

The Leading
Resource for
South Central
Texas
Marketers

American Marketing Association
San Antonio

Marketing messenger

A Publication of the San Antonio Chapter of the American Marketing Association

2009-2010 SA-AMA BOARD

President

Casidhe Meriwether
Valero Federal Credit Union
cmeriwether@valerofcu.org

President-Elect

Jason Ellis
Accu-Print
jasonellis@accu-print.com

Past President
Krista Short

The Trade Group
kshort@tradegroup.com

VP of Collegiate Relations
Dean Laxson

Assetworks
dean.laxson@assetworks.com

VP of Communications
Hank Cherry

Regnier Valdez
hcherry@regval.com

VP of Correspondence
Carrie McRee

Price Pfister
carrie.mcree@bdhhi.com

VP of Finance
Monica Salmeron

Vidacare
monica.salmeron@vidacare.com

VP of Membership
Lori Ivy

livy8079@sbcglobal.net

VP of Programming
Fred Hagerman

Firstmark Credit Union
fredhagerman@yahoo.com

VP of Public Relations
Sarah Phinney

Enterprise
sarahphinney13@yahoo.com

April 2010

Today's Presentation

Spring has sprung, and summer is just around the corner. What better time for two San Antonio entrepreneurs to roll out a unique, new product that will literally cool you off. In fact, that's the name of the product, COOL Off™.

COOL OFF™, is arriving on Texas retail shelves this month and will roll-out nationally soon after. Today, we will hear the "hot" product development story of COOL OFF™ from Linda Caldwell (Exec VP) and Deb Bolner Prost (CEO) of It's 2 Cool, Ltd. And, they have a story to tell—one of a small-startup company, with a big product launch challenge. They'll discuss the amount of market research and product development required, as-well-as sharing some of the major obstacles they faced during the three-year business development journey.



DEB BOLNER PROST is the CEO of It's 2 Cool and visionary behind its innovative new brand COOL OFF™. She is the owner of Prost Marketing, Inc., a local marketing research and strategic planning firm, as well as TARGET SA, an innovative semi-annual 20-year longitudinal syndicated research report, monitoring San Antonio's consumer behavior, attitudes, and purchase habits.

With a long list of accolades, Deb was AdWeek Magazine's Woman of the Year in 1985, one of San Antonio Magazine's "40 UNDER 40" in 1988. She was named Outstanding Alumnus of Texas Tech in 1985 and UTSA in 1987. In 1991, she was chosen Outstanding Marketing Person of the Decade by the American Marketing Association.

Linda Caldwell is the EVP of Marketing and Sales for It's 2 Cool, Ltd. and a general partner in DBCD Management, LLC. With an MBA from Averett University, Linda is the driving force behind conceiving and launching new products/programs and building brand value. Linda has held key positions in strategic planning, market research, product development, agency management, advertising, promotions, e-commerce, performance excellence and visual merchandising with Vanity Fair Corporation, Berkshire Hathaway, Clarke American and Goodwill Industries.



Linda is a member of the United Way Women's Leadership Council and Quality Texas Foundation. As a breast cancer survivor she is a member of the Alamo Breast Cancer Foundation, Cancer Center Council and volunteers with other groups such as Susan Komen and the American Cancer Society.