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# ACE AWARDS 2013 REVIEW

by *Tiffany Brown*

On June 27th, the Reno-Tahoe American Marketing Association held its annual Ace Awards at the Freight House District in downtown Reno celebrating the top local strategies and campaigns in marketing. The event was hosted by University of Nevada, Reno Associate Professor of Public Relations, Todd Felts. All photos were captured by our sponsor, Frank Haxton of Digiman Studio.

Every year we look forward to this event because it's a great way to learn more about what great work the various businesses and agencies in our community are conducting. It's also a chance to learn more about what strategies are working, what made them successful, and why they're being noticed. Not to mention it's also a great place to catch up with fellow marketing and business professionals within the community.

### The Nomination Process

For an entire year, the Reno AMA Board kept a close eye open for local examples of marketing that stood out from the crowd. After a year of sourcing nominees, the board narrowed down nominations to a list of 33 campaigns or strategies, and then divided those nominees across 11 different categories.

In May, the Ace Awards committee reached out to each of the 33 nominees to collect more information about each nomination through the form of a survey asking such questions as "how did you measure your campaign or strategy's

effectiveness?" and "why do you feel your campaign or strategy was a success?"

Once all the data was compiled, everything was packaged and sent off electronically to the judges for review. This year, the judging panel was comprised of board members from the Reno AMA's sister chapter in Charleston, South Carolina, the Reno-Tahoe AMA board, and Reno-Tahoe AMA members, creating a diverse mix of marketing professionals who were involved in the judging. Eleven of 13 award winners were selected from this judging process, with the exception of the "People's Choice" award and "Influencer of the Year."

For "People's Choice," voting was opened up to the general public through social media, email campaigns, and announcements made at events. After collecting over 400 votes from the community, the "People's Choice" award went to the RSCVA for their mobile app. "Influencer of the Year" went to Abbi Whitaker, owner of The Abbi Agency, for all of her work in the marketing and business community over the past year, including involvement with the Biggest Little City Movement.

For more detail on all nominees and why each of the 33 campaigns was nominated, please visit our SlideShare page at [slideshare.net/renotahoeama](http://slideshare.net/renotahoeama) to view the full presentation. Overall it was a great event and we look forward to making next year's even bigger and better!

# AMA 2012-2013 ACE AWARD WINNERS:

1. Best in Web/Digital:  
Noble Studios
2. Best in Mobile:  
Access Pass & Design
3. Best in Social:  
SoDo Restaurant + Bar  
(Dotted and Crossed  
Marketing)
4. Best in Print:  
UNR Football "Saturdays  
are for Football"  
(Bauserman Group)
5. Best in Public Relations:  
TEDxUniversityofNevada  
Event (The Abbi Agency)
6. Best in Radio:  
Reno Aces (Brand Lab)
7. Best in Video:  
Greater Nevada Credit  
Union  
(Ding Communications)
8. Best in Cause-Related:  
Committee to Aid Abused  
Women (Reno Wired)
9. Best Event:  
Project Vesto (NIREC/  
GOED)
10. Best in Direct Marketing:  
Basecamp Hotel  
(Fresh and Clean Media)
11. Best Integrated Marketing:  
Nevada Museum of Art  
"Just Gogh"
12. People's Choice (with over  
400 votes):  
Reno-Sparks Convention  
and Visitors' Authority  
Mobile App (KPS3)
13. Influencer of the Year:  
Abbi Whitaker, The Abbi  
Agency



## UPCOMING LOCAL EVENTS:

- AMA in the AM  
Wednesday, August 28th  
The Abbi Agency  
7:15 - 8:30 a.m.  
\*Free to AMA members  
\$5 for non-members
- September Monthly  
Educational Luncheon  
Tuesday, September 17th  
11:30 - 1:00 p.m.  
Atlantis
- October Monthly  
Educational Luncheon  
Tuesday, October 15th  
11:30 - 1:00 p.m.  
Atlantis



Lori Henderson Patch and  
Kristin Stith



## BIGGEST LITTLE CITY LUNCHEON

by Kristin Stith

At our June 2013 luncheon, a panel led by Abbi Whitaker, owner of The Abbi Agency, presented on the Biggest Little City movement. Below is a summary of the movement from AMA board member and fellow luncheon presenter, Kristin Stith.

Have you ever sat and watched a runny facet? The slow stream of water gathers at the mouth of the facet as a drop begins to form ... then, the drop falls. The drop lands into a small puddle of water and causes small ripples that are sent throughout the whole puddle.

In February, a couple dozen Renoites gathered into the conference room of the Reno Gazette Journal for reasons unknown. Everyone was invited to hear some news, but no one really knew what was going on. The people in this room consisted of entrepreneurs, students, professionals, small business owners, City of Reno employees and more. Everyone in that room was from the same industry, they were all marketing professionals. Many people in that room compete with one another on a daily basis for clients, many people in that room had never met one another. But, as soon as everyone realized the purpose of the meeting- they left their egos, job titles and companies at the door. Immediately, they were all just citizens of a town that they all loved and that needed some help. They were all listening.

Tired of watching other campaigns fail, tired of watching ad agencies in New York trying to brand them, tired of another tagline, tired of letting other people tell them who they are,

and tired of continuously getting kicked on the shins- it was time for the citizens to come together. They wanted to come together to create something that would work, something that would stick, and something that would change the conversation about Reno, Nevada.

That meeting lasted hours as everyone went around and discussed why they love and live in this town. The passion in that room radiated, that room was on fire. Everyone realized the potential of the group, this was the group that could create a groundswell and have a lasting impact on this town.

How the hell are they going to do this? Combining the thoughts, ideas and opinions of dozens of leaders to create an organic, grassroots movement was going to be a monumental task. But, if any one could do it- it was this group.

They met once a week as whole, and frequently in smaller teams from February to June. Finally, a creative movement was organized and the group did a call out to anyone who would listen, and invited a couple hundred people from the community to show what they have done. On June 5th in an empty unfinished building Downtown, these volunteers presented their gift to the city in hopes of people liking their idea.

On June 5th, that drop fell into the puddle ... and the ripple began. For more info on this project, please visit [www.biggestlittlecity.org](http://www.biggestlittlecity.org).

## UPCOMING REGIONAL EVENTS

Brand ManageCamp  
9/16/2013 | Las Vegas, NV

Now in its 11th year, the Brand ManageCamp marketing conference has become THE place to generate the FRESH ideas your brands need to survive – especially in these turbulent times.

Content Marketing Workshop  
9/19/2013 | San Francisco, CA

This program is designed for mid- to upper-level managers, directors, executives of teams of business professionals working in marketing communications, marketing, content development/creative services, advertising, branding, copywriting, social media, PR, sales and traditional or interactive/digital marketing agencies. The workshop is for B-to-B and B-to-C companies.

Aligning Sales with Marketing  
10/3/2013 | San Francisco, CA

This session is ideal for marketers who are charged with working closely with sales organizations. Enlightened sales executives are also very welcome.

Multichannel Marketing  
11/4/2013 | San Francisco, CA

The purpose of our workshop is to help marketers build successful strategies that connect with customers in increasingly meaningful ways across discreet yet interconnected channels. And to do so in a fiscally responsible way that fits their business model, brand and organizational structure.

\*More info on above events at [www.marketingpower.com](http://www.marketingpower.com)

# DEVISING A MOBILE STRATEGY: WHAT YOU NEED TO KNOW

by Tiffany Brown

What's the difference between a mobile site and a mobile app? How is tablet and mobile marketing different? Does responsive design mean your computer knows what you are thinking about before you even search for it?

Recently, Michael Thomas, partner in the leading Reno-based full-service digital agency, Noble Studios, presented at our May 2013 luncheon. Below follows a summary of what you need to know now with regard to devising and optimizing a mobile marketing strategy for your business, whether you're just getting started or already have a mobile strategy in place.

