

The Unspoken Interview Assessment: Credibility/Judgment/Trust

While stellar written and oral communications skills and technical qualifications are, of course, essential to securing a new position in the increasingly more competitive interview process, candidates often forget some of the intangibles upon which they are silently critiqued.

As they question you and as they pose hypothetical situations, hiring influences and HR professionals are constantly probing for evidence of common sense and sound judgment. A candidate's personal presentation and portrayal – the story telling -- of her career are examined in terms of whether or not she is credible. Will her counsel be sought and followed by key decision-makers? Will she be invited "to sit at the table"? Will executives trust her? Are her answers thoughtful and on point? Can she be groomed for more senior positions and/or added to the group of employees being tracked for corporate succession planning purposes?

Do the questions she asks demonstrate business acumen and insight? Is she self-deprecating? Poised? Not to mention widely read and intrinsically interesting? Can she make utterly delightful and upbeat small talk? How good are her social graces? Her sense of humor? Does she chew with her mouth open, snicker when the cork is sniffed, leave her soup spoon in the bowl?

The search for good judgment is the unwritten agenda in every interview and the hidden component in every job description.

Written by Laurie Mitchell, Laurie Mitchell & Company, Inc. (AMA Member)

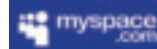


Marketing to Women - April 2009

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Check Out the Cleveland AMA's Social Networking Profiles:

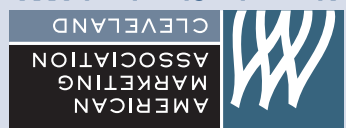


Bridging the Chasm Between "Researcher-Speak" and "Executive-Ese" - May 2009

The Cleveland AMA Chapter was formed in 1934 and is the premier association for marketing executives and professionals in the Cleveland area. We have over 200 members and are the sixth oldest AMA chapter in the country. Being part of a local chapter gives members the opportunity to make local contacts, share their knowledge, and continue learning from experts and innovators in our regular meetings, workshops and seminars. Other benefits include access to the Marketing Services Director and Member Host; various member discounts, the ability to join Special Interest Groups (SIGs) and access to online tools that will expand and enhance your knowledge of the marketing field.

The American Marketing Association (AMA), one of the largest professional associations for marketers, has 38,000 members worldwide in every area of marketing. For more than six decades the AMA has been the leading source for information, knowledge sharing and development in the marketing profession.

About the Cleveland AMA



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To add your name to this list or to volunteer on one of these committee, please contact Larry Courtney...or visit our website at www.clevelandama.com for a listing of what positions are available

MNews

SUMMER 2009

A Note from the President

Good Things Come in Unexpected Packages

Last year was a little crazy for me so I hoped, going into 2009, that this would be a boring year. That was dumb and I clearly jinxed myself. This year has consisted of unexpected family and friend deaths, odd health problems for my husband and a bunch of other peculiar surprises. It's been a bit of a roller coaster. And now this--late in the day on June 30, I joined the growing ranks of the unemployed.

Though I was not terribly surprised it was still unexpected if that makes any sense. I wasn't always happy there, had my share of frustrations, but when it came down to it I had a great job. I promoted and loved the city I grew up in for a living. Now I'm disappointed and feel kind of like a total failure who will never find another job. But I know I'm not alone—I meet at least one freshly unemployed person at every AMA event. I'm actually trendy now.

On the upside, the timing was great—we moved the weekend before and I was anxious to get settled, our new AMA year started July 1 and I had a lot of work to do for this "second job", my parents are "summering" in Cleveland so I can spend more time with them, blah blah blah. Do I sound like I'm trying to justify all this a bit? Probably, but throw me a bone on this, would ya?

Where do I go from there? I don't know and, as a planning kind of gal, that's the scariest thing. Once I get past all this emotional garbage I know I'll be fine and this will, as everyone tells me, end up being the best thing that could have happened. Maybe I'll use this opportunity to finally start the business I've talked about for years. If nothing else this is a time to step back and reassess where I've been and where I want to be. My new job now is finding a new job but I am determined to at least relax a little and try to enjoy some down time. I may just be in the early stages of a long journey but I salute my fellow travelers and look forward to seeing them along the road...or in some kind of support meeting.



