



American Marketing Association Membership Information

The best marketers use every advantage. They have powerful career connections, valuable resources, and special insights. That's because the best marketers are members of the American Marketing Association. Tap into Hampton Roads' oldest and largest professional association of marketers and establish your company as a key supporter of the marketing community.

The Hampton Roads' Chapter of the American Marketing Association is dedicated to serving our members' needs and the marketing profession with networking opportunities, professional development, and the opportunity to contribute to the success of the Hampton Roads community. HRAMA represents over 1,000 active participants including more than 100 members from organizations such as Trader Publishing, The Virginian Pilot, Cox Communications, Stihl Inc., Adams Outdoor Advertising, Nauticus, Old Dominion University, Smithfield Foods, WTKR-TV and WVEC-TV.

By aligning with the Hampton Roads AMA, you also gain the credibility of a respected international society of 38,000 members. The American Marketing Association is the only professional marketing organization to focus on the practice and teaching of marketing. We believe effective marketing requires the understanding and integration of all disciplines from research to communications to e-marketing.

We cover it all. No other group can offer this access.

TOP TEN REASONS FOR JOINING

Smart, experienced marketing professionals choose the AMA as their essential source for:

1. STAYING CURRENT

Members can immediately receive:

- ◆ Previews and calendars of upcoming AMA events on relevant marketing topics – locally and nationally.
- ◆ Newsletters from our local chapter on community topics of interest.
- ◆ Personalized email alerts and customized Web site views for news on industry developments, case studies, best practice articles, and leading edge services.
- ◆ Fresh perspectives in all aspects of marketing in *Marketing News* bi-weekly magazine.
- ◆ Your local membership includes a **FREE subscription to Inside Business**, The Hampton Roads Business Journal. Check it out at www.insidebiz.com.

2. PROFESSIONAL DEVELOPMENT

AMA is the leading professional association dedicated to all disciplines and levels of marketing - critical to upward career growth and a well-rounded business view. Resources include:

- ◆ Dozens of relevant marketing events, workshops, seminars, and members-only networking through the Hampton Roads' professional chapter.
- ◆ International and local AMA conferences on topics such as CRM, market research, industry marketing, marketing education, customer satisfaction, and quality measurement. AMA also offers Hot Topic Series, Marketing Boot Camps™, Market Research Boot Camps™, and Professional Certified Marketer™ program.
- ◆ Opportunities to mentor and be mentored by marketing leaders through our local chapter networks.
- ◆ In-depth focus through AMA Institutes - Services Leadership Institute, School of Marketing Research, Advanced School of Marketing Research, and Marketing Essentials.
- ◆ Best practices articles about marketing disciplines such as public relations, new product development, B2B marketing, advertising, marketing law, research, Internet marketing, and consumer promotions – categorized on AMA's Web site, MarketingPower.com.

3. ADVANCING YOUR CAREER

Find your next job; hire your next employee; or ace that big project – with help from the AMA source:

- ◆ Access AMA's marketing-specific career center on Marketingpower.com for job opportunities, career planning, resume resources, and career links.
- ◆ Search a network of nationwide marketing talent for your next employee search.
- ◆ Network at the local and national level to connect with hiring managers, industry experts, marketing specialists, and service providers.
- ◆ Work with local Hampton Roads Chapter or national AMA volunteers on skill-expanding projects to boost your resume.
- ◆ Become a Professional Certified Marketer™ (PCM™) to demonstrate knowledge and credibility. Members save 30% on this program.

4. POWER NETWORKING

Make important connections with industry leaders, specialists, business colleagues, and friends:

- ◆ Just relocated? Get quickly integrated in a new business community through HRAMA chapter meetings and volunteering.
- ◆ AMA gives you an objective and mutually valuable reason to connect and develop professional relationships.
- ◆ Use AMA to build a supporting network with your peers and a business community with marketing profit-makers.

