



Programs

July 17, 2007 Integrated Marketing Communication



Lisa Lackovic, marketing manager with Watkins Concrete Block Co. will present an overview of an integrated marketing campaign called the "The Ultimate Backyard Challenge." This will be a case study on the effectiveness of combining advertising, sales promotion, public relations, and direct marketing to increase market share.



Lisa has worked for Watkins Concrete Block since 1983 and is responsible for marketing concrete masonry products to architects, engineers, landscape architects and landscape contractors. She hosts one of the largest landscape contractor workshops for retaining wall and paver installers and has initiated a "Women of the Earth" group for landscape architects. The Ultimate Backyard Challenge was initiated by Lisa in 2005 and has continued through 2007. Lisa also oversees the advertising and promotions for Watkins. The Omaha Junior Chamber of Commerce selected Lisa as one of the Ten Outstanding Young Omahans in 1992. The Nebraska Masonry Institute recognized her with an Achievement Award for her dedication to the masonry industry in 2001. Lisa was selected as a Corporate Achiever for the National Multiple Sclerosis Society in 2002. Anchor Wall Systems recognized Lisa for Top Sales in the Engineered Wall Market with a Circle of Excellence Award in 2003 and 2004. Currently Lisa serves on the Omaha Chamber of Commerce Board of Directors as the Sarpy County Council Chairman and the Habitat for Humanity of Omaha Board of Directors.

RSVP!

Register online at www.smpsnebraska.org or contact Angie Ullman, Terracon at amullman@terracon.com
Phone 402.330.2202 or fax 402.330.7606

Name _____

Firm _____

Email _____

Phone _____

Spezia

3125 S. 72nd Street
(One-half mile north of I-80)
402.391.2950

July 17, 2006

11:30 – 1:00

_____ Member _____ Non-member

Please RSVP by noon on July 16th
Members \$25
Non-members \$35
No shows will be billed

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This luncheon meeting is being sponsored by: