

**AAAA**

American Association of Advertising Agencies
405 Lexington Ave., 18 Fl.
New York, NY 10174-1801
Tel: 212-682-2500; FAX: 212-682-8391
E-mail: info@aaaa.org
Web Site: www.aaaa.org; www.smartbrief.com/aaaa
Year Founded: 1917

Members: 1776 Member Offices

Mission Statement: To improve and strengthen the advertising agency business in the U.S.; to work with Federal, state and local governments to resist unwise or unfair legislation and regulation and to be the principal source of information and advice about advertising; to be an advocate of advertising contributions to the economy and society; to represent the agency point of view to advertisers and the media; and to serve our members' needs for information, agency management counsel, professional development and employee benefit programs.

Publications: Best practice booklets, industry surveys and bulletins, white papers and position papers (various); AAAA SmartBrief (daily e-mail newsletter)

Personnel:

Nancy Hill (Pres. & Chief Exec. Officer)
Michael D. Donahue (Exec. V.P.-Member Svcs.)
Dick O'Brien (Exec. V.P.-Govt. Rels.)
Tom Finneran (Exec. V.P.-Agency Mgmt.)
Laura J. Bartlett (Chief Oper. Officer & Chief Fin. Officer)
Chick Foxgrover (Chief Info. Officer)
Kipp Cheng (Sr. V.P.-Commun.)

AAF

American Advertising Federation
1101 Vermont Ave., N.W., Ste. 500
Washington, DC 20005-6306
Tel: 202-898-0089; FAX: 202-898-0159
E-mail: aaf@aaf.org
Web Site: www.aaf.org
Year Founded: 1967

Members: 40,000

Mission Statement: The American Advertising Federation protects and promotes the well-being of advertising. We accomplish this through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters. Here's what the AAF does:

- Brings members together to yield creative business solutions.
- Protects and promotes advertising at all levels of government through grassroots activities.
- Educates members on the latest trends in technology, creativity and marketing.
- Provides programs to assist local association volunteer leadership.
- Presents the industry with its future leaders.
- Honors advertising excellence.
- Promotes diversity in advertising by encouraging the recruitment of people of diverse cultures.
- Applies the communication skills of its members to help solve community concerns.

Personnel:

James E. Datri (Pres. & Chief Exec. Officer)
Constance Cannon Frazier (Chief Oper. Officer)
Laurel Penhale (Chief Fin. Officer)
Joanne Schechter (Exec. V.P.)
Clark Rector (Exec. V.P.)

**Audit Bureau of Circulations****ABC**

Audit Bureau of Circulations
900 N. Meacham Rd.
Schaumburg, IL 60173-4968
Tel: 847-605-0909; FAX: 847-605-0483
E-mail: service@accessabc.com
Web Site: www.accessabc.com
Year Founded: 1914

Members: 3,739

Mission Statement: ABC is dedicated to being the world's pre-eminent self-regulatory auditing organization, responsible to advertisers, advertising agencies, and the media they use, for the independent verification and dissemination of our members' circulation, readership, audience and online activity information. ABC will conduct audits that represent the industry standard for integrity, objectivity, and accuracy, and will use state-of-the-art techniques to produce and disseminate ABC-audited information. ABC is committed to its tripartite member organization, to anticipating and exceeding the needs of our members, and to providing the audited data that enable them to plan, purchase, and sell media advertising with confidence. ABC maintains the world's foremost electronic database of audited-circulation information and an array of verified readership, subscriber demographics and online activity data.

Publications: NewsBulletin (online monthly)

Offices in New York and Toronto

Personnel:

Michael J. Lavery (Pres. & Mng. Dir.)
Michael K. Moran (Exec. V.P.-Auditing)
Mark A. Wachowicz (Sr. V.P.-Mktg. & Sls.)
Joan Brehl (V.P.-Canada)
Neal Lulofs (Sr. V.P.-Comm. & Strategic Planning)

AC

The Advertising Council, Inc.
815 2nd Ave., 9th Fl.
New York, NY 10017
Tel: 212-922-1500 & 212-984-1964; FAX: 212-922-1676
E-mail: info@adcouncil.org
Web Site: www.adcouncil.org
Year Founded: 1942

Mission Statement: To identify a select number of significant public issues and stimulate action on these issues through communications programs that make a measurable difference in our society.

Publications: The Public Service Advertising Bulletin (PSAB) (bi-monthly)

Personnel:

Peggy Conlon (Pres. & Chief Exec. Officer)

ADC

The Art Directors Club, Inc.
106 W. 29th St.
New York, NY 10001
Tel: 212-643-1440; FAX: 212-643-4266
E-mail: info@adcglobal.org
Web Site: www.adcglobal.org
Year Founded: 1920

Members: 1,300

Mission Statement: Founded in New York in 1920 as the first creative collection of its kind, the Art Directors Club, Inc. is a not-for-profit organization with an international membership in

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advertising, design and related visual communications disciplines. ADC's core program—the international Annual Awards competition, exhibition and book series, the Art Directors Annual, is now in its 87th year and remains unrivaled as an educational and industry resource. Other signature programs include the biennial ADC Young Guns, showcasing professionals 30 and under; the ADC Hall of Fame; Saturday Career Workshops for talented high school juniors; invitational portfolio reviews for students and professionals; scholarships; exhibitions; speaker events; and symposia.

