



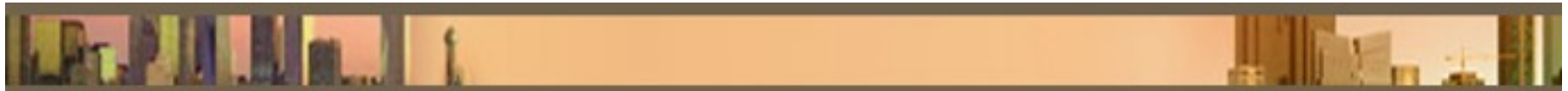
Chapter Orientation



DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

Dallas/Fort Worth American Marketing Association

Established in 1956, The Mission of the Dallas/Fort Worth Chapter of the American Marketing Association is to Educate, Support, and Enhance the performance of its members and marketing professionals in the D/FW Metroplex.





DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

American Marketing Association

The American Marketing Association is the leading provider of relevant marketing information, helping marketers keep their skills and knowledge current.

The AMA offers the knowledge, information, support and connections you need to succeed.

This is a screenshot of the 'About AMA' webpage. At the top, there is a navigation bar with 'About AMA' on the left and 'Email' and 'Print page' on the right. The main heading is 'About the American Marketing Association'. Below this, a paragraph states: 'The American Marketing Association (AMA) is the professional association for individuals and organizations who are leading the practice, teaching, and development of marketing worldwide. Our principal roles are:'. This is followed by three blue buttons with icons and text: 'Connecting' (with a network icon) with the text 'The AMA serves as a conduit to foster knowledge sharing.', 'Informing' (with an 'i' icon) with the text 'Providing resources, education, career and professional development opportunities.', and 'Advancing' (with a plus icon) with the text 'Promoting/ supporting marketing practice and thought leadership.'. Below these is another paragraph: 'Through relevant information, comprehensive education and targeted networking, the AMA assists marketers in deepening their marketing expertise, elevating their careers and ultimately, achieving better results.'. There is a blue button labeled 'Learn About Membership'. Below the button, it says 'Learn about:' followed by two links: 'Group Membership' and 'International Membership'. At the bottom left is the 'AMAConnect™' logo. On the right side of the page, there is a graphic of several blue 3D cubes arranged in a staircase pattern.





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AMERICAN MARKETING ASSOCIATION

The American Marketing Association is the only organization that attracts participants from all areas of expertise.

With over 30,000 members, the AMA is the only organization that brings together marketers from every industry and discipline.

Our events, publications, and networking give marketers support to maximize their professional and personal success.



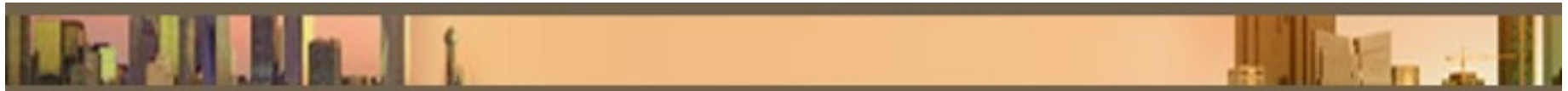


DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

National Resources

As a member of the DFW AMA you also have access to the International chapter of the American Marketing Association at www.MarketingPower.com as well as the DFW AMA Local Chapter website at www.DFWAMA.com

Some of your member benefits are available on this website and other are only available locally. You will want to access both to get the most out of your membership.

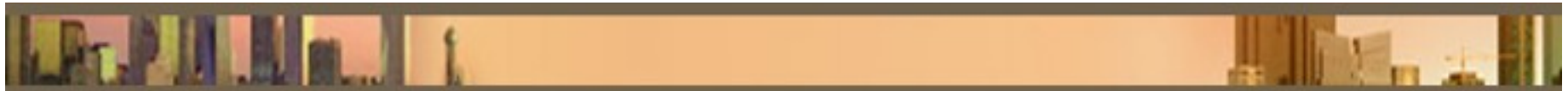




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AMERICAN MARKETING ASSOCIATION

Top 10 Ways to Maximize your Membership

- ◉ Attend local chapter events with the DFW AMA
- ◉ Attend a Webcast or Podcast from the AMA
- ◉ Attend a Face to Face event or Conference from AMA
- ◉ Learn from White Papers and Best Practices on AMA website
- ◉ Subscribe to AMA Newsletters
- ◉ Read Marketing Publication articles monthly on AMA website
- ◉ Read Marketing Management Publication each month
- ◉ Network at local events and through AMA Connect
- ◉ Check out AMA Career Center
- ◉ Follow AMA and DFW AMA on Social Media Groups

