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
Web Site: www.aaaa.org; www.smartbrief.com/aaaa
Year Founded: 1917
Members: 1,200 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 services, professional development and employee benefit programs.
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)
Chick Foxgrover (Chief Info. Officer)
Michael D. Donahue (Exec. V.P.-Member Svcs.)
Tom Finneran (Exec. V.P.-Agency Mngmt.)
Dick O’Brien (Exec. V.P.-Govt. Relts.)
Laura J. Bartlett (Chief Oper. Officer & Chief Fin. Officer)
Portia E. Badham (Sr VP-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: 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.
Publications: NewsBulletin (online monthly)
Offices in New York and Toronto
Personnel:
Michael J. Lavery (Pres. & Mng. Dir.)
Neal Lulofs (Exec. V.P.-Strategic Planning, Commun. & Gen. Mgr.)
Michael K. Moran (Exec. V.P.-Audit Svcs.)
Mark A. Wachowicz (Sr. V.P.-Mktg. & Sls.)
Joan Brehl (V.P.-Canada)

ABC
Audit Bureau of Circulations
48 W Seegers Rd
Arlington Heights, IL 60005
Tel: 224-366-6939; FAX: 224-366-6949
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.
Publications: NewsBulletin (online monthly)
Offices in New York and Toronto
Personnel:
Michael J. Lavery (Pres. & Mng. Dir.)
Neal Lulofs (Exec. V.P.-Strategic Planning, Commun. & Gen. Mgr.)
Michael K. Moran (Exec. V.P.-Audit Svcs.)
Mark A. Wachowicz (Sr. V.P.-Mktg. & Sls.)
Joan Brehl (V.P.-Canada)

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 Catalog (quarterly)
Personnel:
Peggy Conlon (Pres. & Chief Exec. Officer)
Jon Fish (CFO & Exec. V.P.)
Ellyn Fisher (VP-PR & Social Media)

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
**ASSOCIATIONS**

**Members:** 1,300  

**Mission Statement:** The Art Directors Club is one of the most concentrated groups of creative talent in the world, and is a gathering place for leaders in visual communication. ADC Members share the vision of our founder, Louis Pedlar, who brought his colleagues in advertising together in 1920 to dignify their profession and judge advertising art by the same stringent standards as fine art. For over ninety years ADC members have taken up Pedlar’s challenge by funding programs to Connect, Provoke and Elevate creative professionals around the world. Each year ADC brings together the best minds in the creative industries to celebrate the winners of our Annual Awards and Young Guns competitions, help a new generation of creative leaders rise up through the National Student Portfolio Reviews and Saturday Career Workshops, and celebrate the achievements of Hall of Fame inductees and GrandMasters recipients.

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

**Personnel:**  
Olga Grisaitis (Dir.)  
Jenny Larkin Kuzler (Dir.-Awards Programs)  
Kimberly Hanzich (Mgr.-Info.)  
Flora Moir (Coord.-Education)

**THE ADVERTISING CLUB**  
The Advertising Club, New York  
989 Avenue of the Americas, 7th Fl.  
New York, NY 10018  
Tel: 212-533-8080; FAX: 646-792-5081  
E-mail: gina@theadvertisingclub.org  
Web Site: www.theadvertisingclub.org  
Year Founded: 1896  

**Members:** 3,800  

**Mission Statement:** To be the catalyst for bringing together and inspiring the advertising, marketing and media communities in New York. The Advertising Club is the ‘go to’ organization for all communication professionals - offering its members a forum for exchanging ideas, career development, thought leadership, making connections, recognizing excellence and giving back.

