



Wintsch Wins the You Take The Cake Award At M2Moms

Chicago, IL – January 13, 2011 – Katherine Wintsch, Vice President and Group Planning Director of The Martin Agency won the *You Take The Cake Award* which is annually presented to the person voted the best speaker by the brand marketing executives who attended M2Moms® – The Marketing to Moms Conference. The 6th annual M2Moms was held October 27 & 28, 2010 at the Chicago Cultural Center. The award was sponsored by Cakes.com.

Wintsch, who presented in her capacity as founder of The Mom Complex, a strategic planning practice within the Martin Agency, was accompanied by Jamie Sohosky, Senior Director, Brand Marketing, Walmart. They presented a two-part session. Part one premiered new Mom Complex research which revealed the purchasing importance of Middle American moms. Part two was a case study detailing how Walmart used the research findings to drive sales and increase share by building an emotional relationship with Middle American moms, which enabled Walmart to connect with the 90% of moms who are overlooked by many marketers.

“It is really unusual for the last speaker at the conference to win the award,” according to Liz Fongemie, SVP, PME Enterprises and Director of M2Moms®. “But Katherine’s session was world class. She joins previous winners including, **David Kieselstein** of Time Inc.’s Parenting Group, **Diane Ridgeway Cross** of Frank About Women, **Kristin Bennett**, Senior Director of Research and Trends, The Intelligence Group, **Kara Forney**, Founder of The Bump, **Tanya Van Court**, SVP of MTVN/Nickelodeon Kids & Family Group, and **Wendy Clark**, SVP, Integrated Marketing Communications & Capabilities of The Coca-Cola Company.”

“M2Moms® is annually attended by Fortune 1000 senior brand marketing executives who target moms. Registration includes companies as diverse as Kellogg, Whirlpool, Graco, Pepsi-Co., Merck & Co., McDonald’s, Reckitt Benckiser, Nestle, Hormel Foods, Gerber, Avon Products and Williams Sonoma. They attend,” Fongemie explained, “because they recognize the importance of reaching moms – the household CEOs, who control over \$1.7 trillion dollars worth of annual consumer purchasing in almost every product category.”

The 6th annual M2Moms® was presented by Kodak. Associate Sponsors included: Ketchum, MomsLikeMe, The Bump, Barkley, imc2, Trone, WhatToExpect.com, Destination Maternity Corp., Fleishman-Hillard, Mom Central Consulting, Response Media, PMP, Disney Online, The Mom Complex; Showcase Sponsors: School Family Media, BzzAgent, Carolina Pad, Pandora Media; Workshop Sponsors: 360 PR, Frank About Women, C&R Research’s ParentSpeak; Hospitality Sponsors: Scholastic Parents Media, Cakes.com, The Family Room, SheKnows, The Haystack Group, SheSpeaks, iVillage; Video Content Resource: SNiPPiES. The 6th Annual M2Moms® proudly supported: Jack & Jill Late Stage Cancer Foundation.

The 7th annual M2Moms® will be held October 19 & 20, 2011, Chicago Cultural Center. For conference information: www.m2moms.com or 860.724.2649 x11. M2Moms® is produced by PME® Enterprises LLC, 216 Main Street, Hartford, CT 06106.