



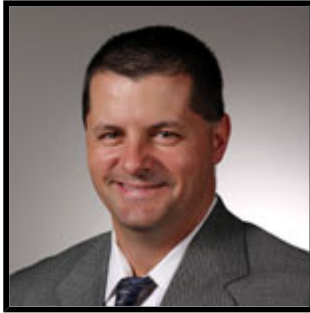
Las Vegas Chapter

April 2010

Newsletter

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**From the AMA Las Vegas President:
Dean White**



How much was your refund?

April is tax season and that means the greatest marketing scam of all time is back for its annual visit. People are actually happy that they made the government and interest free loan. I don't mean to get off on a Libertarian rant here but; is there a reason we only think of the refund and not the part they keep?

In fact in Nevada we pay no less than 24 different taxes, from property tax to resort tax to live entertainment tax, etc. That's why today I am announcing my candidacy for the offi..... Wait, what was the question?

Oh ya, Marketing.

Alright, so the board and I have been busy planning luncheons and mixers. I think April's lunch was a lot of fun. We had yogurt in our hair, pumpkins ran short, bread hung from the trees, and Brazil made fun of my Pinto. Looking ahead, May 6 we will unravel the mystery of branding. And lets all rock out at Rock House on May 11!

As always, if you have comments or questions, the board and I are at your service.

Eamus Catuli,
Dean White, President

New Members

Special Thanks to Our Sponsors!

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[Hyatt Place](#)

[Review Journal](#)

[Liquid Courage](#)

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[Bank of America](#)

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Photography Sponsor

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Support Our Sponsors!

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Please join us in welcoming the following members to the American Marketing Association Las Vegas Chapter.

- Andres Chacon of Bally Technologies
- Traci J. Easton of Solutions II
- Lynn P. Galindo
- Daniel Walsh
- Kathy Watkins of Sutton Watkins Advertising and Marketing

Company Spotlight



Sutton Watkins Advertising & Marketing

Sutton Watkins helps our clients tell the story of who they are, what they stand for, and how they enrich the lives of their clients, employees and the greater community.

We capture our client's inspiration and integrity and translate those passions into a creative strategy. Our aim is to be innovative, daring, and professional, committed to each project as a team, and seek to become a marketing partner with our clients.

Kathy Watkins is a managing partner of Sutton Watkins and is looking forward to serving on the American Marketing Association board. The AMA is important to our communications profession and it is her goal to help the organization grow in an effort to support and further serve our community.



Spring Membership Drive

Means Savings for New Members!



Newsletter Editor
Anne Dean

Design and Layout
Theresa Boucher

The spring membership drive is here! April 5 - June 18 marks the Annual AMA Membership Drive, providing value added for new members to join the organization. Save up to \$30, plus special incentives.

Now is the best time to join!

Already an AMA Member? Invite your co-workers and friends to join.

More information



AMA Las Vegas Luncheon

MAY LUNCHEON:

Thursday, May 6, 2010

"Creating the City Center Brand"

Learn about the campaign that launched the City Center Juggernaut

SPEAKER: Tom Evans, Branding Manager for City Center

TIME: 11:30 am - 2 pm

WHERE: Cilli Fine Dining at Bali Hai Golf Club

COST: \$35 members, \$45 non-members & walk-ins, \$25 UNLV AMA Student members

RSVP (PREPAY) DISCOUNT: Prepay online and receive \$5 Off

RSVP: <http://www.amalasegas.com/>

AMA Las Vegas May Mixer



When: Thursday, May 6, 2010

6 pm - 8 pm

Where: Rockhouse Las Vegas at the Imperial Palace Hotel/Casino

THE BUZZ: Enjoy a night of fun and networking at our May mixer. Join us at Rockhouse Las Vegas where you'll enjoy a complimentary drink, free food and the company of some of the best marketers in Las Vegas.

Complimentary food and one drink ticket

COST: \$10 members, \$15 non-members & walk-ins

Special for UNLV AMA Members: Free

RSVP for March Mixer: <http://www.amalasegas.com/>



2010-2011 AMA Las Vegas Scholarship

Awarding up to four \$500 Scholarships
Graduate and Undergraduate
AMA Members and UNLV AMA Members
Deadline: May 1, 2010

Application and requirements available on our
website - amalasvegas.com

2010 AMA Collegiate Conference Awards:

Congratulations UNLV AMA!

Top 20 Chapter Award
Unicef TAP Video Project - 2nd Place
Collegiate Website - 1st Place
Unicef Fundraiser - 3rd Place
Unicef Marketing Plan Competition - 3rd Place
Outstanding Membership
Outstanding Professional Development
Outstanding Communications
Outstanding Fundraising
Kohler Case Competition - Semi-Finalists



Special Thanks to Mentoring Day Participants!

AMA Las Vegas Mentors

Dean White, Marketing Director for Review Journal
Lisa Sexton, Supervisor/Energy Services for Southwest Gas
Cindy Fox, Director of Marketing for the Nevada Ballet Theatre
Donna Goff, Advertising Manager for MGM
Teresa Fry, Director of Advertising for MGM

UNLV AMA Student Members

Stephanie May
Marirose Agpawa
Jonathan Crenshaw
Dominic Scali

Marketing In The News

Online Marketing Blog

Max Kalehoff on Social Media Advertising, Blogging & the Future of Paid Search

<http://www.toprankblog.com/2010/04/social-media-advertising-interview-max-kalehoff-of-clickable/>

[utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+OnlineMarketingSEOBlog+%28Online+Marketing+Blog%29](http://www.toprankblog.com/2010/04/social-media-advertising-interview-max-kalehoff-of-clickable/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+OnlineMarketingSEOBlog+%28Online+Marketing+Blog%29)

AdWeek

Conversation Starter: In a world of word-of-mouth buzz, marketers need to trigger the talk

http://www.adweek.com/aw/content_display/community/columns/other-columns/e3i25d5a034c5bd6dc57b2a855ba16f0f41

American Marketing Association

Nike's Latest Tiger Woods Ad: Bold or Shameless?

http://www.marketingpower.com/ResourceLibrary/Pages/newsletters/mne/2010/4/nikes_latest_tiger_woods_ad.aspx



<http://www.amalasvegas.com/>