BARB BALOGH

Barb Balogh, Cleveland AMA President

UPCOMING EVENTS

Monthly Dinners:

Sept 9 - Health Care Marketing w/Medical Mutual - Doubletree Downtown

Nov 11 - Buzz Marketing: Converting the Buzz into Sales w/Ron McDaniel - Doubletree Downtown

Jan 13 - Event TBD but mark your calendars

Marketing Mixers:

Oct 15 - Beer Tasting - Location TBD

Dec 10 - Holiday mixer (Topic: Making the Most out of Networking) - Location TBD

February - Wine & Chocolate tasting - Date & Location TBD

Conferences:

November Marketing Boot Camp - Dates & Location TBD

Stay tuned! For more information or to register, go to www.clevelandama.com

AMA MEMBERS OF THE MONTH

April:

Phil Yaeger

- *Where did you go to college?*
Arizona State University, Bachelor of Science in Business, I majored in Advertising and minored in Marketing. I never owned a car...got around on motorcycle. Ah...I can still smell the sweet scent of sand in the air.
- *Where and what was your first job out of college?*
I was a Research Manager at Price/McNabb Advertising in Asheville, NC. I managed all the research needs for all clients and hired research firms to conduct research under my direction. I stayed with company for 14 years, became EVP and when I left to return to Cleveland I was one of 4 partners in the 100-person agency. I managed the marketing for over 500 McDonald's Restaurants in the Southeastern United States as well as the national marketing for one of the largest electrical products manufacturer in the world, along with heading up our new business efforts.
- *How many years did it take for you to get where you are today in your career?*
25 years of blood, sweat and tears. But I wouldn't have had it any other way.
- *Why did you join the AMA?*
Ongoing education and networking with marketing professionals.
- *What do you feel you get from being an AMA member?*
Stay connected with all areas of marketing and staying current with the latest marketing trends and tools (e.g. Social Media, Branding, Integrated Marketing, Digital Marketing, etc.). It's like continuing education where you can enjoy a beer and great conversation.

May:

Judy Jessen

- *Where did you go to college?*
Virginia Tech
- *Where and what was your first job out of college?*
Springfield Virginia, Assistant Store Manager at The Fashion Factory
- *How many years did it take for you to get where you are today in your career?*
Too many!
- *Why did you join the AMA?*
To expand my networking and ongoing learning opportunities, and to support the Cleveland marketing community.
- *What do you feel you get from being an AMA member?*
Access to research and marketing strategy information.

June:

Pamela Barron

- *Where did you go to college?*
Cornell University and City College of New York (CCNY)
- *Where and what was your first job out of college?*
Canton, OH; Social Worker
- *How many years did it take for you to get where you are today in your career?*
Ten.
- *Why did you join the AMA?*
To be exposed to new marketing concepts and to broaden my personal marketing knowledge through interactions with other marketing professionals.
- *What do you feel you get from being an AMA member?* The chance to gain new marketing insights and to learn from recognized marketing experts.

WELCOME NEW CLEVELAND AMA MEMBERS!

April New Members:

Rachel Pelaia
Case Western Reserve University
Marie Cassidy
Kenneth Hall

May New Members:

Ryann Jagger
NCS
Anne Mendenhall
National Association of College Stores
Patricia Delmonico
Invacare
Rachel Daniel
Synergy International Limited Inc
David Wagner

June New Members:

Susan Bernat
Cleveland Clinic Health System
Amber Warnick
Cox Communications
Jack Kusner
Exact Target
Elisabeth Kotris
Kotris & Associates
Jill Bernaciak
John Carroll University



Job Search and Career Transition Advice - July 2009

AMA MEMBER BENEFITS

Local Chapter

- Dinner and Speaker Series – members save \$15 on registration at each event
- Free job postings on ClevelandAMA.com
- MNews quarterly newsletter
- Chapter leadership volunteer opportunities
- Chance to be featured as the "Member of the Month"
- Membership certificate
- Advance list of pre-registered event attendees
- "Member Only" perks such as special opportunities to meet the speaker, free publications and exclusive events.

