4A's
American Association of Advertising Agencies
1065 Ave. of the Americas, 16th Fl.
New York, NY 10018
Tel: 212-682-2500; FAX: 212-682-8391
E-mail: info@aaaa.org
facebook: https://www.facebook.com/aaaaorg
Year Founded: 1917
Members: 750 Member Offices
Organization Description: Founded in 1917, the 4A’s is the national trade association representing the advertising agency business in the United States. It is a management-oriented association that offers its members the broadest possible services, expertise and information regarding the advertising agency business. Its membership produces approximately 80 percent of the total advertising volume placed by agencies worldwide.
Publications: Best practice booklets, industry surveys and bulletins, white papers and position papers (various); 4A’s SmartBrief (daily e-mail newsletter)
Personnel:
Nancy Hill (Pres. & Chief Exec. Officer)
Todd Hittle (Chief Oper. Officer & Chief Fin. Officer)
Mollie Rosen (Exec. V.P.-Agency Relations & Membership)

AAM
Alliance for Audited Media
(Formerly Audit Bureau of Circulations)
48 W Seegers Rd
Arlington Heights, IL 60005
Tel: 224-366-6939; FAX: 224-366-6949
E-mail: michael.lavery@auditedmedia.com
Year Founded: 1914
Members: 4,000
Organization Description: The Alliance for Audited Media (AAM) is a non-profit organization that connects North America’s leading media companies, advertisers and ad agencies. Founded in 1914 as the Audit Bureau of Circulations, the AAM is the preeminent source of cross-media verification and information services, providing standards, audit services and data critical to the advertising industry. The organization independently verifies print and digital circulation, mobile apps, website analytics, social media, technology platforms and audience information for newspapers, magazines and digital media companies in the U.S. and Canada.
Personnel:
Tom Drouillard (Pres. CEO & Mng. Dir.)
Neal Lulofs (Exec. V.P.-Mktg. & Strategy)
Mark A. Wachowicz (Exec. V.P.-Bus. Innovation)

AC
The Advertising Council, Inc.
815 2nd Ave., 9th Fl.
New York, NY 10017
Tel: 212-922-1500; FAX: 212-922-1676
E-mail: info@adcouncil.org
Year Founded: 1942
Organization Description: The Ad Council is a private, non-profit organization with a rich history of marshalling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced literally thousands of PSA campaigns addressing the most pressing social issues of the day, the Ad Council has affected, and continues to affect, tremendous positive change by raising awareness, inspiring action and saving lives.
Publications: The Public Service Advertising Catalog (quarterly)
Personnel:
Lisa Sherman (Pres. & Chief Exec. Officer)
Jon Fish (CFO & Exec. V.P.)
Barbara Leshinsky (Exec. V.P.-Devel.)
Priscilla Natkins, (Executive V.P. & Dir-Client Svcs.)
Paula Veale (Exec. V.P.-Corp. Commun.)
Beth Ellard (Exec. V.P.-Media)
Ellyn Fisher (Sr. VP-PR & Social Media)
### ASSOCIATIONS

#### 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

**Year Founded:** 1920

**Members:** 1,300

**Organization Description:** Founded in 1920, ADC is the premier organization for leaders in visual communication, boasting one of the most concentrated groups of creative talent in the world. A not-for-profit membership organization, ADC’s mission is to connect creative professionals around the globe, while simultaneously provoking and elevating world-changing ideas. ADC provides a forum for creatives of all levels in advertising, design, interactive media and communications to explore the direction of these rapidly converging industries.

**Publications:** ADC Magazine

**Personnel:**
- Olga Grisaitis (Dir.-Ops.)
- Jen Larkin Kuzier (Dir.-Awards Programs)
- Kimberly Hanzich (Mgr.-Info.)

#### THE ADVERTISING CLUB
The Advertising Club, New York
989 Avenue of the Americas, 7th Fl.
New York, NY 10018
Tel: 212-533-8080
E-mail: gina@theadvertisingclub.org
Web Site: www.theadvertisingclub.org, Twitter: https://twitter.com/AdClubNY; Facebook: https://www.facebook.com/TheAdClub/

**Year Founded:** 1896

**Members:** 3,800

**Organization Description:** The Advertising Club of New York is the advertising industry’s leading organization, providing members access to a network of thought leaders, the fuel for creativity, greater diversity, and the best training for professional development. The AD Club represents the vision and mission of a vibrant international advertising community across crafts, uniting professionals around a shared experience and passion in the name of exchanging ideas and best practices for business.

