

## 2010 BOARD OF DIRECTORS ELECTION

It's time to elect new directors to the 2010-11 MN AMA board of directors.

You may vote for candidates using an online survey. You will need your national member number in order to vote. You should have received this in an email on February 8th. If you do not know your national member number, feel free to contact the MN AMA office.

**Ballots must be completed by no later than noon on February 24, 2010.**

Click on a candidates' name to display their biographical information.

We encourage all members to participate in this election process. The selection of these candidates is a very important step in our continued efforts to strengthen our organization.



[Laura Bates](#)

**Company:** Larsen  
**Title:** Director of Account Services  
**Position Running For:** AVP Programming

### Why you want to serve on the MN AMA board?

I would enjoy being a part of a team to support the vision for the Chapter, and to guide, develop and grow the association. As a longstanding member, I'm interested in keeping the Minnesota chapter fresh, dynamic and relevant to current members, as well as the next generation of marketers.

### Why specifically this position?

Programming is at the heart of any professional organization. It reinforces the organization's value and is one of the most tangible ways to give back, demonstrating the value of membership. Programming can reflect the dynamic nature of our field, offering fresh new ideas and relevant solutions.

### What makes you a great leader for this organization?

Energy, interest, and expertise. Ideas that can make a difference. A service- and goal-oriented mindset.

### What is your past experience with the MN AMA or the marketing industry?

I've been a longstanding member of the AMA, and have been in marketing and communications on both the client and agency-side for 25+ years.

### What is the primary goal you want to achieve in this position on the board during your term?

I want to continue to keep monthly membership, and to contribute to growing membership by providing rich topics of interest. I'd like to look for ways to engage sub-groups with programming — from emerging marketers to executive marketers.

### What is your day job?

I lead the account service function at Larsen — a branding, design, marketing and interactive agency. I also support clients, and our agency teams, with research and strategy.

### What do you do in your spare time?

I'm a mom, a cheerleader for my kids and youth, a traveler, a reader. I love to cook and entertain friends.

### Three words other people use to describe you ...

Insightful, consultative, strategic



[Jessica Egyhazi](#)

**Company:** Independent Freelance  
**Title:** Marketing Consultant  
**Position Running For:** AVP Annual Conference

### Why you want to serve on the MN AMA board?

I want to serve on the MN AMA board, because I believe the chapter provides valuable professional and personal development events for not only AMA members, but also for all members of the marketing community. I have greatly enjoyed volunteering with the MN AMA and would like to expand my role to serve and advance the mission of the chapter at a larger level.

### Why specifically this position?

I was heavily involved with the Annual Conference Marcom committee for the 2009 Annual

## ABOUT US

[BOARD OF DIRECTORS](#)

[COMMITTEES](#)

[VOLUNTEER INFORMATION](#)

[CONTACT US](#)

[MNAMA NEWSLETTERS](#)

[INTERNATIONAL SITE](#)

*"Volunteering is the best way to increase your network - the more you put into it, the more you get out of it!"*

- Liz Rossini,  
Former MN AMA President

## GET INVOLVED

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- [» Volunteer Openings](#)
- [» Register for an Event](#)
- [» Sign Up for Our Newsletter](#)

## SPONSORS



Conference and really enjoyed driving the success of the event as much as I could in my role. Based on this experience, I have been able to cultivate new ideas about how we can increase conference attendance and build on past achievements to create successful 2010 and 2011 events.

**What makes you a great leader for this organization?**

In my volunteer roles with the MN AMA, I have had the pleasure of working with a variety of members across committees. I am able to work comfortably with, provide support for, and pursue input and responses from members across the organization. My roles have also familiarized me with the internal processes of the MN AMA and I feel confident in my ability to lead the efforts of the Annual Conference committee.

**What is your past experience with the MN AMA or the marketing industry?**

I worked with the 2009 Annual Conference Marcom committee to write, edit, and design e-blasts and the Get in the Game website. I am currently the co-editor of the weekly chapter e-blasts and write for the CareerInsider e-newsletter. I am a member and event participant in MIMA and have done marketing and communications work for insurance, venture capital, and financial service companies. I currently work as a marketing consultant for small Minnesota businesses.

**What is the primary goal you want to achieve in this position on the board during your term?**

My primary goal is to increase awareness of the Annual Conference and drive the benefits of attendance (and AMA membership) to the greater Minnesota marketing community. I want to tap into the marketing community to design Annual Conferences that have high attendance, feature interesting and relevant speakers and topics, and are well sponsored.

**What is your day job?**

I do freelance marketing consulting for small businesses in the legal, real estate, commercial property management, and spa industries. I focus on marketing strategy, PR tactics, and website development.

