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### **New BMA-Milwaukee year kicks off with focus on the customer**

*Valkre CEO to present leading trends in B2B client service*

MILWAUKEE – (September 3, 2010) – The Business Marketing Association-Milwaukee (BMA) will begin its 2010-11 program year with an event focused on customer relationship management Thursday, September 9, at the Italian Community Center on 631 E. Chicago St.

The evening will begin at 4:30 p.m. with a seminar highlighting best practices in producing and presenting marketing videos. Following dinner, Jerry Alderman, founder and CEO of Chicago-based Valkre Solutions, Inc., will deliver the keynote address. His presentation will highlight how the software solutions company has worked with leading organizations to develop products that have changed the way they interact with their customers.

“BMA-Milwaukee is pleased to welcome Mr. Alderman, a thought leader in customer service software,” said Andi Kneeland, president, BMA-Milwaukee. “The evening is the first of several educational events throughout our program season and we encourage Milwaukee professionals and all of our BMA members to join us. We’re looking forward to having a great year!”

Other new additions to BMA this year include Kneeland, marketing manager, Johnson Controls, who will serve her first term as acting president for the Milwaukee Chapter. New board members include President-Elect James Wolter, AJ Media Source LLC; Brian Kohlmann, The Printery; Vanessa LaCoste, Seroka; Josh Kozinski, Sky High Marketing; and Kathleen Dohearty, Branigan Communications.

For more information about BMA-Milwaukee, please visit [www.bma-milwaukee.org](http://www.bma-milwaukee.org) <<http://www.bma-milwaukee.org>> , or contact Kathleen Dohearty at (414) 459-3946 or [kdohearty@branigan.biz](mailto:kdohearty@branigan.biz) <../AppData/Local/Temp/kdohearty@branigan.biz> .

### **About the Business Marketing Association**

The Business Marketing Association (BMA) is the leading professional resource for business-to-business marketers and communicators. The organization offers services, information, skill enhancement, and networking opportunities that help its members grow, develop and succeed throughout their marketing careers. For more information on BMA, visit <http://www.bma-milwaukee.org>.

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