

ANA Digital & Social Members-Only Conference

At Legg Mason, Inc.

April 10, 2013 | Legg Mason, Inc. | Baltimore, Md.

LEGG MASON

GLOBAL ASSET MANAGEMENT

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Table of Contents

ANA Digital & Social Members-Only Conference
At Legg Mason, Inc.

Agenda pg 1

Speaker Bios..... pg 3

Attendees pg 5

ANA Informationpg 10



Agenda

ANA Digital & Social Members-Only Conference
At Legg Mason, Inc.

Agenda

Breakfast (8:15 a.m.)

General Session (9:00 a.m.)

JOHNS HOPKINS: CONNECTING PEOPLE WITH THE PROMISE OF MEDICINE

Digital technologies are causing a revolution in health care. As the world's first academic medical center, Johns Hopkins is a world leader in medical discovery, educating the next generation of healthcare leaders, and providing innovative and compassionate patient care. Embracing digital and social technologies has enabled the people of Johns Hopkins Medicine to connect with people around the world to demonstrate the promise of medicine. Through conversations and storytelling, they've extended their brand beyond the hospital doors or the web site to enable better patient service, reach varied audiences, and educate and inform, all while managing patient privacy and other challenges unique to the healthcare space.

Stacy Poliseo
Internet Marketing Manager
Johns Hopkins Medicine

Aaron Watkins
Director, Internet Strategy
Johns Hopkins Medicine

UNDER ARMOUR: SOCIAL FRANCHISES THAT LEVEL THE ADVERTISING PLAYGROUND

Social franchises are self-contained social programs under a single brand umbrella that activate audiences to further define and promote the brand. Unlike advertising campaigns, social franchises are simply constructed to motivate audience participation and enable them to express the brand through content they create and share. Social franchises are more powerful than ad campaigns because they are driven by the hearts and minds of the audience. The brand pictures they paint start and end with the truth as the consumer sees, it rather than how marketing organizations define it. Discover how Under Armour leveraged social franchises instead of traditional ad campaigns to build their brand with campaigns such as "What's Beautiful."

Dan Mecchi
Director, Digital Media
Under Armour Performance Apparel

LIFE ON THE FRONTLINES OF DIGITAL DISRUPTION

The wave of digital disruption changing consumer lives and upending even very traditional businesses hits the marketing and advertising departments first. These front line soldiers are closest to the consumer and have to adapt the quickest, using whatever digital tools and platforms consumers prefer. As a result, these exhausted troops have learned the most, even as they still have to answer major questions like:

- What does it mean to have a digital relationship with today's consumer?
- How can marketing, product strategy, and IT finally work together to respond to consumer needs?
- What does the marketing expert of the future look like?

Forrester Research, Inc. will share some emerging trends and tips for how marketers can take advantage of the digital advertising space today.

Corrine Munchbach
Marketing Strategy Analyst
Forrester Research, Inc.

Agenda

ANA Digital & Social Members-Only Conference

At Legg Mason, Inc.

Lunch (12:00 p.m.)

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

AN ICONIC BRAND ACTIVATES IN NOT NORMAL WAYS

MINI is one of the world's most fun and iconic brands. In this session, they will share how MINI USA engages with owners and prospects in ways that go beyond traditional marketing by playing with convention. MINI's multi-channel marketing approach creates engaging, "Not Normal" experiences and content that become sharable through social channels. Let's Motor.

Lee Nadler

Marketing Communications Manager

MINI USA

AMTRAK: MAKING TRAVEL MORE REWARDING FOR ALL

Amtrak connects more than 500 destinations in America in safer, greener, and friendlier ways. In this session, Amtrak will share their digital and social media strategy, and how it connects to customers at all lifecycle touch points, from consideration to intention to purchase to loyalty.

Julia Quinn

Director, Social Media

Amtrak

Conference Adjournment (2:45 p.m.)

Speaker Bios

ANA Digital & Social Members-Only Conference
At Legg Mason, Inc.



Dan Mecchi
Director, Digital Media
Under Armour
Performance Apparel

With nearly 20 years of marketing and brand experience, 15 of those in the digital space, Dan leads digital and social media marketing for Under Armour. At Under Armour, he is responsible for the overall strategy and execution of brand programs across the digital landscape. Dan has worked on both sides of the agency and client table. At TrueAction, a GSI Commerce/eBay Company, Dan led ecommerce marketing strategies for clients such as Dick's Sporting Goods, The Sports Authority, Mattel, NFL Shop, Modell's and others. On the client side, he has led brand and digital marketing efforts for top brands such as Discovery Communications, Travel Channel and the PGA TOUR.



