

# Integrated Marketing Members-Only Conference

at Anheuser-Busch, Inc.

presented by AT&T AdWorks

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June 26, 2013 | St. Louis, Mo.



AT&T  
AdWorks

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at Anheuser-Busch, Inc. presented by AT&T AdWorks

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# Agenda

**ANA Integrated Marketing Members-Only Conference**  
at Anheuser-Busch, Inc. presented by AT&T AdWorks

## Wednesday, June 26

**Breakfast (8:15 a.m.)**

**General Session (9:00 a.m.)**

### **ANHEUSER-BUSCH DRIVES INTEGRATION ACROSS THE ENTERPRISE**

Shorter consumer attention spans and increased media fragmentation have left companies questioning how to integrate its marketing practices to maximize their brand building activities. This session will showcase how Anheuser-Busch is driving integration across its marketing functions and outside agencies through process-oriented tools and best practices. They will also share how they are managing the shift of traditional media to digital and social media and measuring the success of their integrated marketing activities.

**Paul Chibe**

Vice President, Marketing  
**Anheuser-Busch**

### **BUILD-A-BEAR WORKSHOP® INTEGRATES MARKETING & IT TO BUILD A BETTER BRAND**

At Build-A-Bear Workshop, the chief marketing and chief information officers have forged a collaboration that's evident in everything the company does, from the website redesign, how it hires marketing personnel and agencies, to the creation of a new store experience. Because customers are interacting with both brick and mortar stores and digital channels, there's no choice but to link marketing and technology. Hear how Build-A-Bear Workshop is evolving the relationship between marketing and IT to transform the brand and customer experience.

**Teresa Kroll**

Chief Marketing & Entertainment Bear  
**Build-A-Bear Workshop**

### **POST LAUNCHES A NEW CEREAL FROM CONCEPT TO SHELF IN JUST SIX MONTHS**

Invented by a Post employee, Honey Bunches of Oats was the first complex cereal to enter the marketplace 24 years ago and it represents that largest brand at Post. Last year, it revitalized the brand with the introduction of Honey Bunches of Oats Greek Honey Crunch. Hear how Post launched this product in six months through an innovation process that's nimble and entrepreneurial and a multichannel campaign that reached consumers with a unified marketing message.

**Dan Curran**

President

**Manifest Digital**

**Jim Holbrook**

EVP

**Post Holdings, Inc.**

**Luncheon (12:00 p.m.)**

# Agenda

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

## **HOW USG LIFTED THE WEIGHT OFF THE BACKS OF DRYWALL INSTALLERS**

Drywall installers carry the weight of their jobs on their backs. Weight slows productivity, reduces installation speed and costs installers money. USG launched the “The Weight Has Been Lifted 2.0” and rather than focusing on the benefits of its new lightweight product, it demonstrated and quantified the impact that not using it would have over the course of a job. Attendees will learn how USG leveraged print, digital, mobile, social, in-store and event marketing to take the “weight” off their customers.

**Linda McGovern**

Vice President, Global Marketing

**USG**

**Mike Hensley**

Executive Vice President and Managing Director

**gyro Chicago**

## **FIND THE AUDIENCES YOU'VE BEEN MISSING**

Focusing on audience has tremendous advantages, particularly when one looks beyond demographics. The fluidity of experiences across platforms quickly enables new media models that move beyond contextual and behavioral targeting to reach valuable consumer segments. But the challenges are not insignificant, particularly when evaluating cross-platform strategies. This session will discuss an exciting and innovative way of reaching audiences across online, mobile and TV.

