



The American Marketing Association (AMA) is the largest marketing association in North America. It is a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day for information/resources, education/training and professional networking. AMA

members are connected to a network of experienced marketers nearly 40,000 strong and include leading marketing academics, researchers and practitioners from every industry.

Congratulations to **Diane Warren** from the American Marketing Association (AMA), the American Marketing Association Foundation (AMAF), and presenting sponsor The Nonprofit Times, on being nominated for the 2009 AMA/AMAF Nonprofit Marketer of the Year Awards.



AMA & AMAF Honor the Recipients of the 2009 Nonprofit Marketer of the Year Awards

(CHICAGO, July 16, 2009) – The American Marketing Association (AMA) and the American Marketing Association Foundation (AMAF) honored three nonprofit marketing leaders at its Nonprofit Marketing Conference in Chicago, IL, on July 16, 2009. Eric Overman, Operation Smile, received the Nonprofit Marketer of the Year Award, and Anne Bergquist, YMCA of Metro Chicago, and David J. Neff, American Cancer Society High Plains, received the Special Marketing Initiatives and Social Media subcategory awards, respectively. The AMA/AMAF Nonprofit Marketer of the Year Awards honor extraordinary leadership and achievement in the field of nonprofit marketing.

These awards were presented at the American Marketing Association and the American Marketing Association Foundation's Non-Profit Conference. The conference was held in Chicago and the theme of the event was "Thriving in Times of Change" CHANGE is the watchword for 2009: From the challenge of the current economy to the shifting demographics of our donors to the plethora of new ways to reach and engage volunteers in life-long relationships. While some organizations will struggle for survival, those nonprofits that embrace these changes and use them to innovate will not only survive but thrive.

About the AMA/AMAF Nonprofit Marketer of the Year Awards

In addition to honoring the Nonprofit Marketer of the Year, the AMA Foundation wanted to recognize two additional marketers whose skills and accomplishments are particularly relevant for today's changing economy and technology with the Special Marketing Initiatives and the Social Media awards. With the help of The Nonprofit Times (award presenting sponsor), the AMA Foundation promoted the awards and received close to 100 nominations. Winners were selected by a six person committee consisting of members of the 2009 AMA Nonprofit Marketing Conference Committee and Advisory Council, AMA Foundation Board members, and a representative from The Nonprofit Times--all of whom are leaders and experts in the field of nonprofit marketing. Judges rated nominees on three criteria: vision and leadership, strategy, and results.