**What do you do in your spare time?**

I enjoy outdoor sports, foreign travel, and creative writing. I play kickball in Minneapolis recreational leagues. I am a member, language student, and event participant at the Germanic-American Institute. A fan of spoken word events, I regularly attend poetry slams at the Artists' Quarter in downtown St. Paul.

**Three words other people use to describe you...**

Reliable, insightful, and motivated.



[Clark Gregor](#)

**Company:** University of St. Thomas

**Title:** Assistant Director of Admissions, Full-time UST MBA

**Position Running For:** AVP Collegiate Relations

**Why you want to serve on the MN AMA board?**

I recently moved to the Twin Cities from New York City and want to get involved with the AMA to bring my experience to the organization and for my own professional development and to better get to know the people, businesses, organizations and universities in the area. Being new to Twin Cities business, I can bring perspective to the board with my inquisitive style.

**Why specifically this position?**

I have worked in higher education marketing for almost 7 years. I can bring my expertise in this area to helping our chapter to reach out to schools and students bring the benefits of AMA to them while helping our membership to connect with and benefit from the creativity and drive of aspiring marketers.

**What makes you a great leader for this organization?**

I have significant volunteer experience over the last 15 years in Scouting and a collegiate fraternity (in both as a member, alum and as an adviser in later years), and also as a board member in a condominium. I have studied and taught leadership skills and faced many challenges in leading volunteer organizations that will help me to understand the needs of the MN AMA and do my part to set the example of a valuable contribution to the benefit of the organization.

**What is your past experience with the MN AMA or the marketing industry?**

As I am new to the area I have limited experience with the MN AMA, I'd like to meet people and get to know our market better which is why I want to get involved on the board right away. I have worked in higher education marketing and media relations. I also have experience in government communications and as an agency intern.

**What is the primary goal you want to achieve in this position on the board during your term?**

My goal is to use my knowledge, connections and expertise to help the MN AMA increase its reach and awareness throughout the Twin Cities college community.

**What is your day job?**

I am assistant director of admissions for the Full-time UST MBA. In this role I recruit candidates for our program, presenting information sessions, reviewing applications, conducting interviews and serving on the admissions committee. I am also responsible for the program's print and on-line image and messaging. I serve as editor of our blog and oversee production of new marketing materials for the program.

**What do you do in your spare time?**

I love to cook. I experiment with new recipes all the time, making things up as I go. I am also training to run a marathon this summer. Interestingly, I am excited to start doing yard work and fixing up a house after living in a tiny New York City apartment for 3 years.

**Three words other people use to describe you ...**

Friendly, Helpful, Innovative



[Ken Gregory](#)

**Company:** Leggett & Platt Store Fixture Group

**Title:** Account Executive

**Position Running For:** AVP Membership

**Why you want to serve on the MN AMA board?**

The 3 main reasons I would like to serve on the board are to further develop my leadership skills by learning through the experience of serving in a formal volunteer role; collaborate with other board members and marketing professionals within a growing and active professional organization; and build long-term relationships across the member and local business communities. Beyond these goals, I very much enjoy highly collaborative and team-oriented projects or work. The opportunity to serve and work cross-functionally with other board members would be personally rewarding to me.

**Why specifically this position?**

Membership is very important to me because I believe a passionate and active Member community will drive the organization forward and recognize the importance of the legacy it leaves behind. I am also known for having a genuine curiosity and drive to make deep connections with others; to learn about their experiences and share knowledge in the spirit of professional and personal growth. This personal characteristic aligns well with Membership initiatives.

**What makes you a great leader for this organization?**

I have a combination of leadership and project management experience within both large and small organizations. I approach every situation with strong core values, including honesty, integrity, and collaboration. Values are the foundation of my leadership, and they guide my actions and behaviors.

I'm an analytical-thinker in my approach to solving problems. And with critical examination and thoughtfulness, I find practical ways to make a process more efficient or client experience better than expected. I have a strong desire for team achievement, and maintain a high degree of diplomacy when motivating others towards a common goal or objective.

**What is your past experience with the MN AMA or the marketing industry?**

I have project management and leadership experience with significant focus on Marketing Communications & Brand Identity initiatives and projects targeting an audience in a physical space. I also have account management and sales

Collaborative experience; serving a broad range of clients in the Retail and Trade Show markets. My work history includes positions at Target, Best Buy Co., and most recently at Skyline Exhibits. At Skyline, I led a high performing team of 13 project managers responsible for providing strategic sales support and project management expertise to 130+ global dealerships and their clients.

**What is the primary goal you want to achieve in this position on the board during your term?**

Continued growth of the Chapter and Member community through creative and practical methods.

**What is your day job?**

Account Executive serving large Retail client with store fixture solutions; planning, directing and coordinating critical account activities, and ensuring client goals and objectives are met within defined scope, budget, and time frame.

