

FOR IMMEDIATE RELEASE:**September 12, 2008**

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**MINNESOTA AMERICAN MARKETING ASSOCIATION HOSTING 2008 ANNUAL CONFERENCE:
"MARKETING WITH A PURPOSE"**

Participants can choose from five different learning tracks focused on today's hottest marketing issues.

**Mark your calendars: AMA Minnesota's 2008 Annual Conference
November 13, 2008 at the River Center, St. Paul, Minnesota**

St. Paul, MN – September 16, 2008: On November 13, 2008, the Minnesota Chapter of the American Marketing Association will host the most important marketing event of 2008 at their annual conference taking place at the Saint Paul River Center. The event will bring together some of the nation's most creative thinkers, senior marketing executives and thought leaders to share fresh insights, new concepts and the latest research on today's marketing challenges and opportunities. Participants will gain new ideas and strategies to help them focus on improving performance and driving results within their organizations.

Marketing with a Purpose is the theme for this year's conference. The event will give purpose-driven marketers the tools they need to formulate measurable goals and prevent unfocused marketing. Five learning tracks will be offered in this information-packed one day event.

- Marketing Fundamentals: Exploring the purpose of your marketing
- Social Media: Where to reach today's customers
- Customer Audience: Understanding the prospect
- Eco-Conscious Marketing: Taking the earth-friendly approach
- Technology Tools: From Blogs to WIKIS what Web 2.0 means for your marketing

Visit the conference website for registration information, event schedule and speaker listing at www.focus5.org or from the Minnesota American Marketing Association's main website at www.mnama.org. New for this year are corporate tables available at special rates that seat up to 10 colleagues, friends, clients, vendors or employees. Early bird rates for groups and individuals are available through September 26, 2008.

Conference Date & Time:

Thursday, November 13, 2008

7:00 AM – 6:00 PM: Registration & Breakfast, Breakout Sessions, Lunch and Networking Reception

Location:

Saint Paul River Center

For additional information call AMA Minnesota office at 651-917-6241 or email office@mnama.org.

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About AMA MN:

The Minnesota American Marketing Association is comprised of Minnesota marketing professionals and students 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. In 2008 the Chapter of Excellence Award for Leadership was presented to the Minnesota Chapter by the International Headquarters of the American Marketing Association. 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 now ranked in the top ten nation-wide.

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

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