

ANA/IEG Sponsorship & Event Marketing Members-Only Conference

at Consolidated Edison Co. of New York, Inc.

June 12, 2013 | New York, NY



conEdison, inc.

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Agenda

ANA/IEG Sponsorship & Event Marketing Members-Only Conference at Consolidated Edison Co. of New York, Inc.

Wednesday, June 12

Breakfast (8:15 a.m.)

General Session (9:00 a.m.)

CAPITAL ONE MAXIMIZES REGIONAL SPONSORSHIPS THROUGH CENTRALIZED APPROACH

Capital One has had successful sponsorship relationships with dozens of rights-holders across the Northeast, Mid-Atlantic and South Central regions, including partnerships with the NHL New York Islanders, Washington D.C.'s National Cherry Blossom Festival, and the AT&T Performing Arts Center in Dallas. Capital One is now taking its sponsorship program to the next level to adopt a centralized system of selecting and managing partnerships to maximize the impact these investments have on its business objectives while taking into account region-specific needs. Discover the rationale, process and tools deployed to ensure that Capital One's sponsorships continue to deliver a distinctive, sustainable and substantial competitive advantage.

John Neukom
Brand Manager
Capital One Bank

Jim Andrews
Senior Vice President, Content Strategy
IEG, LLC

NORWEGIAN CRUISE LINE® AND THE ROCKETTES® SAILING INTO A NON-TRADITIONAL PARTNERSHIP

In this session you'll hear how entertainment icons, the Rockettes, are partnering with Norwegian Cruise Line to introduce its newest ship, Norwegian Breakaway, sailing year-round from Manhattan beginning this May. From the first announcement of Rockettes as Godmothers to the integration of experiential on-board touchpoints, this session offers great insight in creating impactful, content-driven partnerships that are brand wins for both partners.

Maria Miller
Senior Vice President, Marketing
Norwegian Cruise Line

Chris Moseley
Senior Vice President, Product Management and Brand Oversight
Rockettes, MSG Entertainment

HOW THE NFL CROSSES THE GOAL LINE WITH MARKETING PARTNERSHIPS

The National Football League is the most popular sports league in America. The NFL partners with many top global brands across multiple categories throughout the entire calendar year. In this presentation, the NFL will share insights on how they integrate leading brands into their marketing platforms and events, including the Super Bowl — driving unique fan engagement among key demographics for their partners and themselves.

Peter O'Reilly
Vice President, Fan Strategy and Marketing
National Football League (NFL)

Luncheon (12:00 p.m.)

Agenda

ANA/IEG Sponsorship & Event Marketing Members-Only Conference at Consolidated Edison Co. of New York, Inc.

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

CON EDISON POWERS TOMORROW'S SCIENTISTS THROUGH SPONSORED EDUCATIONAL PROGRAMS

Discover how Consolidated Edison leverages educational sponsorships such as the FIRST Robotics Competition to further their objectives in teaching kids about the rewards of engineering and science while building their brand through community outreach. In this program, Consolidated Edison volunteers act as mentors to dozens of high school teams while students learn the value of communication and teamwork through competitive events. You will also hear how Consolidated Edison measured success along with best practices on this very successful program.

Hilary Ayala
Director, Grassroots Management
and Strategic Programs
Consolidated Edison

AN INSIDE LOOK AT SAP'S PARTNERSHIP STRATEGY

As a business-to-business marketer, SAP has long relied on an extensive partnership portfolio to showcase its technological prowess, engage customers and build visibility. But in the ever-evolving category in which the company operates, its focus has shifted to address the trend of "consumerization." SAP is using sponsorship of properties such as the NBA, San Francisco 49ers and Cirque du Soleil to promote products including cloud storage, mobile solutions and real-time analytics to a new audience by enhancing the fan experience. Discover how sponsorship is playing a pivotal role in humanizing the brand and helping SAP expand its horizons beyond enterprise software.

Chris Burton
Group Vice President, Global Sponsorships
SAP

Conference Adjournment (2:45 p.m.)

Speaker Bios

ANA/IEG Sponsorship & Event Marketing Members-Only Conference at Consolidated Edison Co. of New York, Inc.



