

NEW TIME! EARLY DATE!

Focus on International Marketing

Partnering in the Global Marketplace

Dinner Program

Global Marketing

When: October 7

Who: Heidi Skatrud

Where: Wisconsin Club

Time: 5:00 to 8:00 p.m.

[Click here to register!](#)

Join us on Oct. 7 as Heidi Skatrud, Vice President-Market Development for Runzheimer International, talks about international marketing and partnering in the global marketplace. Skatrud has served in executive positions with Runzheimer for the past 11 years.

Her current responsibilities include market development, strategic alliance, and mergers and acquisition activity. In 2003, she orchestrated a key strategic alliance relationship with international employee mobility market leader Associates for International Research, Inc.

Prior to her role as Vice President-Market Development, Ms. Skatrud led the International Compensation & Assignment Services business unit of Runzheimer and from 1993 to 2000,

Skatrud served as Vice President-Human Resources. Before joining Runzheimer, Skatrud was employed in Human Resource roles with Chrysler Corporation, Chrysler Financial Corporation, and Nicolet Instruments.

Skatrud is a member of the Milwaukee World Trade Association, the Association of Corporate Travel Executives (ACTE), the Society for Human Resource Management, and is an Advisory Board member for the University of Wisconsin-Parkside's School of Business and Technology. In 1999, Skatrud served as an Examiner for the State of Wisconsin's Forward Award Program, which evaluates, provides feedback, and rates Wisconsin businesses on leading performance criteria.❖

Register online at milwaukee.marketingpower.com and click on Events. Or you can register by contacting Michelle Kionka at (414) 272-4AMA (4262) or email ama@mgmtconnection.com. Cancellations must be received by Tuesday, October 5, 2004.

NEXT MONTH

NOVEMBER

Focus on Brand Marketing

One-to-One Marketing

Your American Marketing Association continues our series for the year as Grant Johnson, Ambassador of Fun, CEO & President of Johnson Direct LLC, addresses "Marketing That's Measurable."

All effective direct response marketing is based on the idea of one-to-one marketing, and the Internet adds a new level of sophistication to this concept. Review the basics of one-to-one marketing and discover powerful tools that are easy to understand, quick to implement and that will pay off for you year after year. Johnson is a sought-after public speaker, award-winning author and copywriter, and judge for creative

and direct response competitions including The GMAs and Echo awards.

Date: Tuesday, November 9, 2004

Place: The Wisconsin Club
900 W. Wisconsin Ave., Milw.

Time: 11:30 a.m. Registration/Check-in
11:45 a.m. Luncheon
12:15-1:00 p.m. Speaker Presentation

Parking: Free

Cost: Members: \$25; Guests: \$40

To register: Register online at milwaukee.marketingpower.com and click on Events.❖

President's Prattle

By Mary Cohodes

"A great brand is a story that's never completely told."

— Scott Bedbury (of Nike & Starbucks)

While doing some market research, I found an interesting fact. According to IDC, the market intelligence and advisory services company, the technology industry will increase marketing budgets by 6% and focus on brand building. Almost 60% of the companies studied say brand building will be their main focus. Differentiation is required to successfully compete in the current economy. Companies are now more willing to spend on awareness building instead of on lead generation. This, they feel, will better position their companies for future success in the market place.

Building a great brand awareness campaign takes forethought and time. If your company is working on brand building, check out these resources.

- **The AMA Webcast archives.** You can replay these Webcasts at your convenience. If you are working with a team, invite them to your computer to watch with you. Some of these Webcasts are for AMA members only. (Just one of your many member benefits) – For a list of Webcasts on branding [click here](#).

- Some 'free' websites include:

- **American Marketing Association** – check here first!

- **BuildingBrands** provides online resources to help you successfully manage your brand.

- **Wikipedia, the free encyclopedia.**

- If you know of other sources that are great, please let me know.

I hope your fall season is starting out well. I'll see you at the next program.❖



VOLUME 6,
OCTOBER 2004

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The Business Journal
<http://milwaukee.bcentral.com/milwaukee/>



Would you like an eNewsletter or other marketing materials designed? [Contact Cavanaugh Interactive](#), producer of Milwaukee AMA communications material since 1989.

The Milwaukee Chapter of the American Marketing Association publishes **MarketMakers** monthly, September through May. Contact Editor Cheryl Kelley (listed above) for information on submission of articles and deadlines.

To become an AMA member, contact Robin Mindt at rmindt@laughlin.com today!

Localize Your Presentation for a Global Audience

By Joseph Sommerville (condensed from marketingprofs.com)

I've had the opportunity to deliver, coach and witness numerous international presentations. This experience all points to one lesson—in addition to the careful preparation required for any presentation, those for an international audience demand extra attention.