Publications: Art Directors Annual; MAD AVE; ADC Young Guns 5

Personnel:

Ami Brophy (Chief Exec. Officer)
Olga Grisaitis (Gen. Mgr.)
Jenny Synan (Dir.-Tech.)
Jenny Larkin Kuzler (Mgr.-Awards & Annual Editor-ADC)
Kimberly Hanzich (Mgr.-Info.)
Noemie Bonnet (Digital Archivist & Mgr.-Young Guns)
Flora Moir (Coord.-Education)
Doug Jaeger (Pres.)

ADM

ADM

Association of Directory Marketing, Inc.
One Thorn Run Ctr., Ste. 630
1187 Thorn Run Rd.
Moon Township, PA 15108-3198
Tel: 412-269-0663; FAX: 412-269-0655
E-mail: adm@admworks.org
Web Site: www.admworks.org

Members: 88

Mission Statement: Support, and advocate for, CMRs and agencies within the directional marketing industry. The association works with national sales channels (Certified Marketing Representatives), directory publishers and industry suppliers to expand the role of directory advertising in advertisers' media strategies. Activities include:

- Measurement & Accountability Partnership (MAP) Program, a joint call measurement program by publishers and sales channel to prove the value of yellow page advertising.
- Advertiser/publisher forums
- Annual convention
- Regional meetings
- Industry communications via ADM newsletters.

Publications: ADM Flash (monthly)

Personnel:

Nancy Augustine (Sr. V.P.)

THE ADVERTISING CLUB

The Advertising Club, New York
235 Park Ave. S., 6th Fl.
New York, NY 10003-1450
Tel: 212-533-8080; FAX: 212-533-1929
E-mail: gina@theadvertisingclub.org
Web Site: www.theadvertisingclub.org
Year Founded: 1896

Members: 3,500

Mission Statement: The Advertising Club is the premiere organization for all communication professionals in New York. The Club offers its members a forum for exchanging ideas, career development, making connections, recognizing excellence and giving back to build a stronger advertising and marketing community.

Publications: Online Membership Directory (Members Only); The International ANDY Awards Creative DVD (annually); Online Newsletter (quarterly).

Personnel:

Thom Gruhler (Pres.)
Gina Grillo (Exec. Dir.)
Gayle Taryn (Dir.-Comm.)



AEF

The Advertising Educational Foundation, Inc.
220 E. 42nd St., Ste. 3300
New York, NY 10017-5806
Tel: 212-986-8060 & 212-986-8068 (Inside Advertising)
FAX: 212-986-8061
E-mail: info@aef.com
Web Site: www.aef.com
Year Founded: 1983

Members: 50 Member Board of Directors

Mission Statement: The AEF is a nonprofit operating foundation established in 1983 and supported by agencies, advertisers and media companies. It creates and distributes educational content to enrich the understanding of advertising and its role in society, culture and history. AEF programs and materials are designed to expand the advertising discourse at liberal arts colleges and universities in addition to those in advertising-related curricula in the U.S. and around the world. As a result, the Foundation helps attract the highest level of talent to the industry.

Publications: "Advertising & Society Review" and "ADText" curriculum online at www.aef.com

Personnel:

John Partilla (Chm.)

AMA

American Marketing Association/Chicago
311 S. Wacker Dr., Ste. 5800
Chicago, IL 60606-2266
Tel: 312-542-9000 & 800-AMA-1150; FAX: 312-542-9001
E-mail: info@ama.org
Web Site: www.marketingpower.com
Year Founded: 1937

Members: 40,000

Mission Statement:

The American Marketing Association 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 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 of 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.

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 Mplanet, please visit www.Mplanet2009.com.

Publications: Marketing News (bi-weekly); Marketing Management (bi-monthly); Marketing Research (quarterly); Marketing Health Services (quarterly); The Journal of Marketing (quarterly); Journal of Marketing Research (bi-monthly); Journal of International Marketing (quarterly); Journal of Public Policy & Marketing (semi-annual); Marketing Educator (Online only)

Personnel:

Dennis L. Dunlap (Chief Exec. Officer)
Nancy Costopulos (Chief Mktg. Officer)

AMIN

Advertising & Marketing International Network
25125 W. 55th St. S.
Viola, KS 67149
Tel: 316-531-2342; FAX: 316-722-8353
E-mail: vaughn.sink@shscom.com
Web Site: www.aminworldwide.com
Year Founded: 1932

Members: 65

Mission Statement: AMIN is a confederation of independent North American, Asian & European advertising and marketing communications companies exchanging services and sharing resources on behalf of their clients and helping to more effectively manage their businesses.

Personnel:

Bill Coontz (Pres.)
Jim Dalton (V.P.)
Jana Sperry Sundby (Mgr.-Membership)

APC-NY

Advertising Production Club of New York
C/O 428 E. State St.
Long Beach, NY 11561
Tel: 212-671-2975; FAX: 718-228-8208
E-mail: admin@apc-ny.org
Web Site: www.apc-ny.org
Year Founded: 1931

Members: 500

Mission Statement: APC is an educational organization whose primary objective is to explore technologies and profile new practice procedures to the Graphic Arts community. APC identifies manufacturers with innovative technologies and invites them to identify and disseminate those ideas to interested parties through social programs, seminars and field trips. Participants are afforded career advancement and networking opportunities within the various industries.

Publications: Newsletter (quarterly)

Personnel:

Dan Marselle (Pres.)

APRC

Automotive Public Relations Council
1301 W. Long Lake, Ste. 225
Troy, MI 48098
Tel: 248-952-6401; FAX: 248-952-6404
E-mail: jlaskowski@oesa.org
Web Site: www.autopr.org
Year Founded: 1974

Members: 50

Mission Statement: To create, develop and cultivate a network of integrated communications professionals who are dedicated to the

advancement and image of the automotive industry, their professions and serving as a learning resource for the industry.