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

**Personnel:**  
Gina Grillo (Pres. & CEO)  
Gayle Taryn (Dir.-Comm.)  
Cathryn Weber-Gonyo (Programs Director)  
Joan Reilly (Membership Director)  
Lucy Truglio (International ANDY Awards Manager)  
Patricia Alonzo (International ANDY Awards and Foundation Coordinator)  
Kris Earley (Director of Business Development)  
Jackie Bessey (Membership and Programs Coordinator)  
April Vitale (Comptroller)

**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.

**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:**  
Nancy Costopoulos (Chief Mktg. Officer)

**Advertising & Marketing International Network**  
3587 Northshore Dr.  
Wayzata, MN 55391  
Tel: 952-471-7752;  
E-mail: jsundby@aminworldwide.com  
Web Site: www.aminworldwide.com  
Year Founded: 1932  

**Members:** 47  

**Mission Statement:** A global alliance of independently owned agencies growing through collaboration.  
• The ability to reach out to other industry professionals on a wide range of business and agency matters.  
• Access to the expertise and specialized capabilities of network partners on topics such as new business, specific product categories, upcoming technologies and industry trends.  
• Annual conferences and topical presentations covering relevant agency issues, tailored for senior management and key disciplines.  
• Shared access to important industry data, including annual business and salary surveys.*  
• North American member agencies only

**Personnel:**  
Jim Dalton (Pres)  
Susie Ketterer (V.P.)  
Michael Reineck (Treas.)

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**Advertising Educational Foundation**  
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. The mission of the Advertising Educational Foundation is to enrich the understanding of advertising and its role in culture, society and the economy. We 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
ASSOCIATIONS

APC-NY
Advertising Production Club of New York
Euro RSCG Life 7th Fl
200 Madison Ave
New York, NY 10016
Tel: 212-251-7295; FAX: 212-726-5057
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:
Ray Battaglia (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.agriculturalscouncil.org
Year Founded: 1953

Members: 80
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:
Mace Thornton (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.)
Todd Powers (Chief Research Officer)

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
Web Site: www.womcom.org
YearFounded: 1909

Members: 2,000
Mission Statement: The Association for Women in Communications is a professional organization that champions the advancement of women across all communications disciplines by recognizing 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 (Exec. Dir.)
Elizabeth Lajoie (Coord.-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
Naperille, 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
ASSOCIATIONS

 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
 100 Beard Sawmill 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 30 countries. Worldwide, BPA serves more than 2,600 media properties-including B-to-B publications, consumer magazines and newspapers, web sites, plus events, email newsletters, databases, wireless and other advertiser-supported media-as well as more than 2,700 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: 1960
 Members: 250
 Mission Statement: The CAB provides a unified voice for the cable advertising sales industry that lobbies for: more ad revenue; better advertising sales practices; 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)

EVA
 eMarketing Association
 91 Point Judith Rd. # 12
 Narragansett, RI 02882
 Tel: 800-496-2950
 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: 800-403-3200
 Web Site: www.hpra-usa.org
 Mission Statement: Established in 1984, The Hispanic Public Relations Association (HPRA) is the largest network of public relations, marketing and advertising professionals from agencies, government, nonprofit and corporate companies in the US.
 With 250 members and chapters in Los Angeles and New York, today, HPRA is the largest network of Hispanic public relations and marketing professionals representing agencies, government, non profit and corporate companies in the nation.
 HPRA is a resource for communications professionals and for those seeking insights into the Hispanic market by providing educational seminars and workshops focusing on the latest, up-to-date trends, issues and best practices in the field. HPRA also provides networking opportunities throughout the year.
 Personnel:
 Lourdes Rodriguez (Pres.)
 Delia Lopez (V.P.)
 Mario Flores (Treas.)
 John Echeveste (Sr. Advisor)

IAA
 International Advertising Association
 275 Madison Ave. Ste. 2102
 New York, NY 10016
 Tel: 212-557-1133; FAX: 212-983-0455
ASSOCIATIONS

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:
Kathy Tunheim (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.maa.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:
Kieran Killeen (Pres.)