**Personnel:**
- Gina Grillo (Pres. & CEO)
- Cathryn Weber-Gonyo (VP-Membership & Professional Dev)
- Kris Earley (Director - Business Development)
- Lucy Truglio (Director - International ANDY Awards)
- Elicia Greenberg (Director - Programs)
- Tiffany Edwards (Mgr.-Foundation & Inclusion)
- Ariel Blakeman (Mgr.-International ANDY Awards and Professional Development)
- Alexandria Alava (Coord-Membership and Programs)

#### AEF
**The Advertising Educational Foundation, Inc.**
220 E. 42nd St., Ste. 3300
New York, NY 10017-5806
Tel: 212-986-8060
FAX: 212-986-8061
E-mail: info@aeef.com
Facebook: www.facebook.com/AEForf

**Year Founded:** 1983

**Members:** 50 Member Board of Directors

**Organization Description:** The AEF is a nonprofit operating foundation established in 1983 and supported by agencies, advertisers and media companies. The mission of the Advertising Educational Foundation is to enrich the understanding of advertising and its role in culture, society and the economy. They will achieve this by stimulating a balanced dialogue about advertising, creating/distributing educational content, and attracting the highest level of talent to the industry.

**Publications:** “Advertising & Society Review” and “ADText” curriculum online at www.aef.com

**Personnel:**
- Paula Alex (Pres. & CEO)

#### AMA
**American Marketing Association**
311 S. Wacker Dr.
Chicago, IL 60606
Tel: 312-542-9000; FAX: 312-542-9001
E-mail: info@chicago.ama.org

**Year Founded:** 1937

**Members:** 20,000 Professional Members & 10,000 Collegiate Members

**Organization Description:** The American Marketing Association (AMA) was established in 1937 by visionaries in marketing and academia. Today, the AMA has grown to be one of the largest marketing associations in the world, with over 30,000 members who work, teach and study in the field of marketing across the globe. As the leading organization for marketers, AMA is the trusted go-to resource for marketers and academics. The AMA is counted on as the most credible marketing resource where their members can stay relevant with knowledge, training and tools to enhance lifelong learning and obtain valuable information and connections. The AMA is constantly innovating and evolving, helping to shape the field as well as keep abreast of the changing global marketplace to help members excel in their careers.

**Publications:** Marketing News; Marketing Management; Marketing Health Services; The Journal of Marketing; Journal of Marketing Research; Journal of International Marketing; Journal of Public Policy & Marketing

**Personnel:**
- Russel Klein (CEO)

#### AMIN
**Advertising & Marketing International Network**
3587 Northshore Dr.
Wayzata, MN 55391
Tel: 952-471-7752; E-mail: jsundby@aminworldwide.com
Web Site: www.aminworldwide.com, Twitter: https://twitter.com/AminAmerica, Facebook: https://www.facebook.com/aminAmerica

**Year Founded:** 1932

**Members:** 47

**Organization Description:** AMIN Worldwide was established to offer clients the advantages of a global network combined with the fast, enthusiastic dynamics of the independent, integrated hotshop. Overflowing with local insight, hungry for opportunities and packed with award-winning talent and experience working on some of the world’s leading brands, AMIN is an alliance of independently owned agencies that collectively offer global network coverage like no other.
ASSOCIATIONS

Personnel:
Susie Ketterer (Pres.-AMIN Americas)

APC-NY
Advertising Production Club of New York
Showtime Networks
1633 Broadway, New York, NY 10019
Tel.: 212-716-7767
E-mail: info@apc-nyc.org
Web Site: www.apc-nyc.org, Twitter: https://twitter.com/apcnc
Facebook: https://www.facebook.com/apcny
Year Founded: 1931
Members: 500
Organization Description: The Advertising Production Club of New York (APC-NYC) is a community of production professionals in traditional, digital and emerging media. The APC provides educational programs and networking opportunities designed to keep our members informed about new technologies, best practices and industry trends. The APC performs this service to the industry in an effort to raise money to be awarded as scholarships to those interested in studying the graphic arts.
Publications: Newsletter (quarterly)

Personnel:
Paul Nicholson (Pres.)

APRC
Automotive Public Relations Council
25925 Telegraph Road, Ste. 350
Southfield, MI 48033
Tel: 248-430-5951; FAX: 248-952-6404
E-mail: jlaskowski@oesa.org
Web Site: http://www.oesa.org/Councils-Committees/Automotive-Public-Relations-Council
Year Founded: 1974
Members: 50
Organization Description: APRC is a common-grounds profession(al organization for public relations practitioners in all segments of the automotive industry whether OE, aftermarket, performance, passenger car or heavy duty truck. Today, APRC operates under the management and oversight of the Original Equipment Suppliers Association (OESA) in the heart of the automotive industry and welcomes members from all aspects of automotive communications.
Publications: APRC News, OESA News

Personnel:
Jeff Laskowski (Dir.)

