



For Immediate Release

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**The American Marketing Association Announces
Chapter Excellence Award (CEA) Winners**

Houston Named Chapter of the Year

(CHICAGO, October 5, 2009) – The American Marketing Association today announced the recipients of the 2008-09 Chapter Excellence Awards (CEA). The AMA recognized the Houston Chapter as the Chapter of the Year for its exemplary accomplishments in the areas of leadership, membership and programming.

“This year’s competitive field was highly impressive, particularly given the impacts of the economy. It was great to see so many chapters rise to the challenge, successfully leading their chapters to elevate the profession of marketing in their areas,” commented Christine Mathers, Professional Chapters Council member and 2008-09 CEA chairperson.

The Dallas-Fort Worth chapter was named 1st runner up for the first time, and the Cincinnati chapter was named 2nd runner up for the second year in a row. All three top scoring chapters will receive a monetary award and podium banner.

In addition to Chapter of the Year honors, additional Excellence and Special Merit awards were bestowed to chapters for success in specific areas. These included:

- Turnaround Chapter of the Year: Austin
- Leadership Overall Excellence: Charlotte, Chicago, Tampa Bay
- Membership Overall Excellence: Kansas City, Lincoln, Rochester
- Programming Overall Excellence: Austin, Lincoln, Oklahoma City
- Leadership Special Merits: Columbus, Richmond, Rochester, Triangle, Willamette Valley
- Membership Special Merits: Austin, Chicago, Wichita, Willamette Valley
- Programming Special Merits: Charlotte, Nashville, Tampa Bay
- Continuing Excellence: Cincinnati, Houston, Lincoln

The CEAs were established in 1974 to recognize local AMA chapters for outstanding achievements in leadership, membership and programming. Judging of entries was completed over a three-day period by a panel of past-presidents of award-winning chapters and members of the AMA Professional Chapters Council. The Chapter of the Year is awarded to the chapter that receives the overall highest score.

About the American Marketing Association

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day to deepen their marketing expertise, elevate their careers, and, ultimately, achieve better results. American Marketing Association members are connected to a network of experienced marketers more than 30,000 strong.

American Marketing Association offers highly acclaimed Training Series, professional conferences, and Hot Topic events focused on the immediate needs of marketers, as well as trends shaping the future. American Marketing Association's website, MarketingPower.com, is the everyday connection to marketing data, articles, case studies, best practices and a robust job bank. Additionally, the American Marketing Association is the source for the field's top magazines and journals, including *Marketing News*. Through local and collegiate chapters, American Marketing Association members are connected with the best people and the best practices.

For more information on the American Marketing Association, please visit www.MarketPower.com.

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