

REVENUE NEWS

Vol. IV Special Issue

SMS XVIII RECAP

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Over the course of two days, there were five speakers, and 39 panelists. Between the handout book and the handout CD, attendees received 83 top-tier programs worth over \$16 million. The numbers added up to one excellent seminar.
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List of Panelists along with their Program Title, Market and Medium. Each panelist shared all the details of their program and answered questions for the audience.
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PLAYBOOK FOR SUCCESS

Morrison and Abraham/Fort Grace Strategies' eighteenth annual Smart Money Summit was hosted at the Omni Parker House Hotel, located in the historic district of Boston on April 27th and 28th.

As always, SMS was packed with powerful speakers that are champions in their respective fields. Listed below are the five speakers that coached us how to become better sellers:

- **Rebecca Maddox**, President and CEO, Maddox Smye
- **Kevin Martini**, Senior Director of Individual Segment Marketing, Nextel Communications
- **Geoffrey Klapisch**, Vice President of Fulgent Media Group
- **Mark Harland**, Zone Mgr. Buick-Pontiac-GMC, GM
- **Dockery Clark**, Former Senior Vice President of Sports and Sponsorships at Bank of America

We also had a full roster of panelists from several mediums around the country that shared their best programs in detail. These programs represent All-Star ideas and category successes that can be replicated in your market.

In total the **SMS handout book (a.k.a. "Playbook for Success") and CD contained 83 top-tier programs worth over \$16 million in total investments.**

The two days were full of great information and there were plenty of opportunities to network and also have some fun. On Thursday evening, an old fashioned trolley brought everyone on a historic tour of Boston with the final destination being Tia's on the Waterfront for drinks and hors d'oeuvres near the cobbled streets of Faneuil Hall. Afterward the cocktail party, groups head to the North End or the South End for culinary delights.

As evidenced in the great evaluations, the attendees fully enjoyed the speakers, the panelists, and the overall experience. Elizabeth Herington-Smith, New Business Development Director for Marketing Partners, who has been to SMS six times, said the following:

"Excellent! Thank you for inviting me again this year. I always love it. I get great ideas and get reinvigorated."

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SMS PANELISTS

“ALL STAR IDEAS!”

<input type="checkbox"/> Wine Club	Stacey Ross	Boston Radio
<input type="checkbox"/> Eye on Women	Amy Spainhour	Charlotte TV
<input type="checkbox"/> World Class Headquarters	Grant Moise	Dallas Newspaper
<input type="checkbox"/> Cadillac: Texas Legends	Amber Brown	Dallas Newspaper
<input type="checkbox"/> Arizona Office of Tourism	Amy Leimbach	Phoenix Radio
<input type="checkbox"/> Strawberries: Rock My Ride	Stacey Ross	Boston Radio

Lessons Learned: These programs were all chosen as All-Stars Ideas because they were innovative concepts that deserve recognition and can be duplicated in your own market. The Wine Club program, which won Promotion of the Year, was a brand new integrated program that helped the distributor and retailers sell more wine while educating and bringing together young consumers. World Class Headquarters, another brand new idea, has already generated over \$1.3 million, and it is still growing. All of these programs have a common thread -- to offer integrated campaigns that provide solutions to your clients' marketing challenges.

“MAKING MONEY IN A WIRELESS WORLD”

<input type="checkbox"/> Verizon Wireless	Debbie Aguair	Miami Newspaper
<input type="checkbox"/> Verizon: Country Thunder	Heidi Shulthess	Chicago Radio
<input type="checkbox"/> Cingular: School of Rock	Stacey Ross	Boston Radio
<input type="checkbox"/> Boost Mobile	Sheila Kirby	Interep Radio

Lessons Learned: Wireless has been a growing source of non-traditional revenue over the last 5-7 years and the future looks even better. These programs show how to tap into the huge buckets of money available. The Verizon Wireless program by the Miami Herald is an example of providing content to wireless customers with the possibility of sharing in the transactional revenue. The Boost Mobile program uses the unique Nextel phone beep to get VIP access into bars and nightclubs. The Country Thunder and School of Rock programs show how to get co-op dollars from manufacturers as well as from the Indirect Sales Manager or Regional Mktg. Manager.