Jim Andrews
Senior Vice President,
Content Strategy
IEG, LLC

A 26-year industry veteran, Jim is responsible for developing and sharing the thought-leadership content developed through IEG Consulting's groundbreaking work in sponsorship strategy, valuation and measurement via periodicals, webinars, blogs, strategy papers, presentations and other media. In addition to identifying key trends and delivering his unique insights into the critical issues facing sponsors and rightsholders, Jim oversees the agenda for the IEG Annual Sponsorship Conference. He also is responsible for IEG's annual report and forecast of overall sponsorship spending, as well as the compilation of IEG's list of biggest spending companies and its surveys on industry compensation and the opinions of sponsorship decision-makers. Jim is a member of the board of directors of StreetWise, Inc. and former chairman of the board of Chicago's About Face Theatre. A New York native, he earned bachelor's and master's degrees in journalism from Northwestern University's Medill School of Journalism.



Hilary Ayala
Director, Grassroots
Management and
Strategic Partnership
Programs
Consolidated Edison

Hilary S. Ayala serves as the director of Con Edison's grassroots management and strategic partnerships programs. Reporting to the senior vice president of public affairs, Ms. Ayala leads the company's strategic, cause-related contributions program and grassroots initiatives. Ms. Ayala's portfolio includes the company's strategic partnerships program, employee and retiree volunteer corps, board placement program, grassroots advocacy network and political action committee. Her responsibilities include assisting senior executives in the development and implementation of the company's political and community strategies to communicate Con Edison's position as an industry leader, an environmentally responsible company, and an active community supporter. In former positions at Con Edison, Ms. Ayala served as the company's principal federal lobbyist in Washington, DC. Ms. Ayala joined Con Edison in 2001. Ms. Ayala has many years of experience in the public and not-for-profit sector with a background in public relations, strategic management and development work. Prior, she served as the director of special events and alumni development at Manhattanville College. She held several positions with former U.S. Senator Bob Smith both on Capitol Hill and the district office. Ms. Ayala is a graduate of Manhattanville College with a bachelor's degree in International Studies. She studied at the Université de Paris-Sorbonne on a Marandon scholarship. Ms. Ayala currently serves on the boards of the Vineyard Theatre, Westchester Children's Museum and YMCA of Greenwich.



Chris Burton
Group Vice President,
Global Sponsorships
SAP

Chris Burton is the head of SAP global sponsorships and leads a global team focused on aligning investments in marketing sponsorships to create powerful partnerships which showcase how SAP technology helps the world run better and improve people's lives. Chris and his team are on a path to renew the entire SAP sponsorship portfolio to deliver credible and relevant tools which transform industries and humanize the SAP brand. Since 2000, Chris has been responsible for SAP's global sponsorship portfolio and built partnerships with the America's Cup, Formula One, Soccer, Basketball, American Football, Golf, Tennis, Sailing, Arts and entertainment. Award winning programs include the ground breaking digital art exhibition DECODE which was built in partnership with the Victoria & Albert Museum. This global touring art exhibition used "code" as a raw material for art and SAP software to bring the art to life. Recent North American work includes innovative new technology partnerships with the NBA, NFL, San Francisco 49ers and Met Life stadium.



Speaker Bios

ANA/IEG Sponsorship & Event Marketing Members-Only Conference at Consolidated Edison Co. of New York, Inc.



Maria Miller
Senior Vice President,
Marketing
Norwegian Cruise Line

As a seasoned marketing executive with more than 25 years of experience, Maria Miller joined Norwegian in June 2009 as senior vice president, marketing. In this role, she is responsible for all of the company's marketing efforts, including advertising, branding, direct marketing, web site/e-commerce and market research. Miller most recently served as chief marketing officer at Dallas-based Dave & Buster's, one of the country's premier entertainment/dining concepts with 52 locations throughout the United States and in Canada. Prior to that, she worked as a marketer and consultant within the technology industry. In addition, Maria has a wealth of increasingly responsible travel industry experience as the senior vice president of marketing with Avis and several executive level positions with American Express. Maria received her undergraduate degree in business administration from New York University in New York City and has an M.B.A. from Stanford University.



