



# columbus metropolitan club

the community's conversation

Wednesday, May 28, 2008  
Available online at [www.sourcenews.com](http://www.sourcenews.com)

100 E. Broad St., Suite 2350 • Columbus, OH 43215  
Ph: (614) 464-3220 • Fax: (614) 464-9767 • E-mail: [staff@columbusmetroclub.org](mailto:staff@columbusmetroclub.org) • [www.columbusmetroclub.org](http://www.columbusmetroclub.org)

## TODAY AT CMC

MAY 28

### Developments on the Urban Frontier

After the boom, have we done enough to keep our urban pioneers interested!?

#### Panelists:

**Ken Danter**, President, The Danter Company  
**Elizabeth Lessner**, President/CEO, Betty's Fine Food and Spirits  
**Marilyn Vutech**, Co-Owner, Vutech-Ruffi, Real Living

Moderated by: ColumbusRetroMetro's **Paul Bonneville**

Presented in partnership with: *Columbus Landmarks Foundation*

## Upcoming Conversation

JUNE 11

### Radical Reflections and Half-Baked Conclusions (Prompted by a Transition)

**Donn Vickers**, Director, Academy of Leadership and Governance  
**Donna Alvarado**, President, Aguila International  
**Phil Cass**, CEO, Columbus Medical Association and Foundations  
**Larry James**, Partner, Crabbe, Brown & James



Donn Vickers

JUNE 25

### The Future of Nationwide Children's Hospital A Look Inside & A Look Ahead

An Exclusive Presentation by **Steven Allen**, CEO, Nationwide Children's Hospital



Steve Allen

## Reservations Required for Forums

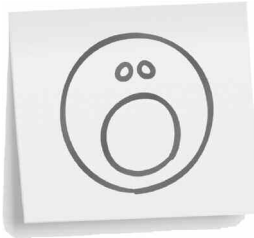
Make reservations on line at [www.columbusmetroclub.org](http://www.columbusmetroclub.org)

If you need help registering, see our "how-to" guide in "Need Help?" section on our website.

WEDNESDAY, JUNE 4, 2008

## Tears, Fears, Needs and Wants

### Emotion in Promotion



Want to sell a product to soccer moms? Need to build an endowment for your non-profit? Trying to sway the public to your political perspective? Don't use features or benefits, or even logic to sell your ideas... Make them cry, laugh, fall in love or even grow to hate an idea. Push their buttons.

We, as consumers, rarely make decisions based on logic and sometimes, our decisions aren't even made consciously. Unfortunately, until now, very few organizations or individuals understood the science (or opportunity) behind what are commonly referred to as emotional triggers.

In her upcoming book *Why Customers REALLY Buy: Uncovering the Emotional Triggers that Drive Sales*, **Linda Goodman** introduces emotional trigger research, a revolutionary new approach that uncovers the core, unfiltered and spontaneous triggers that drive us as customers to buy.

Politicians, fund raisers and marketers use emotional appeals to change your opinion, and if successful, can have you eating out of their

JUNE 4

### Tears, Fears, Needs and Wants

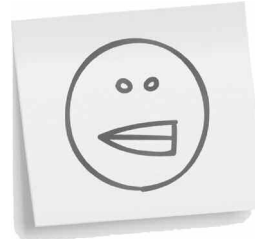
Emotion in Promotion



Linda Goodman

hands. Call it manipulative, call it subversive, emotional triggers, are very effective in a variety of situations.

Learn the research behind their persuasion, how you can recognize when your emotional triggers are being manipulated, and how your organization can use these triggers to promote your product, service or mission.



MAY 21

## American Fuel Consumption

### – By Plan or By Proxy?

Dr. John Felmy of the American Petroleum Institute discussed oil, alternative fuels and gas prices from the perspective of America's oil producers.



CMC member Chester Jordan asks a question



Dr. John Felmy addresses the CMC audience



CMC President Dr. Shah Hasan and Dr. John Felmy (center) joined by representatives from our event sponsors

Program presented in partnership with:



Series Underwritten by: **Battelle**  
The Business of Innovation

With support from: **AEP AMERICAN ELECTRIC POWER**, **Columbia Gas of Ohio**, **A NISource Company**

Photographs by Rick Buchanan, [www.rickbuchananphotography.com](http://www.rickbuchananphotography.com)

RECAP

MAY 22

## Art Collecting on a Budget

Last week's CMCpm capped off the pilot portion of our series. More than 100 people attended the event (held at the Capitol Club) to learn how to look for bargains when collecting art. If you missed this event, don't worry, the series has been picked up for 10 monthly installments beginning this summer.



From left: panelists Katie Lucas, Haley Boehning and ellen glimcher discuss art



Kelly Stevelt Kaser and Nico Franano discuss the event at the afterparty

RIGHT: Moderator Melissa Starker takes a question from the audience



Each week, our friends at The Ohio Channel tape our forums for rebroadcast on:

Digital: Ch 34.5 (on air)  
Time Warner Digital: Ch 96  
Insight Digital: Ch 765  
WOW Digital: Ch 150

Fridays @ 4 pm & Midnight  
Sundays @ 4 pm & Midnight  
Mondays @ 11 am & 7pm



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