National Chapter

- Access to the FULL membership list!
- Free subscription to Marketing News (the AMA bi-weekly magazine)
- Access to MarketingPower.com, the official web site of the national chapter of the AMA. There you'll find a very helpful Resource Library, Career Management tips, access to SIGs, an extensive listing of Marketing products, Member Perks, and educational resources such as webcasts, white papers and much, much more.
- Discounts on professional development programs and conferences
- Discounts on other AMA magazines, journals and books

Event Planning in a Down Economy

Despite a difficult economy, you may want to think twice about cutting events from your marketing budget. Events are a great way to not only attract prospective customers to your product or service, but they also present a chance for you to stay top of mind and potentially drum up business from your existing customers.

Here are a few tips to lower your event budget:

Partner up to bring costs down:

Rather than hosting an event solo, consider adding a partner to the event to help cover costs. In addition to splitting the costs with your partner company, you'll also increase the size of your invite list and bring more fresh faces into the room for networking purposes.

Breakfast...It's the most important meal of the day:

Planning on feeding your attendees? You can reduce your food budget by a significant amount by holding your event at breakfast instead of lunch or dinner. Additionally, you should improve your attendance rate due to the fact that attendees are likely heading to your event first thing in the morning before they get caught up in other tasks at the office.

When in doubt...Webinar:

Webinars are great for several reasons. First, they keep your costs to a minimum by eliminating the venue costs and the catering fees. Second, they are reusable. You can easily post a webinar to your company's web site and visitors can download the audio or video file at any time. Finally, since attendees can watch your webinar from anywhere, this event can literally spread your message to laptops across the country.

As always, to maximize the value of any event, don't forget to follow up after the event while it's still fresh in people's minds.

For more helpful tips with your next seminar or webinar, don't forget to check out the Resource Library at

www.marketingpower.com

Written by Bob Goricki, Skoda Minotti (AMA Member)

Is the Economy Starting the Upward Turn?

When looking at the US economy and the current recession, we as marketers need to realize there are two types of recessions, an employment recession and an economic recession. Recently the employment recession has made headlines reporting a 9.5% unemployment rate with double digits appearing just round the corner. However it is important to remember that almost half of the businesses throughout the United States remain the same in regards to their current employment status. Meaning half the businesses in the country are stable and have not shown any signs of a down turn.

Now, because most of us do not have control of approving additional head count, we need to pay attention to what we do have control over and that is the economic recession. There are vital signs that the US economic recession may have hit bottom and is now working towards improvement. The Wall Street Journal reported May's business spending on durable goods rose by 4.8%, it's biggest gain in nearly 5 years, and while housing sales dipped 0.6% the median sales price rose to \$221,600 its highest since the onset of the recession in November of '08. Furthermore, consumer confidence has rebounded to pre-September levels. Each one of these economic indicators shows signs that the US economic recession may be on the upturn. However, it is important to remember the current state of affairs took more than 10 months to get to where it is at today and it will take no less than that to regain its place in the world economy. We can help the overall economy and our organizations by maintaining or even increasing our marketing spend.

When the economy starts to turn we all know it's the time to start investing in our marketing efforts. The question is, why? Getting consumer buy-in and sustaining that buy-in will only help your businesses prosper as the economy rebounds, as evidenced by a Kellogg and Penn State study that found businesses that maintained or increased their advertising spend during a recession averaged higher sales growth during the following three years. Furthermore, within four years, the businesses that maintained or increased their advertising spend during that recession experienced a 256% growth in sales over those that had cut back on advertising. For some, while increased sales and brand awareness now is important, it is also a great time to build those 3rd party vendors relationships when rates are less costly as they could prove to have long-term rewards as their business and rates increase.

Written by TJ Ausflug, Micros Retail Systems (AMA Member)

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www.clevelandama.com

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- Pictures! Pictures! Pictures! •
- Updated News page & More! •