Chris Moseley
Senior Vice President,
Product Management
and Brand Oversight
**Rockettes, MSG
Entertainment**

Chris Moseley serves as senior vice president, product management and brand oversight of the Rockettes and oversees all brand strategy, development and management surrounding the world-famous Radio City Rockettes. Ms. Moseley assesses ways to continue expanding the brand into new forms of entertainment, merchandise and partnerships, through multimedia applications, beyond the Radio City Christmas Spectacular. Prior to joining MSGE in 2011, Ms. Moseley was senior vice president of marketing for the History Channel. During her four years there, she helped History become one of the cable's top five networks, and forged award-winning partnerships with leading national organizations and brands including the Library of Congress and Bank of America. Before that, Ms. Moseley served as executive vice president and chief marketing officer for Hallmark Channels Worldwide. She has also headed marketing for ABC Network and was the launching chief marketing officer for Discovery Communications, Inc. Ms. Moseley earned a bachelor of arts degree from the College of Wooster, attended John Hopkins School of International Studies and was awarded an honorary doctorate by the Sage Colleges.



John Neukom
Brand Manager
Capital One Bank

John Neukom oversees Capital One Bank's sponsorship portfolio and local marketing initiatives for Texas and Louisiana. He is responsible for the analysis, strategic development, activation, and measurement and reporting of partnerships within these two states. In his role, John balances brand-building activities with an understanding of business objectives from multiple Capital One stakeholders. John has experience in traditional and hybrid sponsorships, integrated marketing strategies and community investment initiatives. In addition, he is leading the Capital One Bank Sponsorship team's review of the role of digital and social media in activating partnerships. Neukom received both his B.B.A. and M.B.A. from the University of Texas at Austin McCombs School of Business.



Speaker Bios

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Peter O'Reilly
Vice President, Fan
Strategy and Marketing
**National Football
League (NFL)**

Peter O'Reilly joined the NFL in 2005. He is responsible for developing and implementing strategies and marketing programs aimed at increasing the engagement of the NFL's priority fan segments, including avid, casual, young and Hispanic fans. Mr. O'Reilly also leads the NFL's corporate social responsibility initiatives, with a primary focus on the league's commitment to youth health and fitness through its NFL PLAY 60 campaign. Prior to joining the NFL, Mr. O'Reilly held the position of senior marketing and sports manager for NYC2012, the New York City Olympic Bid. He also has past experience as director of production and marketing at the National Basketball Association where he spent six years. Peter began his career at ABC Sports working on the network's college football and college basketball broadcasts. Mr. O'Reilly received his bachelor of arts degree from the University of Notre Dame and received his M.B.A. from Harvard Business School. He currently resides in Bronxville, N.Y. with his wife and two children.



Attendees

ANA/IEG Sponsorship & Event Marketing Members-Only Conference at Consolidated Edison Co. of New York, Inc.

Jasmine Acosta
Vice President
JPMorgan Asset Management

Michelle Acosta
Director, Consumer Promotions
and Sponsorships
LG Electronics

Bob Aglione
Director, Event Marketing
and Communications
March of Dimes

Lily Aidem
American Express Company

Tracy Allery
Global Category Manager
Partnerships and Activation
Diageo North America, Inc.

Jim Andrews
Senior Vice President, Content Strategy
IEG, LLC

Erin Ang
Senior Vice President, Digital Channels
Citibank, N.A.

David Antczak
Director, Advertising and Public Relations
MetroPCS

Mike Antolini
Director, Business Development
PGA TOUR, Inc.

Alex Arnz
Senior Manager
Verizon Communications

Anthony Aromando
National Grid

Becky Atkinson
Associate Director, Marketing Services
Liberty Mutual Group

Hilary Ayala
Director, Grassroots Management
and Strategic Partnership Programs
**Consolidated Edison Co.
of New York, Inc.**

Gina Badalamenti
International Administrative Director
**Subway Franchisee Advertising
Fund Trust**

Alessandro Bampa
Business Development Manager
Ferrero USA, Inc.

Kevin Banks
Director, Synergy and
Partnership Marketing
Disney Theatrical Productions Ltd.