## Laying the Groundwork for your Mobile Strategy

Thomas opened his presentation with a variety of eye-opening statistics that highlight the need for why you should have a mobile strategy now. For example, mobile devices are expected to surpass the world's population by 2016, which is an 18-fold increase between 2011 and 2016. In fact, mobile handset sales overtook sales of PCs in 2012, more emails are now read on mobile devices than on computers, and mobile browsing is expected to account for 50% of Web traffic by 2014. By 2015, brands will be generating 50% of their website sales through social media and web platforms.

With the migration toward mobile, the obvious questions become: Are you optimized for mobile? What does your customer's experience look like when they view your website on their mobile phone? Does your website have the ability to accommodate the purchase journey via mobile?

To devise what mobile solution is right for your business, Thomas' advice is to begin with first understanding the needs of your customer and then working backwards. He gave the example of a hotel chain that recently conducted customer research and, contrary to what they had expected, found that their customer's moment of truth (the

defining moment of their satisfaction with their hotel stay) came at the point when the guest slipped under the covers. To capitalize on a mobile strategy then, focus on the user experience: streamline customer interactions, take pain away from your customers, and use mobile as an opportunity to deepen the overall brand experience. Specifically, consider how can you make tasks and doing business easier for your customer. How can you use mobile to make the entire experience better?

When embarking on a mobile strategy, there are several options to consider other than just "building a mobile app," which include:

- Mobile friendly
- Mobile design
- Mobile web app
- Mobile native app
- Adaptive design
- Responsive design

In short, Thomas recommends the following mobile equation: remember to make it convenient and make it fun to build a better brand experience that creates more customers and leads to larger revenues.

To view Thomas' full presentation with more detail surrounding the above outlined options, visit our Reno-Tahoe AMA Slideshare page at [slideshare.net/renotahoeama](http://slideshare.net/renotahoeama).



Michael Thomas, Noble Studios

## WELCOME NEW MEMBERS!

- Nicole Denison, Marketing & Business Development Manager, Apex Performance Solutions
- Wendy Hummer, Owner, EXL Media
- Rachel Kingham, Director of Marketing and Communications, Nevada Museum of Art
- Alison Gaulden, Internship Coordinator, Adjunct Professor, University of Nevada, Reno
- Nancy Stoltz, Director of Marketing & Design, Creative Coverings
- Larry DeVincenzi, Principal Strategy Director, Biggest Little Group

## MEMBERSHIP RENEWALS

Below is a list of our recently renewed members:

- Laura Furumoto, MBA, Consultant
- Tiffany Brown, CBRE
- Joy Gardner, Employee Benefits Manager, Comstock Insurance
- Lisa Kirkman
- John Klacking, CEO, CS
- Ms Stephanie Kruse, KPSJ3 Advertising
- Kristin Stiith, Dolan Auto Group
- Connie Weber, Sierra Nevada Wealth Management

## NEW MEMBER SPOTLIGHT: Rachel Kingham, Nevada Museum of Art

Tell us about your company and your background in marketing.

The Nevada Museum of Art is the only accredited art museum in the state – emboldening us with a strong sense of responsibility for arts education and programming for residents of and guests to the area. With this accreditation, the Museum joins the ranks of other significant institutions such as the Metropolitan Museum of Art in New York and the San Francisco Museum of Modern Art. Just 5% of all museums in the US earn AAM accreditation.

My time at the Museum as Director of Communications and Marketing is divided between fostering local and regional awareness and creating national and international appeal. I have always had a love for the arts - wanting at one point in my life to be a designer. I have travelled much of the world and at each destination have sought out art, architecture and design. The Nevada Museum of Art presents all three of these elements on equal footing and provides me with a chance to learn everyday while challenging me to present it to a diverse public.

What led you to Reno/Tahoe?