“REV UP YOUR REVENUE WITH THE AUTO INDUSTRY”

<input type="checkbox"/> Lincoln Mercury	Ann Ranson	Interep Radio
<input type="checkbox"/> Uniroyal: Healthy 4 Life	Cindy DeLuca	Pittsburgh TV
<input type="checkbox"/> Kia: Spring Training	Ilene Thompson	Phoenix Radio
<input type="checkbox"/> Land Rover: Ruth Chris	Michelle Schecht	Miami Radio

Lessons Learned: These four programs represent over \$600K in new revenue and some new approaches to garnering new revenue from the auto industry. The Lincoln Mercury program was aimed at younger women, a relatively new target for this brand. The Uniroyal program showed hard to get incremental money from sources other than just dealership groups. The Kia program was very inventive in getting great exposure at baseball spring training games, and the Land Rover promo partnered with a high-end restaurant to reach ideal prospects.

“YOU HEARD IT HERE, NOW SELL IT THERE – NETWORK SUCCESSSES”

<input type="checkbox"/> Ford	Debbie Aguair	Miami Newspaper
<input type="checkbox"/> Ruby Wines: Vine Time	Jim Isenberg	Boston Radio
<input type="checkbox"/> YMCA: Keeping Families Strong	Megan Gillespie	Boston Radio
<input type="checkbox"/> Collaborative Consulting: World Class HQ	Megan Gillespie	Boston Radio

Lessons Learned: Each of these programs have been duplicated from previously shared successes in other markets. The success of these programs proves the value of Morrison and Abraham's client network and database of over \$75 million in closed programs.

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“GET IN THE GAME – SPORTS MARKETING”

<input type="checkbox"/> GMC with Trot Nixon	Jeannine Randolph	Boston Radio
<input type="checkbox"/> Pizza Hut: Race to the Cup	Heidi Shulthess	Chicago Radio
<input type="checkbox"/> Dolphins Ultimate Tailgate	Michelle Schecht	Miami Radio
<input type="checkbox"/> BridgePort Ale Golf Series	Laurie Stroud	Seattle Radio

Lessons Learned: The GMC program illustrates how to look like an official sponsor of a sports team without being one. Jeannine pointed out you should avoid :60 spots, with GM because they must be approved by several groups. She also shared there is a disproportionate amount of money in national TV, which can be siphoned towards non-traditional programs instead. The Pizza Hut program is an example of “activating sponsorships locally”. The Dolphins Ultimate Tailgate party was an example of using a retailer’s sports sponsorship (Publix) to get new money from CPG manufacturers. Laurie Stroud’s Bridgeport Ale sponsorship was an example of bringing clients together with the same target audience.

“FEATURED PANELISTS – QUICK BITES”

<input type="checkbox"/> Nassau Tourism	Debbie Durben, President	Interep Marketing Group
<input type="checkbox"/> Total Health	Debbie Aguiar, National Adv. Director	Miami Herald
<input type="checkbox"/> Senior Lifestyle & Health Expo	Wendy Wesley, Director of NTR	New Jersey Radio
<input type="checkbox"/> Beyond the Airwaves	Rosemary Tedone, Bus. Dev. Coordinator	Boston Radio

Lessons Learned: These featured panelists were chosen to describe their programs because each of them have fully incorporated the fundamentals of Morrison and Abraham’s business development methodology.

“PLAYING WITH HEART – HEALTHCARE OPPORTUNITIES”

<input type="checkbox"/> Harvard Pilgrim Health & Blue Cross Blue Shield	Grace Sage	Boston Radio
<input type="checkbox"/> Children's Hospital	Dan Baptiste	Boston Radio
<input type="checkbox"/> Evergreen Healthcare	Laurie Stroud	Seattle Radio

Lessons Learned: These sellers have found the secret to getting revenue from healthcare. Despite its bad reputation among media properties, this industry is spending more on media than it used to, largely due to the growing demand of Baby Boomers. These four success stories, worth \$440K, prove there is money to be made.

