

BMA
Business Marketing Association
Milwaukee

BLAST

Your Quarterly Online Newsletter from BMA-Milwaukee

CALENDAR

Milwaukee Chapter Events

June 22, 2009

BMA BIG SWING 7 Golf Outing

It's time, sign up for the annual fundraiser for BMA Milwaukee..... the BIG SWING 7! As a non-profit organization, we certainly appreciate any support you can give BMA

THE DETAILS:

June 22, 2009

10:30 AM - 8:30 PM

At Mequon Country Club
12400 N.Ville du Parc Drive
Mequon, WI 53092

[REGISTER HERE TODAY!](#)

Sponsored by: H&M Graphics,
Saturn Lounge, CI DESIGN, dmc
advertising & MK Direct

For a complete calendar of BMA-Milwaukee events and to register, go to
www.bma-milwaukee.org

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1028 Quietwood Court
Pewaukee, WI 53072
262.746-9686

President's Address

By: Karen Conrad, President, BMA-Milwaukee

It's hard to believe we have just wrapped up our final regular program of the year. It seems like just yesterday we were kicking off our season with Monica Levy's engaging look at Johnson Controls' re-branding for sustainability. Then Brains on Fire's Spike Jones taught us the difference between a campaign and a word of mouth movement. Eduardo Conrado showed us how Motorola put B2B marketing online. We learned how Chicago marketed itself for a 2016 Olympics bid. Sean Dee literally rocked the house as he showed us how Hard Rock International reinvented a global icon. CareerBuilder.com advised us on how to bridge the sales-marketing gap, throwing in some entertaining TV spots for good measure. And Jeff Hayzlett challenged us to rethink Kodak with some humorous insight into his company's digital transformation. Along the way we learned how to sharpen our brand on a budget, demystify search engine optimization and marketing, explore multichannel marketing communications, and hone our networking skills.

Much has transpired since our first program in September and we have experienced a number of peaks and valleys as we watched the world change. We observed the stock market tank and then rally again. We witnessed bailouts, buyouts, TARPs and stimulus plans. We weathered a deep recession and welcomed an ever so faint shimmer of light at the end of the tunnel. We watched in disbelief as the price of a gallon of gas topped \$4.00, and then breathed a sigh of relief as it plummeted again. We traded in our SUVs for hybrids, redefined the meaning of necessity, and learned the fine art of the "staycation." We blogged, tweeted, Flickred, LinkedIn, followed, texted, mashed up, and re-tweeted. We cheered for Danny Gokey, marveled at the "miracle on the Hudson," mastered Dance Dance Revolution, and survived the Swine Flu. Personally, I'm exhausted. But it's been an remarkable nine months, and we've come through it together ... sharing our concerns, successes, hardships and accomplishments with our BMA community of friends and associates.

And, believe it or not, we are already gearing up for our next program year, which begins in September. I am pleased to announce that we have elected our 2009/10 BMA Milwaukee Chapter Board Members who will take office in



August. Next year's board members will be:

President

Joe Konop
Marketing Manager
Alto-Shaam

Chapter Development Chair

Bonnie Hoeft
Director of Client Solutions
NOVO Recruiting

President-Elect

Andi Kneeland
Program Manager, Marketing
Communications
Johnson Controls, Inc.

Holiday Party Chair

Dee Jensen
Account Executive
Heritage

Secretary/Treasurer

Lisa Stich
Marketing Manager
Pentair Water

Bell Awards Chair

Siobhan Marks
XXL Marketing + Design
Principal

Immediate Past President

Karen Conrad
Director, Marketing
Communications
Johnson Controls, Inc.

BMA YP Chair

Maureen Pauley
Marketing Communications
Johnson Controls, Inc.

Newsletter Chair

Joellen Bradach
Account Executive
Image Systems

University Outreach Chair

Joette Rockow
Sr. Lecturer
UW Milwaukee

Member Benefits Chair

Erica Conway
President, Co-Owner & Talent
Placement Coordinator
C2 Graphics Productivity
Solutions

Public Relations Chair

Bethany Treichel
Account Executive
Ellingsen Brady Advertising

Membership Chair

Noreen Fieber
President
Noreen Fieber
Communications

Programs Chair

Eric Vallee
Public Relations Manager
WennSoft

Golf Outing Chair

James Wolter
Owner/Vice President
AJ Media LTD

Web Communications Chair

Tim Grove
Developer
Finn Digital

Yes, it's been a remarkable nine months, but the year isn't over yet. With the

Big Swing golf outing just around the corner, there's plenty of education, fun and networking still in store. I hope to see you all there.

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Technology-Driven BMA Bell Awards 2.0 Recognizes B2B Marketers' Best Work

By: Siobhan Marks and Mary MocarSKI

The annual BMA Bell Awards was unique this year as it shifted to a technology-driven 2.0 theme. From communications and marketing to judging and presentment, the entire program was conducted digitally. At the Bell Awards event, over 300 attendees browsed nearly 300 entries electronically on large plasma screens and selected their favorite entry on a touch screen monitor, determining the *People's Choice* award.