ARC
Agricultural Relations Council
605 Columbus Ave., S
New Prague, MN 56071
Tel: 952-758-5811; FAX: 952-758-5813
E-mail: arc@agandgcomm.com
Web Site: www.agrelationscouncil.org, Twitter: https://twitter.com/AgRelations, Facebook: https://www.facebook.com/groups/agrelationscouncil/
Year Founded: 1953
Members: 80
Organization Description: The Agricultural Relations Council is the only association dedicated to serving the unique needs of public relations professionals working in agriculture, food, fiber and other related industries. ARC is a conduit for problem-solving, idea-sharing and collaboration among members, who share a passion for excellence in public relations.
Publications: ARCLight (4 times per year)

Personnel:
Den Gardner (Exec. Dir.)

A.R.E./POPAI
Association of Retail Environments/Point-of-Purchase Advertising International
4651 Sheridan St., Ste. 470
Hollywood, FL 33021
Tel: 954-893-7300; Fax: 954-893-7500
E-mail: are@retailenvironments.org
Year Founded: 1931
Organization Description: A.R.E. (Association for Retail Environments) and POPAI (Point of Purchase Advertising International) merged to form a combined new association that will be rebranded in the coming months. The new association will provide expanded services, including research, education and networking to approximately 2,000 member companies on six continents.
Personnel:
Todd Dittman (Exec. Dir.)

ARF
Advertising Research Foundation
432 Park Ave. S.
New York, NY 10016-8013
Tel: 212-751-5656; FAX: 212-319-5265
E-mail: info@thearf.org
Web Site: www.thearf.org, LinkedIn: http://www.linkedin.com/company/advertising-research-foundation, Twitter: https://twitter.com/The_ARF
Facebook: https://facebook.com/ARF
Year Founded: 1936
Employees: 25
Organization Description: Founded in 1936 by the Association of National Advertisers and the American Association of Advertising Agencies, the ARF is dedicated to aggregating, creating, and distributing research-based knowledge that helps members make better advertising decisions. ARF members include more than 400 advertisers, advertising agencies, associations, research firms, and media companies. The ARF is the only organization that brings all members of the industry to the same table for strategic collaboration. The ARF is the industry’s authoritative source of advertising knowledge.
Publications: Journal of Advertising Research; ARF Webcasts
Events: Re!Think Annual Convention & Expo, Ogilvy Awards, Audience Measurement Conference

Personnel:
Gayle Fuguit (Chief Exec. Officer & Pres.)

AWC
The Association for Women in Communications
3337 Duke St.
Alexandria, VA 22314
Tel: 703-370-7436; FAX: 703-342-4311
E-mail: info@womcom.org
Year Founded: 1909
Members: 2,000
ASSOCIATIONS

Organization Description: The Association for Women in Communications is a professional organization that champions the advancement of women across all communications disciplines by recognizing excellence, promoting leadership and positioning its members at the forefront of the evolving communications era.

Publications: The Communiqué (bi-monthly)

Personnel:
Pamela Valenzuela (Exec. Dir.)

AWNY
Advising Women of New York
28 W. 44th St., Ste. 912
New York, NY 10036
Tel: 212-221-7969; FAX: 212-221-8296
E-mail: assistant@awny.org

Year Founded: 1912
Members: 1,700

Organization Description: Advertising Women of New York (AWNY) empowers women in the advertising industry to achieve personal and professional fulfillment at each stage of their careers. Funds raised by the organization support the philanthropic endeavors of the AWNY Foundation.

Personnel:
Lynn Branigan (Exec. Dir.)

BAA
The Brand Activation Association
650 First Ave. Ste. 2-SW
New York, NY 10016
Tel: 212-420-1100; FAX: 212-533-7622,
E-mail: baa@baalink.org; bcarlson@baalink.org, Web Site: www.baalink.org, LinkedIn: www.linkedin.com/company/brand-activation-association, Twitter: https://twitter.com/BAALink, Facebook: https://www.facebook.com/baalink

Year Founded: 1911
Members: 600

Organization Description: The Brand Activation Association (BAA) - the rebranded Promotion Marketing Association (PMA) - is the national non-profit trade association dedicated to Brand Activation disciplines that convert strategies to building consumer bonds. Representing over $750 billion dollars in sales, these disciplines include Relationship Marketing, Promotion Marketing, Retailer Marketing, Experiential Marketing, Influencer Marketing, and Content Marketing. Founded in 1911, the BAA has championed this industry through its combination of research, education, advocacy, and collaborative opportunities. The organization’s membership is comprised of Fortune 500 companies; top marketing agencies, law firms, retailers, and service providers, representing thousands of brands worldwide.

