ANA Innovation Day Members-Only Conference

at MillerCoors

presented by A+E Television Networks

April 23, 2013 | MillerCoors | Chicago, Ill.

Join the conversation on Twitter by using #ANAmarketers
Upload photos and video, and make comments on facebook.com/ANA

Table of Contents

ANA Innovation Day Members-Only Conference
at MillerCoors presented by A+E Television Networks

Agenda ..... pg 1

Speaker Bios ..... pg 3

Attendees ..... pg 6

ANA Information ..... pg 11

Agenda

ANA Innovation Day Members-Only Conference
at MillerCoors presented by A+E Television Networks

Agenda

Breakfast (8:15 a.m.)

General Session (9:00 a.m.)

MILLERCOORS: FROM IDEA TO COMMERCIALIZATION

MillerCoors is a company where innovation has always been part of the corporate culture and a clear leader in this space. Learn how MillerCoors continues to leverage innovation from idea to commercialization through the development and national launch of MillerCoors' newest brands, Redd's, Apple Ale, and Third Shift.

Scott Meek
Director, Brand Innovations
MillerCoors

Andrew Zrike
Manager, New Product Innovations
MillerCoors

KELLOGG'S INNOVATION IN BIG DATA

In a never-ending quest to understand what works, Kellogg is taking an innovative, aggressive approach to marketing measurement and analytics. Hear how Kellogg is going beyond "big data" to identify and focus on the "right data", which leads to insights about their target audiences, and media effectiveness. Touching on subjects including market mix modeling, addressable media, and viewable advertising, Kellogg will share how the company is improving ROI through measurement and optimization.

Aaron Fetters
Director, Insights and Analytics Solutions Center
Kellogg Company

A&E'S 'DUCK DYNASTY' LEVERAGES SOCIAL INNOVATION TO DRIVE SUCCESS

Get an inside look at how A&E leveraged innovation, especially through social media, to create a national cable phenomenon called "Duck Dynasty". Learn how A&E created buzz and brand engagement through in-the-moment social conversations to drive ratings as "Duck Dynasty" brought in a total of 8.6 million viewers for the premiere, making it A&E's most-watched telecast of all time. From on-air to online, see why America is quacking up over one of television's biggest hits.

Lori Peterzell
Vice President of Marketing and Brand Strategy
A&E Television Networks

Agenda

ANA Innovation Day Members-Only Conference
at MillerCoors presented by A+E Television Networks

RITE AID DRIVES CUSTOMER LOYALTY THROUGH TECHNOLOGY INNOVATION

When you are in an industry that is undergoing significant change due to healthcare reform, it is critical to build-in the time and resources to innovate, test, and learn — all while staying ahead of the shifting landscape and the competition. Rite Aid will share the learnings from tests of multiple technology applications (both mobile and tablet) in the drugstore world, from the perspectives of both driving front-end sales, and improving prescription compliance. You will also get an inside look at a unique approach to solving customer needs for personalized information, and how that information can build deep loyalty.

John Learish
Senior Vice President, Marketing
Rite Aid

Tony Bucci
Chairman
MARC USA

Luncheon (12:50 p.m.)

General Session Cont. (1:50 p.m.)

THE DEATH OF BRANDED ENTERTAINMENT AND THE RISE OF STORY-BASED MARKETING

"Content is King" has been echoed by marketers time and time again, but how brands leverage original content to achieve business objectives is easier said than done. With the proliferation of social media and mobile devices, consumers are increasingly demanding the availability of new content at every touchpoint. Learn how marketers are evolving their content strategies, which have resulted in the death of branded entertainment, and the rise of story-based marketing.

Dave Rosner
Executive Vice President and Director, Innovations
Initiative US

Scott Donaton
President, Chief Executive Officer and Founder
Ensemble

KILLERSPIN INNOVATES THROUGH ENGAGEMENT

Everyone has played table tennis at some point in their life, but very few people truly know about table tennis. Killerspin's mission is to show the benefits of the sport through engagement. Learn how Killerspin is innovating the sport of table tennis through products, content, and engagement in homes, school, and at work.

Robert Blackwell
Chief Executive Officer
Killerspin

Beertails Reception (4:00 p.m.)

