



## Keep One Resolution

I hope you enjoyed the holiday festivities and were able to create some happy memories with family, colleagues and friends.

Now that 2023 is behind us, the upcoming year brings about new changes and possibilities. So much can be accomplished with a clean slate. The issue is not so much the path one takes to achieve success. Instead, it comes down to one point in particular:

### The Power of F.U.\*

#### \*Following Up.

It's something that many people forget to do during the process of completing projects. While it can bear some unique and unwelcome responses, the fact most people do not indulge in this practice normally is tantamount to giving up or worse, a professional death wish.

Here's why:

If you do not advocate for your product, service, idea, etc., then who will? Everyone is busy in their particular industries in which the road to success winds up being detoured. Nobody knows the backstory quite like the person or people involved. However, if the leaders are unable to develop a strategy to inform and educate the public or their potential customers, then it's a lost opportunity for that business.

How many companies can survive using that business model? Very few, if any it turns out. Even if a company has the best product, service, etc., if they do not market themselves, then the rest of it DOES NOT MATTER!!! That is often the difference between a business being the talk of the town and closing its doors.

There are chances for anyone in business and in life to get ahead. They likely happen to those who are ready to bang the door down. Are you committed to making the pitch and then follow up?

If not, then be prepared to face the consequences. However, if you are, then best of luck.

*Mark Berger*

Mark Berger, President  
AMP-RI



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# Association of Marketing Professionals of Rhode Island Hosting its Second Annual Spring Conference in April

AMP-RI's Second Annual Spring Conference is scheduled for Friday, April 26, at Plant City in Providence. This signature event promises a day filled with engaging discussions, a thought-provoking panel, and insightful breakout sessions exploring various aspects of the marketing industry.

Building on the success of last year's conference, which attracted nearly 50 participants, AMP-RI is gearing up for an even more impactful gathering.

Mark Berger, President of AMP-RI, emphasizes the conference's unique role in bringing together professionals from sales, communications, and marketing for collaboration and knowledge-sharing.

"The chance to have professionals from various areas of sales, communications, and marketing disciplines can lead to a better understanding of what's available now and lurking in the near future," he said. "Last year's event had individuals 'in the know' share their knowledge and how it can benefit the audience. This year promises to include new business professionals eager to make an impact."

The inaugural Spring Conference was initiated by AMP-RI Immediate Past President Betty Galligan, owner of Newberry Public Relations and Marketing in East Providence. Galligan envisioned an event spotlighting industry leaders, sharing their stories and insights.

The first conference featured influential speakers who provided valuable insights on topics ranging from hot marketing trends to unleashing creativity and influencer campaigns. Below is a recap of the 2023 conference.

Notable speakers included:

- Robert Hyldburg: Public speaker, executive coach, and transformation consultant. Author of the best-selling "Total Patriots" and "Relive Patriots History" books, based on interviews with current and former players for the New England Patriots.
- Cait Arsenault Baker: Account supervisor on the award-winning PR team at Duffy & Shanley. Recipient of the first-ever Influencer Relations Bell Ringer Award from the Publicity Club of New England.
- Nicki Maher: Founder of Happy Mom Media. An influencer, digital creator, brand advisor, and people

advocate. Through digital media, she shares joy every day with 2M+ on TikTok and Instagram.

- Nicole Eller: Vice President and co-founder of The Spark Social. She helps other entrepreneurs and small business owners navigate the noisy and crowded social media landscape.
- Allison Ingalsbe: Design thinking coach and facilitator with Creative Strategies. With 25 years as an educator, teaching students at St. George's School in Rhode Island, to seasoned executives at large corporate firms.
- Mary Sadlier: Executive Vice President and Chief Strategy Officer at (add)ventures. She taps her strategic skills to collaborate with client partners on crafting solutions to their communications challenges, in the areas of content marketing, public relations and digital.
- Tony Fruzzetti: A Marketing Professor at Johnson & Wales University in Providence, Tony served as Moderator for the Panel Discussion.

One of those speakers, CEO of Untold and Unlimited, Bob Hyldburg, commenced the morning by delving into the vital components essential for fostering a creative and thriving mindset. Hyldburg's opening address not only sparked thoughtful self-reflection through his thought-provoking questions, but also seamlessly integrated these contemplative elements into the ensuing discussions led by guest speakers and active participants. The overarching emphasis on cultivating a creative mindset became a unifying theme, shaping the trajectory of the day's discourse and cultivating an environment charged with intellectual curiosity and collaborative thinking.

In recognizing the paramount significance of thorough research and a keen understanding of clients' needs, Hyldburg's principles initially highlighted in



the opening remarks, transformed into practical and actionable guidelines echoed consistently throughout the event.

"As the day unfolded, the meticulous integration of research and client-focused strategies became palpable in the engaging conversations and presentations," Berger said. "Bob's leadership at Untold and Unlimited LLC, a communication coaching company catering to elite individuals aspiring for personal and professional growth, became emblematic of a commitment to excellence, offering insights and practical approaches that resonated with the dynamic landscape of the attendees."



This diverse lineup of speakers enriched the conference, providing attendees with a comprehensive perspective on various facets of the industry.

The finalization of the speaker lineup for this year's conference is currently underway, with suggested topics including:

- Innovative Language in Marketing
- Human-Centric Marketing
- Social Media and Influencer Trends
- Artificial Intelligence (AI)
- Ad Investment and Algorithm Understanding
- Marketing Automation
- Strategies for Viral Content

AMP-RI serves as a resource for those seeking learning opportunities in marketing and communications. By bringing together local professionals and industry experts, the organization remains proactive in advancing effective marketing practices.