Personnel:
Bonnie J. Carlson (Pres)
Ed Kabak (Chief Legal Officer)
Lana Mavreshko (Chief Fin. Officer)
Mike Kaufman (V.P.-Mktg.)
Christine Goonan (Dir.-Membership)

BMA
Business Marketing Association
708 Third Ave., 33rd Fl.
New York, NY 10017
Tel: 212-697-5950 & 800-664-4BMA; FAX: 212-687-7310
E-mail: info@marketing.org


Year Founded: 1922
Members: 160

Organization Description: The BMA has become a division of the Association of National Advertisers (ANA), giving BMA members access to several new and significant membership benefits. This union allows the BMA to expand their community and dramatically scale our operations. ANA membership currently includes 160 B-to-B marketer member companies representing 12,000 marketers.

BPA
BPA Worldwide
100 Beard Sawmill Dr., 9th Fl.
Shelton, CT 06484
Tel: 203-447-2800; FAX: 203-447-2900
E-mail: info@bpaww.com

Year Founded: 1931
Members: 5,000

Organization Description: BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Today, in addition to auditing audience claims, through its iCompli service, BPA verifies compliance to defined government, industry, and organizational standards as well as adherence to privacy, data protection and sustainability guidelines and best practices. Performing nearly 3,800 audits in over 20 countries, BPA is a trusted resource for compliance and assurance services.

Personnel:
Glenn J. Hansen (Pres. & Chief Exec. Officer)

DMA
Direct Marketing Association, Inc.
1120 Ave. of the Americas
New York, NY 10036-6700
Tel: 212-788-7727; FAX: 212-302-6714
E-mail: customer@thedma.org

Year Founded: 1917
Members: 1,500 Companies

Organization Description: The Direct Marketing Association is the world’s largest trade association dedicated to advancing and protecting responsible data-driven marketing. Founded in 1917, DMA represents thousands of companies and nonprofit organizations that use and support data-driven marketing practices and techniques. DMA provides the Voice to shape policy and public opinion, the Connections to grow members’ businesses and the Tools to ensure full compliance with ethical and best practices as well as professional development.

Personnel:
Thomas J. Benton (CEO)

EMA
eMarketing Association
40 Blue Ridge Dr.
Charlestown, RI 02813
ASSOCIATIONS

**IAA**
International Advertising Association
747 Third Ave., 2nd Fl.
New York, NY 10017
Tel: 646-722-2612; FAX: 646-722-2501
E-mail: iaa@iaaglobal.org

**Organization Description:** The International Advertising Association was founded in 1938 to champion responsible marketing. The IAA, with its 56 chapters in 76 countries, is a one-of-a-kind global partner -ship whose members comprise advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals.

**Personnel:**
Michael Lee (Mng. Dir.)

**IAN**
Intermarket Agency Network
c/o Lavidge
2777 E. Camelback Road, Suite 300
Phoenix, AZ 85016
Tel: 480-998-2600

**Organization Description:** IAN was created by leaders of noncompetitive marketing agencies to openly exchange knowledge in a collaborative setting. Why are they unique? Unlike most networks, their membership fees aren’t inflated because they don’t require a managing director to organize meetings, speakers, on-location tours, etc. They’re an experienced, close-knit, nationwide group that trusts one another to create and lead meetings that add incredible value in numerous ways. They meet twice a year to discuss issues like new business, financials, HR, creativity, growth, the future and much more.

**Personnel:**
Alicia Wadas (Pres.)

**ICOM**
International Communications Agency Network, Inc.
PO Box 3417
Nederland, CO 80466
Tel: 808-965-8240; FAX: 303-484-4087
E-mail: info@icomagencies.com
Web Site: www.icomagencies.com, Twitter: https://twitter.com/icomagencies, Facebook: https://www.facebook.com/icomagencies/info

**Organization Description:** ICOM is the world’s largest network of independent advertising and marketing communications agencies spanning more than 65 countries.

**Personnel:**
Emma Keenan (Exec. Dir.)

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**EPICOMM**
(Formerly Association of Marketing Service Providers)
1800 Diagonal Rd., Ste. 320
Alexandria, VA 22314-2863
Tel: 703-836-9200; FAX: 703-548-8204
E-mail: info@epicomm.org
Web Site: epicomm.org, E-mail: epicomm.org LinkedIn: https://www.linkedin.com/in/epicomm-association-43189622, Twitter: https://twitter.com/EpicommAssoc, Facebook: https://www.facebook.com/naplconnect

**Year Founded:** 1920

**Organization Description:** Epicomm, the Association for Leaders in Print, Mail, Fulfillment, and Marketing Services, is a not-for-profit business management association representing companies in the $80+ billion graphic communications industry in North America. It provides industry advocacy, management training, and a comprehensive slate of business-building solutions for companies in an evolving market environment. It was created in 2014 through the merger of the Association of Marketing Service Providers (AMSP) and the National Association for Printing Leadership (NAPL-National Association of Quick Printers (NAQP).

