



FOR: American Marketing Association

The Toronto Chapter of the American Marketing Association Announces New Board and New Programming Calendar

Toronto, November 17, 2006 - The Toronto Chapter of the American Marketing Association (AMA-Toronto) announces its 2006/2007 board. Grace Mistry, the President, welcomes both new and returning board-members. *“We have a strong board that will ensure that this, our 60th anniversary year, will deliver on our promise of providing ongoing value to the marketing community.”*

The AMA 2006/07 Toronto Executive Board

The board is comprised of the following members:

Grace Mistry, President
Martin Traub-Werner, President Elect
Deborah McKenzie, Immediate Past President, VP Academic Relations*
Jim Warrington, MHOL Co-Chair & Legacy*
Sarah Riesberry, Vice President Finance & Operations
Patricia McQuillan, Vice President Programming
Scott Hine, Vice President Membership
Linda Johannesson, Vice President Media Relations
Raymond Fischer, Vice President Research
Michelle Tampoya, Vice President Interactive
Paul Resnick, Vice President Legal & Strategic Counsel
Alan Kay, Director of Programming*
Nancy Helstab, Director of Programming*
Richard Patterson, Chair of Past President’s Council
Stefan Danis, Director at Large & MHOL Co-Chair
Mike Fenton, Director at Large
Chris McDonald, Director at Large
Andrew Saunders, Director at Large

*** Member of Past President’s Council**

60th Anniversary Year

2006 marks the 60th Anniversary of the AMA Toronto. Since its origins in 1946, AMA Toronto has become a pivotal partner in the GTA marketing community. In addition to connecting a myriad of marketing and business professionals, the AMA helps members to maximize their careers in a constantly changing marketplace, while promoting

marketing thought leadership to the business community as a whole. The AMA-Toronto has become the “go-to” information leader for business professionals requiring timely information on marketing trends.

According to Dennis Dunlap, President of the AMA-Worldwide, *“The Canadian chapters and AMA members in Canada remain an important and vital part of the association’s membership. The longevity of our chapter in Toronto and its importance in the market are something to celebrate!”*

Calendar of Events

We are honouring our 60th Anniversary milestone, with a calendar filled with provocative and informative events. The balance of the programming year includes:

Winter/Spring 2007 Events	Event Owner	Topic
January 18 – breakfast	Jim Warrington	MEASUREMENT WARS: What’s the best way to assess PR ROI?
February 22 – breakfast	Alan Kay	The CFO perspective on how Marketing can help grow the organization
March 29 – breakfast	Nancy Helstab	Customers on the Move: how do you stay connected? (Mobile media revolution)
April 26 – breakfast	Patricia McQuillan	Brand building for not-for-profits
May 10-11 – 2-day event	Ray Fischer	Marketing Research Boot Camp
June 21- breakfast	Stefan Denis	Talent Wars (Career development)
July 12 – evening	AMA-Toronto Board	Networking Event (The Drake)

According to Ms. Mistry, *“AMA- Toronto is thrilled to be about to embark on an exciting journey as we celebrate our 60th anniversary. Our board and 3-year strategic plan reflect the dynamism of our membership and the ever-evolving world of Marketing. We will continue to deepen the relationships we have built over the years with our sponsors, and senior business leaders in order to foster evolving value for all. We are committed to continuing to focus on serving our members so they can leverage marketing as a competitive advantage and benefit from being connected to GTA professionals and the world’s largest marketing community, the AMA.”*

ABOUT THE AMERICAN MARKETING ASSOCIATION (AMA) TORONTO

AMA Toronto increases the impact and value of marketing in your business and connects you to Toronto marketing and business professionals through the world's largest marketing community -- The American Marketing Association (over 38,000 members). As part of a leading international professional association, AMA Toronto promotes marketing leadership and provides ongoing career development, networking and knowledge-sharing opportunities for senior and mid-level business professionals. Our core offering includes monthly events featuring expert panelists debating emerging trends, evolving practices, and new theories and networking opportunities among key professionals. 2006 marks the 60th Anniversary of AMA Toronto.

AMA Toronto is also a founding partner in the Marketing Hall of Legends, an initiative created to honour Canadians that have dedicated their lives to the pursuit of excellence in the field of marketing. It is meant to honour a body of work and a lifetime of achievements.

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