I attended High School and University in Reno and graduated from Galena High School in '96 and UNR in '01. In High School I was too timid to try art classes – preferring to stick to the swim team and water polo. I graduated UNR with a Bachelors in Journalism, with an advertising focus, and decided that Creative Director was the job for me! I traveled and lived abroad for the next 8 years chasing my dream of graphic design in San Francisco and New York - discovering I was not designer material – and then unexpectedly landed at a Public Relations firm in London working on accounts as diverse as Manchester United's football star Wayne Rooney and Gun & Rifle Makers James Purdey & Sons Ltd. In 2009 I decided it was time to come home to Reno, settled down with my husband Jamie Kingham, and three years later we welcomed our daughter Lillian. Reno is home.

What is your favorite thing about the Reno/Tahoe AMA?

Before becoming a member I had the chance to attend a series of events and luncheons hosted by the Reno/Tahoe AMA and was impressed. Each event provided an opportunity for networking and personal development. I decided to become a member after making a number of new connections and realizing the group's importance in not only helping me further my career but also offer a platform for sharing ideas and gaining insight from my peers. For instance, considering how I could apply someone's experience in a technology field to the arts. I'm excited to share and learn more about other members and participants in the Reno/Tahoe AMA.



Contact:

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## AMA MEMBER NEWS

- Congratulations to our Past President Andy Walden and his wife, who welcomed a new baby boy in July
- Farewell to Lauren Easby, former board member with the Glenn Group, who recently accepted a new marketing position in Portland, OR
- Congratulations to Becky Driscoll, who recently accepted a position with the Peppermill as their National Sales Manager
- Kristin Stith, was recently selected as a speaker for the 2014 TEDxUniversityofNevada event
- Congratulations to Lisa Kirkman, former board member and a Digital Media Strategist at Swift Communications, who recently accepted a position as an adjunct professor at Sierra Nevada College

\*Please submit member news to Tiffany Brown at [tiffanyabrown1@gmail.com](mailto:tiffanyabrown1@gmail.com)

## NEW MEMBER SPOTLIGHT: Nancy Stoltz, Creative Coverings

### Tell us about your company.

Creative Coverings is a nationwide specialty linen rental and sales company focused on the special events market, helping decorate events all around the nation. As Director of Marketing & Design, I oversee product development, marketing and fabric trend research for this fast-growing company.

### Tell us about your background as it relates to marketing.

I have always loved fashion and textiles and have had the opportunity to travel quite extensively through the years to see for myself what is trending in fashion and fabrics! Coming to the Reno-Tahoe area as a young girl I was afforded the opportunity to grow up in this beautiful region. I attended the University of NV, Reno where I received my degree in French and spent a semester abroad in France! It was there that I discovered just how much I was in love with the world of high fashion. From Chanel to Dior, Lacroix and Yves Saint Laurent, I absolutely fell in love with the luxurious designs, but mostly the textures and prints of the fabrics.

Prior to joining Creative Coverings I have had professional experiences in marketing and business administration, as well as, owning a business as a fashion consultant. I studied Fashion Marketing as well to gain the knowledge and skills that I am able to use in my current position.

Previously I served as marketing executive for Bauserman Group and assisted in them design and production of special events. It is there that I fell in love with table top design and met Creative Coverings. I even had the chance to bond with Robin Brockelsby, owner of Creative Coverings, while organizing and producing a local large fundraiser. She saw my passion for marketing and design and later offered me the opportunity of a lifetime!

I truly know this is my dream job! Not only do I travel the country looking for trendy fabrics to dress event tables, but I work with an amazing group of individuals who have their own passions and talents that make this team so spectacular.

I enjoy marketing our beautiful designs through blogs, pr, social media platforms, and trade show opportunities. Our table designs have received recognition in several event related publications, blog sites, and newsletters, as well as awarded Best Table Top Design at a National Association for Catering & Events table design competition.

### What is your favorite thing about the Reno-Tahoe AMA?

I feel that the Reno-Tahoe AMA has afforded me the opportunity to meet some amazing professionals in the field of marketing and to gain insight into new and different ways to help market our product and our company so that we can continue to grow and develop locally and nationally.



