

Brown & Martin's

newsletter

Chip Martin Interviews

Kim Hastings, President of CJ & Associates, Inc.



Chip Martin

CM: These sure are impressive offices you have at CJ & Associates, Kim. And I really like this chair. There's no wood in this, right?

KH: Our offices are a reflection of the quality of our products and services, Chip. The design, furniture and office accessories showcase what we do. And no, there's no wood in that chair.

CM: So what's your job here?

KH: I'm the president and co-owner. In fact, with annual sales over \$10 million, CJ & Associates is the largest woman owned contract furniture distributor in Wisconsin.

CM: Women can do that?

KH: (Long pause.) Do what?

CM: Own and run a large business like this?

KH: (Even longer pause.) I think women may be better at running companies than puppets are at editing newsletters...

CM: Ouch! Why would you say that?

KH: (Much longer pause.) Let's see. Our company is over 20 years old, with multiple locations, full-time in-house installers, designers and product specialists and we serve prestigious companies like Harley Davidson, The Milwaukee Brewers, Brady Services and others. In addition, we're the only major distributor in Wisconsin with a government sales division. I'd say that puts

us ahead of the majority of our competitors, all of which are owned by men.

CM: No kidding?

KH: And as a woman owned and operated business, we help companies and organizations meet their diversity supplier objectives.

CM: Wow. Plus you're smart enough to rely on B&M to help plan and implement targeted marketing strategies aimed at companies, health care facilities, schools and government entities. That's impressive. I think I know why the women in my office were so anxious for me to do this interview.

KH: They thought I may kill you?

CM: No. They knew many of the people who read my column would be surprised to learn that women are able to manage and operate a large successful company like CJ & Associates.

KH: Let's get them on the phone. I'm pretty sure my answer is closer to right than yours.

Editor's Note: Turns out Kim was right. She really is smart. I'll be out of the hospital soon. In the meantime, visit www.cjassociatesinc.com. CJ & Associates relied on our Information Technology division to design their new web site.



Kim Hastings

Chip Shot

A person who is nice to you, but rude to the waiter, is not a nice person.

We Like it Here...Because of You

If you're a B&M client, you know that B&M has very, very low employee turnover. Chances are, the same people are working on your account today who worked on it 10 or 15 years ago ... if you've been with us that long.

Nationally, turnover in marketing and advertising agencies is among the highest of any industry. Many of the departing employees go to the client side to work and according to a recent survey, this is what these people have to say about their new jobs.

- No pressured clients screaming for you to fix problems that they created.
- No time sheets...less accountability.
- No weekend work.
- A measure of respect from internal

clients that was seldom

accorded when they served clients as agency employees.

At B&M, we're lucky. Our clients like working with us. Most of them will take time to help us fix any problems that may arise, rather than switch agencies. We like to think that's because we're nice, honest, fun people to be around. It may be that we're just less expensive.

Oh, sure there's the occasional client who treats us as a vendor versus creating the partnership that's necessary for long-term success.

There's the sporadic marketing person with little formal training who changes firms without warning and without telling us they didn't like something about an invoice or a marketing tool

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Increase Seminar Attendance

One of the most effective ways to increase business is to produce and deliver "How To" seminars. Speaking is a great marketing technique.

Too often professionals assume that they should offer their seminars for free. Here are a few reasons to consider charging a registration fee.

- People come expecting value instead of a sales pitch. If you deliver value

your attendees will know that time with you is worth the money.

- Paid events have far fewer no-shows.
- Paid events will often generate more attendance than free events.
- The attendees you generate are usually more interested in the seminar topic.

Brown & Martin's Newsletter

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Brown & Martin To Appear At Vent Convention

For the second time in ten years, the editor of this publication will appear on the Saturday Night All Star Show of the International Ventriloquists Convention. I'll be accompanied by Dale Brown, who has a hand in almost everything I do.

We were scheduled to do a workshop on "ad libbing" at last year's convention, but Dale's "racing incident" forced us to cancel.

Convention organizers are getting revenge by forcing us to perform in front of 500 ventriloquists and share the stage with some of the top professionals working today.

I don't want to say that Dale is stressed out about this, but he hasn't stopped throwing up since I agreed to do the show. So, please call before you visit our offices.

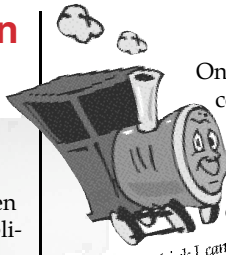
Brown & Martin's Newsletter

Issue: None of your bees wax. (Where did that phrase come from anyway?)

Never take a sleeping pill and a laxative on the same night.

Editor: Chip Martin

This newsletter is produced for clients of Brown & Martin, Inc., a marketing and public relations firm serving companies across the country. If you're not a client, quit reading! Or, call us and become one.



"I think I can, I think I can..." is not associated with the marketing function and who we had not worked with before.

We have an excellent relationship with this client (all the way to the CEO), and we understand the company's markets, products, competitive advantages and current strategies. So after a meeting with the department head, we created an ad based on his input and the company's current marketing objectives. He hated it.

In fact, he hated it so much that he gave us his own ideas

One of our client contacts recently asked us to help produce an ad for a department head who

I Can Do That!!

for an ad. We created a second ad following his instructions to the "T." It wasn't a good ad. But hey, that was our opinion. So we showed both ads to other clients who were in and out of our offices over the next couple of days, and asked for their opinions. In every instance, they picked our original ad without hesitation. We even took the ads to other offices in our building and got the same results.

We shared this information with the department head, but he wasn't dissuaded. He wanted "his ad." We presented a third ad incorporating his ideas with some of our own. He hated it.

Now I'm sure this individual wouldn't try to prepare a legal document for his human resource department or devel-

op software for his accounting department, but he felt perfectly comfortable writing ad copy and designing a layout ... even though he had no background in either discipline.

We showed all three ads to our contact in the marketing department. She rolled her eyes. "I apologize for getting you involved in this," she said. "Your original ad is obviously better. But, there are some internal issues at work here." She sighed. "Just give him what he wants and after the ad has no affect he probably won't bother any of us anymore."

So we did. And we added the department head to our mailing list. I hope he likes our newsletter.

Integration Impacts Total Effectiveness of Marketing Components

Many companies struggle in their attempts to integrate advertising with PR, sales promotions and other marketing-related activities, according to a recent study. However, most companies want to improve the consistency of their marketing communication programs because they know that integration increases the effectiveness of individual tools.

The study showed that the greatest challenges to consistency are internal "turf issues" across products, departments and divisions.

Seventy four percent of the surveyed companies rely on three or more outside vendors

to help create marketing tools.

But most agree that using one firm to help ensure all marketing components meet integration and consistency guidelines, is a good idea.

B&M helps Johnson Controls with this challenge on its many internal and external web sites which contain thousands of pages created by scores of different departments and divisions.

The key is establishing reasonable guidelines and then **sticking to those guidelines.** Let B&M help you put marketing integration plans together and strategies to implement them. We're good at it.

"We Like It Here"

...Continued From Front Page

that we created...things that we would have gladly worked out with them given the opportunity. But in 20 years, those cases are rare. And many times, clients who do leave, come back.

The truth is B&M's assets go out the door every night. And they go out happy because they genuinely like the clients they work with... most of whom have been with B&M a long time.

So, this article is just a short note of thanks to those clients who help make B&M a nice and fun place to work. (Because it has **nothing** to do with our management.)