

**MARK YOUR CALENDARS.
IT'S TIME TO "STRUT YOUR STUFF!"**



Greg Dobbs

The annual BMA Colorado Gold Key Awards event, which spotlights the best marketing campaigns in Colorado and honors the agencies, companies and individuals who created them, is just around the corner. The MC for the evening will be Gregg Dobbs, owner of NEWSlike Productions, and a former award-winning talkshow host with KOA Radio.

2002 Gold Key Awards

Saturday, May 4
The Brown Palace Hotel

Promenade and Grand Ballrooms
321 17th Street

6 p.m. Cocktails and Display of Entries
7 p.m. Dinner

Awards presentation to follow

Limited space at the banquet is available; visit the web site at www.bmacolorado.org for more details, or call our voice mail at 303-607-9957 to make reservations.

A special thank you to this year's sponsors for Gold Key: HostWorks, Marketing Resources, Ltd., Brozena, Schaller, Menaker & Ripley, Inc., Peak Exhibits, Lange Graphics, and Digital Metropolis.

BMA SUMMER GOLF OUTING

At press time, details were still being hammered out for the annual BMA Golf Tournament but this year's tournament will be held, Friday, August 23rd at the Arrowhead Golf Course.

We will be keeping you informed via the BMA-Colorado web site, as well as with the mailer.

We promise to make it another great golf outing!

Our thanks to BMA member **Dave Greves of Digital Metropolis**, for stepping up to the plate to chair this year's tournament!

JOIN US AT THE BMA INTERNATIONAL ANNUAL CONFERENCE

"Bone up" on B2B in KC with "stick to your ribs" marketing! Make plans now to attend BMA's 2002 Annual Conference, June 5-8 at the beautiful Westin Crown Center hotel in Kansas City, Missouri. Learn first-hand how to tackle a full plate of business-to-business marketing and communications issues from leading speakers, authors, educators and practitioners. [You can get more details and register online at www.marketing.org.](http://www.marketing.org)

Here is a sampling of some of the things you can expect to see at this year's conference:

- BMA National Golf Tournament
- The Marketing of Marketing—Ralph Oliva, CBC, Executive Director, The Institute for the Study of Business Markets, The Pennsylvania State University
- The Marketing Scorecard – The Business of Marketing, Patrick Perugini, Principal, Maccel Group
- Differentiating Yourself in a Sea of Sameness: Low Cost Ways to Create B-to-B Brand Presence, John Murry, VP, The Brandware Group
- Emotion Marketing, Charles Sawyer, Senior VP, Business Development, Hallmark Loyalty, a Hallmark Company
- Cessna Aircraft – World Class Marketing Practices, Phil Michel, VP Marketing Cessna Aircraft
- The Idea Kitchen-Recipes for Creativity, Lorraine Denham, Williams/Gerard Productions
- Direct Marketing Focus, Session will include speakers and case histories on maximizing the return on your direct marketing investment.
- Concurrent Workshops on: Agency Executives – Looking Forward to Tomorrow, Running an In-House Agency, The Brave New World of Media Planning, and Public Relations: Now More Than Ever.



Dan McCutchen
BMA President

"The only place success comes before work is in the dictionary."

– Vince Lombardi

As I write my last President's letter to you, please know how proud I am of the hard work each one of our board members gave to BMA Colorado. A long standing Core Value of BMA is to be "Community" to the Marketing/Communications Professionals of the Front Range.

This year we worked hard to ensure members and guests felt welcome,

accepted and valued at each of our events. I have sensed a genuine friendliness between all members and guests, which has separated us from other associations. Each of us worked hard to present to you a "Fun" BMA that was educational and network worthy. I know we have been successful by all of the positive feedback received.

I have enjoyed the friendship of every board member this year, and am thankful that BMA has given me the chance to lead such a fine group. This is an opportunity to recognize our Officers and Board members who have been instrumental in helping our chapter run smoothly over the past year. After all, no one has to do volunteer work, and it's only because of dedicated volunteers that we even have a BMA chapter in the first place, much less the "Chapter of the Year" for the last eleven. It's a further tribute to their work that BMA remains one of the largest organizations of marketing professionals.

Marilee Yorchak: Our Executive Director is BMA. I wouldn't have considered taking my position if Marilee wasn't here. Marilee's enthusiasm and dedication to BMA is incredible and contagious. She not only loves her job, but all of us. I think the world of Marilee and may God bless her and her family. **Mike Brandt, CBC,** of Marketing Resources, Ltd., BMA President Elect and Electronic Media Chair, has been very supportive to me and to the rest of the board. He has taken the responsibility to step in wherever needed and has made his mark on any success we have had this year. **Rick Hamilton, CBC,** of Hamilton Marketing Communications, BMA VP of Marketing, has been a board member for four years and has contributed greatly. **Pam Greenberg, CBC,** of Marketing For Hire, BMA VP of Member Services and Career Link Chair, has been a BMA leader for years. Pam has been a "thread of history" to all of us for the years of service and dedication to BMA Colorado. Pam has promoted and given stability to Career Link to BMA and the Denver community, matching many employers and BMA job seekers. **Chris McGary, CBC,** BMA VP of Special Events, has been our Auction Chair for several years. We all owe a great deal to Chris for her leadership in running the best BMA Auction in the country. The Auction is where BMA gets its funds to operate and give you, our

members, the best educational experience possible.

Jessica Schaller, of BSM&R, Inc., BMA Treasurer, instigated a new accounting program for us this year and has helped us stay on budget and live within our means.

Jessica's stewardship has dramatically improved our cash flow and our fiscal health. **Julia Freund,** BMA Secretary, keeps the minutes of chapter board meetings, and makes sure that, by having accurate records, we don't need to reinvent the entire organization every time we meet. Julia also has stepped in as Co-Chair for Gold Key and has put in many hours to help make it a success. **Chrissy Santucci,** BMA Gold Key Chair, has done a wonderful job in organizing and promoting Gold Key. Thanks Chrissy for hitching a ride on our golf cart last August at the BMA golf tournament and giving me a chance to ask you about chairing Gold Key. BMA scored a hole in one on that encounter. **Derrol Moorhead,** of Wing'n it, BMA

Membership Chair, has assembled a great committee who has produced excellent programs for new member growth and retention. Thank you Derrol for your work as a membership committee member for two years and then stepping up and becoming the Chair. **Kelly Robbins,** of Robbins Resources, BMA Newsletter Chair, has been a delight to work with. Your patience and attitude has been refreshing to us all. Thanks Kelly for your organization skills and detail in making the Marcom Mirror a great newsletter. **Steve Parry,** of Sales Productivity Consultants, Inc., BMA Programs Chair, has worked hard in bringing BMA Colorado the right speakers at the right time. I have heard many members say that through the education of our dinner meetings and round tables, they have been able to instigate this learning into their jobs and have seen a difference. We look forward to Steve's lineup for next year. **Ron Kahan,** of Ariss Kahan Database Marketing Group, Inc., BMA Customer Relationship Marketing Chair is close to completing our Data base cleanup and getting us a fresh start for next year.

Julie Schlegelmilch, CBC, of GD&A Advertising, BMA Promotions Chair, and her committee, has worked hard in meeting deadlines of promoting each of our BMA events. Julie has done a lot of work behind the scenes in making promotions happen and all of us thank you Julie for all of your efforts. **Sandy Morris,** CBC, of ING Communications, BMA Certification Chair, has done a stellar job in promoting CBC, lining up educational speakers for our entrants and being a strong promoter of CBC. Thanks Sandy for your commitment and dedication to BMA. **Sheila Stewart,** of Marketing Solutions & Results, LLC, BMA Public Relations Chair, has written many press releases and has met with each committee chair to see how she could help promote us. Thanks Sheila. **Karla Gravert,** of Intrado and **Lynn Owen,** CBC, of Qwest Cyber Solutions, BMA Student Membership Co-chairs have worked hard in reaching out to our business schools and have brought many students to our dinner meetings. Many thanks to both of you for developing your student

PRO-COMM AWARD WINNERS

Congratulations to our BMA-Colorado members who recently won FOUR Awards of Excellence in the 27th annual BMA International Pro-Comm Awards!