In addition to informative breakout sessions, the conference agenda includes a dynamic panel session, giveaways, and various amenities to enhance the overall experience. Attendees will have the opportunity to network while enjoying complimentary breakfast and lunch.

Who should attend? The conference caters to a diverse audience, including marketing and communications professionals, entrepreneurs, CMOs, individuals at different career stages in marketing, and students seeking insights into industry trends.

Speaker Opportunities: AMP-RI is currently looking for speakers to lead the general session, facilitate breakout sessions, and participate as panelists. Interested presenters can submit applications directly to AMP-RI President Mark Berger at [markb@bergseyepri.com](mailto:markb@bergseyepri.com) by Friday, March 1st.

Interested speakers are kindly requested to include the following details with their submission: presentation title, topic/description, how will this inspire the audience, and any A/V needs. Successful applicants will be notified promptly.

In appreciation of their contribution, speakers will have their tickets compensated, ensuring their participation without any cost. Additionally, other benefits will be announced soon.

Berger said it will be worthwhile for the marketing industry professionals as well as any company executives who need these skills to further their respective goals.

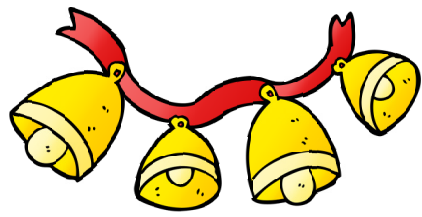
"The anticipation is building for the Second Annual Spring Conference, where AMP-RI's commitment to knowledge-sharing, collaboration, and professional development makes it a must-attend event," he said.



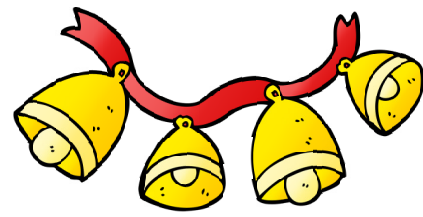
The organization is seeking sponsors, raffle prize donations and gift bag donations. Further details can be obtained by emailing Mark Berger at [markb@bergseyepri.com](mailto:markb@bergseyepri.com).

Be sure to check the AMP-RI website at [www.amp-ri.com](http://www.amp-ri.com) for further details.





## Jingle Mingle at The Hope Club



Several AMP-RI members and their guests were treated to an evening of holiday music, networking and fun last month at The Hope Club in Providence.

Attendees were treated to a tour led by Hope Club Member and AMP-RI Immediate Past President Betty Galligan. There was a toy drive, in which donations were given to Jules Hope Chest in East Providence. Plus, guests were given a chance to win some unique prizes in a game of "Give or Take".

It was also an opportunity for everyone to introduce themselves and their respective businesses. That led to new contacts being made and potentially into new projects.

Very special thanks to The Hope Club for hosting the event, Betty Galligan for making it happen and to everyone involved.



## Welcome Jaslene Bourdeau to the AMP-RI Board

Originally from the Constitution State, Jaslene obtained her M.B.A. with a specialization in marketing from the University of Rhode Island. She holds a B.A. in international business with a minor in marketing and management from Roger Williams University.

Since then, she has grown to be very fond of all Rhode Island has to offer. In her role as a Marketing Account Specialist, Jaslene

brings her creative thinking, problem-solving skills, and initiative to her work. She's passionate about various aspects of marketing, from copywriting and landing pages to campaigns and media plans.

During her free time, you can catch Jaslene running by the beach or enjoying a meal at one of her favorite restaurants on the weekend with her friends and family!



## The Board Wants YOU to be Our Next Secretary

The success of our group depends on the time and efforts of the Board. They work many hours out of their lives to create wonderful programs and events for its members. The Board continues to grow, and because of that, remains a viable member of the Rhode Island business community.

The AMP-RI Board needs someone to fill the Secretary position. This is a very important job that helps guide the Board toward moving in the correct direction.

Among the responsibilities the incumbent will perform include:

- Takes minutes at board meetings
- Provides minutes recap within 48 hours of board meeting
- Responsible for central AMP-RI organization email
- Sends out Mail Chimp event invitations, maintain the list
- Provides Program Chair with updates on event registration
- Send out quarterly newsletter
- Other duties as directed.



Please send your letter of interest to AMP-RI Vice President Ellie Paris-Miranda at [ellieparismanuel@gmail.com](mailto:ellieparismanuel@gmail.com).

## Join John Palumbo at Rhode Island Monthly

The organization is looking forward to attending a late-spring event when they visit the offices of Rhode Island Monthly Magazine on Thursday, June 6.

Publisher John Palumbo will discuss the challenges of operating a locally owned, independent media outlet in a market dominated by out of market corporate organizations with national scope. He will also address how Rhode Island Monthly balances a 35 year print centric legacy, with a growing and aggressive portfolio of digital channels.

Their team will provide a candid explanation of what goes into the curation of feature story ideas and cover concepts despite receiving scores of ideas and PR pitches each month.

Rhode Island Monthly Communications, Inc., based in Pawtucket, is Rhode Island's largest locally owned, full-service publisher of magazines and specialty publications, including custom and contract publishing projects. Publications include several lifestyle and tourism publications serving residents of – and visitors to – Rhode Island and Southeastern Massachusetts.



The magazine brings readers the very best of what Rhode Island has to offer — from people to politics, food to finance. Every month, this unique publication builds upon a powerful, personal relationship with more than 166,000 readers in print and over 230,000 with digital assets each month.

Watch the next newsletter for more details.