**Meade Camp**

Vice President, Integrated & Strategic Partnerships

**AT&T AdWorks**

**Conference Adjournment (2:45 p.m.)**

**Brew Master Food/Beer Pairing**

**(2:50 - 4:00 p.m.)**

# Speaker Bios

## ANA Integrated Marketing Members-Only Conference at Anheuser-Busch, Inc. presented by AT&T AdWorks



**Meade Camp**  
Vice President, Integrated  
and Strategic Partnerships  
**AT&T AdWorks**

Meade Camp is a media sales professional who has built or fixed sales organizations for several major media properties across many different advertising platforms. He has also specialized in client focused sales organizations- matching thought leading brand marketers with custom and emerging media opportunities. It is this experience he brings to his current position as vice president of Integrated and Strategic Partnerships at AT&T AdWorks. Camp's media career began in television sales and program development for Norman Lear's production company that became Columbia Pictures Television. He developed and sold sports television programming for Raycom Sports – the largest syndicator and producer of collegiate sports programming at the time. Camp was also instrumental in the founding of CNN Program Services. This division of Turner Broadcasting was responsible for relationships with over 600 television affiliates, as well as the source of new syndicated news programming. Camp added digital sales to his experience by joining News Digital Sales, the original online media division for Fox, Fox Sports and Fox News. Currently, Camp lives in New York.



**Paul D. Chibe**  
Vice President, Marketing  
**Anheuser-Busch**

Paul D. Chibe is vice president of marketing for Anheuser-Busch, a wholly-owned subsidiary of Anheuser-Busch InBev. Paul leads U.S. marketing, responsible for guiding the marketing strategies for a broad brand portfolio that includes the world's largest-selling beers, Bud Light and Budweiser. Paul is responsible for brand management, media planning and buying, advertising production, sports marketing, multicultural marketing, digital marketing, consumer insights, and innovation in the United States and is a member of the company's North America Management Committee. Prior to joining Anheuser-Busch in June 2011, Paul was vice president and general manager of the U.S. gum and mints business unit at Wm. Wrigley Jr. Co. in Chicago, where he held various positions of increasing responsibility over 11 years. He also served as vice president of North America consumer marketing and vice president of U.S. consumer marketing at the company. Before joining Wrigley, Chibe spent three years at Quaker Oats Co. in Chicago in marketing and new product assignments in their ready-to-eat cereal and convenience foods businesses. Prior to that, he worked for six years at Leaf Inc. (now part of the Hershey Co.) in assignments in finance and marketing on confection brands Whoppers, Milk Duds, PayDay and Jolly Rancher. Chibe holds a master's degree in business administration and a bachelor's degree in marketing from Loyola University of Chicago.



**Dan Curran**  
President  
**Manifest Digital**

At Manifest, Dan leads an award winning team that has earned accolades as 'the authority' on user centered digital engagement. Manifest is the largest independent digital agency in the midwest with 120 employees, 15 Fortune 500 clients and is proud to have one of the largest user experience labs in the country. Dan is also president-elect of the AAF AdClub, past president of the Entrepreneurs Organization (YEO) and also is the founder/president of UX Productions - having just produced the documentary *Saving St. Louis*. Manifest was selected as the Digital Agency of Record for Post Foods in 2012 and is responsible for the marketing of such iconic brands as Fruity Pebbles, Honey Bunches of Oats, Alpha-Bits, Grape Nuts and Honey Comb.



# Speaker Bios

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**Mike Hensley**  
Executive Vice President  
and Managing Director  
**gyro Chicago**

For 35 years, Mike has worn just about every hat in the business. You name it, Mike's done it. He has been the chief architect of some of gyro's clients' most successful marketing strategies. Not surprising for someone who has spent more than 25 years helping clients outthink, outsmart and outmaneuver their competition. Mike has helped to build both service and creative teams to meet the global needs of GE, Kodak, Fidelity, Anderson Consulting, and Johnson & Johnson; get closer to their customers. When it's "Mike time," you'll find him (or maybe you won't) in cities and towns around the world that few have ever seen. Pushing, exploring, experiencing. Kind of the same way he looks at business. Mike is a recognized leader in business marketing, B-to-B communication strategy and branding. He has also been instrumental in introducing the practices and technologies required to address the challenges and opportunities facing the business marketer. During the past several years, the demand for Mike's perspective has led to dozens of speaking engagements at numerous organizations, universities, CEO roundtables and executive conferences around the country. In 2011, Mike was the 42nd recipient of the G.D. Crain award honoring his career achievement in B-to-B marketing and serve to the Business and elected into the BMA Hall of Fame. Prior to forming HSR 1981, which merged with gyro in 2009, Mike served as design director at Alpha Technical Service Inc., a technical/industrial communications company.



