated Marketing **Committee Meeting** | Chicago, Ill.
- 10 | ANA Digital & Social **Members-Only Conference** at Legg Mason | Baltimore, Md.
- 11 | ANA Social Media West Coast Chapter **Committee Meeting** | Carson, Calif.
- 17 | **2013 ANA Brand Masters Conference** presented by *The New York Times* | Palm Beach, Fla.
- 23 | ANA Innovation Day **Members-Only Conference** at MillerCoors presented by A+E Television Networks | Chicago, Ill.
- 24 | ANA Legal Affairs **Committee Meeting** | New York, NY
- 24 | ANA Multicultural Marketing and Diversity **Committee Meeting** | New York, NY
- 30 | ANA Mobile Marketing **Committee Meeting** | New York, NY

> May 2013

- 1 | ANA Business-to-Business **Committee Meeting** | Chicago, Ill.
- 2 | ANA Midwest Digital and Social **Committee Meeting** | Chicago, Ill.
- 5 | **2013 ANA Advertising Financial Management Conference** presented by Active International | Scottsdale, Ariz.
- 14 | ANA Digital Marketing **Committee Meeting** | New York, NY
- 16 | ANA Production Management **Committee Meeting** | New York, NY
- 21 | ANA Sponsorship and Event Marketing **Committee Meeting** | Orlando, Fla.
- 22 | ANA Agency Relations **Committee Meeting** | New York, NY
- 23 | ANA Social Media **Committee Meeting** | New York, NY
- 30 | ANA Research and Measurement **Committee Meeting** | New York, NY