**Publications:** Bottom Line (Monthly); Postal Points; Online Company Directory

**Personnel:**
Ken Garner (Pres. & Chief Exec. Officer)
Dawn Lospaluto (Sr. Dir.-Communications)

**HPRA**
Hispanic Public Relations Association
P.O. Box 86760
Los Angeles, CA 90086-0760
Tel: 323-359-8869
Web Site: www.hpra-usa.org, Twitter: https://twitter.com/HPRAusap
Facebook: https://www.facebook.com/pages/HPRA-USA/106898327804

**Organization Description:** The Hispanic Public Relations Association (HPRA) is the foremost organization of Hispanic public relations practitioners in the U.S. HPRA is a resource for communication professionals and for individuals seeking Hispanic market expertise. It is dedicated to the recognition and advancement of Hispanics in public relations through year-round programs, professional development seminars and networking. Together with HPRA Los Angeles, the founding chapter established in 1984, HPRA hosts one of the industry’s most anticipated annual events: the PRemio Awards and Scholarship Gala. The national organization meets the needs of the growing number of Hispanic PR practitioners, independents and agencies throughout the U.S.

**Personnel:**
Andy Checo (Pres.)
Lourdes Rodriguez (Treas.)

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**EPICOMM**
(Formerly Association of Marketing Service Providers)
1800 Diagonal Rd., Ste. 320
Alexandria, VA 22314-2863
Tel: 703-836-9200; FAX: 703-548-8204
E-mail: info@epicomm.org
Web Site: epicomm.org, E-mail: epicomm.org LinkedIn: https://www.linkedin.com/in/epicomm-association-43189622, Twitter: https://twitter.com/EpicommAssoc, Facebook: https://www.facebook.com/naplconnect

**Year Founded:** 1920

**Organization Description:** Epicomm, the Association for Leaders in Print, Mail, Fulfillment, and Marketing Services, is a not-for-profit business management association representing companies in the $80+ billion graphic communications industry in North America. It provides industry advocacy, management training, and a comprehensive slate of business-building solutions for companies in an evolving market environment. It was created in 2014 through the merger of the Association of Marketing Service Providers (AMSP) and the National Association for Printing Leadership (NAPL-National Association of Quick Printers (NAQP).

**Publications:** Bottom Line (Monthly); Postal Points; Online Company Directory

**Personnel:**
Ken Garner (Pres. & Chief Exec. Officer)
Dawn Lospaluto (Sr. Dir.-Communications)

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**HPRA**
Hispanic Public Relations Association
P.O. Box 86760
Los Angeles, CA 90086-0760
Tel: 323-359-8869
Web Site: www.hpra-usa.org, Twitter: https://twitter.com/HPRAusap
Facebook: https://www.facebook.com/pages/HPRA-USA/106898327804

**Organization Description:** The Hispanic Public Relations Association (HPRA) is the foremost organization of Hispanic public relations practitioners in the U.S. HPRA is a resource for communication professionals and for individuals seeking Hispanic market expertise. It is dedicated to the recognition and advancement of Hispanics in public relations through year-round programs, professional development seminars and networking. Together with HPRA Los Angeles, the founding chapter established in 1984, HPRA hosts one of the industry’s most anticipated annual events: the PRemio Awards and Scholarship Gala. The national organization meets the needs of the growing number of Hispanic PR practitioners, independents and agencies throughout the U.S.

**Personnel:**
Andy Checo (Pres.)
Lourdes Rodriguez (Treas.)

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**INTERNATIONAL ADVERTISING ASSOCIATION**
International Advertising Association
747 Third Ave., 2nd Fl.
New York, NY 10017
Tel: 646-722-2612; FAX: 646-722-2501
E-mail: iaa@iaaglobal.org

**Year Founded:** 1938

**Organization Description:** The International Advertising Association was founded in 1938 to champion responsible marketing. The IAA, with its 56 chapters in 76 countries, is a one-of-a-kind global partner -ship whose members comprise advertisers, media, advertising and public relations agencies, media companies, and academics. The IAA is a platform for industry issues and is dedicated to protecting and advancing freedom of commercial speech, responsible advertising, consumer choice, and the education of marketing professionals.

**Personnel:**
Michael Lee (Mng. Dir.)

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**INTERMARKET AGENCY NETWORK**
Intermarket Agency Network
c/o Lavidge
2777 E. Camelback Road, Suite 300
Phoenix, AZ 85016
Tel: 480-998-2600

**Year Founded:** 1967

**Members:** 20

**Organization Description:** IAN was created by leaders of noncompetitive marketing agencies to openly exchange knowledge in a collaborative setting. Why are they unique? Unlike most networks, their membership fees aren’t inflated because they don’t require a managing director to organize meetings, speakers, on-location tours, etc. They’re an experienced, close-knit, nationwide group that trusts one another to create and lead meetings that add incredible value in numerous ways. They meet twice a year to discuss issues like new business, financials, HR, creativity, growth, the future and much more.