Publications: APRC News, OESA News

Personnel:

Glenn Stevens (Exec. Dir.)
Jeff Laskowski (Dir.)

ARC

Agricultural Relations Council
120 W. Main St.
PO Box 156
New Prague, MN 56071
Tel: 952-758-5811; FAX: 952-758-5813
E-mail: arc@gardnerandgardnercommunications.com
Web Site: www.agrelationscouncil.org
Year Founded: 1953

Members: 60

Mission Statement: The Agricultural Relations Council (ARC) promotes the common good through the advancement of the art, science and practice of public relations in agriculture. ARC provides a medium for the exchange of ideas, professional development, and a closer working relationship among those involved in public relations in the food and fiber industry.

Publication: ARCLIGHT (4 times per year)

Personnel:

Deron Johnson (Pres.)
Den Gardner (Exec. Dir.)

ARF

Advertising Research Foundation
432 Park Ave. S.
New York, NY 10016
Tel: 212-751-5656; FAX: 212-319-5265
E-mail: info@thearf.org
Web Site: www.thearf.org
Year Founded: 1936

Employees: 25

Mission Statement: The ARF is the preeminent professional organization in the field of advertising, market and media research. Our combined membership represents more than 400 advertisers, advertising agencies, research firms, media companies, educational institutions and international organizations. Dedicated to a role of industry leadership, the ARF is dedicated to aggregating, creating and distributing research-based knowledge that will help members make better advertising decisions. The ARF is the only organization that brings all members of the industry to the same table for strategic collaboration. Because the hundreds of member-company volunteers who are regularly active in ARF represent some of the industry's foremost research professionals, ARF is able to undertake research projects of a size and scope that no single company could initiate because of financial and/or technical limitations.

Publications: Journal of Advertising Research; ARF Webcasts
Events: Re: Think Annual Convention & Expo, Ogilvy Awards, Audience Measurement Conference

Personnel:

Robert Barocci (Chief Exec. Officer & Pres.)
Joel Rubinson (Chief Research Officer)

AWC

The Association for Women in Communications
3337 Duke St.
Alexandria, VA 22314
Tel: 703-370-7436; FAX: 703-370-7437
E-mail: info@womcom.org
Web Site: www.womcom.org
Year Founded: 1909

Members: 3,000

Mission Statement: The Association for Women in Communications is a professional organization that champions the advancement of women across all communications disciplines by recognizing

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excellence, promoting leadership and positioning its members at the forefront of the evolving communications era.

Publications: The Communique (bi-monthly)

Personnel:

Judy Arent-Morency (AWC National Board Chair)
Pamela Valenzuela (Administrator)
Don Mondloch (Mgr.-Membership)

AWNY

Advertising Women of New York
25 W. 45th St., Ste. 403
New York, NY 10036
Tel: 212-221-7969; FAX: 212-221-8296
E-mail: awny@awny.org
Web Site: www.awny.org
Year Founded: 1912

Members: 1,300

Mission Statement: AWNY is an organization for women and men in advertising that provides a forum for professional growth, serves as a catalyst for the enhancement and advancement of women in related industries, and promotes philanthropic endeavors through the AWNY Foundation.

Personnel:

Liz Schroeder (Exec. Dir.)

BMA

Business Marketing Association
1833 Centre Point Circle, Ste. 123
Naperville, IL USA 60563
Tel: 630-544-5054 & 800-664-4BMA; FAX: 630-544-5055
E-mail: info@marketing.org
Web Site: www.marketing.org
Year Founded: 1922

Members: 4,000

Mission Statement: BMA helps members improve their ability to manage business-to-business marketing and communications for greater productivity and profitability by providing unique access to information, ideas and the experience of peers.

Publications: The Business 2 Business Marketer (semi-monthly); B2BDirect, (monthly) (Both Online)

Personnel:

Patrick Farrey (Exec. Dir.)
Kelly Staley (Mgr. Member Svcs.)

BPA

BPA WORLDWIDE
2 Corporate Dr., 9th Fl.
Shelton, CT 06484
Tel: 203-447-2800; FAX: 203-477-2900
E-mail: info@bpaww.com
Web Site: www.bpaww.com
Year Founded: 1931

Members: 5,000

Mission Statement: A not-for-profit organization since 1931 and founding member of the International Federation of Audit Bureau of Circulations (IFABC), BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 25 countries. Worldwide, BPA serves more than 2,500 media properties-including more than 1,900 B-to-B publications, more than 400 consumer magazines and newspapers, more than 100+ web sites, plus events, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,600 advertiser and agency members. Visit bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

Publications: Online Circulation Reports Library, Business TRAC

International (bi-annually); Consumer TRAC International (bi-annually); Media Perspectives Newsletter; Media Owner Edition & Media Buyer Edition (quarterly)

Personnel:

Glenn J. Hansen (Pres. & Chief Exec. Officer)
Peter D. Black (Sr. V.P.-Bus. Devel.)
Richard J. Murphy (Sr. V.P.-Auditing)
Doreen Castignoli (Sr. V.P.-Fin., Admin. & I.T.)

CAB

Cabletelevision Advertising Bureau
830 3rd Ave., 2nd Fl.
New York, NY 10022
Tel: 212-508-1200; FAX: 212-832-3268
E-mail: danielled@cabletvadbureau.com
Web Site: www.thecab.tv
Year Founded: 1980

Members: 250

Mission Statement: The CAB provides a unified voice for the cable advertising sales industry that lobbies for: more ad revenue; better ad processes; and a cable dominant future. Lobbying is direct to Advertising Agencies and the Advertisers themselves via live presentation, research insights, PR/publicity, digital forums/live forums, collaboration of standards and practices.