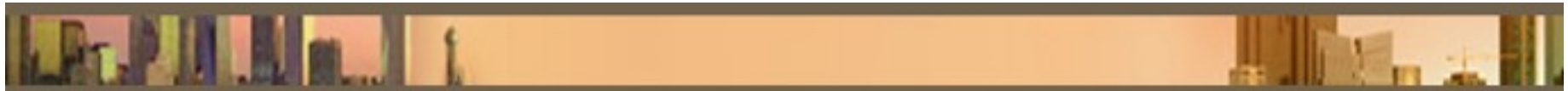




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Advance Your Career

- ◉ Career Management - your AMA membership allows you to take advantage of a broad array of career tips and strategies to land the right job, develop your career, learn salary negotiation tactics, and discover best practices for interviewing and job follow-up.
- ◉ AMA Job Board - browse jobs from a wide variety of marketing positions in diverse fields and industries.
- ◉ Professional Certified Marketer (PCM™) – the AMA's certification program gives you a tangible way to better market your skills.





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- ◉ Professional Development - Face to Face training events as well as virtual events and webcasts are available to members all year long.
- ◉ White Papers - your membership gives you access to this exclusive content and great thinking.
- ◉ Best Practices – these articles, available exclusively for AMA members, are written for the AMA by industry experts and instruct readers on the fundamentals.
- ◉ Research Studies – the AMA provides you with the latest findings from research studies on topics like marketing trends and job challenges and satisfaction.

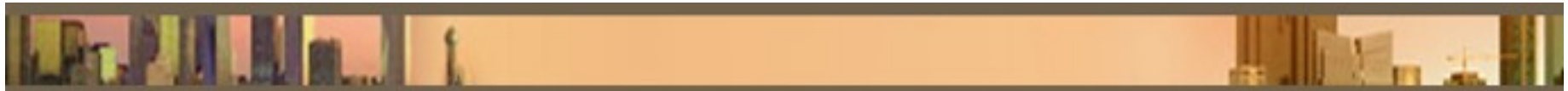
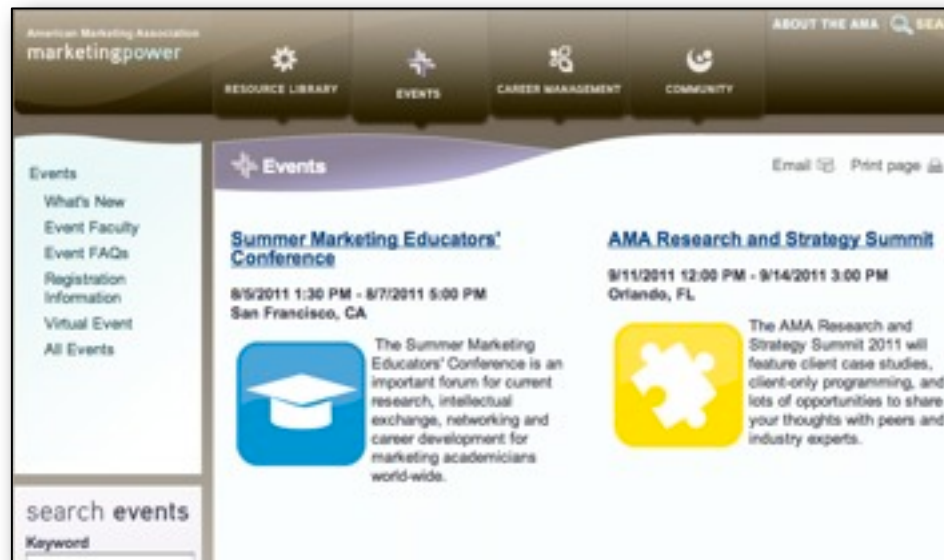




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Face to Face National Events

- Training Series - your AMA membership gives you significant discounts on valuable, unique national programs, such as these intensive two-day workshop sessions with AMA experts.





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AMERICAN MARKETING ASSOCIATION

Virtual Programs

- Webcasts & Podcasts – access marketing thought leaders on today's most relevant industry topics, ranging from marketing advances and ROI, to Branding and Web 2.0. Only AMA members have unrestricted access to over 100 live and archived Webcasts and Podcasts.



AMA Webcasts

Evolving to Social Intelligence. Are you ready?

Please register for this upcoming AMA and HP webcast.

Meeting Description:
The widespread use of social media and mobile technologies has changed not only the way consumers communicate, but also their expectations of vendors who market to them. Customers are driving the conversation more than ever before. The good news is an endless supply of social media data is now available to help you understand and interact with customers. The challenge is how to collect, manage and leverage this data so that it can be used across your enterprise.

