

FOR IMMEDIATE RELEASE

Contact: Dan Sassenberg, Communications Coordinator, Minnesota AMA Office
phone: 651-917-6241; email: dsassenberg@nonprofitsolutons.com

Minnesota Chapter of the American Marketing Association Wins Leadership Award

St. Paul, MN – (December 3, 2007): The Minnesota Chapter of the American Marketing Association is one of three chapters that won the 2006-2007 Leadership Award from the American Marketing Association Chapter Excellence Awards (CEA) program. Chapters winning the Leadership Award excel in the areas of financial management, reporting, vision and planning, volunteer management and brand marketing.

Minnesota shares this honor for the 2006-2007 fiscal year with Washington, D.C. and Houston. To be considered for the awards program, the chapter submitted a comprehensive report outlining all of the activities from the past year using the theme of “Six Degrees of Separation” with a focus on the chapter’s sense of community. The chapter received a plaque and \$250 from IH (International Headquarters) in Chicago.

Sponsored by the Professional Chapters Council of the AMA, the CEA program was established in 1974 in order to recognize local AMA chapters for outstanding achievements in chapter leadership, membership and programming.

“The Minnesota Chapter is pleased to be one of three chapters in the country to win the Leadership Excellence award,” said Lisa France, President, Minnesota Chapter of the American Marketing Association. “This achievement could not be realized without the hard work and dedication of our board of directors and our committee volunteers.”

For more information on the Minnesota Chapter’s CEA entry, please contact Lisa France, at lisa.france@maritz.com.

The Minnesota Chapter of the American Marketing Association is comprised primarily of marketing professionals and students from Minnesota, the Dakotas, and Wisconsin who are interested in developing their marketing skill set in a variety of industries. Its large and active pool of volunteers has helped the chapter build national recognition, and its over 750 members make it one of the largest chapters in the country. Membership is at an all-time high and the Minnesota chapter is ranked in the top ten nationwide.

Visit the website for more information at <http://www.mnama.org>.

###