Corrine Munchbach
Marketing Strategy Analyst
Forrester Research, Inc.

Cory's research examines the technologies, data, and processes required to deliver a complete brand experience across the customer life cycle and, particularly, along the path-to-purchase. This work includes analysis of consumer behavior, implications for marketing and business processes, and the CMO's role in leading a customer-obsessed marketing organization. In addition, Cory focuses on the marketing implications of digital disruption, particularly as new digital tools meet consumer needs and offer a means by which to build deeper, stronger relationships with customers. Before becoming an analyst, Cory spent two years supporting the CMO and marketing leadership team and researching shopper marketing and brand building. Cory has a B.A. in political science and Hispanic studies from Boston College.



Lee Nadler
Marketing Communications
Manager
MINI USA

Lee Nadler is responsible for managing unique, multichannel, MINIcentric marketing programs in the U.S. He oversees MINI's three agencies and has overall responsibility for online and offline advertising creative and media; web, digital, mobile and social platforms; as well as multicultural marketing and research. Nadler joined MINI USA in May 2012. Prior experience includes roles on the agency side, including president/CEO of Digital Pulp and on the corporate side, first head of marketing for DoubleClick. Most recently, Lee ran a specialized consulting practice, Sherpa Marketing, Inc., named for the Nepalese guides who inspired him, and over the previous ten years had provided marketing consulting for BMW, CNN, Gilt Groupe and Yahoo! Nadler lives in NYC and motors daily in his MINI Countryman to MINI HQ in Northern N.J.



Speaker Bios

ANA Digital & Social Members-Only Conference

At Legg Mason, Inc.



Stacy J. Poliseo
Internet Marketing
Manager
**Johns Hopkins
Medicine**

Stacy Poliseo is the internet marketing manager at Johns Hopkins Medicine. She oversees the strategic efforts and implementation of the organization's social media, search engine marketing, web analytics, and e-newsletter marketing. Stacy is passionate about the opportunities online communities provide to enable brands to reach large numbers of people and communicate with consumers on a more intimate level. Prior to working at Johns Hopkins, she worked as the online advocacy manager at a national nonprofit organization in Washington, D.C. where she managed the website and social media efforts. Before that Stacy had spent five years at an online advertising agency as a media buyer. There she led international, national, and local search marketing campaigns for several well-known brands. Stacy received her M.S. in interaction design and information architecture at the University of Baltimore this past May.



Julia Quinn
Director, Social Media
Amtrak

Julia Quinn is responsible for managing and executing communication programs that infuse smart, creative, and measureable digital components into integrated communication campaigns that focus on advancing Amtrak's vision and strategic plan. Julia is responsible for coordinating with groups across Amtrak to develop and execute a clearly defined strategy that meets the needs of all internal stakeholders while maintaining consistency of the Amtrak message and brand in the digital space. Additionally, she is in charge of facilitating the Amtrak online crisis communication program. Prior to working at Amtrak, she developed and executed strategic online marketing, communications, and business intelligence campaigns for Fortune 500 companies at New Media Strategies. She holds a bachelor of arts in public communication from American University.



Aaron Watkins
Director, Internet
Strategy
**Johns Hopkins
Medicine**

Aaron Watkins is the director of internet strategy at Johns Hopkins Medicine. He leads the health system's web team in development and execution of a digital strategy for hopkinsmedicine.org and related institutional web properties for five hospitals, a home health care services company, an employee health plan provider, a community physicians group, and the school of medicine. Aaron has led enterprise-wide web and application development projects for several medical non-profits, CareFirst BlueCross BlueShield, and the National Aquarium in Baltimore, where his team's work won a 2005 Webby Award. Additionally, Aaron is a Human Factors certified web usability analyst and co-creator of Baltimore Parlay, a local networking group for user experience professionals.

Attendees

ANA Digital & Social Members-Only Conference

At Legg Mason, Inc.