Speaker Bios

ANA Innovation Day Members-Only Conference
at MillerCoors presented by A+E Television Networks

Robert Blackwell
Chief Executive Officer
Killerspin

A process and technology transformation industry leader with a career spanning nearly 30 years, Robert Blackwell Jr. has cultivated Electronic Knowledge Interchange (EKI) into a leading management and technology consulting firm well-known for its ability to respond to complex business challenges with efficient, intelligent and innovative solutions. EKI has helped some of the largest public and private sector organizations gain measurable efficiency gains leveraging process and technology modernization. Robert has significant experience in leveraging technology to identify fractional gains in efficiency that lead to large savings in very large organizations. EKI was responsible for identifying over $1B in operational efficiency opportunities in Cook County government. EKI has done significant business with large corporations, governments and health care organizations. Starting at IBM in 1981, Blackwell began his long career in building innovative systems that improve business operations. With a keen passion for entrepreneurship, he then went on to found several Chicago-based companies, including Urban Fishing Development, Bytewise International and Blackwell Consulting Services. For several years, Robert was a trader specializing in writing models, and executing trading strategies. Blackwell also founded Killerspin, America's leading table tennis brand, and the leading producer of table tennis themed media in the world.

Tony Bucci
Chairman
MARC USA

Tony Bucci is chairman of MARC USA, one of the nation's largest independent marketing communications agencies with 200-plus associates and offices in Chicago and Pittsburgh, plus MARCA Hispanic in Miami. Beginning his career at MARC USA as an assistant account executive, Tony moved steadily up the ranks to chairman in 1997 while guiding marketing strategy for top brands including True Value, Rite Aid, Cooper Tires and Payless ShoeSource. He is a pioneer in agency management — authoring the AAAA's Management Guide as well as numerous articles on agency structure, advertising and RetailBranding™. Tony has been honored many times for his contributions to his profession and the community, including induction into the Pittsburgh Advertising Federation Hall of Fame, the Junior Achievement Golden Achievement Award, the Pittsburgh Opera Maecenas Award and the Vectors Man of the Year award. Tony's national board experience includes Girls Inc., KaBoom and the Make-A-Wish Foundation of America.

Scott Donaton
President, Chief Executive Officer and Founder
Ensemble

Scott Donaton is founder, president and chief executive officer of Ensemble, a content development company that delivers innovative, strategic solutions to marketers across platforms, including TV, web, mobile, social, film and music. Donaton won a Cannes Lion in the branded content category in 2012 for his work on "Always Open," an original web series created for Denny's that features such stars as Jason Bateman, Will Arnett and Sarah Silverman. Donaton also served as an executive producer of Garnier Fructis' "Style Stage" documentary and BMW's "Alter/Egos", an original TV series that profiled the personal passions of such celebrities as David Yurman and Kevin Baco. In naming Mediabrands as its "Media Holding Company of the Year" for 2009, *Mediapost* wrote: "In branded entertainment, Mediabrands innovated [by] bringing in former *Entertainment Weekly* and *Advertising Age* publisher Scott Donaton, a pioneer in the field, to run a new unit called Ensemble." A recognized expert on branding, entertainment and media, Donaton "has the uncanny ability to anticipate the next thing," said *Media Industry Newsletter* in honoring him as one of the "21 Most Intriguing People in Media." Before launching Ensemble, Donaton served as publisher of *Entertainment Weekly*. During his tenure, the title was named one of *AdWeek*'s "Magazine Brand Leaders," in print and online, and one of *Media Industry Newsletter*'s "Most Engaged Media Brands." Before joining Time Inc., Donaton was longtime editor and publisher of *Advertising Age*. In June 2013, Donaton will serve as president of the Branded Entertainment jury at the prestigious Cannes International Festival of Creativity.

Speaker Bios

ANA Innovation Day Members-Only Conference
at MillerCoors presented by A+E Television Networks

Aaron Fetters
Director, Insights and Analytics Solutions Center
Kellogg

As director of insights and analytics solutions center at Kellogg, Aaron Fetters oversees a broad marketing insights organization. From product, idea and communication assessment through marketing effectiveness analytics and research, his group delivers services and insights which power brand growth. Previously, Aaron served as associate director of global digital strategy and analytics, responsible for enhancing Kellogg's capabilities in digital marketing measurement and analysis, with emphasis on digital media performance, insights, and digital marketing ROI. In addition, he was the lead digital strategist for the Pop-Tarts and Eggo brands, advising and co-creating digital marketing solutions with agency partners. Aaron began his career at P&G where he helped develop industry leading capabilities in the areas of digital marketing and digital marketing research.