Angela Barkan
Senior Director, Marketing
and Public Relations
Sony Masterworks

Lauren Battaglia
Analyst
National Grid

Lauren Bauer
Marketing Associate
Deloitte

Chase Beck
Sports and Entertainment Marketing
JPMorgan Chase & Co.

Karen Best
Director, Advertising
Bristol-Myers Squibb Company

Niara Blakney
**Columbia Records, Division
of Sony Music**

Barbara Boody
Group Manager, Sponsorships
Verizon Communications

Stephanie Borges
Director, Corporate Alliances
Six Flags, Inc.

Bonnie Boyle
Marketing, Multimedia
Bloomberg L.P.

Yina Bravo
Director
MasterCard Worldwide

Sally Bray
Director, Sponsorship
Sun Life Financial

Jennifer Breithaupt
Senior Vice President, Experiential
Marketing and Wealth Sector
Citigroup Inc.

Linda Brnicevic
Project Manager, Advertising
and Creative Services
**Prudential Insurance Company
of America**

Chris Brown
Director, Corporate Partnerships
and Strategic Alliances
**SeaWorld Parks and
Entertainment**

Lisette Burgos
Manager, Marketing and Events
**Depository Trust & Clearing
Corporation**

Caitlin Burke
Senior Marketing Manager, Media
and Branded Entertainment
**Subway Franchisee Advertising
Fund Trust**

Chris Burton
Vice President, Global Sponsorships
SAP

Michael Buzzeo
Head of International Marketing
Forex Capital Markets

Melissa Byrd
Senior Manager, Marketing and Strategy
American Express Company

Paul Cantello
Event Marketing Manager
National Grid

Tara Catalino
Director, Global Branding
and Sponsorship
**American International
Group, Inc.**

Paulina Chapa
Multicultural Marketing Specialist
NBA

Kate Childs
Publicity Manager, Digital and New Media
Random House

Amanda Chin
Marketing Manager
NBA

Sherry Chiu
Senior Marketing Associate
UnitedHealthcare Asian Initiatives

Melanie Clarke
Marketing Assistant and Social
Media Coordinator
IMAN Cosmetics

Allison Clarke Olson
Director, Business Development
City Year Inc.

John Clinton
Director, Consumer Events
Random House

Attendees

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Mark Clowes
Director, Global Branding
American International Group, Inc.

Kim Collins
Director, Multicultural Marketing
Verizon Wireless Inc.

Dennis Cook
Director, Marketing
PlayStation - Sony Pictures Television

Jeannette Cornell
Director of Consumer and Retailer Insights
Materne North America

Brian Cronin
Brand Manager
National Grid

Emily Cropper
Senior Manager, Events and Sponsorships
CIGNA Corporation

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

Candace Cybert
Purchasing Manager, A and P
Moet Hennessy USA

Jordan Dabby
Vice President, Partnership Marketing
Macy's Inc

Cynthia Davenport
Multicultural Business Development
State Farm Insurance

David Deacon
Vice President, Marketing and Events
Depository Trust & Clearing Corporation

Emily Debevec
Senior Account Manager
Live Nation, Inc.

Joseph DeSomma
Purchasing Supervisor
Mercedes-Benz USA, LLC

Rocky DiChiara
Manager, Brand Implementation
National Grid

Sanyu Dillon
Senior Vice President
Random House

Alexandra Dimodica
Deloitte

Grace Djuranovic
Sponsorship Project Manager
UBS Americas, Inc.

Cynthia Dones
Marketing
IMAN Cosmetics

Lauren Doyle
Director, Brand Activation
Materne North America

Tracy Drelich-Knauer
Assistant, Promotions and Sponsorship Manager
BP Lubricants

Amy Driscoll
Director, Sponsorship Marketing
Fidelity Investments

Fiona Dunne
Manager, Promotion
Tourism Ireland

Jim Echikson
Senior Director, Corporate Partnerships
ASPCA

Pamela English
Creative Associate
Greater Philadelphia Tourism Marketing Corp.