In any presentation, one of the keys to success remains a focus on the audience's frame of reference. However, when that audience is international, you'll need to step out of your own frame of reference and focus on making the presentation salient for your target group.

When in Rome, you should definitely do as the Romans do. The goal is to "localize." Here are five key areas to think about:

1. Language. Even if most members of your audience speak English, it may not be their first language. Avoid using clichés, slang and acronyms; they may have meaning in your own culture, but not theirs.

2. Measurement. I once attended a meeting in Manila where a German publishing company's presenters talked about cost-benefit analysis solely in terms of deutschmarks. It made little sense to the Filipinos, who had infrequent experience with this currency. It's always a good idea to translate monetary units into the currency of the host country. This shows sen-

sitivity to the culture as well as respect.

3. Visuals. Visuals often transcend cultural differences because they rely on proportion, balance and quantity. Use visuals that are truly "visual" in nature—don't simply read from a series of text-heavy slides. The strategic use of visuals may also help compensate for language problems. Be sure to pay attention to details, however.

4. Equipment. Presenting in a different country can introduce various technical difficulties. There are different types of plugs, different voltage requirements and different video formats.

5. Support materials. Baseball, basketball and football may be fertile ground for sports analogies when speaking to an American audience. But soccer is probably more appropriate for many international audiences. Try to use examples that are geographically close, stories that have cultural relevance and expert opinion that has credibility with your audience.

Remember, the more you are able to localize your presentation, the greater your chances for achieving results. When you focus on the audiences' own frames of reference, you are acknowledging their importance. Apply that principle in these five areas, and you'll be on your way to becoming an international success. ♦

LOOKING AHEAD

DATE	FOCUS	PROGRAM	SPEAKER
October 7	Global Marketing	Partnering in the Global Marketplace	Heidi Skatrud, VP Market Dev. Runzheimer International
November 9	Brand Marketing	One-to-One Marketing	Grant Johnson, President Johnson Direct
December 9	Networking	Holiday Social Event	NA
January 11	Generational Marketing	Generational Marketing/Advertising Strategy	Chuck Underwood, President TGI, Inc.
February 8	Sports Marketing	Superbowl Ads: Touchdown or Penalty?	Panel of Advertising and PR Executives
March 8	Market Research	To be announced	Research Panel of Experts
April 12	To be announced		
May 10	To be announced		

Marketing Success is Found in Good Translations

By Brian Kieffer, We Energies

"Bite the wax tadpole." That's how "Coca-Cola" was translated into Mandarin on homemade signs by Chinese shopkeepers when Coke was first sold in China in 1928. This translation sounded phonetically similar to how Coca-Cola is pronounced in English, but resulted in a nonsensical expression that lacked marketing appeal. After researching Chinese characters, The Coca-Cola Company selected a better translation for their product. The new characters sound similar to Coca-Cola when spoken and loosely translate into "happiness in the mouth."

This cautionary tale is a reminder that selling products and services in the global marketplace requires more than a "For Sale" sign. Successful entries into foreign markets are always preceded by well-conceived marketing plans. Handling translation issues should be part of the planning process, and partnering with a qualified translation company can facilitate that.

Milwaukee-based Iverson Language Associates, Inc. has been helping U.S. companies manage the document translation process since 1986. Iverson employs a full-time staff of 17 and works with a worldwide network of consultants to supply translations in over 80 languages. They

provide services ranging from translation and interpretation to desktop publishing and multi-media production.

Iverson's mission, according to Kristen Crump, Marketing Communications Manager for the company, is "providing strategic solutions for managing document translation. Our clients are companies and organizations that have an ongoing need to communicate business-critical information."

Crump and Iverson's Director of Client Services, Hélène Wimmerlin, offers the following suggestions for improving your translation project:

- **Plan ahead.** Take an inventory of what needs to be translated and work with a translation company in advance of when the materials are needed.
- **Allow for expansion.** Translated text often expands by 20% or more, so be sure to allow for enough white space to accommodate the extra text.
- **Internationalize the content.** Avoid imagery, expressions, or humor that is culturally specific and might not be understood in the foreign language.

For more information on translation, please visit Iverson Language Associates, Inc. at www.iversonlang.com or the American Translators Association at www.atanet.org. ❖

Book Reviews

Building an Import/Export Business

By Kenneth D. Weiss

Format: Paperback, May 2002

Average Rating: *****

As an entrepreneur and international trade consultant, Weiss offers tips and instructions for every aspect of an import/export business including government regulations, tax laws, customs requirements, and shipping procedures. He describes strategies for using the Internet to reduce costs and develop a targeted customer base, and tells how to prepare a business plan, address security concerns, and take advantage of GATT WTO, and other trade pacts. Weiss is the owner of a firm consulting in business, marketing, and international trade. This easy-to-follow, step-by-step guide is packed with the very latest information on government regulations, tax laws, customs requirements, and shipping procedures.