#### Contact:

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[@Cre8ivCoverings](https://www.instagram.com/Cre8ivCoverings)  
[#creativecoverings](https://www.facebook.com/creativecoverings)

# 36th ANNUAL INTERNATIONAL COLLEGIATE CONFERENCE

April 10-12, 2014  
Sheraton New Orleans

The AMA International Collegiate Conference is one of the best investments you can make as an aspiring marketer. The Collegiate Conference is particularly helpful as you set out into a world where the career landscape is shifting dramatically, and new tools for marketing are changing the way marketers do business.

The Collegiate Conference can inspire you and give you the tools you need, to start your career as a young marketing profession.

Join the over 1,300 attendees at the 36th Annual International Collegiate Conference, and jumpstart your marketing life!

Questions:  
[collegiate@ama.org](mailto:collegiate@ama.org)

Follow on Twitter:  
[#amaicc](https://twitter.com/CollegiateConf)

# DID YOU KNOW WE HAVE A COLLEGIATE CHAPTER?

by Patrick Smith

By the time you read this, college will be back in full swing. Football, class, greeks, clubs, and coeds scramble for time, attention, and loan money of students. Amongst this hustle, my team and I are hosting events, executing fundraising, and recruiting like crazy on top of class and jobs. We are gearing up for the collegiate IMC competition and business week in October.

What does this mean to you, the professionals of the Reno-Tahoe AMA? Foremost, I am your link to the most motivated individuals on campus. Those taking active steps to explore and begin their career in marketing. These are your business's future employees. Each UNR AMA member is proactive, interested, and willing to do what it takes to go further than their fellow classmates.

How can you get exposure to them? **Three ways: Hire, Mentor, or Sponsor.**

1. Don't know the first thing about incorporating an internship? Gotcha covered. I am working with career counselors here on campus to pilot a program that helps businesses of all sizes create and develop internships. These counselors assist with all aspects including what to expect when having an intern and composing the legal documents. Contact me immediately if you are interested in participating in this program.

Have an internship program and haven't already talked to me? Tell me. The sooner I know, the sooner we can work together to match you with a member student that is eager to get that vital experience.

2. Don't feel your company can afford an intern? Still want to get the face time and contribute to student members? Mentor. We are looking for members of the Reno-Tahoe chapter who are interested in working 1 on 1 with a student as their professional mentor. This entails meeting for coffee or lunch one or two times a month, inviting your student to professional functions where you teach

them etiquette and be their wingman, and once or twice allowing them to shadow you during a typical day on the job. If this is for you, please contact myself and Somer Athari to get the ball rolling.

3. No time to mentor and no room for an intern? Still want to help? As everyone knows, without cash, very little happens. As a collegiate chapter, we are invited to regional and national AMA functions as well as firm tours within the area. But, surprise surprise, our students are, well, students. All vim and vigor and, after tuition, books, and housing, broke. So this is where I extend the alms bowl and ask for your kind, charitable, and tax deductible donation to be put toward event catering, travel, and promotional material expenses.

Sponsors can get placement on promotional material or speaking opportunities at events based on level of sponsorship. For more information, please contact me ASAP.

As a long time Reno resident, I heard over and over how there is a desire to bridge between the campus and the office. This is your chance. We are ready to help make these opportunities a reality for all.

## About the AMA Nevada Chapter:

Awarded 2012's Most Outstanding Club of the Year Award by the Associated Students of the University of Nevada, the American Marketing Association prides themselves on their past accomplishments and committed and talented members.

AMA is an organization that through guest speakers, marketing projects and professional meetings, introduces students to real-life applications and aspects of marketing.

## Contact:

Patrick Smith  
AMA Nevada  
[AMANEVADA@gmail.com](mailto:AMANEVADA@gmail.com)

## UPDATE YOUR AMA MEMBER PROFILE

If your contact information has changed recently, please remember to log into [www.marketingpower.com](http://www.marketingpower.com) and click on "my profile" at the top right-hand corner of the page to update so that we have your most up-to-date contact info. We utilize this data in building our membership roster.

## PROGRAMMING SUGGESTIONS?

If you would like to become a speaker or submit a suggestion for a future luncheon speaker, please reach out to Leah Scherschel at [leah@theabbiagency.com](mailto:leah@theabbiagency.com).