John Learish
Senior Vice President, Marketing
Rite Aid

John Learish is the senior vice president of marketing at Rite Aid Corporation, one of the nation's top drugstore chains with more than 4,600 stores in 31 states and D.C. A true retail expert, John is part of the senior leadership team guiding Rite Aid to its best results in years. John joined Rite Aid in 1994 as the director of marketing, and was promoted to his current position in 2002 with responsibility for all marketing, advertising, promotions, and special events. Prior to joining Rite Aid, he held marketing positions at Giant Eagle foodstores and Phar-Mor drugstores. John is the primary architect of Rite Aid's highly successful wellness+ loyalty program, which was named the most recommended loyalty program in the country and is a key element in Rite Aid's renewed growth. He also led the development of Rite Aid's wellness empowerment brand positioning as well as numerous technology innovations, which have significantly changed the drugstore shopping experience.

Scott Meek
Director of Brand Innovations
MillerCoors

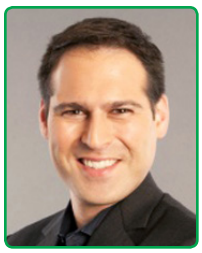
Scott Meek is director of branded innovations at MillerCoors. His team is responsible for developing strategy and delivering innovations against MillerCoors' portfolio of brands including Miller Lite and Coors Light, two of the largest beer brands in America. Scott has been at MillerCoors for three years. Prior to that, he spent six years at Unilever, where he worked on the Dove and AXE brands. Mr. Meek received his B.S. in engineering from Northwestern University, and earned his M.B.A. from the University of Texas at Austin.

Speaker Bios

ANA Innovation Day Members-Only Conference
at MillerCoors presented by A+E Television Networks

Lori Peterzell
Vice President, Marketing and Brand Strategy
A&E Networks

Lori Peterzell was named vice president of marketing and brand strategy for A&E Networks in September 2010. An award-winning marketing executive, Peterzell directs all aspects of brand strategy and media for the flagship A+E Networks including integrated marketing and social media, as well as overseeing external media and promotional partners. Previously, Peterzell had served as vice president of consumer marketing for A&E Networks since 2005. In that role, Peterzell was responsible for overseeing all facets of the network's consumer marketing. Peterzell spearheaded a comprehensive marketing and promotions campaigns for the launches of A&E's signature real-life series including "Storage Wars", the Emmy-nominated Intervention, and the most-watched series in network history, "Duck Dynasty", among others. Peterzell also ushered in a new era of social media for the network, creating industry leading, award-winning social media campaigns that have resulted in increased ratings across the board. Under her leadership, "Duck Dynasty" earned the title as the #1 most social television show on Facebook for 2012. Prior to A&E, Peterzell held positions at several cable networks including Bravo and AMC. Peterzell holds a B.A. in fine arts from Rochester Institute of Technology.



Dave Rosner
Executive Vice President and Director, Innovations
Initiative U.S.

Dave Rosner serves as executive vice president, and director of innovations for Initiative, one of the Interpublic Group's (NYSE: IPG) two worldwide media networks and part of the company's IPG Mediabrands unit. Dave is responsible for stewarding the agency's innovations unit nationally. Dave has presided over an impressive string of success that identifies trends early and leverages them for clients. In 2010, he was named a "media all-star" by *Mediaweek Magazine*, and earned one of three covers created for the awards. Prior to Initiative, Dave held positions of increasing responsibility at J. Walter Thompson (JWT), serving as Worldwide Account Supervisor for the Smirnoff Vodka brand where he helped launch the first content and entertainment group at an advertising agency focused on solutions beyond the thirty second television spot. In addition, Dave was a partner at an urban marketing and digital design firm. He began his career at Bozell. Rosner received his bachelor of arts degree from Washington University in St. Louis. He holds a masters of business administration in media/marketing from Columbia University Business School. A passionate fan of the arts and music, Dave was born and raised in New York, and currently makes his home in Manhattan.

Andrew Zrike
Manager, New Product Innovations
MillerCoors

Andrew Zrike is manager of new product innovations at MillerCoors. He is responsible for developing and launching a pipeline of new product innovations (including the recently launched Redd's Apple Ale). At MillerCoors, Andrew has also worked on the planning and positioning of Coors Light. Andrew's previous experience includes working in account management at global marketing services agencies, BBDO, Ogilvy & Mather, and Digitas. Andrew received his B.A. from Middlebury College and earned his M.B.A. from the Ross School of Business at the University of Michigan.

