

Vogel Given The MomFirst Award At M2Moms® - The Marketing to Moms

Nadine O. Vogel, Founder and President of Springboard Consulting LLC, was honored with the inaugural MomFirst Award for her work advising national and global firms how to appropriately support employees who either have a disability at the 6th Annual M2Moms®- The Marketing to Moms Conference, October 27 & 28, 2010. Presented by Kodak, M2Moms® was held at the Chicago Cultural Center and attended by senior brand marketing executives who target moms.

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Nadine O. Vogel, Founder and President of Springboard Consulting LLC, was presented with the inaugural MomFirst Award at the 6th annual [M2Moms® - The Marketing to Moms Conference](#), October 27 & 28, 2010 at the Chicago Cultural Center. The award was presented by Kelley Skoloda, Partner/Director, Global Brand Marketing Practice, Ketchum Public Relations, and Nan McCann, President, PME Enterprises, producer of M2Moms®.

"Nadine was recognized," according to McCann, "for her work advising national and global firms how to appropriately support employees who either have a disability or who have a child or other dependent with special needs and for her work teaching brand marketers how to successfully market their products and services to this community, which is now the largest minority market in the United States.

"Beginning with Nadine," McCann explained, "the MomFirst Award will be given each year to a woman who started something new, when in her own role as a Mother, she saw a need and filled it - first as a Mom at home, and then in the marketplace. The award will recognize her business success and remember how it started... she was a Mom, first!"

"Nadine's work evolved from her experience as a mother of two special needs daughters, which ignited a new passion in her that has fueled important change in many organizations in both their internal and external approach to disabled and special needs people. She has been featured on NBC News, CNNfn, Lifetime Live on the Lifetime Channel, Good Day NY and Oxygen Television's Pure Oxygen program.

"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," according to McCann, "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: <http://www.m2moms.com> or 860.724.2649 x11. M2Moms® is produced by PME® Enterprises LLC, 216 Main Street, Hartford, CT 06106.

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M2Moms 2010 MomFirst Award

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Attachments



Nadine O. Vogel, President, Springboard Consulting

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FACT: 60% of Moms feel that marketers are ignoring their needs.

FACT: 73% of Moms feel that advertisers don't really

2 When You Attend M2Moms®...

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