Carolyn Esposito
Business Leader
MasterCard Worldwide

Linda Evans
Vice President, Cross Platform Strategy
Time Warner Cable

Ken Fakler
Media and Advertising Assurance Services Leader
PricewaterhouseCoopers

Joy Falconer
Manager, Marketing
Bank of New York Mellon

Samantha Falk
Coordinator, Member Relations
ANA

Kristin Fassler
Marketing Director
Random House

Jamie Favata
Coordinator, Member Relations
ANA

Max Felder
Director, National Events and Marketing Partnerships
Macy's

Tamica Fields
Manager, Marketing
IMAN Cosmetics

Lou Figurito
Mailing Solutions Specialist
United States Postal Service

Andrew Flatt
Vice President, Marketing
Disney Theatrical Productions Ltd.

Mark Fogelberg
Director, Integrated and Strategic Partnerships
AT&T AdWorks

Stephanie Ford
Marketing Manager
Verizon

John Fredette
Manager, Global Media and Sponsorship Marketing
IBM Corporation

Emily Freeman
Analyst
BlackRock, Inc.

Taya Friedman
Manager, Marketing
Ferrero USA, Inc.

Helena Funk
Associate, Sales and Marketing
Amtrak-National Railroad Passenger Corp.

Ben Galioto
Associate Vice President, Advertising
Modell's Sporting Goods

Candice Gallagher
Manager, Marketing
Macy's East

Barry Garbarino
Senior Director, Marketing
ANA

LaKisha Garcia
Marketing Leader
MasterCard Worldwide

Steve Garner
Director, Field Programs
Stryker Orthopaedics

Shannon Garrett
Senior Director, Performance Media
Comcast Cable

Attendees

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Anna Giambattista
Consultant, Agency Program Strategy
Travelers Insurance

Sarah Giannelli
Director, Partnership Marketing
Macy's Inc

Daniel Glantz
Global Head, Sponsorship
American International Group, Inc.

Florian Gmeiner
Manager, Marketing, The Americas
Lufthansa

Lauren Goldsand
Associate Product Manager
Merck Consumer Care

Stephen Goldstein
Vice President, Strategic Alliance Marketing
Chubb Corporation

Michael Goldstein
Vice President, Global Sponsorships
MasterCard Worldwide

Jessica Goldstein
Coordinator, Marketing
NBA

Yaritza Gonzalez
Associate Manager
ANA

Marni Gordon
Vice President, Marketing and Media Committees
ANA

Elise Gordon
Second Vice President, Creative Services
Travelers Insurance

Kathryn Gould
Associate Program Manager
Liberty Mutual Insurance Company

Steve Grech
Mailing Solutions Specialist
United States Postal Service

Jennifer Green
Associate Manager, Advertising
Bristol-Myers Squibb Company

Stacy Grobe
Manager, Partnership Marketing
Macy's Inc

Sanjna Grover
Niche Marketing
Lufthansa German Airlines

Peg Grundt
Director, Broadcast Media
Prudential Insurance Company of America

Lauren Hackett
Director, Communications and Social Media
Consumers Reports

Colleen Hall
Associate Director, Advertising Resources
Bristol-Myers Squibb Company

Tiffany Hall
Counsel
Pernod Ricard USA

Allison Halpin
Senior Manager, Global Marketing Partnerships
NBA

Adrienne Hampton
Associate
American Express Travel Related Services Company, Inc.

Michelle Hare
Multicultural Business Development
State Farm Insurance

Emily Harubin
Coordinator, Brand Marketing
Stanley Black & Decker, Inc.

Kyler Hengst
Global Brand Marketing
MetLife, Inc.

Matt Herr
Senior Specialist, Marketing
Canon U.S.A., Inc.

Brenley Higgins
Manager, U.S. Media and Sponsorship Marketing
American Express Travel Related Services Company, Inc.

Pamela Hinkle
Marketing Manager
Knouse Foods Cooperative, Inc.

Liz Ho
Director, Marketing Communications
Healthfirst

Meghan Hogan
Public Relations and Marketing Manager
GUESS Watches USA & The Americas

Dania Holder
Intern
Live Nation, Inc.

Jason Howell
Manager, Sales
Advertising Database

Jason Hoyle
Lead Marketing Manager, Mutual Funds
T. Rowe Price Group, Inc.

Daphne Huang
Manager, Marketing Analysis and Implementation
UnitedHealthcare Asian Initiatives

Carrie Hucko
Senior Manager
American Express Travel Related Services Company, Inc.

