




For Immediate Release
For more information contact:
Tom Myer

American Marketing Association – Austin Chapter
512-750-3835

 president@austinama.org

Austin AMA Wins Accolades in National Competition *The American Marketing Association bestows honors to* **The Austin Chapter**

Austin, TX, Nov 16, 2009 - - Austin AMA announced today that it has received Excellence Awards from the organization's international headquarters. The AMA's annual Chapter Excellence Awards program highlights exceptional performance among the organization's 75 professional chapters across the U.S. and Canada. Of these 75 chapters, **the Austin chapter was recognized for Membership, Programming, and Leadership Overall Excellence for its best-in-class performance in these areas.**

This is the first time Austin AMA has won all three awards for its achievements and hard work throughout the 2008-2009 board year. Austin AMA increased membership value at the local level by offering highly acclaimed events focused on the immediate needs of marketers and creating the Austin AMA Blog on its Website with innovative marketing-related content updated on a weekly basis. Austin AMA diversified its chapter programming by booking more national speakers and covering emerging trends such as social media and Hispanic marketing.

"As an Excellence winner, we feel great responsibility, not only to our own members, but to the Austin marketing community as a whole. It is our job to provide excellent programming and networking opportunities for our members and guests to elevate the prestige and credibility of the marketing profession in our area," commented Jean Conover, 2008-09 Chapter President for Austin AMA.

Receiving this honor affords Austin AMA the opportunity to continue offering networking opportunities for students and professionals, as well as attracting national speakers such as Bryan Rhoads, Digital Strategist for Intel and a founding member of the Intel Social Media Center of Excellence. Austin AMA sponsored the 2009 Texas eMarketing Summit luncheon on October 28, where Brian shared his "win-win" strategies for integrating social media into the marketing mix.

"With 11 dedicated board members, and over 15 volunteers, we have been able to accomplish some incredible things together. It is very fulfilling to be a part of such a well established and well respected marketing organization like the AMA. I'm thrilled that we have been recognized with this honor, and I know that our volunteers will continue to drive towards future excellence," commented Tom Myer, 2009-10 Chapter President for AMA Austin.

The Austin Chapter of the American Marketing Association (Austin AMA) is a group of talented professionals committed to marketing and networking in and around the Austin area. Our chapter



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embodies everything you love about Austin: strong community, unique businesses, and relaxed atmosphere. For more information, visit Austin AMA's Website at www.austinama.org.

The American Marketing Association, one of the largest professional associations for marketers, has more than 30,000 members worldwide in every area of marketing. For over six decades, the AMA has been the leading source for information, knowledge sharing and development in the marketing profession. For more information, visit the AMA's Website at www.marketingpower.com.

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