



For Immediate Release

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

Houston Named Chapter of the Year – 3rd Year in a Row!

(CHICAGO, October 20, 2010) – The American Marketing Association announced the recipients of the 2009-10 Chapter Excellence Awards (CEA) today. For the third year in a row, the AMA was proud to recognize the Houston Chapter as the Chapter of the Year, for its relentless dedication to success and setting and achieving ambitious goals.

"For all chapters, the economy made this a tough year," said Stacy Armijo, Chair of the 2009-10 Chapter Excellence Awards and President-Elect of the Professional Chapters Council for AMA. "The economy presented challenges in membership, event attendance and many other areas. However, chapters that excelled found opportunities, not obstacles, and captured them by engaging more volunteers than ever, finding new ways to deliver member value and exercising strong financial discipline."

The Lincoln chapter was named 1st runner up and the Triangle chapter was named 2nd runner up. Both Houston and Lincoln have been recognized as a chapter of Continuing Excellence, meaning they have won a CEA for the past five consecutive years. All three top scoring chapters will receive a monetary award and a 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: Tucson
- Leadership Overall Excellence: Chicago, Cincinnati, San Antonio
- Membership Overall Excellence: Indianapolis, Tampa Bay, Tucson
- Programming Overall Excellence: Charleston, New Mexico, San Antonio
- Leadership Special Merits: Baltimore, Minnesota, Richmond
- Membership Special Merits: Central Virginia, Charleston, Chicago, Dallas/Fort Worth
- Programming Special Merits: Dallas/Fort Worth, Oklahoma City, Tucson
- 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.MarketingPower.com.

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