## FEATURED MEMBER OF THE MONTH: LARRY DEVINCENZI, BIGGEST LITTLE GROUP

As a past luncheon speaker, a recent presenter at our marketing education workshop held this past May at the University of Nevada, Reno, and an American Marketing Association member, many of you may already know Larry DeVincenzi ... but we bet there are some things you didn't know!

### Tell us about your company.

Just as Reno is—in heart, in spirit, in the sheer number of people who love it here—the biggest of the little cities, we strive to make BLG the biggest of the little agencies. We work directly with our clients in a very collaborative way, and certainly as well, with one another. We don't think in terms of departments or levels; all too often those delineations slow down our creative solutions process.

We collaborate on every project—and for good reason. Our little agency is packed with decades of experience, decades of award-winning work, decades of providing creative marketing, media, and communications solutions to our clients.

At BLG, we've got big-city experience, and we offer it with little-mountain-town service. We tap into big markets and to get big results, with little hassle.

Like our fair city, we're a collection of folks with big ideas, big talent, and big reach—we just come in a little package. BLG is deeply and firmly rooted here at the foot of the Sierra Nevada, but this certainly not the only market we've seen—just our favorite.

We know Reno. We are Reno, and we want to help Reno – and the world – get to know our clients.

### What led you to Reno-Tahoe?

My grandfather was one of 14 Italian families to settle here in the 20's in the Truckee Meadows. From his humble, hard working beginnings on the rail cars in Sparks, to becoming a land owner in downtown Reno, the roots my grandparents provided for my father and mother are still appreciated and enjoyed by my family today.



In the 40's, my family started the Riverside Flower Shop, located in the historic hotel of the same name in downtown Reno. Reno quickly became a hotbed of tourism and growth in the 50's as it grew first before its southern sister, Las Vegas, came to outshine it.

More than Reno-Sparks, I'm a Tahoe kid; and have had the amazing fortune to grow up soaking in its shores until leaving Reno for college. Lake Tahoe is just as much a part of

## OUR PAST PRESIDENTS

Andy Walden (2012-2013)

Connie Weber (2011-2012)

Judith Hepburn (2010-2011)

Bruce Knowlton (2009-2010)

Jessica Hensler (2007-2009)

David Archer (2005-2007)

Samantha Daggett (2003-2005)

James Webster (2002-2003)

Kerstin Plemel (2001-2002)

Laura Furumoto (2000-2001)

Lynnae Hornbarger (1999-2000)

Nancy Copfer (1998-1999)

Ginger Bevilacqua-Paulsen  
(1997-1998)

Lisa Mancini (1996-1997)

Richard Hogan (1995-1996)

Kim Tolkien (1993-1995)

Charles Allured (1992-1993)

Bob Felten (1991-1992)

Katherine I. Cole (1990-1991)

Tony Sousa (1989-1990)

Bob Alessandrelli (1988-1989)

Sandy Nichols (1986-1988)

James D. Rogers (1985-1986)

Allen W. Dunn (1983-1985)

Kyung-Il Ghymn (1982-1983)

## FEATURED MEMBER OF THE MONTH (CONT'D): LARRY DEVINCENZI, BIGGEST LITTLE GROUP

my sense of home as is Reno, a fact that a few of us lucky natives can relate to.

Reno-Tahoe is at the core of my family's history and a key part of my heart and soul. We live here today because we still treasure its natural beauty, changing seasons and endless possibility for fun and recreation. It's a great quality of life to raise a family and enjoy life – what's not to love about our little valley and the region around it?

### What is your favorite thing about the Reno-Tahoe AMA?

If there was one favorite thing about Reno-Tahoe AMA I could point to, I'd have to say the organization's adaptability (and subsequent longevity). I'm honestly very proud of the current team of volunteers who have revitalized the organization locally. Several years ago, our local chapter was nearly deemed "dead" until people like Dave Archer and Samantha Fleicher stepped up to reinvigorate it. With a small team of great people, the organization regained its membership through a growing database of members and friends.