**Personnel:**
Alicia Wadas (Pres.)

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**INTERNATIONAL COMMUNICATIONS AGENCY NETWORK, INC.**
International Communications Agency Network, Inc.
PO Box 3417
Nederland, CO 80466
Tel: 808-965-8240; FAX: 303-484-4087
E-mail: info@icomagencies.com
Web Site: www.icomagencies.com, Twitter: https://twitter.com/icomagencies, Facebook: https://www.facebook.com/icomagencies/info

**Year Founded:** 1950

**Members:** 75

**Organization Description:** ICOM is the world’s largest network of independent advertising and marketing communications agencies spanning more than 65 countries.

**Personnel:**
Emma Keenan (Exec. Dir.)
ASSOCIATIONS

IPREX, INC.
4254 N. Wildwood Avenue
Shorewood, WI 53211
Tel: 770-763-5846; FAX: 770-763-5834
E-mail: experts@iprex.com
Web Site: www.iprex.com


Members: 76

Organization Description: IPREX is a $250 million network of communication agencies, with 1,800 staff and 115 offices worldwide working across the spectrum of industry sectors and practice disciplines.

Personnel:
Michael Schroeder (Global Pres.)
David Watson (Exec. Dir.)
Carol Clinkenbeard (Global Administrator)

LOCAL SEARCH ASSOCIATION
820 Kirts Blvd. Ste 100
Troy, MI 48084-4836
Tel.: 248-244-6200; Fax: 248-244-0700

Year Founded: 1975

Members: 300

Organization Description: The Local Search Association is the largest trade organization of companies engaged in local advertising and marketing. The mission of the Local Search Association is to lead, serve, grow and advocate on behalf of companies that help local businesses get found and retained by active shoppers through results-driven marketing and media services. The Association is focused on elevating the industry through thought-leadership, advocacy, research and insights, and partnerships.

Personnel:
Negley Norton (Pres.)
Wesley Young (V.P.-Public Affairs)

MAGNET, INC.
Marketing & Advertising Global Network
226 Rostrevor Pl.
Pittsburgh, PA 15202
Tel: 412-366-6850; FAX: 412-366-6840
E-mail: cheri@magnetglobal.org

Year Founded: 1946

Members: 38

Organization Description: Providing global experts and local expertise, MAGNET’s independent agencies work with more than 800 consumer, retail, business-to-business and industrial clients worldwide. Members share experience, knowledge and ideas with partner agencies domestically and internationally, collaborating on business opportunities and enhancing their ability to compete, serve clients, grow their businesses and raise the standard of work in the advertising agency industry. Members must maintain a level of commitment to the Network, and new independent agencies are carefully screened before membership is granted.

Personnel:
Cheri D. Gmiter (Exec. Dir.)

MCEI
PO Box 58530
Seattle, WA 98138
Tel: 206-623-8632
Web Site: www.mcei-seattle.org, Twitter: https://twitter.com/MCEISeattle

Year Founded: 1979

Members: 75

Organization Description: In Seattle, MCEI is a unique group of senior marketing and communications professionals who participate by invitation only. The purpose of MCEI is to provide a forum where marketing and communications professionals can learn about and discuss trending topics of interest to the group. As one of the area’s oldest and most respected professional groups, Seattle MCEI is a premiere forum where members and their guests can share strategies solving new or old marketing challenges.

Personnel:
Andy Wright (Pres.)

NAD
National Advertising Division
112 Madison Avenue 3rd Floor
New York, NY 10016
Tel: 212-705-0120; FAX: 212-705-0134
E-mail: alevine@nad.bbb.org

Year Founded: 1971

Members: 8 Attorneys

Organization Description: 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.

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, Twitter: https://twitter.com/officialNAMA
Facebook: https://www.facebook.com/NationalNAMA/?ref=nf

Year Founded: 1957

Members: 1,800

Organization Description: 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
112 Madison Ave., 3rd Fl.,
New York, NY 10016
Tel: 212-705-0104; FAX: 212-705-0136
E-mail: bhopewell@narc.bbb.org

Year Founded: 1971

Organization Description: 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.

Personnel:
Wally Snyder (Chm.)
Alan Cohen (Vice Chm.)

North Carolina Outdoor Advertising Association
150 Fayetteville Street, Ste. 1270
Raleigh, NC 27601
Tel: 919-821-3211; FAX: 919-834-8880
E-mail: info@ncoaa.net
Web Site: www.ncoaa.net

Organization Description: For decades, the North Carolina Outdoor Advertising Association (NCOAA) has consisted of member companies that seek to promote responsible advertising practices while economically benefiting the communities in which they serve.

Personnel:
Lisa Reynolds (Exec. Dir.)