5. DISCOVERING HIDDEN TALENTS

Volunteering for a professional chapter provides a wide variety of opportunities to work with a talented marketing team and test new skills by:

- ◆ Leading a committee or directing a project – Communications, Web site, Programming, Internet marketing, Research, Sales, Membership, or Management.
- ◆ Working with a local AMA team on a vendor-sponsored project to learn new technologies, applications, and techniques.

- ◆ Collaborating to win an AMA award that promotes your expertise.

6. ACCESSING COMPREHENSIVE RESOURCES

Some of the best marketing resources are only a click or a search away:

- ◆ People and Services - **International Member & Marketing Services Guide.**
- ◆ Marketing Service Directories – **Marketing Research Companies, Focus Groups, Green Book International.**
- ◆ Online bookstore and book reviews on topics such as marketing futures, forecasting, benchmarking, Internet, and marketing technologies.
- ◆ **Publications** – Current issue and archives for **Marketing News, Marketing Management, Marketing Research, Journal of Marketing, Journal of Marketing Research, Journal of International Marketing, Journal of Public Policy & Marketing and Marketing Health Services.**

7. GETTING PUBLISHED

Do you have a great idea? Do you want to voice your opinion? There are a variety of opportunities to get your name in print and express your views on marketing topics in:

- ◆ Local HRAMA professional chapter newsletters, announcements, and publications.
- ◆ Local chapter and AMA Web sites.
- ◆ *Marketing News* and AMA *Exchange* newsletter.

8. GAINING AFFINITY BENEFITS & OTHER DISCOUNTS

Members get exclusive access to resources and valuable discounts including:

- ◆ Products and services from AMA marketing partners such as Avis, Airborne Express, Approved Association Insurance, 1-800-Flowers.com, and MBNA. Others may be found on the MarketingPower.com site.
- ◆ Members save up to 44% on AMA magazines and journals.
- ◆ Members save on marketing books published by the AMA and other publishers.
- ◆ Members save up to 43% on marketing schools, tutorials, and conferences.

9. DEVELOPING LEADERSHIP

The more you take advantage of AMA, the more advantages you receive. The AMA develops true leaders. Become one by volunteering to:

- ◆ Run a local chapter – You'll learn to run a business.
- ◆ Plan and execute an AMA project – AMA provides the tools to make you successful, including a Chapter Officer's Guide, financial forms, grants, Web seminars, the Professional Chapters Council, online communities, and an annual National Leadership Summit.
- ◆ Make a lasting, positive impact – AMA is your vehicle to gain recognition for your team, your chapter, the marketing profession, and ultimately yourself.
- ◆ Lead -- Successful marketing requires a vision, communication, and influence skills. Running a volunteer professional chapter develops those skills in a safe environment.

10. ADVANCING THE MARKETING PROFESSION

Take advantage of the AMA resources to support and communicate a marketing cause, best practices, and the value of marketing:

- ◆ Address core issues such as privacy and ethics; building a market-driven company; customer service and relationship management; growing a profitable business.
- ◆ Speak publicly to raise awareness and become a valuable source to your community and your industry.
- ◆ Your membership supports the AMA - which provides leadership and infrastructure that enables professional chapters to advance the practice of marketing.

TWO WAYS TO JOIN

When you join HRAMA, you actually join TWO professional organizations—the Hampton Roads Chapter and the national American Marketing Association, which we affectionately refer to as “IH” (stands for International Headquarters, located in Chicago, Illinois). You can contact IH directly either via their Web site (www.marketingpower.com/join) or by calling 1-800-AMA-1150.

Go here for information and to join online now: www.marketingpower.com/join

If you have questions or need further local information please email us at membership@hrama.org.

AMA and HAMPTON ROADS CHAPTER DUES: Chapter dues are \$30.00 in addition to AMA National dues for Professional Membership of \$205 for the first year and \$175 for renewals. Information on additional membership and renewal levels are available at www.marketingpower.com/join. *Please note that AMA membership is individual and non-transferable.*

***Thank You
For Your Support
Of The Hampton Roads Chapter
Of The American Marketing Association***