By merging this social media data with other customer data sources and leveraging traditional customer analytics, organizations can:

- Gain a complete and accurate view of their customers that takes into account all available data
- Identify product quality and support issues sooner so remedial action can be taken quick.
- Improve customer segmentation and targeting
- Find key influencers and market to those with the broadest, most relevant networks to engage current and prospective customers

During this webinar we will discuss:

Date & Time
Date: Wed, Aug 17, 2011
Time: 12:00 PM CDT
Duration: 1 hour
Host(s): Ali Libb

Presenter Information
Sponsored by HP and Endeca



For more information on HP and for content that may help contribute to a wider discussion of intelligence issues within your organization, visit their [social intelligence web page](#).

Jacques Hebert, Technical Alliance Manager, Endeca Technologies, Inc.
Jacques has over 20 years of experience in customer solution development across multiple vertical industries including sales analytics and market planning applications. Prior to joining Endeca, Jacques has helped hundreds of organizations create powerful business intelligence solutions while working with





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AMERICAN MARKETING ASSOCIATION

Virtual Programs (cont.)

- Virtual Events - these highly interactive, free online conferences feature leading names in marketing on a variety of today's most trending topics.





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White Papers and Best Practices

The screenshot shows the 'marketingpower' website for the American Marketing Association. The top navigation bar includes links for 'RESOURCE LIBRARY', 'EVENTS', 'CAREER MANAGEMENT', and 'COMMUNITY'. The 'RESOURCE LIBRARY' section is highlighted with a green banner. On the left, a sidebar lists various resources including 'What's New', 'AMA Publications', 'Journals', 'Magazines', 'Marketing News', 'Newsletters', 'Reference Section', 'White Papers', 'Best Practices', 'CMO Journal', 'Research', 'AMA/Aberdeen', 'Research Vault', and 'Multimedia Gallery'. The main content area features a white paper titled 'Growing Constituent Engagement, Loyalty and Lifetime Value' dated 9/9/2011. It is presented by the American Marketing Association and sponsored by Convio and The NonProfit Times. The speakers listed are Mike Rogers, Paul Clolery, and Anna Carbonara. A 'VIEW THIS CONTENT' button is visible next to the title.

American Marketing Association
marketingpower

ABOUT THE AMA SEARCH

RESOURCE LIBRARY EVENTS CAREER MANAGEMENT COMMUNITY

What's New
AMA Publications
Journals
Magazines
Marketing News
Newsletters
Reference Section
White Papers
Best Practices
CMO Journal
Research
AMA/Aberdeen
Research Vault
Multimedia Gallery

Resource Library

Email Print page

Growing Constituent Engagement, Loyalty and Lifetime Value

Date: 9/9/2011

Presented by: American Marketing Association
Sponsored by: Convio and *The NonProfit Times*

Speakers:
Mike Rogers, Vice President of Strategy, Convio
Paul Clolery, Vice President, *The NonProfit Times*
Anna Carbonara, Moderator, American Marketing Association

VIEW THIS CONTENT





DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

- Marketing News – the flagship publication of the AMA is included with your membership.



- Specialty Magazines & Journals – choose one of three specialty magazines or four journals published by the AMA, included with your membership.

- E-newsletters – you can subscribe to up to eight as part of your AMA membership.





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Research Database

The screenshot shows the 'marketingpower' website with a navigation bar including 'RESOURCE LIBRARY', 'EVENTS', 'CAREER MANAGEMENT', and 'COMMUNITY'. A sidebar on the left lists various content types like 'Journals', 'Magazines', and 'White Papers'. The main content area features a green banner for the 'Resource Library' and a headline for the 'Aberdeen Group Research Vault'. Below the headline, logos for the American Marketing Association and Aberdeen Group are displayed. A paragraph of text describes the partnership, and a specific line about the program's value and cost is circled in red.

American Marketing Association
marketingpower

ABOUT THE AMA | SEARCH



RESOURCE LIBRARY | EVENTS | CAREER MANAGEMENT | COMMUNITY

What's New
AMA Publications
Journals
Magazines
Marketing News
Newsletters
Reference Section
White Papers
Best Practices
CMO Journal
Research
AMA/Aberdeen Research Vault
Multimedia Gallery
Webcasts
Podcasts
Social Media GPS

Email | Print page

Aberdeen Group Research Vault

AMA Member Benefit: Register Today to Access the Aberdeen Group's Research Vault

The American Marketing Association has partnered with Aberdeen, a leading fact-based, market research firm to bring AMA members exclusive access to the latest Aberdeen analysis, market-moving news and vertical insights.