Similar to the BMA-Colorado chapter's Gold Key awards, Pro-Comm is sponsored by the International BMA, and recognizes and rewards outstanding accomplishments and promoting excellence in business-to-business marketing communications throughout the world. The judging panel was comprised of 40 professional communication practitioners from across the U.S. and Canada, and included advertising agency executives, corporate advertisers, and communication directors.

Karen Davis and her team at **Leopard** snagged two awards in the disk-based communications media

category, one for IBM Websphere CD-ROM, and the other for Sun Educational Services CD-ROM.

The team at **Brozena Schaller Menaker & Ripley** received an Award of Excellence in the single printed mailing piece category for their 5DX Direct mail program it created for Agilent Technologies' Manufacturing Test Business Unit.

Beth Wampler's group at **AOR** also had a winning entry for GE Access in the single printed mailing piece category. The piece, titled "Sumo," was a direct mailing with an unusual die-cut closure that showed a Sumo wrestler wearing running shoes.

Congratulations!

16 MARKETING JOBS AVAILABLE ON CAREERLINK *by Pam Greenberg, CBC*

Marketing jobs may be scarce in the newspaper want ads but they're not in short supply on CareerLink, BMA's online job resource. Since the beginning of 2002, CareerLink has listed 16 marketing jobs from entry level through director. Current openings include public affairs manager, promotional products sales, director of communications, business development manager, marketing manager, and senior account executive.

Applicants are using CareerLink as well. Since the beginning of 2002, 17 applicants have posted resumes on CareerLink. It is currently the most popular single page on BMA's Web site, www.bmacolorado.org.

CareerLink is available to both BMA members and non-members. Unlimited access to CareerLink is free for BMA members. Non-members pay a nominal charge of \$25 for six months' access.

There is no charge to members to post a job; non-members pay only \$25 to post a job opening for four months.

CareerLink has been successful for candidates and employers. Last year, CareerLink helped marketers find and fill 30 marketing jobs in the metro area.

Convenience and ease of use are key CareerLink benefits. Employers post jobs online and any candidate who wants to apply can send an email directly to the company. Candidates post their resumes online, however their identities are kept confidential. Employers can review resumes and send emails to candidates whose resumes fit their qualifications.

For more information, visit CareerLink on BMA's web site at www.bmacolorado.org.

DM DAY 2002 –MAY 22

This year BMA Colorado is teaming up with the Rocky Mountain Direct Marketing Association to co-sponsor DM Days. Come see speakers from Eddie Bauer, Harrah's Entertainment, Looking Glass, USPS, and More!

- Business to Business Networking
- Silent & Live Auction
- Breakfast Roundtable with award Winners

Location: Denver Merchandise Mart
451 E 58th Ave

BMA members pay a discounted rate of \$259.00 to attend the full-day. If you register before April 30th, the first person from your company pays \$259.00, all others pay \$129.50.

Visit www.rmdma.org for more details.

Our next members-only breakfast roundtable will be held on, Thursday, May 30th from 7:30 – 9:00 am by Andres Gronstedt, Ph.D. on "E Learning". Location TBD.

WHAT ARE THE PURCHASING HABITS OF YOUR SMALL BUSINESS CUSTOMERS?

Many companies, and agencies, market to their small business customers the same way they do their large customers. Why? I know the purchasing process for my small business is very different than the process at the last fortune 100 company I worked for. The reason for this lack of differentiation in advertising could be budgetary restraints, but I think most people just don't know how to advertise to the small business owner. They hope their small business customers will be magically contacted through the same avenues as the purchaser for a large company. Take a look internally. Have you evaluated the shopping habits of your small business customers? Do you really know how they make their purchases; what influences their buying habits? For example, how many purchases have your small business customers made online? A recent study by John Warrillow, owner of a Marketing Communications firm Warrillow & Co., shows that small business owners do have different shopping characteristics that your average consumer. He found that they are not buying online, and here's why...