Attendees

ANA Innovation Day Members-Only Conference
at MillerCoors presented by A+E Television Networks

Rob Aksman
Founder and Chief Experience Officer
BrightLine

Denise Alamad
Manager Strategic Sourcing
U.S. Cellular Corporation

Steve Aldrich
Strategic Sourcing Analyst
Gap Inc.

Luis Alvaray
Consumer Activation Coordinator
Walgreen Company

Linda Ardehali
Director, New Media
Feld Entertainment

Justin Bailey
S and E Marketing Manager
MillerCoors LLC

Kyle Baker
Marketing Initiatives
and Planning Manager
U.S. Cellular Corporation

Anna Barej
Marketing Procurement
Kraft Foods Group, Inc.

Julia Barry
Business Manager
Kraft Foods Group, Inc.

Candice Benda
Account Manager, ECommerce
W.W. Grainger, Inc.

Stevie Benjamin
Director, Media
MillerCoors LLC

Bill Berg
Director, Commercial Analytics
MillerCoors LLC

Kristi Bergstrom
Channel Marketing
Whirlpool Corporation

Michael Bigda
Product Manager II Prepaid
U.S. Cellular Corporation

Mia Billetdeaux
Field Marketing Analyst
Beam Inc.

Robert Blackwell
Chief Executive Officer
Killerspin, LLC

Elizabeth Bleser
Director, Integrated
and Strategic Partnerships
AT&T AdWorks

Aviva Bollinger
Digital Marketing Manager, EHealth
Walgreen Company

Mandy Bosco
Senior Manager
Motorola Solutions, Inc.

Jeff Bovee
Senior Marketing Manager
Wahl Clipper Corporation

Jennifer Bowser
Associate Marketing Manager
Allstate Insurance Company

Elsie Brands
Senior Marketing Specialist
ComEd Energy Delivery

Richard Brayer
Vice President, Marketing
Car-X Auto Service

Scott Briggs
Customer Intelligece Specialist
SAS Institute Inc.

Cari Bucci
General Manager
MARC USA, Chicago

Tony Bucci
Chairman
MARC USA

Lillian Buie
Content Manager
Northstar Lottery Group, LLC

Ryan Bujeker
Senior Manager, Global Digital
Marketing Communications
United

Kevin Byrne
Marketing Analyst
Allstate Insurance Company

Sarah Caputo
Marketing Lead Consultant
Allstate Insurance Company

Kristen Carter
Marketing Specialist
Enterprise Holdings, Inc.

Pamela Caruth
Senior Administrative Assistant
MillerCoors LLC

Jenny Chan
Senior Director, Consumer Marketing
Cars.Com

Monica Christensen
Brand Manager
Robert Bosch LLC

Don Clippinger

Paul Connors
Group Creative Manager
Discover Financial Services, Inc.

Stephen Connors
Global Advertising
Accenture

David Coors
Coors Banquet Associate Brand Manager
MillerCoors LLC

Kim Courtney
Director Business Affairs
MillerCoors LLC

Sherry Courtney
Digital Marketing Manager
MillerCoors LLC

Jennie Cull
Managing Director
KPMG LLP

Brian Davidson
Senior Vice President, Member Relations
ANA

Susanne Dawursk
Brand Marketing Director
GrubHub

Adam Dettman
Director of Sports and Entertainment
Marketing
MillerCoors LLC

Scott Donaton
President and Chief Executive
Officer, Founder
Ensemble

Andrea Donatucci
Global Digital Advertising Manager
Accenture

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

Alicia Driskill
Live Nation, Inc.

Brendan Duffy
Vice President, Marketing
Caravan Tours

Attendees

ANA Innovation Day Members-Only Conference
at MillerCoors presented by A+E Television Networks

Elmir Durakovic
Consumer Insights Analyst
Gogo

Katherine Dusek
Assistant Marketing Manager
Allstate Insurance Company

Kelly Ellefson
Associate Media Manager
MillerCoors LLC

Luka Erceg
Manager, Marketing Services Procurement
Mondelez International

Jennifer Erickson
Marketing Director, End User Computing
Dell Inc.

John Estrada
Human Resources Consultant
Motorola Solutions, Inc.

Christine Fanning
Global Integrated Marketing Communications
Motorola Solutions, Inc.

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

Jeffrey Fargo
Promotions Manager I
U.S. Cellular Corporation

Valerie Fay
Marketing Manager
KPMG LLP

Benjamin Feeney
Brand Manager, Branded Innovation
MillerCoors LLC

Brad Feinberg
Media Group Manager
MillerCoors LLC

Dilini Fernando
Associate Brand Manager, MillerLite
MillerCoors LLC

Aaron Fetters
Director, Insights and Analytics Solutions Center
Kellogg Company

Greg Forst
PPC/Social Media Consultant
FLOR

Bill Gassman
Senior Marketing Manager
Wahl Clipper Corporation

Brian Gedemer
Senior Manager
Allstate Insurance Company

Cynthia Gedemer
Marketing Manager
Discover Financial Services

Heather Gheen
Associate Media Manager
MillerCoors LLC

Rob Gilland
Vice President, U.S. Advertising
BMO Harris Bank

Quantas Ginn
Marketing Specialist
Accenture

Anne Giometti
Industry Marketing Director
KPMG LLP

Michelle Godfrey
Consumer Activation Manager
Walgreen Company

Biba Golic
Athlete
Killerspin, LLC

Justen Gombac
Sponsorship Coordinator
Live Nation, Inc.

Erica Gordon
Communications and Brand Manager
City Year Milwaukee

Marni Gordon
Vice President, Marketing and Media Committees
ANA

LaToya Gray
Sears Holdings Corporation

Chris Hackett
Senior Director, NA Media
Kellogg Company

Jessica Hamari
Retention Manager
U.S. Cellular Corporation

Heather Heidloff
Product Management Specialist
Pella Corporation

Natalia Herrera Azabache
Sales and Marketing Manager Latin America
Tomy International

Alvin Hinchen
Mailing Specialist
United States Postal Service

Kenya Hitchens
Consumer Promotions Analyst
MillerCoors LLC

Abby Hoitink
Marketing Excellence Trainer
AbbVie Inc.

Anita Hooker
Creative Design Lead
Discover Financial Services, Inc.

Mark Hudson
Advertising Procurement Manager
BP p.l.c.

Scott Hughes
Vice President, Insights
MillerCoors LLC

Margie Ingraham
Marketing Business Affairs Manager
MillerCoors LLC

Marques Jackson
Sports and Entertainment Marketing Manager
MillerCoors LLC

Lindsay Jacobs
Manager Marketing Procurement
Kraft Foods Group, Inc.

Gundars Jegers
Manager, Digital Design
Discover Financial Services, Inc.

Brad Johnson
MillerCoors LLC

Michael Jolliff
Marketing Manager
Allstate Insurance Company

Rhodel Kabah
Manager, Interactive Media and Communications
Whirlpool Corporation

Heather Kaster
Senior Manager Marketing Services
Kraft Foods Group, Inc.

Terelynn Keane
Discover Financial Services, Inc.

Steve Keller
Analyte Health

Attendees

ANA Innovation Day Members-Only Conference
at MillerCoors presented by A+E Television Networks

Atul Khosla
Chief Operating Office
Major League Soccer

Mariane Kingston
Communications Specialist Senior
Whirlpool Corporation

Liz Kirk
Marketing Communication Manager
Motorola Solutions, Inc.

Anna Kolich
Associate Media Manager
MillerCoors LLC

Doug Kooyman
Senior Director, Brand Marketing
Mike's Hard Lemonade, Company

Margo Koupas
Marketing Manager
Allstate Insurance Company

Laura Kramer
Digital Editor
Grant Thornton LLP

David Kroll
Vice President, Innovations
MillerCoors LLC

Christine Kubisztal

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

Christopher Lacefield
Communications
Whirlpool Corporation

Wendy Lappa
MillerCoors LLC

Jennifer Larson
BMO Harris Bank

John Learish
Senior Vice President, Marketing
Rite Aid Corp.

Brett Lee
Product Strategy Manager
U.S. Cellular Corporation

Wanda Lenoir
Copy Manager
True Value Company

Brian Lipman
Media Manager
MillerCoors LLC

Ryan Luckey
Director, New Package Innovation
and Sustainability
MillerCoors LLC

Jennifer Lukes
Senior Marketing
Communication Specialist
Robert Bosch LLC

Mwanza Lumumba
MillerCoors LLC

Brendan Lynch
Senior Director, Strategy
and Revenue Management
Beam Inc.