This program, a \$995 per user value, is being presented to AMA members **at no charge** for 1 full year... Register today to access Aberdeen's Full Research Library "The Vault"!

About "The Vault"

AMA members will have 24x7 access to actionable, highly targeted research collateral along with links to Aberdeen's entire active research repository of more than 6,500 documents,

a \$995
Value





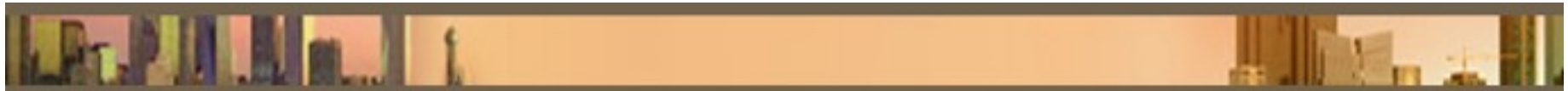
DFW AMA



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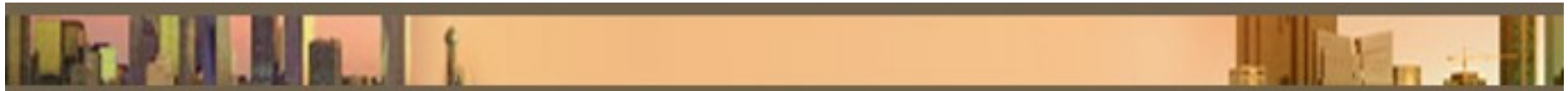
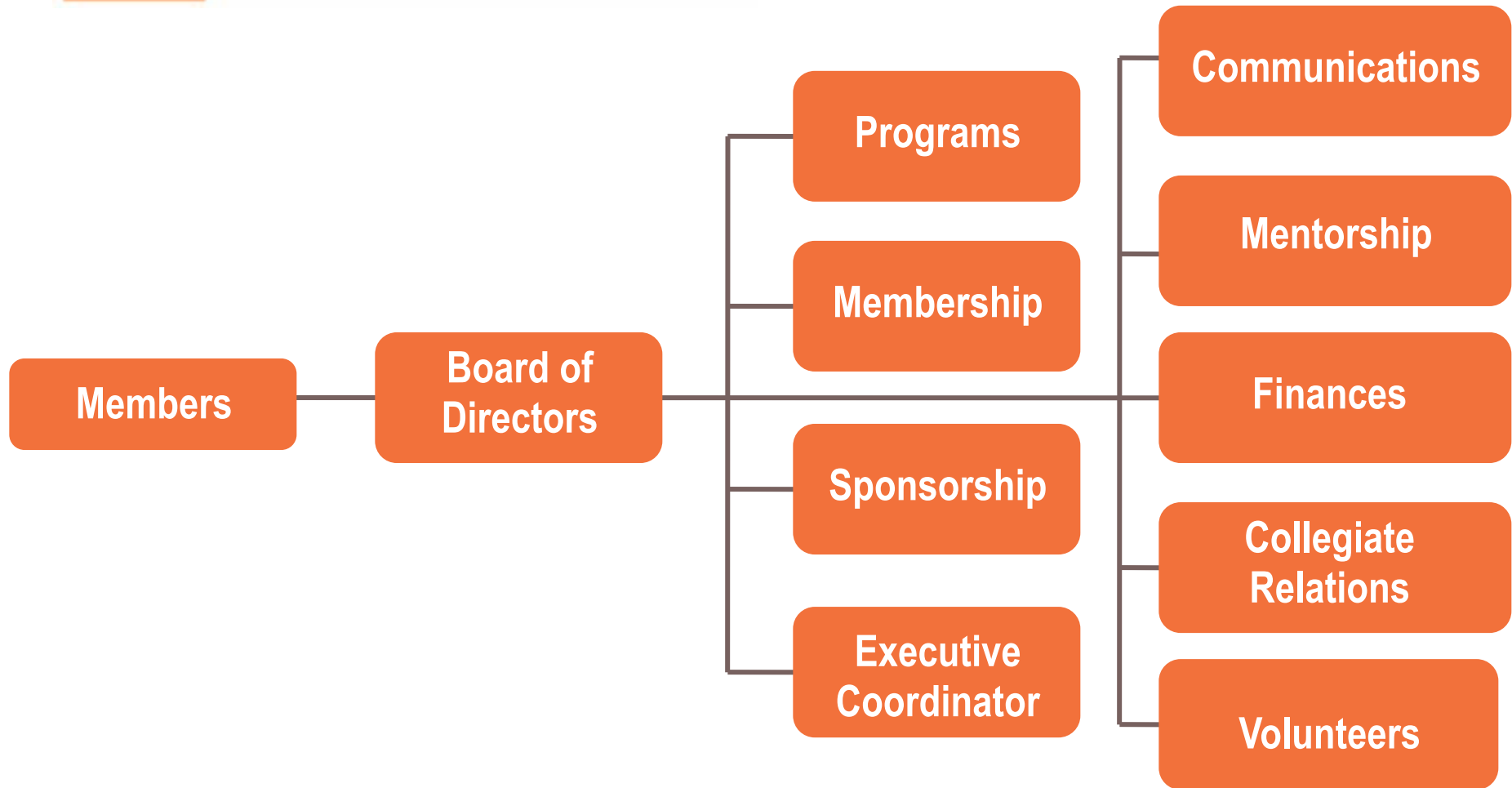
The DFW AMA is recognized as one of the most effective marketing groups in the United States. Here are some notable facts:

- ◆ We have over 650 members and growing
- ◆ DFW AMA was Chapter of the Year - First Runner-Up, in the American Marketing Association for 2008- 2009.
- ◆ AMA SPECIAL MERIT AWARDS - Membership and Programming 2009 - 2010
- ◆ More than 60 events each year are tailored to meet the needs of marketers from all specialties.
- ◆ Annually more than 200 people contribute as volunteers to enhance the return from their participation.
- ◆ The chapter has forged productive partnerships with more than 20 community organizations and non-profits including six local colleges/universities.





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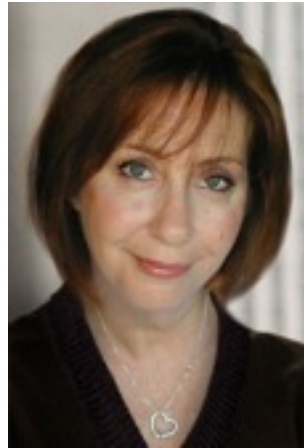
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AMERICAN MARKETING ASSOCIATION

DFW AMA 2011 - 2012 BOARD LEADERSHIP



Andrea Lamarsaude

PRESIDENT



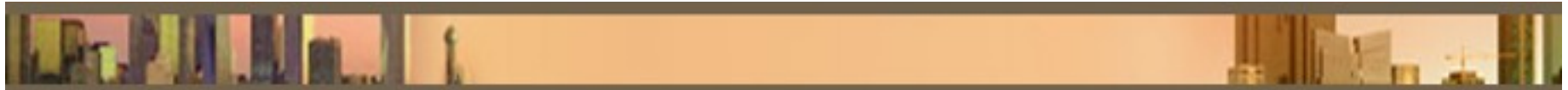
Janet Overton

PRESIDENT-ELECT



Tom Dennis

PAST-PRESIDENT





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AMERICAN MARKETING ASSOCIATION

2011 - 2012 BOARD MEMBERS



KRISTAN BOURESTOM
EXECUTIVE COORDINATOR



Melinda Bentley
EVP COMMUNICATIONS



Ben Smithee
EVP COLLEGIATE



Shauna Tompkins
EVP SPECIAL EVENTS



Amy Alexander
TREASURER



Marla Reeder
EVP EXECUTIVE LUNCHEONS



Kay Byfield
SECRETARY





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2011 - 2012 BOARD MEMBERS



Steve Higdon
EVP FORT WORTH PROGRAMS



John Gerrits
EVP SPECIAL INTEREST GROUPS



Melissa Bourestom
EVP SPONSORSHIP



Brice Campbell
EVP STRATEGY



Melissa Meeker
EVP VOLUNTEERS



Robert Hunt
EVP MEMBERSHIP



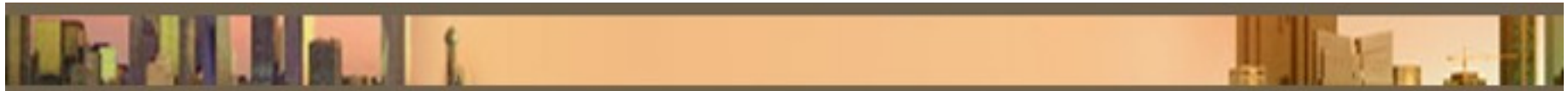


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AMERICAN MARKETING ASSOCIATION

Member Value

Non-members are welcome to attend events, but membership has its privileges. Members exclusively receive:

- ◆ An average of 40% discount on registration for events
- ◆ Invitations to Member-Only receptions and program
- ◆ Full participation in chapter and national decision-making
- ◆ Opportunities to develop leadership skills in key positions
- ◆ Restricted virtual groups and discussion forums
- ◆ Exclusive publications, webcasts, and white papers





DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

Member Value (cont.)

