

 send this to a friend



A BAMB

May, 2008

The Agenda Enters the Internet Age

Welcome to The All New TRG Agenda, an on-line Newsletter, representing the best of TRG's Focus on the Future.

Having started more than 20 years ago as a single typed page of Client information, planning concepts and humor, The Agenda has steadily evolved under the direction of Regis Associate **Richard Earle** into the current version being read by you right now.

Thanks for joining us.

The TRG Team

BizSpeak: A Bambi

Definition:

The hunters are out in force and bullets are flying thick and fast.

Oblivious of the danger, BAMB wanders through the woods nibbling on the tenderest of leaves without even being grazed.

Related Terms:

Blessed, Bullet-proof, Immune, Sheltered, Innocent

How it Sounds:

"Bob was our resident BAMB, which is why he's still here, while George and Sal vanished in puffs of green smoke."

Regis Expansion

The Regis Group, Inc has been undergoing a major expansion over the past two years.

A steadily expanding group of leaders from diverse fields has allowed us to serve a range of new clients, while continuing to provide existing clients with the personalized attention for which it has become Internationally known.

Seasoned Leaders

In accordance with its Vision Statement, "All Regis Group professional planners and advisors are seasoned leaders," The Regis Group has welcomed our next seasoned leader to its roster. **David Basch**, Senior Advertising Executive, Teacher, and Executive Coach, (*see separate story*) joins **Marc Chinoy**, Regis CEO and internationally renowned planner and facilitator, **Richard Earle**, Cause Marketing, Advertising Evaluation and Branding Specialist, Author, Teacher, **Phil Morpew**, Health Care Executive and Evaluator and Facilitator, and **Eric Zimmerman**, noted Attorney and Community Planner.



President's Column Welcome to the New Agenda!

All groups move, think and decide with a rhythm and logic of their own.

At The Regis Group we have focused our efforts on helping complex groups find their way through some of the most difficult business decisions of the day.

Whether the need is to clarify a strategic direction, harmonize merging organizations, resolve conflicts resulting from the circumstance of joint ownership, evaluate your advertising, or brand your company or association, The Regis Group is both willing and pleased to help.

Tips & Techniques

By revitalizing *The Agenda*, we hope to keep you informed of

Watch for more BizSpeak definitions in future editions of The Agenda

For More BizSpeak, check out the Book. Click here.

Also available on line: "Getting Started," "On the Agenda," "In Real Time," and "Three and a half Words" by Marc Chinoy, and "The Art of Cause Marketing" by Richard Earle.

Click Here.

New Affiliate & Staff

In addition, joining as an Affiliate, is Marketing Executive **Charles Barkwill**. Veteran financial manager **Ann Fleer** joins VP Client Services **Claudia Barrientos**, and Office Manager **Dawn Grieco** on the Regis Support Staff.

New Clients and Assignments

Among the many new exciting assignments for the Regis Group is an outstanding cultural organization in Indianapolis **The Children's Museum**. Introduced to Regis by Indiana native **Phil Mophew**, this outstanding family destination has engaged Regis to do long-range strategic planning.

Associate **Richard Earle's** travels these days are taking him to California, where he has a contract to evaluate the **California Public Utilities Commission's** "Flex Your Power" energy efficiency campaign. The project is spearheaded by Waltham Research firm **Opinion Dynamics Corporation**. Richard is also travelling to Boston's Chinatown as he supervises a video to be shown to Asian bus-riders to Mohegan Sun Casino.. The video, sponsored by Regis client the **Massachusetts Council on Compulsive Gambling**, will inform viewers about the warning signs of compulsive gambling, and offer connections to counseling. And it's entirely in Cantonese!

changes to our group, current clients and new activities, and supply you with some information, tips and techniques you can use in your daily pursuit of success.

You will receive *The Agenda* by e-mail every month. We look forward to your comments, criticisms and advice.

The Team & the Tools

We also look forward to discussing your planning needs. At The Regis Group we pride ourselves in offering both the team and the tools to bring added value to the decision processes of leading professionals and the organizations they serve.

Thanks from the TRG Team,
Marc

To Contact The Regis Group. Click here

Senior Associate Richard Earle evaluates UNICEF "Tap" program for Advertising Age

The March 24 edition of Advertising Age, "the ad industry bible" contained an article about the recent UNICEF Tap campaign, described as "one of the biggest cause marketing efforts yet."

Needing an expert opinion, they called the Regis Group's Cause Marketing specialist, **Richard Earle**.

The article stated: "The best social marketing provokes an immediate and easy-to-execute reaction," noted Richard Earle, author of the book "The Art of Cause Marketing: How to Use Advertising to Change Personal Behavior and Public Policy," and senior associate at Leesburg, Va.-based Regis Group.



New Web Site

Biographies of the new team members, and all Regis staff may be seen at The Regis Group's newly designed and enlarged web site at www.regisgroup.com.

Created by Cambridge MA Design firm **Blue Coda**, the site contains our rapidly expanding client list, and descriptions of our expanded roster of client services, plus a list of recent Regis Publications.