Christina Manuel
Associate Digital Marketing Manager
MillerCoors LLC

Pete Marino
Vice President, Communications
MillerCoors LLC

Melissa Martinez
Associate Media Manager
MillerCoors LLC

Dyani Marvel
Senior Manager, Interactive Marketing
Northstar Lottery Group, LLC

Jessica Masterson
Manager, Social Marketing
U.S. Cellular Corporation

Colette Matthews
Marketing Director, Strategy and Insights
Whirlpool Corporation

Laura McDaniel
Digital Marketing Manager
FLOR

Pat McDonough
Senior Buyer, Advertising
and Customer Promo
Kraft Foods Group, Inc.

Brian McGowan
Marketing Director
BMO Harris Bank

Amber McGrogan
Associate Brand Manager, On of Premise
Innovation and Activation
MillerCoors LLC

Evan McLaughlin
Editor, Global Integrated
Marketing Communications
Motorola Solutions, Inc.

Scott Meek
Director, Brand Innovation
MillerCoors LLC

Andrew Meeks
Account Manager
Beam Inc.

Jim Meier
Senior Director, Marketing Finance
MillerCoors LLC

Matt Mikulcik
Director, Marketing
Bankers Life & Casualty Company

Anne Miller
Marketing Manager
Walgreen Company

Dan Miller
Accenture

Elizabeth Miller-Tyson
Marketing Manager
Jockey International, Inc.

Kelly Mitchell
Field Activation Marketing Manager
MillerCoors LLC

Dwight Mouton
Product Manager
SAS Institute Inc.

Libby Mura
Marketing Director
MillerCoors LLC

Steve Mura
Digital Marketing Director
MillerCoors LLC

Michael Myers
Regional Vice President
Live Nation, Inc.

Gail Nichols
Director, Marketing
Nestlé USA

Greg Niedbala
Senior Associate
Discover Financial Services, Inc.

Michael Nolan
Senior Manager, Global Events Marketing
Accenture

Lynn O`Donnell
Web Content Specialist
ANA

Attendees

ANA Innovation Day Members-Only Conference
at MillerCoors presented by A+E Television Networks

Rebecca Ojile
Marketing Specialist
Enterprise Holdings, Inc.

Ray Olmeda
Media Manager
MillerCoors LLC

David Olsen
Brokerage Marketing Manager
AMA Insurance Agency, Inc.

Emily Olson-Torch
Senior Director, Marketing
FLOR

Katie Oster
Marketing Senior Analyst
Allstate Insurance Company

Paula Otero
Brand Manager
Amway Corporation

Mario Palacios
Product Manager
Capital One Services, Inc.

Linda Palus
Senior Manager, Digital/CRM
S.C. Johnson & Son, Inc.

Luca Pasqualotti
Associate Brand Manager
Sanford, L.P.

Hetal Patel
Product Manager I
U.S. Cellular Corporation

Rita Patel
Marketing Director
MillerCoors LLC

Tasha Patterson
Senior Manager, Promotions
U.S. Cellular Corporation

Jeffrey Paul
Marketing Manager
KPMG LLP

Roger Payne
Brand Marketing Director
Killerspin, LLC

Phil Penuela
Manager, Consumer Insights
Gogo

Laura Petee-Chriscinske
Senior Manager Marketing
Whirlpool Corporation

Lori Peterzell
Vice President, Marketing
and Brand Strategy
A+E Networks

Michael Pfluegl
Director, Sales
Live Nation, Inc.

Nilesh Phillips
Manager, Brand Strategy
Accenture

Janet Platcow
Marketing Manager
Allstate Insurance Company

Brian Pokorny
Media Group Manager
MillerCoors LLC

Noah Powers
Customer Intelligence Specialist
SAS Institute Inc.

Laura Puente
Manager, Strategic Marketing
ConAgra Foods Inc.

Claire Rajcevich
Strategic Account Manager
United States Postal Service

Jordan Razowsky
Graphic Designer
Discover Financial Services, Inc.

Jennifer Roberts
FLOR

Mary Rodgers
Director, Marketing Communications
Cuisinart

Dave Rosner
Executive Vice President
and Director, Innovations
Initiative US

Sarah Ross
Senior Director, Coors Family of Brands
MillerCoors LLC

Maya Rubalcaba
Global Brand Manager of Tequila
Beam Inc.