Publications: Cable TV Facts (annually); Cable Network Profiles (annually); Cable Network Promotion Calendar (semi-annually); Hispanic Cable Facts (Annually); Cultural Connections (Annually); Race, Relevance & Revenue (Annually)

Personnel:

Sean Cunningham (Pres. & Chief Exec. Officer)
Jim Spears (Sr. V.P. & Chief Fin. Officer)

DMA

Direct Marketing Association, Inc.
1120 Ave. of the Americas
New York, NY 10036-6700
Tel: 212-768-7277; FAX: 212-302-6714
E-mail: consumer@the-dma.org
Web Site: www.the-dma.org
Year Founded: 1917

Members: 4,700 Companies

Mission Statement: The Direct Marketing Association (www.the-dma.org) is the leading global trade association of businesses and nonprofit organizations using and supporting multichannel direct marketing tools and techniques. DMA advocates standards for responsible marketing, promotes relevance as the key to reaching consumers with desirable offers, and provides cutting-edge research, education, and networking opportunities to improve results throughout the end-to-end direct marketing process. Founded in 1917, DMA today represents more than 3,100 companies from dozens of vertical industries in the US and 48 other nations, including half of the Fortune 100 companies, as well as nonprofit organizations.

Publications: The Bottom Line (monthly); The DMA Insider(quarterly).

Personnel:

Lawrence Kimmel (Chief Exec. Officer)

EMA

eMarketing Association
224 Post Rd. #129
Westerly, RI 02891
Tel: 401-315-2194
E-mail: service@emarketingassociation.com
Web Site: www.emarketingassociation.com

Members: 149,000

Mission Statement: The eMarketing Association is the professional association for companies and individuals involved in the practice of eMarketing and the integration of online and traditional marketing.

Publications: The eMA News (monthly newsletter)

Personnel:

Robert Fleming (Pres. & Chief Exec. Officer)

HPRA

Hispanic Public Relations Association
P.O. Box 86760
Los Angeles, CA 90086-0760
Tel: 626-403-3200
Web Site: www.hpra-usa.org

Mission Statement: HPRA was founded in 1984 as a nonprofit organization to establish a network of Hispanics employed in the public relations profession in the Southern California area. HPRA has more than 150 members representing public relations, marketing and advertising professionals from agencies, government, non-profit and corporate companies. HPRA is dedicated to the advancement of Hispanic professionals and provides educational seminars and workshops throughout the year. HPRA also grants scholarships to Hispanic students attending Southern California universities and honors notable individuals in the communications field at its annual PRemio Awards. HPRA strives to be a resource for communications professionals and for those seeking insights into the Hispanic market.

Personnel:

Ivette Zurita (Pres.)
Lourdes Rodriguez (V.P.)
Mario Flores (Treas.)

IAA

International Advertising Association
275 Madison Ave. Ste. 2102
New York, NY 10016
Tel: 212-557-1133; FAX: 212-983-0455
E-mail: iaa@iaaglobal.org
Web Site: www.iaaglobal.org
Year Founded: 1938

Members: 4,000

Mission Statement: The International Advertising Association is committed to fight unwarranted regulation on behalf of all those engaged in responsible commercial speech and to act as an advocate for freedom of choice for individuals across all consumer and business markets. The IAA champions advertising as a force for growth in all free market societies. Advertising revenues ensure an independent, pluralistic, affordable media with competing channels of information for consumers, which ensure that individuals have choices. The IAA is uniquely positioned to intercept emerging industry trends before they become obvious, and to provide its members with an international, multi-industry forum for the global exchange of knowledge, best practices, professional development, intelligence, experience and ideas.

Personnel:

Michael Lee (Exec. Dir.)
Alan Rutherford (Chm. & World Pres.)

IAN

Intermarket Agency Network
5307 S 92nd St
Hales Corners, WI 53130
Tel: 414-425-8800; FAX: 414-425-0021
E-mail: bille@nonbox.com
Web Site: www.intermarketnetwork.com
Year Founded: 1967

Members: 20 U.S., 70 Worldwide

Mission Statement: To provide an opportunity for members to work with counterpart agencies in national and international markets. To observe, support and learn from member agencies. To obtain information and assistance concerning sources, suppliers, employees, applicants, clients' businesses, prospective clients, etc. To receive help with specific problems and to provide an interchange of information pertaining to the efficient management and daily operations of an advertising agency. To maintain the highest level of performance for our clients.

Personnel:

Steve Karakas (Pres.)
William Eisner (Exec. Dir.)

ICOM

International Communications Agency Network, Inc.
PO Box 490
1649 Lump Gulch Rd
Rollinsville, CO 80474-0490
Tel: 303-258-9511; FAX: 303-484-4087
E-mail: info@icomagencies.com
Web Site: www.icomagencies.com
Year Founded: 1950

Members: 75

Mission Statement: To provide effective integrated communications resources to our clients internationally.

Publications: Monthly electronic newsletter; Meeting Directory

Personnel:

Gary Burandt (Exec. Dir.)
DeAnna Maracotte (Mgr.)

IPREX, INC.

11 Pointe Terrace
Atlanta, GA 30339
Tel: 770-763-5846; FAX: 770-763-5834
E-mail: experts@iprex.com
Web Site: www.iprex.com
Year Founded: 1983

Members: 62

Mission Statement: IPREX is a corporation of independent marketing communication companies with partners worldwide. IPREX's services offer global reach with local expertise.

Personnel:

Jim Walsh (Pres.-Worldwide)
Bobbie Goodwin (Admin.)

MAA WORLDWIDE

Marketing Agencies Association Worldwide, Inc.
89 Woodland Cir.
Minneapolis, MN 55424
Tel: 952-922-0130; FAX: 760-437-4141
Web Site: www.maaw.org
Year Founded: 1968

Members: 50

Mission Statement: The Marketing Agencies Association Worldwide (MAA) is the only global organization dedicated solely to the professional development of and interaction between owner-principals, CEOs and managing directors of marketing agencies around the world. Our primary objective is to promote the reputation and recognition of our industry and to foster a better understanding among clients of how our members' commitment to best-in-class marketing practices enriches the overall marketing process globally.

Personnel:

Keith McCracken (Exec. Dir.)

MAGNET, INC.

Marketing & Advertising Global Network
1017 Perry Hwy. Ste. 5
Pittsburgh, PA 15237
Tel: 412-366-6850; FAX: 412-366-6840
E-mail: mxdirector@verizon.net
Web Site: www.magnetglobal.org
Year Founded: 1946

Members: 39

Mission Statement: MAGNET, Inc. is organized as a non-profit corporation to raise the standards of advertising agency service by cooperation, dialogue, and the exchange of information on

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advertising agency management and all phases of advertising. Affiliated firms meet at regular intervals to compare experiences and to discuss ways and means of improving standards of operation and general welfare of members and non-members.

Publications: MAGNET Newsletter (weekly); MAGNET Matters (3 times a year).

Personnel:

Cheri D. Gmiter (Exec. Dir. & Controller)

MCEI

PO Box 58530
Seattle, WA 98138
Tel: 206-623-8632
Web Site: www.mcei-seattle.org
Year Founded: 1979

Members: 75

Mission Statement: The MCEI is a dynamic group of senior business people from around the world, who have formed a fellowship that spans 9 national chapters, in 8 countries. The members of MCEI represent the professions of Marketing, Public Relations, Advertising, Communications and Corporate Executives. In a nut shell, MCEI is:

- A unique international association spanning the entire spectrum of business management and marketing communication techniques, not being committed to any medium, but bringing together a wide universe of ideas involving all media and ways of action.
- People, a great diversity of top-level people in marketing, advertising, public relations, sales promotion and other disciplines in the business field.
- Education, through Conferences and Workshops to the study and training of new techniques and trends.
- Information, through newsletters and other media - ides, news, meeting, highlights and case histories.
- Recognition, especially in the coveted "Marketing Excellence Award", of which three are given each year by an international jury of renowned experts.
- Events - in addition to the world congress every two years and the seminars, MCEI Chapters conduct regular meeting programs providing educational opportunities.
- Professionalism - a place for every member to expand his or her expertise in the full range of marketing communications and management areas.
- Friendship - conviviality, cordiality, user-friendliness and solidarity are giving the true image and the very special spirit of a dynamic and efficient human network.

Personnel:

Suzanne Mueller (Pres.)
Pete DeLaunay (Dir.-Membership)

MFSA

Mailing & Fulfillment Service Association
1421 Prince St., Ste. 410
Alexandria, VA 22314-2806
Tel: 703-836-9200; FAX: 703-548-8204
E-mail: kloveridge@mfsanet.org
Web Site: www.mfsanet.org
Year Founded: 1920

Mission Statement: MFSA is the national trade association for the mailing and fulfillment services industry. The MFSA is comprised of over 700 mailhouses, lettershops, fulfillment businesses, and direct mail agencies across the United States and in five foreign countries.

Publications: Who's Who - The MFSA Blue Ribbon Buyer's Guide to Mailing and Fulfillment Companies; PostScripts newsletter (monthly); Postal Points (18 times per year); The Business Owner (bi-monthly)

Personnel:

Ken Garner (Pres. & Chief Exec. Officer)
Leo Raymond (V.P.-Postal & Member Rels.)
Kimberly Kight (Mgr.-Commun.)

NAD

National Advertising Division
70 W 36th St, 13th Fl.
New York, NY 10018
Tel: 212-947-5131; FAX: 212-705-0130
E-mail: alevine@nad.bbb.org
Web Site: www.nadreview.org
Year Founded: 1971

Members: 8 Attorneys

Mission Statement: The National Advertising Division (NAD) of the Council of Better Business Bureaus is an investigative arm of the National Advertising Review Council (NARC). It is charged with the responsibility of monitoring and evaluating truth and accuracy in national advertising. The majority of NAD cases come from competitive challenges, but advertising review proceedings can also be opened based on complaints from local Better Business Bureaus or consumers. Cases also arise from NAD's routine monitoring of advertising and promotion in all media.

Publications: NARC Advertising Law Reports (10 print editions each year, extensive online archive)

Personnel:

Andrea C. Levine (Dir.)

NAMA

National Agri-Marketing Association
11020 King St., Ste. 205
Overland Park, KS 66210
Tel: 913-491-6500; FAX: 913-491-6502
E-mail: agrimktg@nama.org
Web Site: www.nama.org
Year Founded: 1957

Members: 3,500

Mission Statement: NAMA is the organization that delivers the highest value in agri-marketing professional development by providing continuing education opportunities; leadership experience; and an information exchange, while fostering a positive image for agribusiness.

Personnel:

Jenny Pickett (Exec. Dir.)

NARB

National Advertising Review Board
70 W 36th St, 13th Fl.
New York, NY 10018
Tel: 212-705-0114 ; FAX: 212-705-0136
E-mail: bhopewell@narc.bbb.org
Web Site: www.narbreview.org
Year Founded: 1971

Mission Statement: The National Advertising Review Board (NARB) is the appellate division of the National Advertising Review Council (NARC). When advertisers or challengers disagree with the findings of the National Advertising Division (NAD) or Children's Advertising Review Unit (CARU), they may appeal decisions to the NARB for additional review. NARB is made up of 70 professionals from three different categories: national advertisers (40 members), advertising agencies (20 members) and public members (10). Each NARB panel consists of five members - three advertiser members, one agency member and one public member. To assure a panel's impartiality, care is taken to screen out any actual or apparent conflicts of interest that an NARB panel may have.

Publications: NARC Advertising Law Reports (10 print editions each year, extensive online archive.)

Personnel:

Howard Bell (Chm.)
Bruce Hopewell (Dir.)

NCOAA

North Carolina Outdoor Advertising Association
Five W. Hargett St., Ste. 310
Raleigh, NC 27601

Tel: 919-821-3211; FAX: 919-834-4891

E-mail: tony.adams@ncoaa.com

Personnel:

Tony L. Adams (Exec. Dir.)

NEW YORK/AMA

New York American Marketing Association

116 E 27th St 6th Fl

New York, NY 10016

Tel: 212-687-3280; FAX: 212-557-9242

E-mail: info@nyama.org

Web Site: www.nyama.org; www.greenbook.org; www.effie.org

Year Founded: 1931

Members: 1,000

Mission Statement: To advance the practice and appreciation of effective marketing, and to enhance the accessibility and understanding of effective marketing through international awards (EFFIE®), directories, publications, conferences, seminars, web sites, and career development resources.

Publications: The GreenBook® (annual); New York AMA Update (bi-weekly)

Personnel:

Mary Lee Keane (Exec. Dir.)

Denise McDevitt (Assoc. Dir.)

OAAA

Outdoor Advertising Association of America, Inc.

1850 M St. N.W., Ste 1040

Washington, DC 20036

Tel: 202-833-5566 & 202-776-1854; FAX: 202-833-1522

E-mail: info@oaaa.org

Web Site: www.oaaa.org

Year Founded: 1891

Members: 800

Mission Statement: OAAA is the trade association for nearly 800 outdoor advertising companies which make up 90 percent of the industry's revenue. It is dedicated to leading and uniting a responsible outdoor advertising industry that is committed to serving the needs of advertisers, consumers, and communities. Outdoor advertising companies generate \$5.9 billion annually in ad revenues and donate space to charitable organizations in excess of \$400 million each year.

Publications: Basics; Various outdoor advertising sales & marketing pieces; OBIE Award Book

Personnel:

Nancy J. Fletcher (Pres. & Chief Exec. Officer)

Ken Klein (Exec. V.P.-Govt. Rels.)

Stephen Freitas (Chief Marketing Officer)

Myron Laible (V.P.-State, Local & Regulatory Affairs)

Marci Werlinich (V.P.-Membership & Admin.)

Kerry Yoakum (V.P.-Govt. Affairs)

Jeff Golimowski (Dir.-Commun.)

Makeda Kefale (Mgr.-Mktg. Programs)

Monisha Blair (Mgr.-Mktg. Research & Web Admin.)

Debi Violante (Mgr.-Membership & Admin.)

PAC

Public Affairs Council

2033 K St. N.W., Ste. 700

Washington, DC 20006

Tel: 202-872-1790; FAX: 202-835-8343

E-mail: pac@pac.org

Web Site: www.pac.org

Year Founded: 1954

Members: 600

Mission Statement: The Public Affairs Council is the leading association for public affairs professionals. Its mission is to advance the field of public affairs and to provide tools and resources that enable public affairs executives and managers to achieve their

business and professional goals.

Publications: Impact newsletter (monthly)

Personnel:

Douglas J. Pinkham (Pres.)

PMA

Promotion Marketing Association

650 First Ave. Ste. 2SW

New York, NY 10016

Tel: 212-420-1100; FAX: 212-533-7622

E-mail: pma@pmalink.org; bcarlson@pmalink.org

Web Site: www.pmalink.org

Year Founded: 1911

Members: 400

Mission Statement: The PMA is the national nonprofit trade association dedicated to the industry of marketing disciplines that motivate behavior, activate response and build brands. Representing \$750 billion in sales, these disciplines include promotion marketing, digital marketing, shopper/retailer marketing, sponsorship and experiential marketing. Founded in 1911, the PMA has championed this industry through its combination of research, education, advocacy, and collaboration opportunities. The organization's membership is comprised of Fortune 500 companies, top marketing agencies, law firms, retailers, service providers and academia, representing thousands of brands worldwide. The PMA is headquartered in New York City with its affiliate, the PMA Educational Foundation, Inc.

Publications: PMA SmartBrief e-Newsletter (weekly); PMA Legal Bulletin (bi-monthly), Reggie database, books, white papers, research reports

Personnel:

Bonnie J. Carlson (Pres.)

Ed Kabak (Chief Legal Officer)

Lana Mavreshko (Chief Fin. Officer)

Dave Wallace (V.P.-Membership)

Kathleen Mulcahy (V.P.-Mktg.)

POPAI

Point-of-Purchase Advertising International

1600 Duke St. Ste. 400

Alexandria, VA 22314

Tel: 703-373-8800

E-mail: info@popai.com

Web Site: www.popai.com

Year Founded: 1936

Members: 1,700 Corporate Affiliates

Mission Statement: POPAI is the global trade association for the marketing at-retail industry. We are dedicated to serving its more than 1,700 members internationally by promoting, protecting and advancing the broader interests marketing at-retail through research, education, trade forums and legislative efforts on behalf of retailers, brand marketers, ad agencies and those producing marketing at-retail programs.

Personnel:

Kevin J. Murphy (V.P.-Member Svcs.)

POSTCOM

Association for Postal Commerce

1901 N. Fort Myer Dr., Ste. 401

Arlington, VA 22209-1609

Tel: 703-524-0096; FAX: 703-997-2414

E-mail: info@postcom.org

Web Site: www.postcom.org

Year Founded: 1947

Members: 156 member companies

Mission Statement: PostCom represents those who use and those who support the use of mail as a medium of business communication and commerce.

Publications: PostCom Bulletin (weekly).

ASSOCIATIONS

Personnel:

Gene A. Del Polito, Ph.D. (Pres.)
Jessica Lowrance (V.P.)
Caroline Miller (Administrative Dir.)

PRSA

Public Relations Society of America
33 Maiden Ln. 11th Fl.
New York, NY 10038-5150
Tel: 212-460-1400; FAX: 212-995-0757
E-mail: info@prsa.org
Web Site: www.prsa.org
Year Founded: 1947

Members: 31,000 professional and student members

Mission Statement: With the vision to unify, strengthen and advance the public relations profession, PRSA helps to build value and demand for, and global understanding of, public relations. PRSA also helps to advance public relations professionals by offering professional development opportunities through continuing education programs, information exchange forums, and research projects conducted on the national and local levels. With more than 31,000 members, PRSA is the largest organization of public relations professionals and students. PRSA is comprised of 111 local Chapters organized into 10 geographic Districts; 16 Professional Interest Sections that focus on issues, trends and research relevant to specialized practice areas, such as technology, health care, financial communications, entertainment and sports, and travel tourism; and the Public Relations Student Society of America (PRSSA), which has more than 300 Chapters at colleges and universities in the United States and abroad.

Publications: Public Relations TACTICS newspaper (monthly); The Public Relations Strategist (quarterly); Issues & Trends E-Newsletter; PRSSA FORUM (monthly); Public Relations Journal (quarterly).

Personnel:

Rosanna Fiske, APR (Chm. & CEO)
William Murray (Pres. & COO)

RAB

Radio Advertising Bureau
125W. 55 St. Fl. 21
New York, NY 10019
Tel: 212-681-7200 & 800-252-7234; FAX: 212-681-7223
E-mail: marketing@rab.com
Web Site: www.rab.com
Year Founded: 1951

Members: 7,000

Mission Statement: The Radio Advertising Bureau is the sales and marketing arm of the Radio industry providing advertisers and agencies with research, information and outreach programs that support their ability to best utilize radio in the media mix. With more than 6,000 member radio stations in the U.S., and over 1,000 additional members in networks, representative firms, sales and international organizations, RAB is dedicated to designing, developing, and implementing solutions-based programs, research, tools and activities for its radio members, advertisers, and agencies.

Publications: Radio Marketing Guide & Fact Book for Advertisers (online); RAB Co-op Directory (online); RAB Instant Backgrounds (online)

Personnel:

Jeff Haley (Pres. & Chief Exec. Officer)
Leah Kamon (Sr V.P.-Mktg. & Comm.)

SAMA

Strategic Account Management Association
33 N. LaSalle St. Ste. 3700
Chicago, IL 60602
Tel: 312-251-3131; FAX: 312-251-3132
E-mail: info@strategicaccounts.org
Web Site: www.strategicaccounts.org
Year Founded: 1964

Members: 3,000 Global Members

Mission Statement: The Strategic Account Management Association is a non-profit organization solely devoted to developing and promoting the concept of customer-supplier partnering. We're dedicated to the professional and personal development of the executives charged with managing national, global, and strategic customer relationships. We do the work for you, saving you the time by scanning the environment for relevant information and making it available in a variety of formats.

Awards: Performance Award; Executive of the Year Award

Publications: Velocity (quarterly); Annual Conference Proceedings on CD; Annual Survey of Strategic Account Management Compensation Practices; Strategic Accounts Contracts and Pricing Study Report; Books: Impact Without Authority; Harnessing Global Potential; The Trust Imperative; Unlocking Profits; Spotlight (Quarterly online).

Personnel:

Bernard Quancard (Pres. & Chief Exec. Officer)



SECOND WIND

1424 Penn Ave.
P.O. Box 6284
Wyomissing, PA 19610-0284
Tel: 610-374-9093; FAX: 610-374-9238
E-mail: info@secondwindonline.com
Web Site: www.secondwindonline.com
Year Founded: 1988

Members: 700

Mission Statement: Second Wind is a thought leader and innovator committed to providing world-class content, advice and services to help small to mid-sized advertising, graphic design, marketing, interactive and public relations firms grow and succeed. Founded in 1988 by former agency owner and entrepreneur Anthony P. Mikes, Second Wind offers a vast collection of industry tools, knowledge, support services and collaborative venues to help meet the daily needs of professional marketing businesses. One critically needed resource is University of Advertising Online Training, aimed at the ongoing education of working advertising and marketing professionals in valuable industry skills. Second Wind currently serves thousands of agency owners, managers and employees across North America and internationally.