- ◆ The national AMA Directory of 40,000 members
- ◆ Recognition as a committed marketing professional
- ◆ Federal Income Tax Deduction of professional expenses.
- ◆ Free listing and notifications from reserved job board
- ◆ Vote and assume leadership opportunities
- ◆ Volunteer





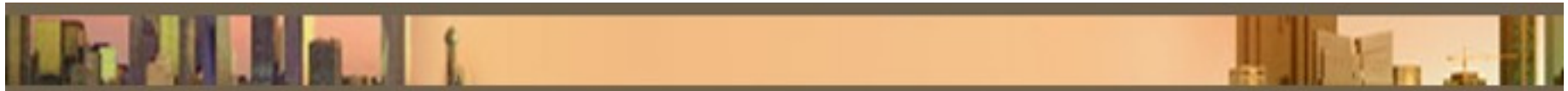
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AMERICAN MARKETING ASSOCIATION

Do the math

A professional membership in the DFW AMA cost you **\$295**

If you attend the luncheon and one event each month you save **\$300** as a member. Since you may not make every month lets just factor in half at **\$150**.

Then save **\$50** on a subscription to the Dallas Business Journal and use the Aberdeen Research Vault once and save **\$100**. Then you add the free webcasts and case studies and access to Member Only events.... **Priceless!**





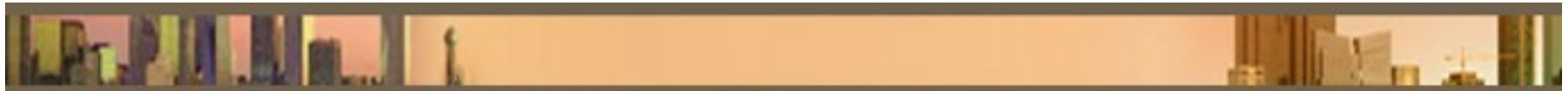
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Group Memberships

Save money (lots of it) and get your whole marketing team involved in the DFW AMA.

Group of at least Four saves \$70 each

Group of Ten or more saves \$95 each





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AMERICAN MARKETING ASSOCIATION

DFW AMA Member Value - Job Board

The screenshot shows the DFW AMA Career Center website. The header features the DFW AMA logo and the text "DALLAS / FORT WORTH AMERICAN MARKETING ASSOCIATION". Below the header is a navigation bar with links: Home, Membership, Events, Programs, CareerCenter, News, AboutUs, and Contact. A banner below the navigation bar states: "Our mission is to educate, support and enhance the performance of marketing professionals in the DFW Metroplex." The main content area is titled "Career Center" and includes a "Job Search" section. The "Job Search" section has a search bar with "Enter Keywords" and "Zip Code" fields, a "Search" button, and a "CLEAR" button. Below the search bar are checkboxes for "Search job titles only", "Exact match", and "Posted within: all active jobs". There are also links for "SAVE THIS SEARCH", "OPEN SAVED SEARCHES", and "ADVANCED SEARCH". The search results show "1 - 12 of 500 Total Result(s)" and a "Next Page" link. Below the results are filters for "Narrow by: state/province category level base region country education". The first job listing is "Film Marketing & Social Media Internship" by "Media Projects Inc. - US - TX - Dallas". The second job listing is "Field Marketing Specialist/ Manager" by "MarketTools - US - CA - San Francisco". The footer of the page includes social media links (Facebook, LinkedIn, Twitter, YouTube) and a "Text DFWAMA to 678678" option.

DFW AMA
DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

Home Membership Events Programs CareerCenter News AboutUs Contact

Subscribe to our news & events emails

Connect with Us

Get Messages Direct to Your Phone
Text DFWAMA to 678678

powered by PocketsStop.com

A proud partner of Marketing

Career Center

HOME MY ACCOUNT JOBS RESOURCES NOT LOGGED IN LOGIN

SAVED JOBS HELP

Job Search

Enter Keywords Zip Code Search CLEAR

☐ Search job titles only ☐ Exact match Posted within: all active jobs

SAVE THIS SEARCH OPEN SAVED SEARCHES ADVANCED SEARCH

1 - 12 of 500 Total Result(s) Next Page

Narrow by: state/province category level base region country education

View: Multi-line Single-line Sort by: relevance oldest first newest first

Film Marketing & Social Media Internship
Media Projects Inc. - US - TX - Dallas
Requires at least one completed year of college coursework. Student must be returning as a full-time under-graduate (at least 12 semester hours) in the Fall 2011 semester. Must have strong writ...
May-31-2011 - save job - email - more