Sommer Rustem
Media Manager
MillerCoors LLC

Beatrice Santangelo
Project Manager
Discover Financial Services, Inc.

Debbie Scartozzi
National MFG Marketing Director
KPMG LLP

Robin Schaltz
Director, Creative and Production
True Value Company

Jodi Schechter
Associate Brand Manager
MillerCoors LLC

Kathryn Seifert
Consultant
Ernst & Young LLP

Diane Selinske
Research Specialist
American Family Insurance

Bhuvnesh Sharma
Team Leader
GE Healthcare

Amanda Simerman
Brand Manager, Innovations
MillerCoors LLC

Roger Simpson
Associate Creative Director
True Value Company

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

Patrick Skertich
Director, Marketing
FLOR

Christian Smith
Senior Account Executive
Partnership Marketing
Major League Soccer

Emily Smith
Digital and Social Marketing Manager
MillerCoors LLC

Debbie Solbrig
Senior Training Manager
AbbVie Inc.

Lucino Sotelo
Head of Digital Marketing
Grant Thornton LLP

Barb Starr
Director, New Products and Packaging
Crown Imports LLC

Aaron Stash
Marketing Communications Strategist
United Airlines, Inc.

Attendees

ANA Innovation Day Members-Only Conference
at MillerCoors presented by A+E Television Networks

Joan Strainis
Creative Director
True Value Company

Ashlee Stroud
Interactive Communications Coordinator
Whirlpool Corporation

Sara Studebaker
Associate Brand Manager
MillerCoors LLC

Michelle Stukel
Marketing Manager
Allstate Insurance Company

Brittany Tall
Digital Media Manager
MillerCoors LLC

Lee Tang
Business Analyst
GE Healthcare

Molly Tarantino
Social Media Specialist
DeVry Inc.

Ciare Thorn
Brand Manager
ConAgra Foods Inc.

Mark Tribble
Vice President, Group Account Director
MARC USA

Alexander Tsai
Strategy and Emerging Products
Adobe Systems Incorporated

Michael Uhrich
Manager, Industry and Consumer Trends
MillerCoors LLC

Evangeline Umali Hannum
Marketing Senior
Grant Thornton LLP

Ken Valdiserri
Vice President, Strategic Alliances
Killerspin, LLC

Anisa Valliani
Marketing Communications Professional
Allstate Insurance Company

William Vargo
Device Launch Manager II
U.S. Cellular Corporation

Daniel Velez
Manager, Media Production
Whirlpool Corporation

Kelly Vitale
Senior Manager Marketing Operations
and Change Management
Motorola Solutions, Inc.

Leigh Walczak
Associate Manager, Conferences
ANA

Sylvia Walker
Lead Marketing Consultant, Encompass
Allstate Insurance Company

Nick Walter
Digital Manager
Humana Inc.

Jeanne Weed
Director, Marketing Operations
Motorola Solutions, Inc.

Nancy Wells
Project Manager Digital
Discover Financial Services, Inc.

Lindsey Whitaker
Product Management
Walgreen Company

Michelle Wilkosz-McCarthy
Web Content Guru, Global Marketing
Motorola Solutions, Inc.

Willie Wilkov
Vice President, Marketing
Communication
Tomy International

Brian Winterble
Manager, Integrated Marketing
and Communications
Gogo

Amy Wloszek
Senior Creative Specialist
Ace Hardware Corporation

Jennifer Woods
Director, National Sales
and Business Development
New Futuro

Jackie Woodward
Vice President, Marketing Services
MillerCoors LLC

Jessica Worley
Senior Director of Corporate Partnership
Chicago Fire

Steven Yde
Director of Marketing
Wahl Clipper Corporation

Andrew Zrike
Manager, New Product Innovations
MillerCoors LLC

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
Lan Phan | lphan@ana.net
212.455.8028

MID-ATLANTIC
Ed Berg | eberg@ana.net
646.660.2167

SOUTHEAST
Meital Rofe | mrofe@ana.net
212.455.8049

CENTRAL NORTH
Brian Davidson | bdavidson@ana.net
212.455.8012

CENTRAL SOUTH
Michael Palmer | mpalmer@ana.net
646.369.4898

WEST
Tracy Owens | towens@ana.net
310.593.4910

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 Innovation Day Members-Only Conference
at MillerCoors presented by A+E Television Networks

> April 2013

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