**What do you do in your spare time?**

I spend my spare time with family (wife, 2 kids, and Italian Greyhound); cycling, sports, and outdoor adventures with friends; reading about the latest trends in leadership, professional development, design, and cycling industry; and a lukewarm cup of coffee at a local shop.

**Three words other people use to describe you ....**

Integrity, Imaginative,



[Melissa Halling](#)

**Company:** The Sportsman's Guide

**Title:** Senior Marketing Analyst

**Position Running For:** AVP Sponsorship

**Why you want to serve on the MN AMA board?**

I would like to serve on the MN AMA board because I have a lot of respect for current and past board members. I would love to be in a more active role to help guide our chapter the way that a board position would allow.

**Why specifically this position?**

I want to serve as a Sponsorship board member because I've been volunteering with Sponsorship for the past few years and would really enjoy the opportunity to build on the

past success of this team.

**What makes you a great leader for this organization?**

I am a great leader because I am very good at staying committed to the task at hand and working with others towards a common goal.

**What is your past experience with the MN AMA or the marketing industry?**

My past experience with marketing started when I was first introduced to the AMA in college when I joined our collegiate chapter. Since that time, I've worked in marketing for 6 years and have been a member of the MN AMA for 3 of those years. Since joining our chapter, I've worked on Sponsorship committees for our yearly events and programs as well as the Annual Conference.

**What is the primary goal you want to achieve in this position on the board during your term?**

My primary goal besides increasing sponsorship goals would include focusing on getting a wider variety of sponsors to really gain interest in the great strides that our chapter has taken.

**What is your day job?**

I currently work as a Senior Marketing Analyst for The Sportsman's Guide. I've been with the company for five and a half years working with three established titles and currently working on the development of our newest title.

**What do you do in your spare time?**

In my spare time, I enjoy spending time with my family and friends checking out everything the Twin Cities have to offer.

**Three words other people use to describe you ...**

People usually describe me as dedicated, independent and people-oriented.



[Laura Kalies](#)

**Company:** Sight Marketing  
**Title:** Senior Account Executive  
**Position Running For:** AVP Finance

**Why you want to serve on the MN AMA board?**

The MN AMA is the most engaging, energetic association I have ever worked with. Immediately upon my joining, I was contacted about getting involved as a volunteer. Upon volunteering, my network expanded and I saw first-hand how committed the organization is to developing leaders as well as providing professional connections and educational opportunities for marketing professionals at all levels.

**Why specifically this position?**

I have a passion for helping people and feel that involvement at the Board level will not only provide the opportunity for me to give back to this important professional community, but will also provide learning opportunities for my professional growth in terms of P&L responsibility.

**What makes you a great leader for this organization?**

Through my work managing association boards with key opinion leaders in immunology and oncology, I have a strong understanding of how important it is to be flexible. I have led budget planning, board discussions, strategic planning, and membership/sponsorship driving activities. I realize how essential it is to be mindful of the entire association when setting individual and committee goals.

**What is your past experience with the MN AMA or the marketing industry?**

I have been a member of MN AMA since April, 2009. During that time, I have served as the Membership Committee Volunteer Coordinator connecting interested volunteers with committees, Annual Conference Experience Committee Volunteer Coordinator recruiting/assigning roles for the annual conference, and a SIG-Health Care & Market Research Event Manager. My work experience includes five years of medical association management at Executive Director, Inc. in Milwaukee, WI, which involved marketing, promotions and operations. I also spent three years at Meet Minneapolis, the marketing arm for the city, as Director of Member Development. In this role I was responsible for business development, relationship building and revenue drivers such as membership and sponsorship. From 2007-2009, I was a full-time MBA student at the University of St. Thomas Opus College of Business-Minneapolis, where I focused on Marketing and Health Care.

**What is the primary goal you want to achieve in this position on the board during your term?**

I think it will be of key importance to engage the board in activities that strengthen our financial position. This will include effective budget management as well as cultivation and support of sponsorship relationships that will enable the organization to provide a meaningful experience for our members and become their primary base for education, networking and job resources.

**What is your day job?**

I am a Senior Account Executive with Sight Marketing; where I will focus on business development and cultivating long-term relationships with healthcare and medical device clients by providing strategic, integrated measurable marketing solutions. I am passionate about helping people through marketing in healthcare and medical device. I completed my MBA, full time, at the University of St. Thomas in May, 2009; and my work experience includes medical association management, B2B Marketing as well as marketing and leadership consulting.

**What do you do in your spare time?**

I love biking, especially on the Cannon Valley Trail. I also enjoy hiking, snowshoeing, reading and spending time with my family & friends.

**Three words other people use to describe you...**

Energetic, helpful, Leader.