**Jim Holbrook**  
Executive Vice President  
**Post Holdings, Inc**

Jim loves growing businesses and building brands. He draws on his experiences from P&G, Ralston Purina, BeechNut Nutrition, Zipatoni, EMAK and Post, along with his curiosity and wide-ranging connections. Businesses can always grow bigger, and brands can always buck the lifecycle and be stronger and more attractive. (Vanderbilt '81, P&G '81-84, Purina '84-95, Zipatoni '95-00, IPG '00-05, EMAK '05-11, Post '11-current) His role is more as a cheerleader than micro-manager. People who are inspired to do better, and encouraged to achieve more, will! Jim likes to be the problem-solver, philosopher, shit disturber, story teller, challenger, voice of unreason, voice of passion, and team mate.



**Teresa Kroll**  
Chief Marketing and  
Entertainment Bear  
**Build-A-Bear  
Workshop**

Teresa Kroll joined Build-A-Bear Workshop in September 2001 as chief marketing bear and is currently chief marketing and entertainment bear. Teresa is responsible for the development and execution of all components of the company's omni-channel marketing communication channels including television and online advertising, CRM/direct marketing, mobile and gaming initiatives, tourism marketing, and marketing events in Build-A-Bear Workshop stores worldwide. She plays an integral role relative to branding, strategic goal-setting and continued support to franchisees locations, worldwide. Additionally, Teresa oversees and directs the activities of marketing service providers, nationally. Teresa and her team also manage and direct all strategic partnerships, including product and merchandise licensing, promotional arrangements and third party licensing. Lastly, Teresa is responsible for the development and execution of all entertainment, licensing and digital marketing initiatives to enhance brand awareness and Guest engagement. Teresa also serves on the Board of Directors of the Juvenile Diabetes Research Foundation – St. Louis Chapter, the Build-A-Bear Workshop Bear Hugs Foundation, Humane Society of Missouri, and is a member of the Women's Leadership Council Steering Committee. Prior to joining Build-A-Bear Workshop, she served as vice president of advertising for The WIZ, a unit of Cablevision, from 1999 to 2001. From 1995 to 1999, Teresa was Director of Marketing for Montgomery Ward Holding Corporation, a department store retailer.



# Speaker Bios

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**Linda McGovern**  
Vice President,  
Global Marketing  
**USG**

Linda McGovern has worked for USG for the past eight years. She started as the director of marketing communications and now serves as the vice president of Global Marketing. In her role, Linda is responsible for global branding as well as the development of marketing strategies and programs for all global businesses, including support for new product launches, dealer and field marketing, sport marketing and sponsorships, customer events, advertising, public relations, social media and interactive activity. Prior to joining USG, Linda spent five years in marketing at Navistar working on branding, marketing communications, customer events and dealer promotions. She has also worked in the healthcare and logistics/distribution industries as a marketing professional. Linda graduated from the University of Kansas with a degree in advertising and journalism and received her masters from Northwestern University. She serves as president of the Board of Directors for the Chicago chapter of the Business Marketing Association and is on the Board of Directors for BPA Worldwide. She is also an active member of the Association of National Advertisers.



