



For Immediate Release

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Senior Thought Leaders in Nonprofit Marketing Call for Immediate Transformation of Marketing to Ensure Sustainability and Growth

American Marketing Association 2010 Nonprofit Conference Aims to Equip Attendees to Lead Change in Marketing Transformation

CHICAGO, August 11, 2010- Some of the country's most prominent and experienced marketing minds in the nonprofit sector are challenging their counterparts to revolutionize marketing in order to sustain their missions and survive and thrive during these uncertain times. These senior marketing leaders will recommend the definitions, structures, approaches and talent required for nonprofits to achieve the best outcomes at the American Marketing Association (AMA) annual Nonprofit Marketing Conference to be held in Chicago on October 11-13.

"Nonprofits that seek growth and sustainability have no other choice but to reinvent many things about their organizations. Transforming their approach to marketing is a powerful lever that is tremendously underutilized and, when optimized, can have truly game-changing results", said Cynthia Currence, President and CEO, Currence & Associates, LLC and AMA Nonprofit Marketing Conference Chairperson. "Time is of the essence. We must create marketing approaches and recommendations that can help the sector regain its footing".

The AMA Nonprofit Marketing Conference will cover topics essential to transforming marketing and reinventing the organization. The topics were identified through the Chief Marketing Officer Summit, a series of meetings hosted by the American Marketing Association Foundation (AMAF), and served as a cornerstone for developing the conference program. Major nonprofit entities and a cross-section of organizations participated in the CMO Summit which was facilitated by Cynthia Currence. Participants include the following:

- Jay Aldous, Former CMO, UNICEF USA and Chief Strategist, Social Capital Partnerships
- Dr. Alan Andreasen, Author and Professor, Georgetown University and member of the AMAF Board of Trustees
- Kathy Compton, Chief Marketing Officer for AFP International
- Meme Drumwright, Author, Researcher and Professor at the University of Texas and member of the AMAF Board of Trustees.
- Peggy Dyer, Chief Marketing Officer for American Red Cross National Headquarters
- Andy Ferrin, SVP and Chief Marketing Officer for the National 4-H Council
- Angela Geiger, Chief Strategy Officer, Alzheimer's Association and Member, AMAF Board of Directors
- Candace Hanau, Chief Marketing Officer, Save the Children USA
- Kay Keenan, Former Vice President, Marketing and Communications, Big Brothers Big Sisters
- Wendy MacGregor, Chief Marketing Officer for Feeding America
- Evan McElroy, Senior Vice President, Marketing, Boys & Girls Club of America
- Debra Neuman, Chief External Relations Officer for Arthritis Foundation
- Eric Overman, VP, Digital Marketing, Grizzard Communications Group
- Emilio Pardo, EVP and brand Officer for AARP

- Vicki Peters, Director of Strategic Planning, Alzheimer's Association
- Reji Puthenveetil, Chief Marketing Advisor, American Lung Association & President, Group Newhouse
- Cynthia Round, Global Brand Officer, United Way of America
- Kirsten Seckler, VP Branding and Communications for Special Olympics International

"This collection of nonprofit brands calling for change is unprecedented", said Currence. "A new age of nonprofit marketing is emerging and it is vital for organizations to attend the AMA Nonprofit Marketing Conference to receive the insights, tools and techniques for acquiring the skills to transform marketing within their organization.

The AMA Nonprofit Marketing Conference core program addresses four key barriers identified by the CMO Summit. To overcome to achieve marketing excellence, nonprofit marketers must:

- Earn and Keep a Seat at the Table: Maintaining Marketing's Strategic Influence within the Organization
- Embrace Technology Solutions and to do so in a manner that keeps up with opportunities of change
- Integrate and Align Around Stakeholder Needs
- Deliver ROI and ROM (Return on Mission): Demonstrate and Measure Impact and Value

Additionally, AMA Nonprofit Marketing Conference attendees will have access to three leaders in marketing transformation:

- Scott M. Davis, Chief Growth Officer, Prophet and Author, *The Shift: The Transformation of Today's Marketers into Tomorrow's Growth Leaders*
- Dan Pallotta, *Uncharitable: How Restraints on Nonprofits Undermine Their Potential*
- Chris Forbes, Nonprofit Marketing Coach and Co-Author, *Guerilla Marketing for Nonprofits*

Registration

The American Marketing Association's Nonprofit Marketing will gather nonprofit marketers from across the country on October 11-13, 2010 at the Swissotel in Chicago, IL. To register, please visit www.marketingpower.com/nonprofit.

About the American Marketing Association

The American Marketing Association (AMA) is the professional association for individuals and organizations who are leading the practice, teaching, and development of marketing worldwide. Our principal roles are:

Connecting: The AMA serves as a conduit to foster knowledge sharing.

Informing: Providing resources, education, career and professional development opportunities.

Advancing: Promoting/ supporting marketing practice and thought leadership.

Through relevant information, comprehensive education and targeted networking, the AMA assists marketers in deepening their marketing expertise, elevating their careers and ultimately, achieving better results. For more information on the American Marketing Association please visit www.MarketPower.com.

About the American Marketing Association Foundation

The mission of the AMAF is to maximize marketing for the betterment of society. This is accomplished through programs and activities that focus on investing in the growth and use of nonprofit and social marketing knowledge; supporting appropriate community outreach efforts; and acknowledging academic and practitioner marketing excellence through over 15 awards, grants, and scholarships. The AMAF works in partnership with the AMA, AMA chapters, marketing practitioners and academics, and corporations to accomplish their goals. For more information on the American Marketing Association Foundation (AMAF), please visit www.themarketingfoundation.org.

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