“MOVE BEYOND SPOTS, DOTS, AND COLUMN INCHES...RESOURCEFULNESS = REVENUE”

<input type="checkbox"/> Fulton Homes	Katie Olinger	Phoenix Radio
<input type="checkbox"/> Dodge: Savings Zone	Megan Gillespie	Boston Radio
<input type="checkbox"/> Nascar Guide	Michelle Schecht	Miami Radio
<input type="checkbox"/> Scion: Owners Rally	Laurie Stroud	Seattle Radio

Lessons Learned: These programs were all chosen because they are integrated multi-level promotions that reach prospective customers at several touch points. They are all excellent solutions to their clients’ needs.

“BUILD YOUR REVENUE WITH HOME IMPROVEMENT”

<input type="checkbox"/> Reed's Ferry: Love Where You Live	Megan Gillespie	Boston Radio
<input type="checkbox"/> Benjamin Moore	Heidi Shulthess	Chicago Radio
<input type="checkbox"/> American Standard	Grant Moise	Dallas Newspaper
<input type="checkbox"/> York HVAC: Party Like a Rock Star	Wendy Wesley	New Jersey Radio

Lessons Learned: These programs prove there are lots of sources of money within Home Improvement. Love Where You Live gets money from 15 sponsors, some through their agencies; Benjamin Moore came via the Regional Marketing Manager. American Standard came via the distributor; York came from Regional Sales Manager for NJ.

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REBECCA MADDOX

PRESIDENT AND CEO, MADDOX SMYE

“The Coaches’ Coach...How to Sell and Market to Women”

BIOGRAPHY

Rebecca Maddox M.B.A., C.P.A., is a Founding Principal, President and CEO of Maddox Smye, LLC, an international specialty sales consulting firm that helps Fortune 1000 companies increase market share and profitability by improving their ability to sell effectively to women. Ms. Maddox authored the best-selling *Inc. Your Dreams*, and also co-authored with Dr. Marti Smye *How to Get RICH Selling Cars to Women!* Prior to dedicating herself to consulting, Ms. Maddox had a successful 20-year career in corporate America, holding several executive management positions. Ms. Maddox has an MBA in Marketing and Finance from Columbia University and a B.S. in business administration from Pennsylvania State University. Maddox Smye clients include: General Motors, Daimler-Chrysler, Mitsubishi Motors, CIGNA, JPMorgan Chase, Merrill Lynch, Deloitte & Touche, Meridian Venture Partners, Sunny 95 WSNY FM, and WBEB 101.1 FM.

EXECUTIVE SUMMARY

Maddox, this year’s SMS keynote speaker, presented her positions in a powerful and engaging manner. There were two major thrusts to Maddox’s speech.

1. Media advertising has become commoditized, contracts usually going to the lowest cost per point. To reverse this trend sellers need to offer what only humans can provide - problem solving and values such as courtesy, trust and understanding. Measurement of ROI is often a farce.
2. The target demographic of women represents the biggest opportunity of the decade. Women control 80% of consumer spending, accounting for \$4.4 trillion. They are undervalued in many non-female oriented industries, such as Automotive, Financial Services, Home Improvement and Real Estate.

Why Female Market So Good

- ◆ There is a lot of them (52% of pop.), they live longer (about 5.4 years longer) and they have money.
- ◆ They are better educated, earning 58% of all college degrees, 59% master’s degrees.
- ◆ They are responsible for 85% of retail purchases.
- ◆ They are the initiators of most purchases and they decide where to shop.
- ◆ They tell a lot of people about you, “transfer of trust” on your behalf.
- ◆ They are loyal and invest in the relationship.
- ◆ They are not all about price (better profit margins) and they value great service.
- ◆ Single women are the 2nd largest segment of home-buyers.
- ◆ Women comprise 52% of the total online population, or 55 million.