Crystal Hudson
Senior Marketing Officer, Entertainment and Sports Marketing
Amtrak-National Railroad Passenger Corp.

Phil Hughes
Brand Manager
Stryker Orthopaedics

Katie Irizarry
Brand Analyst
National Grid

Kimberly James
National Sponsorship, Events and Ambassador Manager
Land O' Lakes, Inc.

Emily Johnson
Manager, Web Marketing
National Grid

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

Bettina Jones
Associate, Events and Sponsorships
TIAA-CREF

Jinah Ju
Senior Associate, Marketing
UnitedHealthcare Asian Initiatives

Sarah Jung
Program Manager
Liberty Mutual Insurance Company

Attendees

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Brad Karmioli
Vice President, Sports and
Entertainment Marketing
JPMorgan Chase & Co.

Nathan Klimkiewicz
Manager, Small Group Field Marketing
Aetna Inc.

Han Ko
Director, Web Marketing
Consumers Reports

Kristen Kondor
**Greater Philadelphia Tourism
Marketing Corp.**

Irina Kopp
Manager, Interactive Development
American Express Company

Robin Korn
Executive Vice President, Marketing
Rockettes

Shepard Kramer
Vice President, Member Relations
ANA

Maggie Kuffner
Marketing Manager
M&T Bank

James Kuhnert
Account Manager, Advertising
and Creative Services
**Prudential Insurance Company
of America**

May Lau
Director, Special Events
Lord & Taylor

James LaVela
BlackRock, Inc.

Chris Law
Vice President, Asian Initiatives
UnitedHealthcare Asian Initiatives

Karen Lechner
BTO Marketing
IBM Corporation

Stacey Levy
Specialist, BEM
Mercedes-Benz USA, LLC

Joey Lewis
Senior Manager, Global
Customer Marketing
Hilton Worldwide

Denise Leyhe
Senior Vice President and Head of
Sponsorships and Charitable Giving
RBS Citizens Financial Group

Alexander Lim
NBA

Heather Lipstein
Attorney
**Subway Franchisee Advertising
Fund Trust**

Victoria Lopez
Account Executive
Soccer United Marketing

Scott MacDougall
Senior Vice President
Citibank, N.A.

Bobbi Manning
Wildfire

Barbara Markfield
Director, Member Relations
ANA

Deanna Mattiello
Global Brand Manager
Stryker Orthopaedics

William Maynard
Associate Director, MIS
KPMG LLP

Carolanne McAuliffe
Vice President, Marketing
NBA

Claire McCabe
Marketing Manager
ASPCA

Mike McCullough
Director, Advertising and Media
Travelers Insurance

Ian McDonald
Manager, Agency Relations
American Express Company

Kristen McDonough
Vice President, Conferences
ANA

Melissa McLeanas
Manager, Partnership Marketing
Six Flags, Inc.

Erin McManmon
Manager, Marketing
United States Tennis Association

Marilyn Mead
Editor and Social Media Manager
Advertising Database

Laura Melendez
Strategy Manager,
Multicultural Marketing
Verizon Communications

Mariana Ng Meyerson
Financial Advisor
Merrill Lynch & Co., Inc.

Maria Miller
Group Vice President, Marketing
Norwegian Cruise Line

Melissa Milsten
Director, Marketing Partnerships
Random House

Grig Mindlin
Senior Vice President, Design
Soli United

Laura Misdom
Director, Global Brand Management
Avaya Inc.

Bernardo Montero Costa
Management Associate
Citibank, N.A.

Dena Mooty
Manager, Event Marketing
Cleveland Clinic

Ruth Moran
Manager, Publicity and Communications
Tourism Ireland

Jessica Moreira
Marketing Manager, Assistant
Vice President
RBS Citizens Financial Group

Mark Morris
Affiliate Marketing Manager
Cars.Com

Margi Moscoe
Advisory Services, Consumer Products
Ernst & Young LLP

Chris Moseley
Senior Vice President, Product
Management and Brand Oversight
Rockettes, MSG Entertainment

Michael Moutenot
Vice President, U.S. Sponsorships
MasterCard Worldwide

Amber Munding
Senior Manager, Sponsorships and Media
ANA

Jui Chairit Nasomyont
Global Brand Manager, Color Cosmetics
Avon Products, Inc.