Since then, it's continued to grow into an innovatively fun organization again under the direction and guidance of so many new, young talented professionals. It's very satisfying to see something I helped support so long ago continue to be so relevant today. For so many members who don't volunteer to help, it may be hard to fully understand the time and dedication it takes to help organize and execute events, membership drives, news and information. To those of you who do... I salute you!

### Tell us about your background as it relates to marketing.

With a degree in media communications, I was pretty certain I would take the broadcast world by storm with my insightful documentaries after graduating from my fourth college in five years, USF.

My passion for film and video actually became a career through a few years as a Director/Technical Director for the NBC and CBS affiliates here in Reno. That budding start was "nipped" for me personally while covering the

plane crash of Galaxy Flight 203 – an event so raw and real that it confirmed a career change was in order.

And so I bought a camera, and started making my own videos with a small team of friends under the name of Camel Productions (... think Joe Camel). We'd shoot anything from weddings to commercials, and quickly grew into editing and effects to compliment the media. Camel Productions grew in post-production needs, and we saw an opportunity to bring new technology to Reno, and hopefully gain local support for film, video and audio finishing talent and services. Which is how and why we built northern Nevada's first "digital" post-production facility, Oasis Media, which we successfully operated with a growing staff for over a decade.

At that time in technology, video and film production was rapidly morphing into new HD formats triggering the closing of many post-production facilities in favor of newer desktop based editing and effects systems and software; changing the industry (for the better) forever.

Following these trends, we closed Oasis Media and I spent the next few years commuting from Reno to Las Vegas managing another post-production facility, a community television channel and a radio station. After a few years of weekly travel, and some 300+ flights on Southwest, I decided it was time to return to Reno to reestablish my roots. I consulted for several years under the collaborative consulting agency SmartBrand, and developed a successful blog while immersing myself in digital communications strategies and creative applications.

Over time, it became apparent that our collaborative clients really wanted single source accountability for their communication needs, and with the help and support of team members I'd worked with before for years, we formed Biggest Little Group (BLG).

It's been a great ride, with an incredible horizon ahead. I'm a very lucky guy to have been given all the support, talent and wisdom from both my colleagues and clients - and I know the best is still to come!



## Did You Know?

The American Marketing Association is a non-profit organization with over 38,000 members internationally and is the source that marketers turn to every day, online, in print, and in person. For over six decades the AMA has been the leading source for information, knowledge sharing, and development in the marketing profession.

## LOOKING FOR A FEW GOOD MEMBERS ...

Want to become more involved with our AMA Chapter, but not quite ready to take the plunge into a board position? Join a committee!

In 2013-14 we are looking for your help in making our events bigger and better. We are in the process of forming committees for Mingle Bells this December, the Marketing Education Workshop next April, and the Ace Awards in June.

We have roles available for every marketing interest imaginable, whether it be conducting research, testing out social media channels, contributing content to our website, hosting workshop sessions or greeting attendees at events.

Please reach out to our president at [renoama@gmail.com](mailto:renoama@gmail.com) if interested in becoming more involved.

### AMA Volunteers:

The AMA invites all members to get actively involved in your association. There are numerous volunteer opportunities at both the local and the national level that will expand your marketing network and knowledge while supporting the marketing profession.

Volunteer members manage all aspects of chapter operations including membership development, succession planning, finance, programming, sponsorship and professional development. Members are involved in single projects – like planning a monthly program for the chapter – as well as long term activities as chapter officers. Volunteering for your chapter is a great way to meet others in the local marketing community.



Reno-Tahoe American Marketing Association  
PO Box 3876  
Reno, Nevada 89505  
[www.renoama.com](http://www.renoama.com)

Connect with us!



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For more information on how your organization can partner with us to help provide better quality educational and networking events for our local marketing community, please contact our President at [renoama@gmail.com](mailto:renoama@gmail.com) for more information or visit our web site at [www.renotahoeama.com](http://www.renotahoeama.com) under the "sponsors" tab.



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