OPPORTUNITY

- ☐ Changing the Conversation with the Customer
 - ◆ “If great service ISN’T there, if there is NO something extra, if there’s NOTHING special, if all that kind of stuff is missing and PRICE is the only thing you talk about, then PRICE is EVERYTHING!!”
- ☐ Close the Gap on Closing the Sale – Offer advertisers an audience and the sale through Direct Marketing.
- ☐ Meet Her Expectations and Exceed His – Use Females Top Buying Criteria (Trust, Likable, Value)
 - ◆ Time is the most important feature / benefit of your product and the related service provided.... And women are willing to pay more for time savings; consider chopped lettuce.

KEVIN MARTINI

SENIOR DIRECTOR OF INDIVIDUAL SEGMENT MARKETING, NEXTEL COMMUNICATIONS

“Telecommunications – DONE! with Kevin Martini”

BIOGRAPHY

Kevin Martini has over 15 years experience in Business Development, Marketing and Product Management in the wireless and telecommunications industries. He has held several top-level management positions for MCI, Cable & Wireless, International TeleCard Association and TeleGea, Inc. In September 2002, he accepted his current role at Nextel. He is responsible for developing product, marketing and new business growth initiatives.

EXECUTIVE SUMMARY

- ❑ Martini quantified the size of the incredible opportunity that the wireless industry presents.
 - ◆ In 2004, 170 million wireless subscribers spent over \$111 billion on mobile services in the US.
 - Largest growth areas is mobile data. By 2008 mobile data will represent \$14 billion in revenue.
 - Wallpapers (the image on cell phones) are a \$3.5 billion industry and they are controlled by carriers
- ❑ To generate more Non-Traditional revenue, Martini suggested we develop partnerships with agents who can help create national programs with carriers that we can localize. By creating programs that drive consumer use, we can get transactional revenue using pre-existing commission models for media partners. Programs that use phones as VIP passes has also gained popularity, such as the Direct Connect “Dream Club” promo.
- ❑ Martini described the future of wireless
 - ◆ Three major carriers will vie for market share - Verizon, Cingular, Sprint PCS/Nextel
 - ◆ Micro-Brands will populate the landscape - Amped, Movito, ESPN Mobile, Disney Mobile, Phat Farm
 - ◆ Wireless will emerge as media platform with ads, content, FM transmission, TV-On-Demand, etc.

DOCKERY CLARK

FORMER SENIOR VICE PRESIDENT OF SPORTS AND SPONSORSHIPS AT BANK OF AMERICA

“From the Olympics to PGA to the NFL, Learn from Coach Clark”

BIOGRAPHY

M. Dockery Clark is a twenty-year veteran of the sports marketing sponsorship industry, having worked on the property, agency and most recently, the corporate side of the business. For the past eleven years, Clark served as the Senior Vice President and Sports Marketing and Sponsorship Executive for Bank of America, responsible for developing the overall strategic direction in sports and event marketing and leveraging those activities. Clark oversaw the contract negotiations and sponsorship activation between the bank and its professional sports league/franchise partners, including the Olympics, the PGA Tour, the NFL, MLB, the NBA, and the NHL.

EXECUTIVE SUMMARY

- ❑ There are three categories of sponsorships that companies engage in: 1) Brand 2) Product 3) Local Market
 - ◆ Each must align sponsorship’s brand message with business goals; must develop relevant metrics
 - ◆ Metrics include awareness, sales, media exposure (free and paid for); incorporate multiple elements
- ❑ Clark explained sponsorship now leads other media; in the past it was viewed as a waste of money.
 - ◆ Banks are still neophytes to savvy sports marketing; main goal is to look like market leaders.
 - ◆ Broadcast media distributes message of sponsorship; media adds value and leverages sponsorship.