Attendees

ANA/IEG Sponsorship & Event Marketing Members-Only Conference at Consolidated Edison Co. of New York, Inc.

John Neukom
Manager, Brand
Capital One Bank

Caitlin Nitz
Knowledge and Research Specialist
ANA

Lynne O'Connor
Senior Director, Client
and Brand Strategy
Vistaprint

Betsy Oliphant
Director, Advertising
**Greater Philadelphia Tourism
Marketing Corp.**

Lisa Oliveira
Associate Brand Manager, Shavers
BIC USA Inc.

Rachel Olson
In-Store Marketing
LG Electronics

Peter O'Reilly
Vice President, Fan Strategy
and Marketing
National Football League (NFL)

Ann Owens
Senior Marketing Officer,
National Advertising
**Amtrak-National Railroad
Passenger Corp.**

Irene Pantazis
Director, Research Services
ANA

Ankan Patel
Vice President, U.S. Marketing Counsel
MasterCard Worldwide

Kyle Peckens
Manager, Global Procurement
and Operations
Pfizer Inc

Frank Perry
Senior Vice President, Sales
Advertising Database

Lan Phan
Vice President, Member Services
ANA

Robert Pietroforte
Sports and Entertainment Marketing
JPMorgan Chase & Co.

Dan Pincus
Assistant Vice President
MetLife, Inc.

Anne Pingpank
Manager, Marketing Programs
Liberty International Underwriters

Katie Polyak
Assistant, Advertising
**Greater Philadelphia Tourism
Marketing Corp.**

Deepali Purohit
Analyst, Market Knowledge
BP Lubricants

Corrie Quaranto
Senior Manager, Premium Access
and Concierge Services
American Express Bank, Ltd.

Lisa Quinn
Director
NBA

Jill Rankin
Sourcing Manager
**Boehringer Ingelheim
Pharmaceuticals, Inc.**

Alicia Rankin
Director, Research and Fan Insights
National Football League, Inc.

Sheri Reagan
Vice President, Business and Financial
Affairs, Global Advertising Brand
Management
American Express Company

Desiree Reid
General Manager, Senior Vice President
Brand Development
IMAN Cosmetics

Marisela Riveros
Digital Content Strategy, Co-Op
IBM Corporation

Robert Roche
Manager, Marketing
MetLife Auto & Home

Emily Roetzel
Global Account Manager
Soli United

Kristin Rooney
Director, Marketing Communications
Verizon Communications

Gary Rosen
Associate Director
Cognizant Technology Solutions

Richard Rudduck
Manager, Global Marketing
Liberty Mutual Group

Roberta Ruel
Associate Vice President, Brand and
Creative Marketing, Voluntary Benefits
and Employee Benefits Group
Sun Life Financial

Alison Russo
Social Media and Community Marketing
Lufthansa German Airlines

Ladika Sagar
Citibank, N.A.

Julia Salerni
Junior Designer
**Consolidated Edison Co.
of New York, Inc.**

Daniel Schachne
Global Business Development
NBA

Rachel Schwartz
Deloitte

Chris Scirocco
Director, Committees and Conferences
ANA

Norris Scott
Vice President, Partnership Marketing
and Business Solutions
NASCAR

Asha Shamdassani
Senior Marketing Coordinator
MetroPCS

Kelley Shannon
Director, Brand Partnerships
Marriott International, Inc.

Robin Shapiro
Director, Marketing
**Depository Trust & Clearing
Corporation**

Matt Shulman
Managing Director, Marketing Platforms
NASCAR

Sue Slominski
Senior Director, Media Services
Comcast Cable

Earle Smola
Director, Corporate Brand Design
and Sponsorships
Stanley Black & Decker, Inc.

Attendees

ANA/IEG Sponsorship & Event Marketing Members-Only Conference at Consolidated Edison Co. of New York, Inc.