New York American Marketing Association
234 5th Ave.
New York, NY 10001
Tel: 212-687-3280; FAX: 212-557-9242
E-mail: info@nyama.org
Web Site: www.nyama.org; www.greenbook.org; www.effie.org,
Twitter: https://twitter.com/NewyorkAMA, Facebook: https://www.facebook.com/NewYorkAmericanMarketingAssociation

Year Founded: 1931

Members: 1,000

Organization Description: The New York American Marketing Association (NYAMA) is an organization that inspires, supports and celebrates brilliance in marketing. Founded in 1931, the NYAMA is the principal community for marketing professionals across all industries and disciplines in the New York area. Offering programs, monthly events, and interaction with the chapter through volunteer activities, they provide marketers with an opportunity to increase their knowledge and reach in the marketing community. The association also serves as a resource for all marketing events, activities and news in the New York and surrounding areas.

Personnel:
Lucas Pospichal (Mng. Dir.)

Outdoor Advertising Association of America, Inc.
1850 M St. N.W., Ste. 1040
Washington, DC 20036
Tel: 202-833-5686; FAX: 202-833-1522
E-mail: info@oaaa.org

Web Site: www.oaaa.org, Twitter: https://twitter.com/YourOAAA
Facebook: https://www.facebook.com/YourOAAA

Year Founded: 1891

Members: More than 800

Organization Description: OAAA is the trade association for nearly 800 outdoor advertising companies that make up more than 90 percent of the industry’s revenue. For 120 years, the association has been dedicated to leading and uniting a responsible outdoor advertising industry that is committed to serving the needs of advertisers, consumers, and communities.

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

Personnel:
Nancy J. Fletcher (Pres. & Chief Exec. Officer)
Ken Klein (Exec. V.P.-Govt. Affairs)
Stephen Freitas (Chief Marketing Officer)
Myron Laible (V.P.-State, Local & Regulatory Affairs)
Marci Werlinich (V.P.-Membership & Admin.)
Steve Nicklin (V.P.-Mktg.)

Public Affairs Council
2121 K St. N.W., Ste. 900
Washington, DC 20037
Tel: 202-787-5950; FAX: 202-787-5942
E-mail: pac@pac.org

Year Founded: 1954

Members: 700

Organization Description: The Public Affairs Council is the leading nonpartisan, nonpolitical association for public affairs professionals worldwide. Launched in 1954, their mission is to advance the field of public affairs and to provide members with the executive education and expertise they need to succeed while maintaining the highest ethical standards.

Personnel:
Douglas J. Pinkham (Pres.)

Association for Postal Commerce
1860 Diagonal Rd, Ste. 320
Alexandria, VA 22314-2862
Tel: 703-524-0096; FAX: 703-997-2414
E-mail: info@postcom.org
Web Site: www.postcom.org, LinkedIn: https://www.linkedin.com/company/association-for-postal-commerce, Twitter: https://twitter.com/PostCom2

Year Founded: 1947

Members: 156 member companies

Organization Description: PostCom represents those who use and those who support the use of mail for business communication and commerce.

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

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
ASSOCIATIONS


Year Founded: 1947
Members: 22,000 professional and student members
Organization Description: PRSA is the largest professional organization serving the U.S. public relations community. With a mission to “advance the profession and the professional,” PRSA provides news and information, thought leadership, continuing education and networking opportunities; sets standards of professional excellence and ethical conduct; and advocates for the business value of public relations and greater diversity among public relations professionals. Based in New York, PRSA comprises 111 local chapters; 14 Professional Interest Sections that focus on specific industries and practice areas; and the Public Relations Student Society of America (PRSSA), which is active at more than 300 colleges and universities.

Personnel:
Joseph Truncale (CEO)

RAB
Radio Advertising Bureau
125 W. 55 St. Fl. 5
New York, NY 10019
Tel: 212-681-7200 & 800-252-7234; FAX: 212-681-7223
E-mail: marketing@rab.com

Year Founded: 1951
Members: 7,000
Organization Description: 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.

Personnel:
Erica Farber (Pres. & CEO)
Leah Kamon (Sr V.P.-Mktg. & Comm.)

SAMA
Strategic Account Management Association
10 N. Dearborn St., 2nd Fl.
Chicago, IL 60602
Tel: 312-251-3131; FAX: 312-251-3132
E-mail: info@strategicaccounts.org
Web Site: www.strategicaccounts.org, LinkedIn: https://www.linkedin.com/groups/126482/profile, Twitter: https://twitter.com/strategicAccounts
Facebook: https://www.facebook.com/StrategicAccounts

Year Founded: 1964
Members: Over 8,000 Global Members
Organization Description: Founded in 1964, Strategic Account Management Association (SAMA) is a unique non-profit association focused solely on helping to establish strategic, key and global account management as a separate profession, career path and proven corporate strategy for growth. With more than 8,000 members worldwide, SAMA offers numerous training, professional development and networking events throughout North America and Europe each year in addition to research, publications and other knowledge resources.

