



# e-visions



A newsletter of the Communications Media Management Association

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## MORE ON THE CMMA WEB!

- [Upcoming Events](#)
- [Accreditation](#)
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### Register Now!

May 17-19, 2009  
 CMMA Professional  
 Development Conference  
 Minneapolis, MN  
[More information>>](#)

*Workshops will take place at  
 member facilities Best Buy  
 and Target!*

## Feature News

### Message from the President - CMMA's New Look

*Kelly Bell, AMM*



What's in a name? The letters and syllables stay the same but over time, the word can take on new meaning. Communications and media, for example, have evolved to mean different things through time. And as these meanings evolve, so will the meaning of CMMA.



So, it is time to freshen up CMMA's look to reflect the diversity of our membership. With communications and media rooted in its core, the new logo highlights media management, the heart of the organization. The logo goes hand in hand with the new web site, launched in November.

All members may not agree on the particular logo or look for CMMA, but most will agree that the association needs to evolve its look. So, here is the next step in CMMA's journey.

A very special thanks to **Tom Bowman** (McDonalds) for leading the logo effort and also to **Mark Bennett** (Target) who helped inspire the logo discussion.

## Member News

### CMMA Invites Media Managers to "Fueling a Communications

## Culture" at Best Buy and Target

CMMA invites all media managers to attend its 2009 Professional Development Conference May 17-19 in Minneapolis, at two of the top Minnesota-based corporations Best Buy and Target. Workshops will feature stimulating presentations and interactive discussions on the theme "Fueling a Communications Culture."

Brad Anderson, Vice-Chairman and CEO of Best Buy, will open the conference, presenting a keynote dialogue, "Storytelling in Corporate Culture." Best Buy's innovative TAGtv Team will facilitate a discussion about "Advocating for the Audience," and Best Buy's Employee Communication Team will share some of its experiences "Listening to Employees and Customers."

Chris Duncan, Global Leader, Communication Resources for the Dow Chemical Company, and Steve Tingley, Media Center Director, American Family Insurance Group, have a wealth of information to share in "Bolstering Your Role in the Organization."

Target will demonstrate how to enhance your team by "Making Your Company's Brand Come to Life Internally." Stromburg Consulting, who have partnered with top companies in developing communication and engagement strategies will present "Maximizing the Brand Value of Your Employees." These events along with additional meetings and peer discussions should clarify your role in building a successful communication culture.

The conference hotel is the Radisson Plaza Minneapolis, and rooms can be reserved by calling the hotel directly and mentioning CMMA. **The special CMMA member rate will end Tuesday, April 17, 2009.** So, book your room now!

A conference agenda and registration information can be found at <http://cmma.org/events/2009-professional-development-conference-2>.

## Investment Survey Results

Every year, CMMA surveys members to gauge what investments they are making in technology and services. This helps the association build a partner program reflecting the needs of the members. Collectively, CMMA members spend or influence the spending of many technology dollars.

A special CMMA thank you to **Dick Van Deusen** (Media Strategies) for analyzing the data and creating reports critical for our partner program. [Click here](#) to view the investment survey results and analysis.

## Update Your Member Profile Online

Take a few minutes to update your member profile. Simply, go to [www.cmma.org](http://www.cmma.org) and click on the **Members** tab. Once you log in, you will be automatically routed to your Member Profile. With expanded search capability on the web site, your updated information will help connect you with more members.

## CMMA Welcomes Its Newest Members



**Chris Coppel**  
GM, Media Support  
World Bank/TeamPeople

Chris was born in California and has since split his time between the USA and Europe, living in California, Spain, France, Switzerland and England. Chris has held senior technical operations positions for Warner Bros., Universal Studios and the UCLA Film School. Before joining Team People, Chris was President and Managing Director of Testronics (Digital Media Solutions) in Los Angeles. Chris has written numerous screenplays as well as the novel "Far From Burden Dell". Chris is also an accomplished drummer and

guitarist as well as being very involved with the animal rescue movement.



**Glen Engel-Cox**  
Communications Manager  
Battelle Science & Technology Malaysia

Glen is living his dream. Since July 2008, he has lived in Kuala Lumpur, Malaysia where he manages the communications for the PETRONAS Renewable Energy Laboratory, which combines his love for travel with the excitement of supporting an organization that could very well change the world. Glen has more than 20 years of progressive experience in communications, starting from when he worked as a country music DJ in Texas while in high school to being one of the first Online Communications Managers (for the American Speech-Language-Hearing Association). The plan hadn't always been to manage business communications, however. For awhile, Glen spent his free time writing fiction and had his stories published in magazines, limited-edition chapbooks, and mass-market trade paperbacks. He received an MFA in Creative Writing from American University, the final thesis of which was a novel that has yet to see publication. He hopes that his experience in Malaysia will provide the background for a new book.

## Regional Roundup

### Eastern Region Meeting to be Held March 6

The Eastern Region will meet on March 6, 2009, hosted by Paul Moore at **Prudential Financial, 213 Washington Street, Newark, NJ.**

Wondering how – or if – your company should delve into the world of Internet marketing, and digital delivery of video content? Whether you need to communicate internally or externally, with existing or new audiences giving them what they want, when they want it and however they want to receive it you'll want to spend an hour or so with Allied Vaughn's Managing Director of Media On-Demand, Blair Zykan. He'll share the latest information on innovative, "results-producing" uses of today's Internet technologies and techniques, illustrated with real-world examples.

You'll take away some good solid information that will help you gain your seat at the strategic planning table. Blair will discuss:

- How consumer markets are shaping the media resource center in today's corporation.
- How to eliminate inventory and drive communications and revenue using tools such as Media-on-Demand and Download-to-Burn
- Step-by-step instructions on internet communications techniques including Viral Videos, and Social Networks
- Best practice case-studies of actual users, and breakout sessions that help you get started now.

#### Agenda:

11:00 - Sign in, networking and tour of the Prudential Productions studios.

11:45 - Welcome by Frank Ball and our hosts  
12:00 - Lunch  
12:45 - Profit from Video's Convergence with internet Technology  
2:15 - Topic Go 'Round  
3:00 - Adjourn

Please RSVP to Paul Moore at [paul.g.moore@prudential.com](mailto:paul.g.moore@prudential.com). To assure access to the building, Prudential security needs the names of attendees by March 4. Parking is available by sending Paul the name of the driver and passengers and the license plate number by March 4. After March 4 it will be possible to attend the meeting, but parking will not be available. The Prudential office is easily accessible by via Amtrack, NJ Transit and PATH service to Newark's Penn Station or NJ Transit to Newark's Broad Street Station.

## Central Region Reports on January Meeting

*Ed Korlesky, Central Region Director*



A Central Region Teleconference Meeting was held January 21. **Dick Van Deusen** (Media Strategies, Inc.) led a discussion, via teleconference and web, on Managing in a Recession. Approximately 20 people joined the meeting.

## Members in Motion

### Share Your Members in Motion News

Have you changed jobs? Received an award? Completed a very successful project? Share it with your CMMA colleagues in an upcoming e-visions newsletter. Submit your story to CMMA Executive Director Jody Rosen at [executive.director@cmma.org](mailto:executive.director@cmma.org).