# Attendees

## ANA Integrated Marketing Members-Only Conference at Anheuser-Busch, Inc. presented by AT&T AdWorks

**Katie Anderson**  
Director, Marketing  
**Orange Leaf Frozen Yogurt**

**Carissa Bailey**  
Coordinator, Conferences  
**ANA**

**Jessica Becker**  
Social Media Specialist  
**Scottrade, Inc.**

**Ed Berg**  
Director, Member Relations  
**ANA**

**Jennifer Bonham**  
Manager, Marketing and  
Communications Sales  
**Centene Corporation**

**Ann Burke**  
Director, Integrated and  
Strategic Partnerships  
**AT&T AdWorks**

**Krist Calicutt**  
Team Leader-Print Production  
**Edward D. Jones & Co., L.P.**

**Meade Camp**  
Vice President, Integrated and  
Strategic Partnerships  
**AT&T AdWorks**

**Scott Cange**  
Display  
**Scottrade, Inc.**

**Kristen Carter**  
Marketing Specialist  
**Enterprise Holdings, Inc.**

**Paul Chibe**  
Vice President, Marketing  
**Anheuser-Busch InBev**

**Krystal Clay**  
**Edward D. Jones & Co., L.P.**

**Jessica Cochran**  
Senior Graphic Designer  
**Edward D. Jones & Co., L.P.**

**Steve Condor**  
Team Leader Project Management  
**Edward D. Jones & Co., L.P.**

**Rob Connors**  
Assistant Vice President, National  
and Alamo Brand Marketing  
**Enterprise Holdings, Inc.**

**Sierra Cook**  
Associate Brand Manager  
**Anheuser-Busch InBev**

**Mary Corley**  
Marketing Manager  
**Land O' Lakes, Inc.**

**Lindsey Creech**  
Manager, Brand Communications Bear  
**Build-A-Bear Workshop, Inc.**

**Dan Curran**  
President  
**Manifest Digital**

**Kelly Day**  
Senior Marketing Specialist  
**Edward D. Jones & Co., L.P.**

**Michele Dixon**  
Senior Project Manager  
**Edward D. Jones & Co., L.P.**

**Mark Eckert**  
Team Leader - Paid Media  
**Edward Jones**

**Richard Eschenroeder**  
Executive Producer  
**Edward D. Jones & Co., L.P.**

**Tina Farmer**  
Content Strategist  
**Scottrade, Inc.**

**Michelle Fuscaldo**  
Associate Director Integrated  
Marketing Capabilities  
**H. J. Heinz Company**

**Mark Galliher**  
Director, Member Relations  
**ANA**

**Tara Gamby**  
Marketing Manager  
**Enterprise Holdings, Inc.**

**Amy Good**  
Media Manager  
**Nestle Purina PetCare Co.**

**Tammy Graves**  
Help Writer  
**Scottrade, Inc.**

**Jessica Grimm**  
Interactive Marketing Specialist  
**Enterprise Holdings, Inc.**

**Diane Gunter**  
Strategic Account Mgr.  
**United States Postal Service**

**Shannon Haxel**  
Event Services Specialist  
**Enterprise Holdings, Inc.**

**Caroline Hays**  
Account Executive  
**The Travel Channel/GAC**

**Suzanne Hellebusch**  
Senior Content Specialist  
**Scottrade, Inc.**

**Dan Hennessy**  
Vice President - Marketing  
**MillerCoors LLC**

**Mike Hensley**  
Executive Vice President  
and Managing Director  
**Gyro Chicago**

**Jim Holbrook**  
Executive Vice President  
**Post Holdings, Inc.**

**John Howell**  
Assistant Vice President,  
Enterprise Brand Marketing  
**Enterprise Holdings, Inc.**

**Kurt Hunzeker**  
Senior Director, Brand Marketing  
**Rawlings Sporting Goods**

**Lisa Hyne**  
Corporate Advertising  
**AT&T Business Marketing Division**

**Colleen Jaycox Mann**  
Project Leader, Online Marketing  
**Edward D. Jones & Co., L.P.**

**Paul Jonff**  
Brand Manager  
**Rawlings Sporting Goods Co.**

**Lisa Kilcullen**  
**US Bank**

**Teresa Kroll**  
Chief Marketing and Entertainment Bear  
**Build-A-Bear Workshop, Inc.**

**Brian Mathus**  
Marketing Technology  
**Edward D. Jones & Co., L.P.**

**Rob McCarthy**  
Vice President, Bud Light Brands  
**Anheuser-Busch InBev**

**Erin McCoy**  
Marketing Specialist  
**Enterprise Holdings, Inc.**

**Linda McGovern**  
Vice President, Global Marketing  
**USG Corporation**



# Attendees

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**Mike McGrath**  
Senior Marketing Specialist  
**Enterprise Holdings, Inc.**