The China Dream

The Quest for the Last Great Untapped Market on Earth

By Joe Studwell

Format: Paperback, January 2003

Average Rating: *****

In the 1990s, China astounded the world with double-digit annual growth rates while attracting over \$300 billion in foreign investment capital; an amount greater than any other country received in this period except the United States. Politicians, economists, and business leaders the world over hailed China's astonishing achievement and foresaw a future for the juggernaut nation to develop into the world's largest economy within a generation, creating a market for goods and services that would dwarf all others. In *The China Dream*, acclaimed business journalist Joe Studwell takes to task these predictions and instead foresees an economic crisis. *The China Dream* is a book that will have the business and political worlds talking about what's really going on in China — and what we can do to prepare for the coming crisis. ❖

What You Missed...

September 14 Chapter Meeting



Photo by Virginia Reeser

Doug Neilson, President/CEO of the Milwaukee Convention & Visitors Bureau, shows AMA members a sneak preview of the Bureau's marketing initiatives for 2005.

the source



International Marketing Blunders

By Cheryl Kelley

When General Motors introduced the Chevy Nova in South America, it was unaware that in Spanish “no va” means “it won’t go.” The company later renamed the car to the Caribe in Spanish markets, and the naming snafu became a classic case study in college marketing textbooks. But as the following examples show, some students were either absent that day, or not paying attention.

- In Taiwan, the translation of the Pepsi slogan “Come alive with the Pepsi Generation” came out as “Pepsi will bring your ancestors back from the dead.”
- When Gerber first started selling baby food in Africa, they used the same packaging as in the USA — jars with pictures of the cute little baby on the label. Only later did they learn that in Africa, companies routinely put pictures on the label of what’s inside since most people can’t read.

- An American T-shirt manufacturer printed shirts for the Latin market commemorating the Pope’s visit to Miami. Instead of reading “I saw the Pope” (el Papa), the shirts read “I saw the potato” (la papa).

“The first question to ask before an international marketing venture is whether the product makes sense for the intended new market.”

Is it any wonder the rest of the world finds Americans just a little bit strange? Once the growth curve of a product begins to taper, it seems logical to examine foreign markets as the next step toward re-invigorating product sales. Unfortunately, it’s not a simple process. The paths to success in foreign markets are often as varied as the countries themselves.

The first question to ask before an international marketing venture is whether the product makes sense for the intended new market. Does the product fill a need, and can it be made available to customers at a reasonable price?

Cultural factors are perhaps the least tangible of all marketing concerns. Ironically, these frequently play the most significant role in the decision making process. Try to think like a local. If your actions aren’t leading to sales, you’re not effectively marketing your product.

International marketing requires a heightened level of conscientiousness and flexibility. The willingness to set aside one’s own expectations and adapt to local standards is critical. Be aware of established sales and distribution channels. There’s no need to go it alone. Take advantage of the channels and look to partner with those who have a proven track record operating in international markets. ♦

Fall Membership Drive Underway

Milwaukee Has its Eye on \$1,000

By Robin Mindt, Laughlin/Constable

The American Marketing Association’s (AMA) International Headquarters (IH) has begun its Annual Fall Membership Drive. Twice a year, in the fall and spring, each local AMA chapter provides a list of prospects for the campaign. IH sends out mailings to entice those prospects to join.

During the drive, each new member will have their \$30 application processing fee waived and receive either pro-style binoculars or a \$150 discount on an AMA conference of their choice. To entice the local chapters to provide the best prospect lists possible, IH provides

a \$1,000 prize for the chapter that brings in the most new members during the drive.

How can you help us achieve this goal (remember, that \$1,000 goes back to you in the form of programs and benefits)? Tell all your friends and colleagues in the marketing field to join now. The deadline for the fall membership drive is October 31. To join, visit www.MarketingPower.com/chaptermember. Apply before the deadline to receive the new member incentive. You can also request a hard copy application by emailing ama@mgmtconnection.com.

OCTOBER EVENTS

October 7

Partnering in the Global Marketplace

Marketing Fun Facts

October means pumpkins. Here are a few tidbits you may not have been aware of:

- Pumpkins are not vegetables... they’re fruits!
- Pumpkins, gourds, and other varieties of squash are all members of the family Cucurbitaceae, which also includes cucumbers, gherkins, and melons.
- Pumpkins have been grown in America for over 5,000 years. They are indigenous to the western hemisphere and were completely unknown in Europe before the time of Columbus.
- There was probably some kind of pumpkin served at the first Thanksgiving feast. The triad of maize, beans and squash once formed the basic diet of American Indians.

Pumpkins are a good source of nutrition. They are low in calories, fat and sodium and high in fiber. They are loaded with vitamins A and B and potassium. The seeds are very high in protein and are an excellent source of B vitamins and iron.



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