



**For Immediate Release
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**The American Marketing Association Announces CEA
(Chapter Excellence Awards) Winners and Names Houston as Chapter of the Year**

(CHICAGO, November 18, 2008) – The American Marketing Association is proud to announce that the AMA Houston Chapter has been awarded Chapter of the Year honors for its accomplishments in 2007-08.

“Houston’s submission was very well written and it showed in everything they accomplished in leadership, programming, membership and communication initiatives to their chapter membership. They are a very strong chapter and they continue to strive for excellence,” says DJ Heckes, one of five judges of the CEAs and the 2008-09 CEA chairwoman.

For its achievements, the Houston Chapter receives \$2,000 and a podium banner. Runners up for the award were Nashville Chapter and Cincinnati Chapter, respectively. Both will receive a monetary award and podium banner.

The CEAs were established in 1974 to recognize local AMA chapters for achievements in leadership, membership and programming. Judging of entries was completed over a four-day period by a panel of past-presidents of award-winning chapters and members of the AMA Professional Chapters Council.

In addition to Chapter of the Year honors, more awards were given to reward the success of chapters in various areas. These included:

- Turnaround Chapter of the Year: Triangle
- Leadership Overall Excellence: Dallas-Fort Worth and Columbus, Colorado
- Membership Overall Excellence: Chicago, Colorado and Tampa Bay
- Programming Overall Excellence: Lincoln, Chicago and Dallas-Fort Worth
- Leadership Special Merits: Charlotte, Chicago, Charleston and Tampa Bay
- Membership Special Merits: Charleston, Oregon and Minnesota
- Programming Special Merits: San Antonio, Charlotte and Milwaukee
- Continuing Excellence: Cincinnati, Colorado, Houston and Lincoln

The AMA extends sincere congratulations to all the winning marketers for their continued—and exceptional—work. For more information on the CEAs, please contact Frances Austin at faustin@ama.org or (312) 542-9000.

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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 nearly 40,000 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.

American Marketing Association is also the creator of Mplanet, the unparalleled industry event that brings together the world's most creative thinkers, including senior marketing executives, top academicians and other thought leaders, to share fresh insights, new concepts, the latest research and solutions for the most pressing marketing challenges and opportunities. Mplanet 2009 will take place in Orlando, Florida, January 26-28, 2009.

For more information on the American Marketing Association or Mplanet 2009, please visit www.MarketingPower.com.