Publications: The Second Wind Newsletter (monthly); The Small Agency Survival Manual; Lifeblood: A 365 Day New Business Plan for Smaller Agencies; The Annual Agency Survey; The Account Service Bible

Personnel:

Anthony P. Mikes (Pres. & Mng. Dir.)
Laurie Mikes (COO)

TAAN

Transworld Advertising Agency Network
32 Westwood St.
Newton, MA 02465
Tel: 617-795-1706; FAX: 419-790-1706
E-mail: peterg@taan.org
Web Site: www.taan.org
Year Founded: 1936

Members: 49

Mission Statement: TAAN adds strength, breadth, and reach to the owners and managers of independent marketing communication companies. Strength, through the sharing of management information, systems, and technologies. Breadth, through cooperative utilization of the broad range of talents, skills, and

expertise of each member. Reach, through affiliations with local independent agencies around the world. TAAN members gain assistance from one another in all areas of agency operations, growth and development.

Publications: Newsletter (Semi-Annually); Agency Expertise Directory (Annually); Comparative Financial Analysis (Annually); Billing & Production Cost Survey (Annually); Employee Benefits Survey (Annually)

Personnel:

Peter Gerritsen (Pres.)

TAB

Traffic Audit Bureau for Media Measurement
271 Madison Ave., Ste. 1504
New York, NY 10016
Tel: 212-972-8075; FAX: 212-972-8928
E-mail: inquiry@tabonline.com
Web Site: www.tabonline.com
Year Founded: 1933

Members: 450

Mission Statement: The Traffic Audit Bureau for Media Measurement is a not-for-profit tripartite organization whose primary purpose is to authenticate circulation data for Out-of-Home media. It seeks to inform and educate the advertising community regarding the quantitative and qualitative values of all forms of Out-of-Home media-accomodating new forms, as developed, without compromising standards of integrity. In special instances, TAB also audits visibility values and certifies advertising placement.

Publications: Planning for Out-of-Home Media (primer)

Personnel:

Joseph Philport (Pres. & Chief Exec. Officer)
Larry Hennessy (V.P.-Audit Policy & Member Svcs.)

THINKLA

ThinkLA
4223 Glencoe Ave. Ste C-100
Marina del Ray, CA 90292
Tel: 310-823-7320 ext. 22; FAX: 310-823-7325
E-mail: info@thinkla.org
Web Site: www.thinkla.org
Year Founded: 1947

Members: 41 Agencies

Mission Statement: We have engaged the strongest thought leadership in our industry to join and support this mission. Our membership includes professionals and companies communicating with consumers and motivating purchase via creative messages. These include advertisers; media; entertainment and production companies; advertising and marketing agencies; and supplies industries serving the above. We pledge to help constituent members recruit the best talent and provide comprehensive training throughout all levels of the community. Through supporting our members, we intend to be a leader in bringing new business to the region and expanding existing businesses. We seek to increase diversity in the community, the industries we serve, and the media. We promise to contribute to a healthy community through networking, educational, social and charitable events, to advance the best interests standards and ideals of our business.

Personnel:

Susan Franceschini (Exec. Dir.)

WDMI/NY

Women in Direct Marketing International-New York Chapter
c/o Berenice Ladden, DMD
200 Circle Dr. N.
Piscataway, NJ 08854
Tel: 973-868-0047

Web Site: www.wdmi.org

Year Founded: 1971

Members: 150

Mission Statement: "Not for Women Only" Organization founded 32 years ago for the education and networking of people in the direct marketing industry. We fund a summer internship program for the Direct Marketing Foundation.

Publications: Newsletter (quarterly)

Personnel:

Berenice Ladden (Pres.)
Dave Mandleur (Treas.)
Barbara Lewis (Dir.-Events)
Karen Weinstein (Dir.-Creative)
Karen Wolf (Dir.-Pub. Rels.)
Amy Zamir (Dir.-Scholarships)

WOMMA

Word of Mouth Marketing Association
65 E. Wacker Pl. Ste. 500
Chicago, IL 60601
Tel: 312-853-4400; FAX: 312-275-7687
E-mail: membership@womma.org
Web Site: www.womma.org

Personnel:

Kristen Smith (Exec. Dir.)

YELLOW PAGES INTEGRATED MEDIA ASSOCIATION

d/b/a Yellow Pages Association
Connell Corporate Park
400 Connell Dr. Ste. 1100
Berkeley Heights, NJ 07922-2747
Tel: 908-286-2380; FAX: 908-286-0620
Web Site: www.ypassociation.org
Year Founded: 1975

Members: 400

Other offices:

Membership/Operations:

820 Kirts Blvd. Ste 100
Troy, MI 48084-4836
Tel.: 248-244-6200; Fax: 248-244-0700
Cindi Aldrich, Dir-Membership & Conference Sales
Kathy Roush, V.P.-Operations

National Marketing Division:

One Thorn Run Road
Moon Township, PA 15108
Tel.: 412-269-0663; Fax: 412-269-0655
Nancy Augustine, Sr. V.P.

Mission Statement: Originally founded in 1975 as the National Yellow Pages Service Association (NYPSA), the Yellow Pages Association (YPA) is the largest trade organization of a print and digital media industry valued at more than \$31 billion worldwide. Association members include Yellow Pages publishers, who produce products that account for almost 95 percent of the Yellow Pages revenue generated in the U.S. and Canada. Members also include the industry's international, national and local sales forces, certified marketing representatives (CMRs) and associate members, a group of industry stakeholders that include Yellow Pages advertisers, vendors and suppliers. The Association has members in 29 countries.

Personnel:

Negley Norton (Pres.)
Donna Borowicz (Chief Fin. Officer)

