



“IT’S AN AUSTIN THING!”



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AMERICAN MARKETING ASSOCIATION AUSTIN CHAPTER

The **Austin Chapter of the American Marketing Association** is the premiere marketing organization in Austin. One of 74 chapters of the American Marketing Association, Austin AMA provides members the opportunity to connect with local marketing professionals and to access world-class educational resources via the international organization of more than 38,000 members.

Membership: Austin AMA currently has more than 300 professional members and almost 100 student members. We are part of an international organization of over 38,000 marketers across North America. The membership of Austin AMA includes professional marketers of various disciplines and specialties around Austin, student members from universities and colleges in the area as well as academic members working in educational institutions in Central Texas. For membership information, please contact our Co-VPs of Membership, Tasya Mallam and Christi Smith, via membership@austinama.org or at www.marketingpower.com/content473.php.

VISION: TO ENGAGE, EDUCATE, AND DEVELOP MARKETING PROFESSIONALS TO DIRECTLY AND POSITIVELY IMPACT THE AUSTIN COMMUNITY.

MISSION: AUSTIN AMA IS A MEMBER SERVICE ORGANIZATION DEDICATED TO HELPING ITS MEMBERS CONNECT THROUGH RELATIONSHIP DEVELOPMENT AND NETWORKING OPPORTUNITIES, LEARN THROUGH EDUCATIONAL PROGRAMMING AND PEER INTERACTIONS, AND GROW THROUGH LIFE-LONG CAREER DEVELOPMENT.

Programs: Austin AMA hosts various programs throughout the year to provide valuable professional development and networking opportunities for its members. Included among those are:

Monthly Luncheons featuring an informative presentation on a timely marketing topic.

Quarterly Networking Events to facilitate networking opportunities – especially with other professional organizations based in Austin.

For more information on these programs and about the Austin AMA, please visit www.austinama.org or contact our VP of Programs, Jaweed Metz, at programs@austinama.org.

In addition to the programs listed above, Austin AMA also hosts special programs throughout the year that give members opportunities to get to know one another better and give back to the communities in which they live and work.

Benefits: Austin AMA provides our members with many opportunities for professional development and networking. Through both local and national resources, Austin AMA members have access to the most current, valuable information in the industry and many opportunities to connect with other marketers locally and nationally. Some benefits include: AMA webcasts Marketing trends, Career Management, Job Bank, and other professional tools.

Local events: Austin AMA hosts almost 20 events per year, including luncheons, networking events, and roundtables. Members receive discounted admission to these events, which provide great opportunities for professional development and networking.

Special Interest Groups: Austin AMA members also have the ability to join special interest groups (SIGs) that provide an online forum of their peers segmented by specialty to provide access to targeted expertise from across the country.



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“IT’S ALL ABOUT YOU!”



Austin: It's different, it's welcoming and it's growing. Come join an organization as rich and diverse as the city itself. The Austin Chapter of the American Marketing Association is a group of talented professionals committed to marketing and networking in and around the Austin area. Come explore our Web site to get a taste of who we are and what we can offer you. Become a member, a sponsor or a volunteer for an energetic organization that embodies everything you love about Austin: strong community, friendly atmosphere and great times.

MEMBERSHIP

WE WANT YOU!

AUSTIN AMA GIVES YOU MANY OPPORTUNITIES TO EXPAND YOUR KNOWLEDGE, EXPERTISE, DEVELOP SKILLS, GROW YOUR CAREER, YOUR BUSINESS AND GIVE BACK TO THE COMMUNITY. WHETHER YOU'RE LOOKING TO BREAK INTO A NEW INDUSTRY, MOVE UP IN YOUR CURRENT ROLE OR TAKE YOUR BUSINESS TO THE NEXT LEVEL, AUSTIN AMA CAN HELP YOU ACHIEVE THE GROWTH YOU'RE SEEKING.

There are many reasons to join the Austin chapter of the American Marketing Association...

* **Connect** with more than 300 professional members and over 100 student members in Austin. Plus over 38,000 members in the U.S. and Canada

* **Learn** about effective marketing strategies, new trends and update your skills by attending local events, workshops, seminars and national Webcasts and conferences

* **Access** to the latest marketing jobs from both our Austin and National AMA Job Bank

* **Gain** access to members-only marketing information including publications, case studies, articles and reports

To learn more about membership, contact our Co-VPs of Membership, Tasya Mallam and Christi Smith, via membership@austinama.org or at www.marketingpower.com/content473.php.

COLLEGIATE CHAPTERS

Austin AMA is proud of the three collegiate chapters in its area: The University of Texas at Austin, Texas State University and St. Edward's University. Boasting one of the largest AMA collegiate programs in the country, Austin AMA provides students access to materials and contacts that will help them kickstart their careers in marketing.

Student marketers who opt to join the professional chapter for only \$5 more per year can benefit from:

- * Reduced pricing for professional chapter events
- * Presentations, newsletters and other sources of marketing information
- * Networking opportunities with fellow marketing students
- * Access to marketing professionals across Austin
- * Participation in Austin AMA Mentor Week
- * Annual \$1,000 scholarships for one student in each collegiate chapter

Each year, approximately 50 students are paired with AMA professional chapter members for a mentoring opportunity. This opportunity has proven invaluable for both the professional members and the students. Stay tuned for more details about Mentor Week in Spring 2008!

“JOIN OUR TEAM!”



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SPONSORSHIP

The Austin AMA is a non-profit organization that relies upon the generous support of our Chapter Sponsors to operate the Austin AMA. There are four sponsorship packages that offer a wide range of options to support the Austin AMA - please click upon the below links to learn more about each sponsorship opportunity:

- * BRONZE sponsorship costs \$300 per event
- * SILVER sponsorship costs \$1,500 per year
- * GOLD sponsorship costs \$2,500 per year
- * PLATINUM sponsorship costs \$5,000 per year

The Austin AMA appreciates the support of our Sponsors. Please consider these companies when purchasing products and services.

If you would like to support the Austin AMA and gain access to Austin’s marketing community, please contact our Director of Sponsorships, Jennifer McSwain, at 512-750-4919 or sponsorships@austinama.org

VOLUNTEER

It’s All About You!

Sign up to volunteer at events, become a mentor or view our quarterly newsletter. Update contact information and link directly to the International American Marketing Association Website, where you can find valuable resources to get the most of your AMA membership. Become a Volunteer today!

Our chapter is always seeking enthusiastic, energetic volunteers to add to our team. Are you interested in creating relationships with a network of marketing professionals in Austin and doing something fun to support the organization? Contact our Co-Directors of Talent, Jan Hames and Tony Trantham, so they can match you with volunteer opportunities in the Austin AMA! Send an email to volunteers@austinama.org to get involved today!

Get In Touch!

Thank you for your interest in the Austin AMA. We are happy to answer any questions or inquiries you have. Feel free to contact the Chapter President, Stephanie Craft, for more information: president@austinama.org or the physical address below.

Austin AMA
P.O. Box 141668
Austin, TX 78714-1668

INTERNATIONAL HEADQUARTERS

VISIT THE AMERICAN MARKETING ASSOCIATION, ONE OF THE LARGEST PROFESSIONAL ASSOCIATIONS FOR MARKETERS. WITH OVER 38,000 MEMBERS WORLDWIDE IN EVERY AREA OF MARKETING, THE AMA HAS BEEN THE LEADING SOURCE FOR INFORMATION, KNOWLEDGE SHARING AND DEVELOPMENT IN THE MARKETING PROFESSION FOR OVER SIX DECADES.

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