Awards: Certified Strategic Account Manager (CSAM) designation
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, LinkedIn: http://www.linkedin.com/company/second-wind
Twitter: https://twitter.com/secondwindbuzz
Facebook: https://www.facebook.com/secondwindonline

Year Founded: 1988
Members: 700
Organization Description: Founded in 1988, Second Wind is a thought leader and innovator to the advertising and marketing community, dedicated to helping members and users “BE better.” Second Wind serves advertising, graphic design, public relations, interactive and marketing firms across the US, Canada and internationally.

Personnel:
Laurie Mikes (COO)

TAAN
Transworld Advertising Agency Network
32 Westwood St.
Newton, MA 02465
Tel: 617-795-1706
E-mail: peterg@taan.org
Web Site: www.taan.org, Twitter: https://twitter.com/TAANnews

Year Founded: 1936
Members: 51
Organization Description: TAAN adds strength, breadth, and reach to the owners and managers of independent marketing communication companies. Strength, through the sharing of man 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.

Personnel:
Peter Gerritsen (Pres.)

TAB
Traffic Audit Bureau for Media Measurement
561 Seventh Ave., 12th Fl.
New York, NY 10018
Tel: 212-972-8075; FAX: 212-972-8928
E-mail: inquiry@tabonline.com
Web Site: www.tabonline.com

Year Founded: 1933
Members: 400
Organization Description: Established in 1933, the Traffic Audit Bureau for Media Measurement Inc. is a non-profit organization whose historical mission has been to audit the circulation of out of home media in the United States. Recently TAB’s role has been expanded to lead and/or support other major out of home industry research initiatives.

Personnel:
Joseph C. Philport (Pres. & C.E.O.)
THINKLA

THINKLA
3535 Hayden Ave. Ste. 300
Culver City, CA 90232
Tel: 310-876-0650; FAX: 310-876-0648
E-mail: info@thinkLA.org
Web Site: www.thinkLA.org, LinkedIn: https://www.linkedin.com/company/thinkLA
Facebook: https://www.facebook.com/thinkLA

Year Founded: 2006

Members: 57 Corporate, 550 Individual

Organization Description: The mission of thinkLA is to connect, inspire and educate the LA marketing community. The association connects and elevates the awareness of LA’s creative community among national marketers by fostering ideas, business and talent. They inspire through education, social and philanthropic events that align with the needs of the ad community. They educate, offering training support with an emphasis on diverse multicultural representation and improving skills in emerging areas of marketing.

Personnel:
Susan Franceschini (Exec. Dir.)
Linda Schwab (Event & Sponsorship Dir.)
Erika Maya (Commun. Mgr.)

VAB

Video Advertising Bureau
830 3rd Ave., 2nd Fl.
New York, NY 10022
Tel: 212-508-1200; FAX: 212-832-3268
E-mail: ChuckT@theVAB.com

Year Founded: 1980

Members: 250

Organization Description: The Video Advertising Bureau (VAB) (formerly the Cabletelevision Advertising Bureau) is an insights-driven resource for advertisers, committed to quantifying the selling power of premium multi-screen TV content. As a customer-facing 501(c)-6 trade association that calls directly on agencies and advertisers, the VAB utilizes an array of tactics / outputs to advocate for premium video.

Personnel:
Sean Cunningham (Pres. & Chief Exec. Officer)
Jim Spears (Sr. V.P. & Chief Fin. Officer)
Danielle DeLauro (Sr. V.P.-Strategic Sls. Insights)

WDM/NY

Women in Direct Marketing International-New York Chapter
c/o Berenice Ladden, DMD
200 Circle Dr. N.
Piscataway, NJ 08854
Tel: 973-868-9047

Year Founded: 1971

Members: 150

Organization Description: “Not for Women Only” Organization founded 32 years ago for the education and networking of people in the direct marketing industry. They fund a summer internship program for the Direct Marketing Foundation.

Publications: Newsletter (quarterly)

Personnel:
Berenice Ladden (Pres.)

WOMMA

Word of Mouth Marketing Association
200 E. Randolph Street, Ste. 5100
Chicago, IL 60601
Tel: 312-577-7610; FAX: 312-275-7687
E-mail: membership@womma.org

Year Founded: 2004

Organization Description: The Word of Mouth Marketing Association is the official trade association dedicated to word of mouth and social media marketing. Founded in 2004, WOMMA is the leader in ethical word of mouth marketing practices through its education such as WOMMA Summit, professional development opportunities, and knowledge sharing with top industry marketers. WOMMA’s membership is made up of the most innovative companies committed to progressing the word of mouth marketing industry through advocacy, education, and ethics.

Personnel:
Suzanne Fanning (Pres.)