- 1. The Expertise Factor** – Small business owners are generalists and rely on suppliers for advice and expertise. For example, they'll ask their account manager at the bank for information on cash flow management. If you make them do business on the web with a Fortune 500 company, it takes away that one-on-one advice.
- 2. The See, Touch & Feel Factor** – Small business owners want to touch and feel the product just like consumers do. A good example of a company getting past this is BankOne. They have sent out 500 business bank account managers to teach accounts how to use their Web site, sending real live bodies to the small business offices to give them 30 minutes of demo.
- 3. The Anonymity Syndrome** – Small business owners are used to using their relationship with sales reps to get great deals. They are afraid that by going online, they won't get those special offline deals. They think, "I'm nimble to find corners and cut deals, but the Web makes it a level playing field. I can no longer rely on my ability to negotiate deals."
- 4. The Cobweb Syndrome** – Small business owners think the very best deals aren't online. That there are cobwebs on companies' Web sites. For example, when they go to a Staples store in person they go to the clearance aisle, but on the Web site they might just find the standard SKUs and not the really great deals.
- 5. The Relationship Security Blanket** – Small business owners frequently create relationships with suppliers

because they're afraid one day they'll need to call in a favor. For example in banking I don't want to deal on the Internet because there's no one I can call when I need an extra \$10,000 credit limit and because I have a relationship I can make that happen.

Warrillo also says that one of the biggest mistakes people make when targeting small business is that they approach it horizontally. "They are looking at small business sites and lists instead of going vertically online...More often people will categorize themselves by vertical – for example plumbers would go to plumbers.com for information to solve their problems before they'd go to Onvia or AllBusiness. These horizontal sites have a really tough time getting traffic."

So, that gives you some information about targeting small businesses on the Internet. But what about traditional media, like print and television? According to a recent article in the Wall Street Journal, "financial advertising targeting small and medium-size companies more than tripled from 1996 to 2000, according to Competitrack Inc, a New York ad-monitoring concern. And ads for computers and telecommunications services also boomed. In the first nine months of 2001, however, print and television financial ads aimed at small business declined about 14% to \$80 million from a peak of \$93 million a year earlier, reflecting the soft economy, Competitrack says." Though smaller than print advertising, TV ad spending aimed at smaller companies grew more swiftly in recent years. But some marketers question whether that makes much sense. Entrepreneurs don't spend much time in front of the TV, according to Warrillow & Co., a Toronto marketing research firm. Warrillow estimates that the average U.S. entrepreneur watches 11.5 hours of TV a week, compared with 28 hours for the average consumer. Thus, TV ads, says John Warrillow, the firm's chief executive, are "questionable in small business." The growth in TV ads aimed at smaller companies, he says, represents "a lot of money in a consumer medium that is not well spent."

To see the complete Wall Street Journal article, go to www.warrillow.com/comphp.htm



Kelly Robbins

About Kelly Robbins

Kelly Robbins is a freelance copywriter. She has a monthly column in the Denver Business Journal on Home Based Business and is the editor for the MarCom Mirror, BMA Colorado's bi-monthly newsletter. Kelly specializes in E-mail, newsletters, sales letters, feature articles and press releases.

She can be reached at 303-460-0943 or RobbinsResources@att.net.

BMA-Colorado extends our sympathies to Rocky Mountain Direct Marketing Association president Patty Taylor, whose husband recently passed away in a fatal car accident. Our thoughts are with you.

WELCOME NEW BMA MEMBERS

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intern program and promoting the need of more Business-to-Business curriculum within the business schools. **Dave Greves**, of Digital Metropolis, Inc., BMA Golf Chair, will be putting on our tournament this year. Thanks for your work last year as a committee member and chairing the event this year. Also, thank you for all the other ways you volunteer and how Digital Metropolis has donated so much of it's time and services to making BMA Colorado successful. **Rip Ripley**, CBC the R in BSM&R and **Karen Sutherland**, of StorageTek, BMA International officers, have been at our board meetings and dinner meeting to keep us informed of BMA nationally. Thanks to both of you for your encouragement to me, and our board.

I have gained so much professionally from BMA. I look forward to our dinner meetings where I get to see old friends and meet our guests. There isn't an association in Denver that comes close to the "Family" atmosphere we have at BMA. Thanks to each member who has gone out of their way to make our guests and fellow members feel like they belong and to have a place to hang their hat in the Colorado Marketing Community. So I leave you with a song to sing from the Pointer Sisters...."We are Family...(hey, hey, hey, hey, heyaye), I got all my B-MA's and me. Thanks again for allowing me to serve as your President.

Dan McCutchen
Creative Emphasis, Ltd.

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