[Danielle Luffey](#)

**Company:** DVA Brand Communications

**Title:** Managing Partner

**Position Running For:** President-Elect

**Why you want to serve on the MN AMA board?**

I've been involved in the AMA for some time and have served on the board for nearly two years. During that time, I have learned a lot about our members and the organization and have really enjoyed my tenure. This is definitely a place where I want to continue to be involved and contribute.

**Why specifically this position?**

I have served in positions similar to president-elect before, from work to other non-profit organizations, and believe that my management skills, knowledge and strategic influence will be an asset to the organization. I think what makes me a good fit for this position is my unique mix of leadership and interpersonal skills, as well as the ability to motivate a team to work collaboratively to not only achieve individual goals, but also goals that impact the overall organization and membership.

**What makes you a great leader for this organization?**

I'm committed, focused and a great communicator. In addition, I am very goal oriented and feel comfortable that I can lead the organization to reach new goals, as well as carry out the goals and objectives initiated by my predecessors and others on the board.

**What is your past experience with the MN AMA or the marketing industry?**

I have more than 15 years of marketing experience, specifically in marketing communications, public relations, sales and event management. I've also held previous board positions with the AMA and other professional development organizations and have significant experience leading and managing others.

**What is the primary goal you want to achieve in this position on the board during your term?**

My primary goal would be to strengthen our membership, as well as the value we provide to those members. I plan to work to ensure we have quality programming and that we take the steps necessary to create an award-winning chapter that engages entry and mid level marketing professionals, and also senior level professionals. I think the groundwork to achieve this has already been laid and further commitment and focus will make this goal achievable.

**What is your day job?**

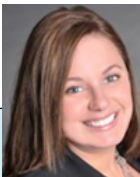
I own and manage a marketing communication and consulting firm.

**What do you do in your spare time?**

I enjoy traveling and pretty much anything outdoors, as well as spending time with friends and family.

**Three words other people use to describe you...**

Intelligent, outgoing and professional.



[Janelle Lynch](#)

**Company:** Hudson

**Title:** Marketing Specialist

**Position Running For:** VP Annual Conference

**Why you want to serve on the MN AMA board?**

I would like to join the board to strengthen and gain new skills for my marketing career and bring fresh ideas to the chapter.

**Why specifically this position?**

I volunteered as the Marcom Account Manager for the Annual Conference in 2009 and with this experience I think I would be a great leader for the 2010 conference.

**What makes you a great leader for this organization?**

My drive to succeed combined with my previous MN AMA experience would make me a great leader for the organization.

**What is your past experience with the MN AMA or the marketing industry?**

2009 Marcom Account Manager for the Annual Conference

**What is the primary goal you want to achieve in this position on the board during your term?**

To have a successful 2010 Annual Conference.

**What is your day job?**

Marketing Specialist for Hudson.

**What do you do in your spare time?**

I like to relax and hang out with my family and friends.

**Three words other people use to describe you ...**

Determined, Organized, & Optimistic



[Rob McChane](#)

**Company:** Marvin Windows and Doors

**Title:** Marketing Project Manager

**Position Running For:** AVP MarCom

**Why you want to serve on the MN AMA board?**

I want to serve on the MN AMA board because I've thoroughly enjoyed my volunteer experience with the social media committee in the past year and would like to expand my involvement in a more strategic role.

**Why specifically this position?**

I have been responsible for a wide variety of marketing communication projects in both my professional career and as a volunteer for MN AMA. I feel that this broad base of marketing experience gives me an excellent understanding of the demands necessary to effectively manage the Marketing Communications committee.

**What makes you a great leader for this organization?**

My current position requires me to effectively manage groups of individuals from across a large organization to accomplish a shared goal. Based on my experience with MN AMA, I believe an effective leader of the Marketing Communications Committee will face very similar challenges in both planning and execution of the chapter's communication strategy.

**What is your past experience with the MN AMA or the marketing industry?**

I am currently serving on the social media committee as the YouTube channel manager and I am also overseeing the development of all chapter video content. Professionally, I have a demonstrated track record of success with over eight years of experience in marketing communications and project management.

**What is the primary goal you want to achieve in this position on the board during your term?**

I hope to help develop more effective member-chapter communications and improve information sharing among Marketing Communications committees. Additionally, I believe we can do a better job of leveraging social media to promote our events and to generate meaningful conversation among our membership.

**What is your day job?**

As a Marketing Project Manager for a division of Marvin Windows and Doors, I am responsible for managing project teams in the production of consumer-facing literature, development of web content and the implementation of corporate communications strategy. I am also responsible for the execution of the company's national and regional marketing programs for our distribution partners in the US and Canada.

**What do you do in your spare time?**

During my free time, I enjoy snowboarding, golf, mountain biking and spending time with friends. I also enjoy travelling and am looking forward to a trip to Greece this March.

**Three words other people use to describe you ...**

Strategic, team-player and approachable