A total of 30 Bell awards were presented to companies whose entries placed best in each of 33 categories, and 53 Excellence awards were given to companies who exhibited outstanding work in B-to-B marketing. We also introduced new awards for both Bell and Excellence winners.

The *BIG* winner for the evening was Nelson Schmidt who took home a total of eight Bell awards and two Excellence awards. Nelson Schmidt also took home *Best of Show* for the "Paid by ADP" campaign for ADP Small Business Services. Johnson Controls and agency Marx McClellan Thrun won the *People's Choice* award for the "Think Customer" campaign in the online communications division category. Other Bell award winners for the evening included Avicom Marketing Communications, Bader Rutter & Associates, Branigan Communications, Core Creative, Cramer-Krasselt, Derse, Exhibit Systems, Finn Digital, Fullhouse, Johnson Controls, JWD-Creative, LePoidevin Rickinger Group, Mader Communications Group, Marketing Images, Marx McClellan Thrun, McDill Design and THIEL Design.

A complete list of winners is available on the [BMA Web site](#).

Metrics Matter

As marketers, we know the importance of measuring the effectiveness of our brands and programs. This year, we enhanced our metrics by surveying three distinct groups: those who submitted awards; the judges who reviewed them; and those who attended our awards show. We want to thank everyone who completed the surveys. This invaluable feedback provides important insights that we will use to improve next year's awards program.

The BMA Bell Committee will be formulating a task force to address the key issues identified via these surveys. If you would like to participate on next year's Bell committee or the task force, please contact Siobhan

Marks, Bell Awards Chair at smarks@xxlmd.com.

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Upcoming Events

June 22, 2009

BMA BIG SWING 7 Golf Outing

It's time to start thinking about the annual fundraiser for BMA Milwaukee.....the BIG SWING 7! As a non-profit organization, we certainly appreciate any support you can give BMA.



THIS IS A GREAT YEAR TO BE A PART OF THE BIG SWING:

- Last year's event sold out!! This year's outing promises to be just as exciting, with new surprises for all. We're hoping for huge turnout with another sold out event!
- It's a cost-effective way to network and get your name in front of a broad range of marcomm professionals.
- It's an easy and fun way for you and your company to support the great work done year round by the BMA.
- BMA Milwaukee will be offering a printed "Big Swing 7 Event Day Program". This program will include ads, a list of sponsors, and event day attendees - a great reference tool after the event!

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New Members

We would like to welcome the following new members to the Milwaukee Chapter of the BMA:

Barb Baker – The Geo Group

Bethany Treichel – Ellingsen Brady Advertising

Brian Kohlmann – The Printery

Davide Novelli – The Geo Group

Diane Strelow – Bostik, Inc.

Jon Bisswurm – Marx McClellan Thrun

Jon Kapula – Brand Connect/Core Creative

Kristie Anderson – Phoenix Products Co, Inc.

Sophia Angela Strelka – Social Development Commission

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Renewed Members

We also thank the following members of the Milwaukee Chapter of the BMA who renewed their memberships:

Anita Fisher – Briggs & Stratton Corporation

Betty Arndt – Johnson Controls, Inc.

Brad Logsdon – P&H Mining Equipments

Christopher Vitrano – Nelson Schmidt

Curtis Gorrell – Bader Rutter & Associates

Cynde Dornuf – Johnson Controls, Inc.

Dana VanDenHeuvel – The MarketingSavant Group

Daniel Nelson – Nelson Schmidt

Darrel Standley – Johnson Controls, Inc.

David Hess – Proven Direct

Don Becker – DBA Marketing Communications

Eric Zoromski – Fullhouse

Erica Conway – C2 Graphics

Erin Brandt – McDill Design

Gary Haas – Platypus

George Patrick – P&H Mining Equipment

George Whitely – Stephan & Brady, Inc.

Gregory Stromberg –

Jeff McCulloch – Avicom Marketing Communications

Jeff Speech – Core Creative, Inc.

Joel Salzman – HM Group

John Bernaden – Rockwell Automation

John Gregor – Desert Aire Corp

Kathy Burnham – Padilla Speer Beardsley

Linda McCabe – Incentive Gallery, Ltd.

Michael Grzelak - National Registered Agents, Inc.

Michele Zgola – Johnson Controls, Inc.

Mike Limbach – Proven Direct

Mike Stefaniak – Zizzo Group Advertising + Public Relations

Philip Vollrath – Marquette University

Randy Will – Briggs & Stratton Corporation

Sandra Buettner – Johnson Controls, Inc.

Siobhan Marks – XXL Marketing+Design

Steven Hoffins – Johnson Controls, Inc.

Susan Ludwig – Racine

CannedWater4Kids, Inc.

Federated, Inc.

Jean Radtke – Phoenix Marketing Group, Inc.

Susan Riese – Derse Exhibits

Jeff McClellan – Marx McClellan Thrun

Tara Benyousky – Mortgagebot

Thomas Morrow – Penton Business Media

Tom Graybill – Tri-Marq Communications

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To contribute articles or story topics, contact Joellen Bradach at jbradach@imagesystems.biz.

PLATINUM



BOLD



SILVER



BRONZE

