



**For Immediate Release  
September 10, 2008**

**Contact:**

American Marketing Association  
312-542-9000  
[press@ama.org](mailto:press@ama.org)

**The American Marketing Association Announces the  
AMA Board of Directors and Divisional Presidents for 2008-2009**

**(CHICAGO, September 10, 2008)** – The American Marketing Association recently selected appointments to the Board of Directors and divisional presidents for 2008-2009. AMA members vote annually to elect new members to the AMA Board of Directors for three-year terms and new divisional presidents for one-year terms. These newly elected volunteers began their terms on July 1, 2008.

“AMA’s newest board members and divisional presidents bring an immense amount of diverse experience to their new positions. They will undoubtedly have an immediate and meaningful impact at a strategic level as well as on behalf of the AMA constituents,” says Dennis Dunlap, Chief Executive Officer of the AMA.

The new board members and council leaders are as follows:

**Chairperson of the Board**

Thomas C. Kinnear  
Eugene Applebaum Professor of Entrepreneurial Studies  
Stephen M. Ross School of Business  
University of Michigan

**Chairperson of the Board-Elect**

Thomas Hernquist  
Former Vice President/Global Chief Growth Officer  
The Hershey Co.

**Secretary-Treasurer**

George Day  
Geoffrey T. Boisi Professor of Marketing  
Wharton School of Business  
University of Pennsylvania

**At-Large Member of the Board**

Paula A. Sneed  
Former Executive Vice President of Global Marketing Resources  
Kraft Foods

-MORE-

**At-Large Member of the Board**

Ric Sweeney

Academic Director of the Masters of Science in Marketing Program

University of Cincinnati College of Business

**Divisional Presidents:****President, Professional Chapters**

Jennie P. McConagha

Assistant Vice President of Marketing and Communications

MedStar Health

**President, Collegiate Chapters**

John Schibrowsky

Professor of Marketing

University of Nevada, Las Vegas

**President, Academic Council**

Kathleen Seiders

Associate Professor of Marketing

Boston College

**President, Marketing Research Council**

Robert Arnett

Senior Partner

Solution Partners Consulting

The Academic Council also elected three new members in the 2008 election: Sandy Jap of Emory University, Charlotte Mason of the University of North Carolina and Gerald Tellis of the University of Southern California.

###

**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](http://www.MarketingPower.com).