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GEOFFREY KLAPISCH

VICE PRESIDENT OF FULGENT MEDIA GROUP

“Learn the X’s and O’s with Ad Agency Guru Geoffrey Klapisch”

BIOGRAPHY

Geoffrey Klapisch has over 15 years of media experience in consumer marketing and integrated broadcast campaigns. He has worked at Hill Holliday, New York; Arnold Advertising, Boston; Wunderman Cato Johnson, New York and Initiative Media (formerly MDPI). Prior to Fulgent, he served as Director of Marketing for Dancing Deer Baking Company where he elevated the “Break the Curse Cookie” brand nationally. As Senior Vice President of Media at Hill Holliday, Geoffrey stewarded all media activities on the \$100 million+ Verizon Wireless Northeast account. Prior to that he served as Senior Manager of eBusiness Planning and Integration at Fidelity Investments where he introduced direct marketing to optimize the company’s vast database for natural cross sell opportunities. While at Arnold, he helped significantly grow the Bose Wave Radio business. Geoffrey is a frequent speaker at industry conferences and currently teaches undergraduate Media Planning and Buying courses at Boston University.

EXECUTIVE SUMMARY

- ❑ Klapisch began his presentation by uncovering the structure of most agencies and some of their shortcomings. Clarity is not a common thread and because each group has unique pressures and goals.
 - ◆ Senior Management – Holding Company Concerns
 - ◆ Account Planners/Account Team – Client Centric
 - ◆ Creative – Creative Focused
 - ◆ Buy Side – Multiple allies
- ❑ Often agency personnel is overworked, understaffed teams aren’t able to deliver quality thinking. They end up just ‘doing’. Klapisch explained that agencies need your help.
- ❑ To become a trusted source of smart thinking is unusual, so Klapisch suggests learning their dynamics and goals and then to develop relationships with the right people.
 - ◆ Agencies ability to retain clients longer than anticipated translates to huge profits. Ask how agencies are measured and then yourself how you can you help them retain their clients longer.
 - ◆ Account Management and Planners are the key contacts to make because they appreciate your time and ideas, they know their client’s business and their risk tolerance, and know the budgets and targets.
 - ◆ Unfortunately media buyers/planners aren’t the best allies because they feel excluded, under-appreciated, not respected. Sometimes you need to circumvent them to make progress.

OPPORTUNITY

- ❑ Leverage Your Information in Order to Serve Up Solutions
 - ◆ Agency people are information hungry so tap into your knowledge base and provide solutions based on information from prior programs and your own company history.
 - Watch yourself being called back for internal strategy meetings.
- ❑ Leverage Your Relationships in Order to Make Introductions
 - ◆ Next to imbedded programming on television, partnership marketing is white hot
 - ◆ Leverage your Unique Relationships; Bring clients together
 - Initiate brainstorming meetings to identify possible partners

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MARK HARLAND

ZONE MANAGER FOR BUICK-PONTIAC-GMC, GENERAL MOTORS

“Drive Past the Competition with Mark Harland”

BIOGRAPHY

Mark Harland is the Zone Manager for Buick-Pontiac-GMC in Massachusetts, Connecticut and Rhode Island. Mark joined General Motors in 1997 to work in Germany and Switzerland in various roles within marketing and the VLE organization (Vehicle Line Engineering). In late 2001, he became an Area Sales Manager in the New York Metro district. In 2002, he became the Field Operations Manager for the Northeast Region and then the Pontiac Assistant Regional Divisional Marketing Manager for the Northeast region. He is a native of Montreal, Canada and received his BA from St Lawrence University in Canton, NY. Mark also holds an MBA Degree from the New York Institute of Technology.

EXECUTIVE SUMMARY

During Mark's powerful presentation, he addressed the bad press GM has received, but said the company has turned the corner, recovering from poor quality and bad styling in 80's and 90's. He expressed excitement with the upcoming product launches at Buick, Pontiac and GMC.

- Pontiac is moving into the next chapter with the introduction of the G6 family, GTO, Solstice and Torrent.
- Buick LaCrosse is off to a great start and the Lucerne will be another great addition later this fall.
- GMC will introduce a great looking full-size ute next winter, followed by pick-ups and more utes in 2007.

Understanding GM Marketing?

