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## AUGUST 11 WEEKLY EBLAST

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**Connect with MN AMA and Join the Conversation!**



### Marketing Tip of the Week

"Since B2B Marketing is arguably more of a marathon than a sprint in marketing — you need to always have your 4 C's engine going — creating the best content, finding the connecting with your target audience, sustaining the communications pattern until they are ready to convert — this way you have a fighting chance at making all your marketing efforts count toward one goal — Sales!" — Paul Dunay

### New Blog Post — Creativity or Desperation: It's in the Eye of the Beholder

If you're seeking a new position, you know all too well that the number of job seekers greatly outweighs the number of job openings. MN AMA Career Center volunteer Barrie Berquist provides examples of what job seekers are doing to stand out in this week's [MN AMA Blog](#). Read about the techniques some employ on top of submitting resumes and hoping for an interview; job seekers are getting very creative... or desperate—you decide. Learn more from Barrie's post and Join the Conversation!

## EVENTS

### Alphabet Bash 2010

Thursday, August 12, 2010, 6:00 PM - 10:00 PM

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Online registration is now closed for [Alphabet Bash](#).

Barrie Berquist writes this week's timely blog regarding just what job seekers are doing to set themselves apart. Learn more and weigh in by reading the [MN AMA Blog](#).

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but walk-in registration will be available at the door! This is MN AMA's 5th year participating in the event and we hope to have our best turnout yet! For those that haven't attended in past years, Alphabet Bash is the "can't miss" networking event for Minnesota's marketing, advertising, communications and creative professionals. This year we are one of NINE organizations participating and we'd like to wager a little friendly competition against our creative friends and be the most highly attended organization at the Bash.

You can follow the Bash here!

[www.alphabetbash.com](http://www.alphabetbash.com)

[www.twitter.com/mnalphabetbash](http://www.twitter.com/mnalphabetbash)

[www.facebook.com/alphabetbash](http://www.facebook.com/alphabetbash)

Otherwise know that we hope to see you on Thursday, August 12th at Epic!

### **Pour it Like you Mean it: The Evolution of the Caribou Coffee Brand**

*Featuring Senior Vice President of Marketing Alfredo Martel*

Thursday, September 23, 2010, 7:30AM – 9:30AM

[REGISTER NOW](#) [LEARN MORE](#)



*Alfredo Martel*

"Life is short. Stay awake for it." Join MN AMA at Caribou Coffee's corporate office for an inside look at how the world's second-largest coffee retailer underwent a makeover. Featuring Caribou's Senior Vice President of Marketing Alfredo Martel, you'll learn how the company's new look supports its strategic direction, how clear communication is central to success, and what's next after the rebranding dust settles. Plus, attendees will receive

a bag of coffee and a Caribou brand T-shirt! Space is limited; register now!

### **Volunteer with the MN AMA - New Opportunities Available!**

The MN AMA has a variety of [new volunteer positions](#) available for 2010 and 2011 that will allow you to contribute to the MN AMA and make key contacts in the marketing community. Maximize your membership by volunteering! If you or anyone you know is interested in volunteering, please contact [Shannon Jones](#).

### **Annual Conference:**

Do you want to gain professional tools for marketing in this economic climate while driving the success of the Minnesota Chapter's largest annual event? The Annual Conference has a variety of positions available on the Experience, Sponsorship, Marcom, and Speaker committees. One of these positions is sure to meet your professional development needs. Please contact [Rob Powell](#) for more information.

Forward to a colleague

### **BRONZE**



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