

**Find out what's happening this week with the  
Business Marketing Association-Milwaukee Chapter!**

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## August 4, 2010

### INTRODUCING...

Fresh for the 2010-2011 program session, the **BMA Blast** eNewsletter has been revamped and re-launched to make sure that you stay informed of all chapter happenings - every week! [Learn more about the new format >](#)

### EVENTS [View Events Calendar](#)

#### **SUCCESS SEMINAR & FEATURE PROGRAM:**

Thursday, September 9 at 4:30 pm

#### **Beyond TV: Putting Video Out "There"**

**Rich Schmig, Patrice Nault and Dan Mooney, Plum Moving Media**

Contemplating that branding, communications or marketing video and wondering about the best way to deliver it to your audience? How do you ensure your video will play for your intended audience on your website? Are there options beyond the intranet? Rich, Patrice and Dan will help you navigate the sea of alternative delivery options.

Thursday, September 8 at 7:00 pm

#### **Winning with Customers**

**Jerry Alderman, Valkre Solutions, Inc.**

Do your customers make more money doing business with you? Knowing the answer can help you build measurable and valuable customer relationships, outperform the competition and unlock profitable growth. Jerry will talk with us about how companies are doing this.

For more information or to register, [CLICK HERE!](#)

#### **SAVE THE DATE!**

**UNIVERSITY OUTREACH EVENT:** Tuesday, October 26

#### **Young Professionals Panel/Networking Event**

Do you remember when you decided to get into marketing? Share your experience with the next generation of marketing stars during this great event hosted by the University Outreach Committee. A

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**FEATURE PROGRAM**  
Winning with Customers 

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**MEET THE BOARD**

**NOREEN FIEBER**  
Membership Chair 

Meet Noreen >

panel of marketing professionals will discuss how they got started in their careers and the experiences they went through during their first few years after graduation. After the panel discussion, students will have the opportunity to network with BMA members.

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## IN BRIEF

The 2010-2011 Board of Directors has been elected for the Milwaukee Chapter and began service on August 1st. [Meet the Board >](#)

Reminder to BMA Members! If you haven't already completed the annual member survey (sent to you last week), please take a few minutes to tell us what you value about your membership and how we can improve. This is an opportunity to be heard and an opportunity to learn how to best serve our members. Not a member yet? [Join now!](#)

The Big Swing 8 was a big success! Golfers traveled "Around the World" as they carted around Mequon Country Club. Congratulations to **Andy Gulczynski, James Kohlhardt, Bill Kresse and Hector MacDonald** who took the tournament with a round of 57, the lowest score in recent Big Swing memory! Applause also goes out to **Robin Ashton, Patricia Elliott, Joe Konop and John Horvath** who swung for an 85, the highest score of the day. [View photos, videos and tweets from this year's outing >](#)

Congratulations to **Britta Svoboda**, the recipient of BMA's 2010 Student Scholarship. She'll be starting her junior year at UW-Whitewater this Fall with aspirations to pursue her degree in the Marketing and PR field. [Learn more about Britta >](#)

In April, several BMA members showed their support for Milwaukee Public Television by teaming up to volunteer for the Great TV Auction. Volunteers answered phones and served as table captains. If you'd like to be notified of this fun event next year, email Terry Hoffmann at [Terry.Hoffmann@jci.com](mailto:Terry.Hoffmann@jci.com).

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## MEMBER NEWS

Welcome to new members:

- **Shari Stark**, Fullhouse
- **Stephen Gardner**, The Sleep Wellness Institute
- **Dan Bishop**, Digital Skylab
- **Jennifer Clement**, VCPI
- **Brad Tusing**, Spacesaver Corp.

And welcome back to renewed members:

- **Lori Knapper**, Pentair, Inc.
- **Regis Welsh**, Regis Marketing Group
- **Tom Graybill**, Tri-Marq Communications
- **Brent Kaufman**, Fullhouse
- **Dan Welbaum**, Mortgagebot
- **Jeff McCulloch**, Avicom Marketing Communications
- **Thomas McLaughlin**, Case Construction Equipment
- **Carol Kelly**, Rockwell Automation



- **Jill Schmidt**, Finn Digital, LLC
- **Bill Finn**, Finn Digital, LLC
- **Pat Monroe**, AEM
- **Sharon Prill**, Journal Interactive
- **Aaron Valentine**, JWD Creative
- **Tiff Pua**, 5Q Communications

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