Matt Soloff

Director, Sponsorship Sales
and Services, NY Mets
New York Mets

Simone Southwell

Coordinator, Events
NBA

Darren Sparks

Director, Strategic Marketing Alliances
Siemens Corporation

Geoff Spies

Director, Sponsorships and Promotions
MetLife, Inc.

Melissa Spitz

Manager, Events
TouchTunes Music Corporation

Carley St. Lucia

Director, Corporate Alliances
Six Flags, Inc.

Lauren Stephens

Vice President, U.S. Entertainment
Sponsorship
MasterCard Worldwide

Jeff Stier

Executive Director
Ernst & Young LLP

Maja Strbuncellj

Management Associate
Citibank, N.A.

Julie Sun

Vice President, Search
Marketing Mortgage
Citibank, N.A.

Maya Swedowsky

Senior Manager
American Express Company

Noah Syken

U.S. Media Manager
IBM Corporation

Abigail Taft

Coordinator, Marketing
Bloomberg L.P.

Robbyn Tangney

Vice President, Marketing
**The Hartford Financial Services
Group, Inc.**

Ann Burr Tenthoff

Producer, Video
Consumers Reports

Christopher Tessier

Director, Communications
Ingersoll Rand CEES

Tim Tlusty

Senior Vice President, Client Solutions
IEG, Inc.

Danielle Trombetta

Senior Specialist, Brand Promotion
Canon U.S.A., Inc.

Clinton Tucker

Manager, Website Marketing
Benjamin Moore & Co.

Zz Twainy

Director, Marketing
S&P Capital IQ

Julie Tyson

Vice President, Business Development
PGA TOUR, Inc.

Jackie Vando

Coordinator, Event Marketing
National Grid

James Vanname

Mailing Solutions Specialist
United States Postal Service

Benjamin Veri

Events
National Grid

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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.

www.ana.net/membership

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 and 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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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/IEG Sponsorship & Event Marketing Members-Only Conference

at Consolidated Edison Co. of New York, Inc.

www.ana.net/calendar

> June 2013

- 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.
- 19 | ANA Driving Brand Relationships Through Social Media [Webinar](#)
- 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.
- 26 | ANA The Marketer's Ultimate Guide To Retargeting [Webinar](#)
- 27 | ANA Advertising Financial Management [Committee Meeting](#) | New York, NY

> July 2013

- 14 | **2013 ANA Digital & Social Media Conference presented by Meredith** | Dana Point, Calif.
- 17 | ANA Legal Affairs [Committee Meeting](#) | New York, NY
- 24 | ANA Innovation Day [Members-Only Conference](#) at Ford Motor Company | Detroit, Mi.

> August 2013

- 7 | ANA Midwest Digital & Social [Committee Meeting](#) | Chicago, Ill.
- 8 | ANA Business-to-Business [Committee Meeting](#) | Santa Cruz, Calif.
- 8 | ANA Social Media [Committee Meeting](#) | New York, NY
- 15 | ANA Social Media, West Coast Chapter [Committee Meeting](#) | Seattle, Wash.
- 21 | ANA Innovation Day [Members-Only Conference](#) at Intuit | Mountain View, Calif.

> September 2013

- 12 | ANA/Effies: Effective Marketing & Media Insights [Members-Only Conference](#) at Time Warner | New York, NY
- 17 | ANA Research & Measurement [Committee Meeting](#) | New York, NY
- 17 | ANA Sponsorship & Event Marketing [Committee Meeting](#) | Chicago, Ill.
- 18 | ANA Agency Relations [Committee Meeting](#) | New York, NY
- 18 | ANA Content Marketing [Members-Only Conference](#) at 3M | St. Paul, Minn.
- 19 | ANA/Effies: Effective Marketing & Media Insights [Members-Only Conference](#) at GRAMMY Museum | Los Angeles, Calif.
- 19 | ANA Advertising Financial Management [Committee Meeting](#) | New York, NY
- 19 | ANA Shopper Marketing [Committee Meeting](#) | Chicago, Ill.
- 24 | ANA Media Leadership [Committee Meeting](#) | New York, NY
- 24 | ANA Innovation Day [Members-Only Conference](#) at Home Depot | Atlanta, Ga.
- 25 | ANA Digital Marketing [Committee Meeting](#) | New York, NY