**Kate McPherson-Hope**  
Marketing Specialist  
**Enterprise Holdings, Inc.**

**Yasmin Melendez**  
Director, Committees and Conferences  
**ANA**

**Melissa Mercille**  
Project Manager  
**Edward D. Jones & Co., L.P.**

**Kristin Messey**  
Market Development Specialist  
**Edward D. Jones & Co., L.P.**

**Mary Murphy**  
Marketing Specialist  
**Enterprise Holdings, Inc.**

**Lindsey Naber**  
Brand Marketing Manager  
**Rawlings Sporting Goods Co.**

**Wendy Nave**  
Marketing Manager  
**Enterprise Holdings, Inc.**

**Mark Neuman**  
Integrated Marketing Manager  
**Caribou Coffee Company, Inc.**

**Caitlin Nitz**  
Knowledge and Research Specialist  
**ANA**

**John Nohava**  
Integrated Marketing Communications  
and Brand Design  
**Land O' Lakes, Inc.**

**Mary Novak**  
Communications  
**US Bank**

**James Olsen**  
Director, Marketing Communications  
**Edward D. Jones & Co., L.P.**

**Elizabeth Peterson**  
ISR  
**Dell Inc.**

**Pam Pollard**  
Director Global Marketing, Devices  
**Covidien Inc.**

**Daniel Radman**  
Consumer Connections Manager  
**Anheuser-Busch InBev**

**Laura Sarff**  
Innovation Leader  
**Hallmark Cards Inc.**

**Rebecca Saunders**  
Senior Director of Marketing, U.S.  
Imaging  
**Covidien Inc.**

**Tara Scheer**  
Marketing Communications  
**Enterprise Holdings, Inc.**

**Mark Stagner**  
Senior Designer  
**Edward D. Jones & Co., L.P.**

**Rick Stuhr**  
Senior Brand Manager, Ore-Ida  
**H. J. Heinz Company**

**Michelle Stukel**  
Marketing Manager  
**Allstate Insurance Company**

**Kit Sundararaman**  
Director, Market Insights  
**Edward D. Jones & Co., L.P.**

**Amber Talbot**  
Digital Marketing Strategist  
**Scottrade, Inc.**

**Jason Vita**  
Senior Brand Manager,  
Retail and Shopper Marketing  
**Nestle Purina PetCare Co.**

**Kurt Witzel**  
Brand Team Lead - Sales Communication  
**Anheuser-Busch InBev**

# 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](http://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](http://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 6,000 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](http://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](http://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](http://www.ana.net/events) and [www.ana.net/community](http://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](http://www.ana.net/membership).

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# ANA Member Benefits

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[www.ana.net/membership](http://www.ana.net/membership)

## 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](http://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](http://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](http://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](http://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](http://www.ana.net/events)

# ANA Upcoming Events

## ANA Integrated Marketing Members-Only Conference

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[www.ana.net/calendar](http://www.ana.net/calendar)

### > 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

### > October 2013

- 3 | 2013 ANA Masters of Marketing Annual Conference | Phoenix, Ariz.
- 10 | ANA Mobile Marketing Committee Meeting | New York, NY
- 15 | ANA Business-to-Business Committee Meeting | New York, NY
- 16 | ANA Social Media, West Coast Chapter Committee Meeting | San Francisco, Calif.
- 17 | ANA Integrated Marketing Committee Meeting | Chicago, Ill.
- 22 | ANA Procurement Day Members-Only Conference at BP p.l.c. | Chicago, Ill.
- 22 | ANA Content Marketing Members-Only Conference at Thomson Reuters | New York, NY
- 23 | ANA Advertising Financial Management, West Coast Chapter Committee Meeting | Los Angeles, Calif.
- 23 | ANA Social Media Committee Meeting | New York, NY
- 24 | ANA Brand Management Committee Meeting | New York, NY
- 29 | ANA Sponsorship & Event Marketing Committee Meeting | New York, NY