

2009 – 2010 PROGRAM

2009

- July 16 Summer Member Social
Social Savoy Bar & Grill
- August 20 Speaker: Stacy Sacco
Lunch & Learn Topic: How to Maximize Your Networking Connections
- September 3 Member Event
Java Talk Speaker: Ed Pulsifer, VP Sales and Marketing, Heritage Hotels and Resorts
Topic: Successful Networking (follow-up to August Lunch 'n Learn)
Location: Exhib-IT, 6207 Pan Am Fwy.
Time: 7:30-8:30am
- September 17 Speaker: Robert Slaker, Director, Global
Lunch & Learn Marketing Automation at SPSS, Inc.
Topic: Personality Quadrants and Communications Styles
- October 15 Speakers: Learfield Sports
Lunch & Learn Topic: Sports Marketing...A Winning Combination
- November 5 Member Event
Java Talk Speaker: Greta Wiener, online social media expert
Topic: Relevant and Trackable Social Media
- November 19 Speaker: Lindsay Lancaster, Director
Lunch & Learn of Marketing/Public Relations, Flying Star Cafe & Satellite Coffee
Topic: How to Build a Strong Local Brand
- December 10 Member Holiday Social
Social Zinc in Nob Hill
6:00-8:00pm

2010

- January 7 Member event
Java Talk Speaker: Susi Wolf
Topic: Using Storytelling in the Corporate World
- January 21 Speaker: Lisa Abeyta, owner, AppCityLife
Lunch & Learn Topic: How to Get Started with Mobile Marketing
- February 18 Speaker: Kathie Leyendecker
Lunch & Learn Alb International Balloon Fiesta
Topic: Large event marketing
- March 4 Speaker: Sophie Martin
Java Talk Topic: Guerilla Marketing
- March 18 Speaker: Chris Kenworthy
Lunch & Learn Topic: Search Engine Optimization
- April 15 Marketer of the Year Awards Celebration
Banquet Embassy Suites • 6:30-9:30pm
- May 6 Speaker: TBA
Java Talk Topic: TBA
- May 20 Speaker: DJ Heckes, author, owner of Exhib-it
Lunch & Learn Topic: Full Brain Thinking for Small Business Owners
- June 17 Speaker: NMAMA Marketer of the Year
Lunch & Learn Award Winner
Topic: An Award Winning Presentation

NOTE: Schedule is subject to change as events are planned.

Each month, professional marketing experts join us to network, discuss and hear presentations on a variety of marketing issues.

Our growing list of members and non-members are encouraged to attend the monthly networking luncheons, held on the 3rd Thursday of each month, at the Embassy Suites Hotel on Lomas at I-25 in Albuquerque. Networking begins at 11:30 a.m. The lunch and speaker presentation starts at noon.

Other events such as morning Java Talk, evening Member Socials, and Special Interest Group (SIG) seminars are hosted at different venues.

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New Mexico American Marketing Association

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