Darlene Abubakar
Senior Director, National Advertising
and Marketing Programs
**Amtrak-National Railroad
Passenger Corp.**

Mark Aikman
Social Media Lead
Mercedes-Benz USA, LLC

Kristen Alliger
Assistant Vice President
T. Rowe Price Investment Services

Teresa Anders
Graphic Designer
Stanley Black & Decker, Inc.

Jerry Appelbaum
Assistant Vice President
Senior Investment Editor
T. Rowe Price Investment Services

Alex Arnz
Senior Manager
Verizon Communications

Carissa Bailey
Coordinator, Conferences
ANA

Michelle Baker
Project Leader
Vanguard Group, Inc.

Debra Balcerzak-Wilson
Senior Brand Manager
Lebanon Seaboard Corporation

Renee Beck
Public Relations Manager
Medifast

Omri Ben-Amos
Vice President
Senior Marketing Associate
ClearBridge Investments

Yared Benyam
Senior Manager
Retention Marketing Programs
Kaiser Permanente

Ed Berg
Director, Member Relations
ANA

Gaurav Bhatia
Vice President, Digital Strategy
AARP

Jill Blum
Graphic Designer
Stanley Black & Decker, Inc.

Lisa Bobb-Semple
Manager, Samples
United States Postal Service

Nicole Bohorad
Senior Manager, Social Media Marketing
Capital One Services, Inc.

Wendy Bolivar
Digital Marketing Specialist
H. J. Heinz Company

Rick Brennan
Dealer Marketing Manager
Brand Programs
CARFAX

David Brick
Account Manager
KPMG LLP

Miriam Broaddus
Marketing Manager
Vanguard Group, Inc.

Stephen Brockelman
Senior Writer
T. Rowe Price Group, Inc.

Susan Brown
Senior Vice President
Bank of America

Wendy Brown
Lead Marketing Manager
T. Rowe Price Group, Inc.

Elizabeth Butler
Director, Client Marketing
TD AMERITRADE Holding Corp.

John Caldwell
Assistant Chief of Staff
National Director, Public Affairs
**Marine Corps Recruiting
Command**

Carmen Campbell
Senior Marketing Manager
T. Rowe Price Investment Services

Leanna Caplan
Senior Publicist, Social Media
Busch Gardens Williamsburg

Alison Carabetta
Team Lead
Google

Christina Ranhee Chang
Capital One Services, Inc.

Kimberly Charles
Director, Sales and Marketing
Communications
Choice Hotels International, Inc.

Brad Christmann
Marketing Manager, Mobile
Capital One Services, Inc.

Shelley Crockett
Program Manager, Social Media
Choice Hotels International, Inc.

Katherine Cuevas
Senior Manager
**American Express Travel Related
Services Company, Inc.**

Robin Dagostino
Director, Social Media Marketing
Comcast Cable

Andrew Dale
Attorney
TD AMERITRADE Holding Corp.

Cynthia Davenport
Multicultural Business Development
State Farm Insurance

Michael Decker
Vice President
Marketing and Communications
Medifast

Melissa Delaney
Vice President
Global Brand Communications
Legg Mason & Co., LLC

Lisa Desmond
Service Administrator
Vanguard Group, Inc.

Mary Lou Di Lorio
Vice President, Marketing
Legg Mason Investment Counsel

Bruce Dincin
Senior Director, Brand Advertising
Choice Hotels International, Inc.

Eileen Diskin
Vice President, Marcom and Brand
Comcast Cable

Allison Duffee
Manager, Brand Strategies
Capital One Services, Inc.

Sumitra Duncan
Knowledge and Research Specialist
ANA

Jaime Elwood
Director, Web Strategy
Medifast

Attendees

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At Legg Mason, Inc.

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Creative Associate
**Greater Philadelphia Tourism
Marketing Corp.**

Hallie Falquet
Social Media Coordinator
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Fell Marketing Associates, LLC

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Marketing and Customer Management
Capital One Services, Inc.

Helen Fischer
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Julie Fitzpatrick
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Rewards and Offers Management
Wells Fargo & Co.

Andy Fluet
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T. Rowe Price Investment Services

Susan Fratto
Marketing Manager
Johns Hopkins Medicine

Mark Gabriel
ECLP
**GE Water and Process
Technologies**

Marc Gagnon
Head of Design Services
Global Marketing Services
Legg Mason & Co., LLC

Alexandra Galindez
Vice President
Women and Multicultural Marketing
**Prudential Insurance Company
of America**

Shannon Garrett
Senior Director, Performance Media
Comcast Cable

Jacqueline Geyman
Marketing Manager, B2B
Choice Hotels International, Inc.