**Regis on the Road
Richard Earle
Keynotes
Energy
Conference**

*Conference Theme:
"Using Education,
Outreach, and Social
Marketing to Move*

In today's cause-marketing- crazed environment, a common pitfall of such campaigns is to gain sympathy without a clear objective for people to achieve, Earle said.

The Tap Project, "has a very specific and well-defined objective. It is something very easy and clear that people can do to achieve the goals of the campaign. To pay a dollar for a glass of water is simple and ingenious."

Also on the site, you will find generous excerpts from **Marc Chinoy's** Strategic Planning book, "Getting Started."

Polling Site Reactivated

If your company or organization requires secure on-line polling of your Board of Directors, committee members, a certain customer demographic or other populations, please check out the link to the exclusive [Regis Internet Polling Services.com](http://RegisInternetPollingServices.com).

It can be customized to fit the needs of any interested group!



Regis Office Building is historic Leesburg Site

The Regis Group offices in Leesburg are housed in a building which local historians claim is the oldest business structure in continuous use in the historic city.

Originally built as a tobacco warehouse, and home to many enterprises since, the walls in many offices at 102 North King Street still have the original beams and plaster exposed. Meetings at The Regis Group are always comfortable and likely to have historic significance!

Regis on the Road

Marc Chinoy speaks April 24 at Salem, MA Enterprise Center on "Planning a Mid-Size Company for growth and profit"

A workshop for mid-size company leaders, this two hour workshop led by Chinoy, focused on management skills needed as companies add new markets, new functions, and new employees.

A Profitable Future

From the basics of good strategic planning, to the delegation of key functions, through to organizational development to the recruitment of talent, this seminar helped attendees plan for a profitable future.

For more information
Click Here

David Basch, Advertising Executive, Teacher, Executive Coach Joins The Regis Group

David Basch is a Professional Certified Coach, marketing

Markets"

This innovative conference was organized jointly by Boulder CO Energy Consultants **E Source and Summit Blue** at the Westin Tabor Center in Denver. Held April 8-10, it covered the subject of how to motivate energy customers and constituents to seek out and embrace energy efficiency, renewables, and even demand response as the new ways of living and doing business.

"How-to"

"I took them through the basic principals of Cause Marketing, and showed a variety of examples from social marketing campaigns in other areas," said Earle.

"It is important to understand that energy efficiency promotion involves behavior change, not just a purchase decision."

For Conference Info
Click Here



New & Noted: **MPC goes "Down Under" for FICPI**

Regis Group President **Marc Chinoy** spent 6 days in early April in

strategist and qualitative research moderator.

His corporate career spanned thirty years in marketing and advertising as an account management executive in global advertising agencies such as Saatchi & Saatchi and Benton & Bowles (now BCom3) where he worked on a diverse list of blue chip national brands and industries.

Agency Management

At Saatchi & Saatchi where he was executive management director and member of the board (and worked closely with Regis Associate **Richard Earle**) he was global account director on Johnson & Johnson, and headed up account groups handling clients including: healthcare (US Healthcare), travel (Cunard), wine and spirits (Campari, Pernod), publishing (National Enquirer), cosmetics (Almay), proprietary drugs (American Home), and packaged goods (Procter & Gamble).

Coaching

As a professional coach (PCC) he specializes in helping business owners, individuals and executives to achieve goals and produce breakthrough results.

Basch offers a marketing perspective to the field of qualitative research where he has recently conducted focus groups in higher education, healthcare supplements and beer.

Evaluating

Rounding out his diverse expertise he offers advertising and communication assessments, marketing analysis and strategic/positioning evaluations.

Teaching & Branding

A graduate of CCNY he is currently an Instructor at SUNY New Paltz where he teaches advertising and provides marketing direction to the school as branding/marketing consultant to the New Paltz brand task force.



Regis on the Road

Phil Morphey speaks to Indianapolis School Children on Life in the Peace Corps in Africa

Through these January and February classroom presentations, Phil undertook to open eyes and enable aspirations to serve in ways that might not otherwise occur to the students.

Information and Art

Phil informed the students about the Peace Corps and provided accounts of his unique experiences assisting the artists' community in Zimbabwe.



**David Basch,
CPCC, PCC
New Regis
Associate**

Sydney Australia facilitating a meeting of a society of International patent attorneys.

They are officially known as the "**Federation Des Conseilis en Propriete Industrielle.**" (FICPI)

The grueling two-day travel each way "was worth it" pronounced Chinoy upon his return, since the six-day session went so well..

He's still a bit jet-lagged!



Coach Eric

Congrats!

The Purcellville Nationals, Babe Ruth League baseball team coached by Senior Associate (and former Purcellville Mayor) **Eric Zimmerman** are on their way to a winning season.

Senior Associate **Phil Morphey** became a Grandfather for the second time. Landon Charles Morphey was born May 1st. He is the second son born to Phil's son Louie and wife Sissy.

Senior Associate **Richard Earle** was

The talks included pictures of Zimbabwe and display of arts and crafts from Zimbabwe.

recently elected
President of the Cape
Ann Symphony in
Gloucester, MA.

The Regis Group, Inc.
102 North King Street | Leesburg, VA 20176 | 703 777-2233 | www.regisgroup.com

