



FEATURED INTERVIEW



**Q&A:**  
President and  
CEO Ami  
D'Amelio

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BY JOHN ANGELO

**A.** Coordinating all the people that need to have input and be on the same page. Often it's not just our client. We have vendors. We have a venue. Many of our events are nonprofits, so we are dealing with sponsors and donors, directors, a committee, and that number is exponential.

## President and CEO Ami D'Amelio



Ami D'Amelio is president and CEO of Manchester-based Just Flow Events & Marketing, which is handling events and publicity around the Red Arrow Diner's 100th anniversary. (Courtesy photo)

Ami D'Amelio describes herself as an all-in kind of person. It's immediately obvious that she laughs hard, but she also works and plays hard. Flow is a current buzzword for getting immersed in the creative process and enjoying the journey on the path to the finished product.

With backgrounds in history, English journalism and even chemical engineering, the mother of four problem-solves for the agency's clients from any number of angles. Among other accounts, Just Flow Events & Marketing is handling the 100th anniversary of Manchester's Red Arrow Diner this fall.

**Q. How has business been coming out of the pandemic?**

**A.** Really strong. I think because so many of our clients rely on us for messaging and updates, we were extraordinarily busy during the pandemic and that's carried through. We were fortunate in that several of our clients were going through large campaigns, so they continued requiring our services, which we're very thankful for. Clients who wanted to wait because of the pandemic are getting going now.

**Q. What's the most challenging part of putting an event together?**

**Q. How does flow fit into your personal life? Are there things you're passionate about?**

**A.** Not to sound really boring, but my passion is my family. I have four kids, so they keep me very busy. The reason I like the term "flow" is because your work can get lost in time and space — you're just creating. I love it because you're just digging deep into something and I look up and it's been three hours and I've done a ton of work. When I was looking for a business name, "flow" kept coming back to me. It really defines my character and how I approach things. I'm like that with all of my clients.

**Q. What makes a good press release?**

**A.** Good, factual information that's interesting ... that's newsworthy. That's a good foundation.

**Q. What makes a good employee, or do you prefer the term marketing partner?**

**A.** A team member. For me, I feel that because of the nature of our business, that we move so fast and have so many different clients, and we have a lot of responsibility, not only for content, but for efficiency and budgets and all of that, probably my No. 1 thing is the ability to problem-solve. I want a team member to be able to take something and figure out a creative perspective and a solution. It's important to collaborate but also to be

able to work well independently. I need them to go find what they need to find, and I don't need to tell them the direction to go in. Clients who wanted to wait because of the pandemic are getting going now.

**Q. Is this the kind of job you take home?**

**A.** Personally? Yeah. I feel like when you own a small business, there's never really any off days. My cellphone is usually within arm's distance ... things come up all the time. I have more than 20 clients. At any given time, something can be happening with them and they need me now. They'll know how to get in touch with me, but I also try to shield my team from that.

**Q. You work with a number of nonprofits. Is there one or two that are near and dear to your heart?**

**A.** We've been working with Spaulding Academy & Family Services for a number of years. They are definitely near and dear to my heart. We've worked with three CEOs there, so I'd like to think we've been a continuous force for them to make sure that through these changes they've been able to navigate from one to the next smoothly. Obviously, it all starts with the kids, though.

Friends of Aine is another one. They provide free grieving support services for children, teens and families who have lost a loved one. Even before Covid, when children lose someone who is special to them, they have a hard time processing those emotions because it is such a scary topic. **NHBR**