Jared Glasser
Manager, Digital Communications
McCormick & Company, Inc.

Brian Gleason
Director, Social Media
Medifast

Christine Gorham
Marketing Manager
T. Rowe Price Investment Services

Dianne Harvard
Web Coordinator
Medifast

Jordan Heitzner
Marketing Specialist, B2B
Choice Hotels International, Inc.

Jacquie Henderson
Associate Account Executive
Food Network/Cooking Channel

Karen Henry
Procurement Manager
Sales and Marketing
Shire Pharmaceuticals Inc.

Stephanie Herrera
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Hispanic Marketing
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Marketing Manager
Knouse Foods Cooperative, Inc.

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Manager, Brand Marketing Select Service
Marriott International, Inc.

Cathy Hoag
Senior Director, Media Management
Marriott International, Inc.

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Kathleen Housen
Associate Brand Manager
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Jason Hoyle
Lead Marketing Manager, Mutual Funds
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Entertainment and Sports Marketing
**Amtrak-National Railroad
Passenger Corp.**

Latonya Jefferson
Group Manager, Competitive Intelligence
JPMorgan Chase & Co.

Audra Jones
Marketing Manager
T. Rowe Price Group, Inc.

Barbara Karol
Marketing Manager
T. Rowe Price Investment Services

Matt Kaudy
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Marketing and Business Development
NASA Federal Credit Union

Rajeev Kaul
Accenture

Joshua Kidd
Web Marketing Specialist
Siemens Corporation

Toni Kirby
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Vanguard Group, Inc.

Alia Kemet
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IKEA North America

Julie Knott
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RPS Director, Individual Investor Strategy
T. Rowe Price Investment Services

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Global Customer Marketing
Hilton Worldwide

Jessica Lardinais
Senior Customer Marketing Manager
H. J. Heinz Company

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Kevin Laughlin
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Wendy Lee
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Hilton Worldwide



Attendees

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Chief Marketing Officer
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NASA Federal Credit Union

Ted Martin
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Beth McNichol
Senior Media Specialist
Business Class Media
Comcast Cable

Daniel Mecchi
Director, Digital Media
**Under Armour Performance
Apparel**

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Director, Committees and Conferences
ANA

Teresa Miller
Commodity Marketing Manager
INVISTA

Kristin Miller
Director, Media
Comcast Cable

Trevor Minor
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Luz Morales
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IKEA North America

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The Black & Decker Corporation

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Marketing Strategy Analyst
Forrester Research, Inc.

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Stanley Black & Decker, Inc.

Lee Nadler
Marketing Communications Manager
MINI

Niki Nelson
Director, Creative Strategy and Services
Edison Electric Institute

Tina Nguyen
Talent Specialist
Vanguard Group, Inc.

Tod O'Donovan
AARP

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Shire Pharmaceuticals Inc.

Miguel Oliveira
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Passenger Corp.**

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Dan Phelps
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Renee Pie
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Sylvan Learning

Kristin Puramsetti
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Comcast Cable

CJ Purtill
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Iryna Pustovoyt
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Attendees

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At Legg Mason, Inc.

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National Director
Tax and Audit Marketing
Grant Thornton LLP

Julia Quinn
Director, Social Media
Amtrak

Bonnie Quon
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T. Rowe Price Investment Services

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Passenger Corp.**

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Stanley Black & Decker

Sean Rentch
Retail Individual Marketing Group
T. Rowe Price Group, Inc.

Judy Rice
Director, Health Care Marketing
AARP

H A Rose
Online Marketing
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Jarrett Roth
Integrated Marketing, Vyvanse
Shire Pharmaceuticals Inc.

Debbie Routt
Managing Director
BlueCross BlueShield Association

Gia Rubbo
Media Planner
Vanguard Group, Inc.

Michelle Sadloch
Advertising Consultant
Verizon Wireless Inc.

Bonnie Sampson
Capital One Services, Inc.

Karen Wright Sanders
Digital Marketing Manager
Vanguard Group, Inc.

Jack Sanders
Marketing Manager
AARP

Shani Sandy
Creative Director
S&P Capital IQ

Rohit Saroop
Senior Business Manager
Capital One Services, Inc.

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Stanley Black & Decker, Inc.

Jenn Schimpf
Vice President of ECommerce
Sleep Innovations, Inc.

Eric Schwab
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T. Rowe Price Investment Services

John Seufert
Vice President
T. Rowe Price Investment Services

Kelley Shannon
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Marriott International, Inc.

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T. Rowe Price Group, Inc.

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Stanley Black & Decker, Inc.

Maria Sigmond
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Sleep Innovations

Sarmento Silva
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MedImmune, LLC

Vicki Silver
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Chief Marketing Officer
Feld Entertainment

Kiona Simon
AARP

Jason Sims
Production Graphic Artist Specialist
Marriott International, Inc.

Kim Smith
Manager
Comcast Cable

Kathy Smith
Senior Director
Strategic Marketing and Outreach
Johns Hopkins Medicine

Karen Somerville
Winback and Multicultural Director
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Julie Stromberg
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Denny Suh
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Lauren Swartz Precker
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Evan Taylor
Multicultural Business Development
**State Farm Mutual Automobile
Insurance Co.**

Courtney Taylor
Associate Marketing Manager
Capital One Services, Inc.

Peter Tovar
Managing Director
Global Brand Communications
Legg Mason & Co., LLC

Larry Trink
Vice President, Marketing
Merrill Lynch & Co., Inc.

Clinton Tucker
Website Marketing Manager
Benjamin Moore & Co.

Kavita Vazirani-Helsel
Vice President, Media
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Mark Wadia
Associate Vice President
Digital Brand Strategist
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Attendees

ANA Digital & Social Members-Only Conference At Legg Mason, Inc.

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Marketing Manager
T. Rowe Price Group, Inc.

Rusty Walters
Social Media Manager
Stanley Black & Decker, Inc.

Aaron Watkins
Director, Internet Strategy
Johns Hopkins Medicine

Theresa Westwood
Project Manager, Retail Marketing
Vanguard Group, Inc.

Nicole Whitman
T. Rowe Price Group, Inc.

Virginia Williams
Associate Manager, Interactive Marketing
**SeaWorld Parks and
Entertainment**

David Williams
Associate Creative Director, Brand
Management and Communications
T. Rowe Price Group, Inc.

Bruce Wilson
Interactive Marketing Manager
**SeaWorld Parks and
Entertainment**

Katy Worrell
Search Project Manager
Vanguard Group, Inc.

Karen Worthington
Senior Vice President
Bank of America

Lea Wray
Vice President, Marketing
T. Rowe Price Investment Services

Melanie Yanney
Digital Content and Social
McCormick & Company, Inc.

Lori Zimmerman
Senior Product Manager
Lebanon Seaboard 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.

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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

ANA Digital & Social Members-Only Conference

At Legg Mason, Inc.

> April 2013

- 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 In-House Agency Day **Committee Meeting** | New York, NY
- 23 | ANA Social Media **Committee Meeting** | New York, NY
- 30 | ANA Research and Measurement **Committee Meeting** | New York, NY

> June 2013

- 4 | ANA Integrated Marketing **Members-Only Conference** at Microsoft Advertising | Chicago, Ill.
- 4 | ANA Media Leadership, West Coast Chapter **Committee Meeting** | Culver City, Calif.
- 6 | ANA Shopper Marketing **Committee Meeting** | Chicago, Ill.
- 6 | ANA Media Leadership **Committee Meeting** | New York, NY
- 12 | ANA/IEG Sponsorship & Event Marketing **Members-Only Conference** at Consolidated Edison Co. | New York, NY
- 13 | ANA Agency Relations, West Coast Chapter **Committee Meeting** | Los Angeles, Calif.
- 18 | ANA Brand Management **Committee Meeting** | New York, NY
- 18 | ANA Advertising Financial Management, West Coast Chapter **Committee Meeting** | San Francisco, Calif.
- 19 | ANA Integrated Marketing **Committee Meeting** | Chicago, Ill.
- 20 | ANA Multicultural Marketing & Diversity **Committee Meeting** | New York, NY
- 26 | ANA Marketing to Millennials **Members-Only Conference** at House of Blues | West Hollywood, Calif.
- 26 | ANA Integrated Marketing **Members-Only Conference** at Anheuser-Busch, Inc. | St. Louis, Mo.
- 27 | ANA Advertising Financial Management **Committee Meeting** | New York, NY