- As stated in our auto training there are four major groups with their own budgets:
 - ◆ National, Regional, Local Marketing Group (LMG), and Dealers
- Budgets are flat or going down, but incremental \$\$\$ is still available, and it's usually given to the best ideas.
- Traditional media days are over; Outside the Box marketing using integrated multi-layered programs is in.
 - ◆ Best Promotions are when National, Regions, LMGs & Dealers line-up behind a 90-day plan to execute a promo with ads, incentives, POS material, internet banners and support from network/affiliate stations.
- Pontiac's goal is to reinvent brand as cool and high performance using unforgettable messages that drive young progressive consumers into showrooms. Will leverage Solstice as catalyst for perception change.
- Pontiac 2005 Divisional Promotional Plan
 - ◆ Oprah's G6 Giveaway, G6 Wildest Dreams, Pontiac's Extreme Van-A-Day Give-A-Way, "Catch a G6" promotion, Solstice plug on Apprentice & Early-Order promo, NCAA Playoffs, Fusion Marketing (TV, Magazines, XM, Video Games, Internet), PR, and free publicity.
 - Goal is Return on Investment, with a benchmark of 2% close ratio on leads captured.

OPPORTUNITY

- Develop Relationship with Decision Makers – offer to meet for coffee, drinks, or dinner.
- Understand each brand's marketing goals and your market prior to pitching ideas.
- Compliment National Campaigns – marketing plans are tweaked every 90 days
- Pitch ideas and offer "value add" properties at least 90 days in advance so GM can properly buy ad space.
- Leverage All Groups: 1) National – Develops ideas with agencies 2) Region – Consult with national & dealer groups on creative ideas and execution 3) LMG – Help execute media plan & localized promos 4) Dealers – Develop their "spin" & leverage POS materials and/or buzz 5) Media Buyers (LCI, Planworks, Mediaworks and R*Works) – suggest properties that fit and offer "value add" tickets, etc.

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SMS XVIII AWARDS

- ❑ **Business Development Manager of the Year..... Wendy Wesley, Director of NTR, New Jersey Radio**
- ❑ **Account Executive of the Year..... Karen Geary, Account Executive, Boston Radio**
- ❑ **Program of the Year Stacey Ross, Business Development Director, Boston Radio**

SMS XVIII TESTIMONIALS

"I just wanted to thank you again for an AWESOME time at the Smart Money Summit!! I really appreciate it, I feel that is well worth the money."

Heidi S. Schulthess, Account Executive, WUSN-FM/Infinity Broadcasting

"Thank you so much for the opportunity to attend your Smart Money Seminar. It was great! We came away with new ideas and great contacts."

Laurie Stroud, Director of Strategic Business Development, Clear Channel Seattle

"Overall one of the best money generating seminars I've attended."

Anonymous

"Excellent! Thank you for inviting me again this year. I always love it. Get great ideas and get reinvigorated."

Elizabeth Herington-Smith, New Business Development Director for Marketing Partners

"I just wanted to thank you and the whole M&A crew for putting on such a great event. The two days was very informative, extremely motivating and a great opportunity to network and find ways to help business on a local level at our individual stations. I think the feedback across the board was really really good. I am sure it was a great deal of planning and hard work so I just wanted let you know how great it turned out."

Stacey Ross, New Business Development Director, Boston Radio

"Thank you!!! Very informative & great to meet counterparts from across the country."

Ilene Thompson, Director of Client Services, Phoenix Radio

"Excellent two days - Very Enjoyable - Thank you to ALL M&A employees for your hard work - it showed & we appreciate it very much."

Doug Burke, National Advertising Director, Philadelphia Newspaper

"ALL of the success stories over the 2 days were incredibly enlightening. Some of them I will try to do, and others, although they may not work for my station still provided insight."

Jim Isenberg, Business Development Manager, Boston Radio

MESSAGE TO OUR CLIENT NETWORK

From all of us at Morrison and Abraham, we wanted to say...

THANK YOU!!

Your hard work and excellent ideas made this seminar possible. It was a pleasure to provide you SMS and we look forward to doing it again next year, in a different city with new speakers and more great ideas.