Field Marketing Specialist/ Manager
MarketTools - US - CA - San Francisco
Position: Field Marketing Specialist/Manager Location: San Francisco Innovation. Quality. Growth. We continue to drive





news & events emails

an innate curiosity about the DFW AMA, we encourage you to visit with us at a networking Group Luncheon, or a monthly Executive Luncheon in Dallas and Ft. Worth. You'll instantly gain valuable insights into all types. Take a moment and think about what you're doing today. We'll show you possibilities reality.

connect with Us

Facebook Twitter LinkedIn

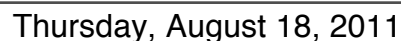
Yes

Linked in DFW AMA LinkedIn Group

our growing DFW AMA Group on LinkedIn. Just click the "Join" button, and if you want others to contact you, and on what topics, we'll send you a confirmation email. If you receive a confirmation email, then submit your request to join the DFWAMA group. Within 48-72 hours after you submit your request to join the DFW AMA LinkedIn group, a confirmation will be sent.

Discounts from Hyatt Hotels

50% off Subscription to DBJ





DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

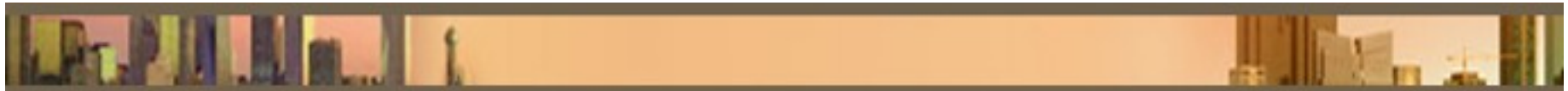
Monthly Events

To maximize the value of your membership, take advantage of the many available programs. Some events are bi-monthly or quarterly (like most SIGs), and many occur on a monthly basis.

Regularly scheduled monthly events (subject to change for holidays):

- ◆ 1st Thursday is the monthly Dallas Meet-n-Greet (networking)
- ◆ 3rd Wednesday is the monthly Dallas Executive Luncheon
- ◆ 4th Thursday is the Fort Worth Executive Luncheon or Meet-n-Greet alternating each month.

Go to the DFW AMA events page and see all our events and add these to your personal calendar.





DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

Meet-n-Greet

Our monthly mixers are held at a different location around the Dallas area in order to make it easier for people to get to after work. They run from 6 - 8PM and are free to Members. Bring a coworker or a client to introduce them to other marketing professionals and increase your contacts and friendships in the DFW AMA.





DALLAS / FORT WORTH
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Executive Luncheons

In addition to networking opportunities, the Professional Luncheons are designed to cover a wide range of timely business issues. Speakers are top Marketing Leaders from well - respected organizations who share their insights and responses to challenges.





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Special Interest Groups (SIGs)





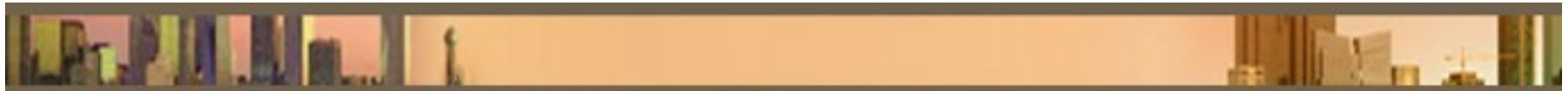
DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

MEMBER-ONLY EVENTS

MONTHLY Meet-n-Greet

ANNUAL Holiday Party (December 1)

MEMBERS ONLY Special Events



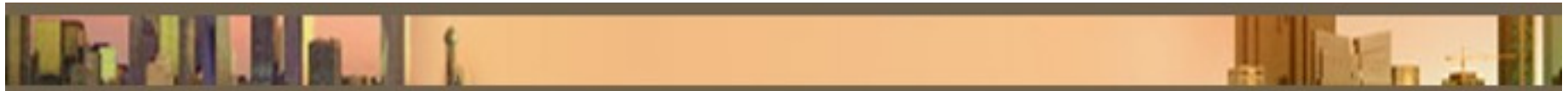


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AMERICAN MARKETING ASSOCIATION

Volunteering

Leadership roles are restricted to members and you will find volunteering very rewarding because:

- ◆ Develop relationships with experts and influencers in the community.
- ◆ You enhance your personal and professional visibility as a marketer.
- ◆ You will learn, have fun, and make friends.
- ◆ Receive mentoring that fosters your professional skills and confidence.
- ◆ You are helping to educate, support, and enhance the image of marketing professionals in the DFW Metroplex.





DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

Where to go on the Web

DFW AMA www.DFWAMA.com

International AMA www.MarketingPower.com

[AMA Connect DFW Chapter page](#)

[DFW AMA Facebook](#)

[DFW AMA Linked-in Groups](#) (DFW AMA & SIGS)

[Follow us on Twitter](#) (DFW AMA and the AMA)





DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

DFW AMA



Click web page
to go to link





DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION



International AMA



Click web page
to go to link





DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

DFW AMA Facebook



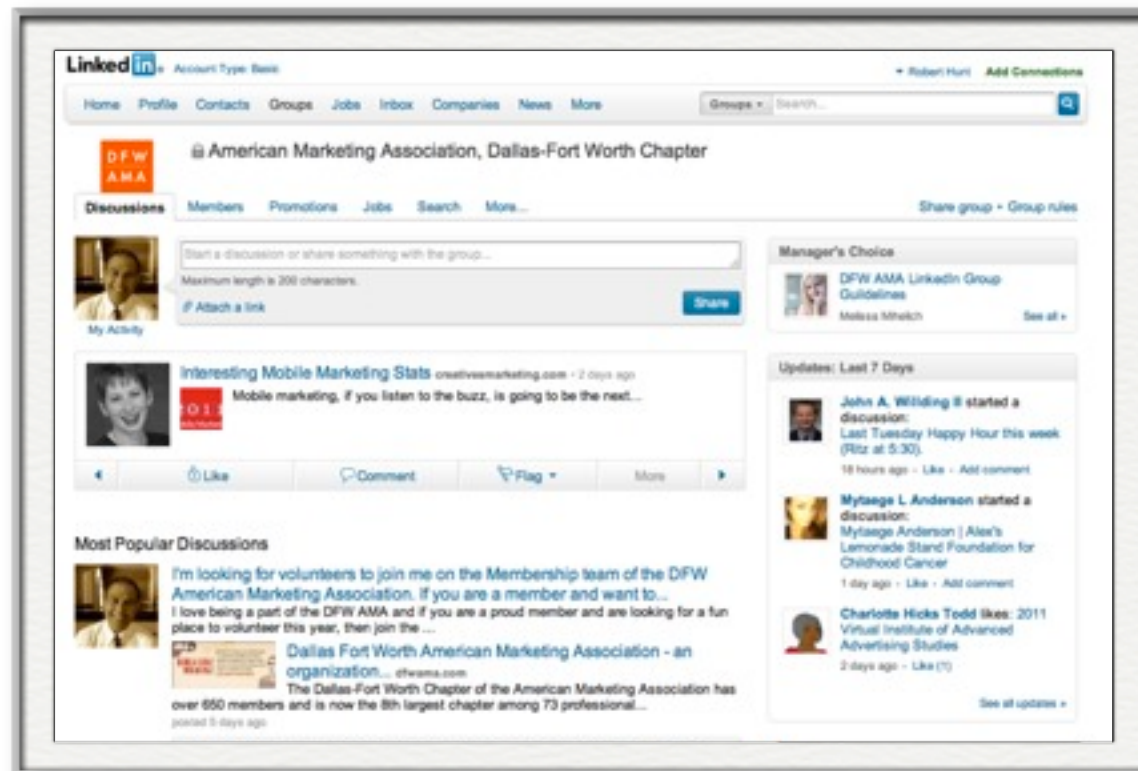
Click web page
to go to link





DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

DFW AMA Linked-in Groups



Click web page
to go to link





DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

Get Involved

Join today

Get Connected

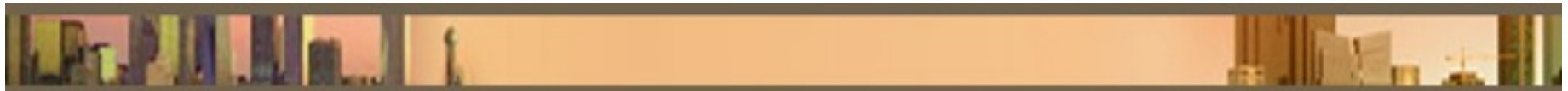
Attend Events

Volunteer

Network

Advance your Career

Learn from others





DALLAS / FORT WORTH
AMERICAN MARKETING ASSOCIATION

Thank you for being a part of the DFW American Marketing Association.

We are here to serve you in becoming the best Marketing Professional you can be so let us know how we can help.

MembershipDFWAMA@gmail.com

Thank You!