MAGNET, INC.
Marketing & Advertising Global Network
1017 Perry Hwy. Ste. 5
Pittsburgh, PA 15237
Tel: 412-366-6850; FAX: 412-366-6840
E-mail: cheri@magnetglobal.org
Web Site: www.magnetglobal.org
Year Founded: 1946
Members: 39
Mission Statement: Magnet Global Network is organized as a non-profit organization to raise the standards of advertising agency service by cooperation, dialogue, and the exchange of information on advertising agency management and all phases of advertising for independent advertising or marketing areas. Affiliated firms meet at three times a year to share experiences and to discuss ways and means of improving standards of operation and general welfare of members within the network. MAGNET also provides educational seminars to their members employees several times a year.
Publications: MAGNET Newsletter (weekly); MAGNET Matters (3 times a year), Educational Surveys: Costs, Billing Rates and Compensation (3 times a year)
Personnel:
Cheri D. Gmiter (Exec. Dir.)

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 nutshell, 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 - ideas, 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.

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.)

NAR
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; FAX: 202-833-1522
E-mail: info@oaaa.org
Web Site: www.oaaa.org  
Year Founded: 1891  
**Members:** More than 800  
**Mission Statement:** OAAA is the trade association for the more than 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. Outdoor advertising companies generate $6.1 billion annually in ad revenues and donate space to charitable organizations in excess of $400 million each year. For more information, please visit www.oaaa.org.  
**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)
- Kerry Yoakum (V.P.-Govt. Affairs)
- Marci Werlinich (V.P.-Membership & Admin.)
- Nicole Hayes (Mgr.-Mktg. Programs)
- Monisha Blair (Mgr.-Mktg. Research & Web Admin.)
- Debi Violante (Mgr.-Membership & Admin.)
- Andy Yoakam (Mgr.-Govt. Affairs)

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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.)

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Web Site: www.popai.com  
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.)

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Web Site: www.poppai.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.  
**Publications:** POPAI SmartBrief e-Newsletter (weekly)

### Personnel:
- Richard Winter (Pres.)

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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).

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

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Web Site: www.prsa.org  
Year Founded: 1947  
**Members:** 32,000 professional and student members  
**Mission Statement:** 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 112 local Chapters; 14 Professional Interest Sections that focus on specific industries and practice areas; and 14 The Public Relations Student Society of America (PRSSA), which is active at more than 320 colleges and universities.  
**Publications:** Public Relations TACTICS newspaper (monthly); The Public Relations Strategist (quarterly); Issues & Trends E-Newsletter (daily); PRSAY & CompRehension blogs.

### 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.)

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Web Site: www.prss.org  
Year Founded: 1947  
**Members:** 32,000 professional and student members  
**Mission Statement:** 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 112 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 320 colleges and universities.  
**Publications:** Public Relations TACTICS newspaper (monthly); The Public Relations Strategist (quarterly); Issues & Trends E-Newsletter (daily); PRSAY & CompRehension blogs.
ASSOCIATIONS

William Murray (Pres. & COO)

RAB
Radio Advertising Bureau
125 W. 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

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

Mission Statement: The Strategic Account Management Association (SAMA) is a global knowledge-sharing and networking organization devoted to developing, promoting and advancing strategic customer-supplier value, collaboration and learning. SAMA equips and enables its members to develop and deploy national, regional and global customer relationships and mutual value creation by providing:

- A center of relevance – a source of knowledge, thought-leadership and case studies
- A real-time knowledge network – the conduit to connect practitioners, peers, academics, subject matter experts and consulting professionals
- Actionable tools, processes and experience – a source of SAM enabling tools for building organizational capabilities and promoting individual excellence in SAM process discipline and execution to enable market distinction and results
- Sustainability – a longer-term orientation to creating profitable strategic relationships through “next level” practices and a standard of strategic account management competencies, skills and knowledge (e.g. CSAM – Certified Strategic Account Manager).

Awards: Program of the Year; Certified Strategic Account Manager (CSAM) designation


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

SECOND WIND
1424 Penn Ave.
P.O. Box 8284
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

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.


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

TAAN
Transworld Advertising Agency Network
32 Westwood St.
Newton, MA 02465
Tel: 617-795-1070; FAX: 419-790-1706
E-mail: peterg@taan.org
Web Site: www.taan.org
Year Founded: 1936

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.)
## ASSOCIATIONS

**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—accommodating 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 Rey, CA 90292  
Tel: 310-823-7320; FAX: 310-823-7325  
E-mail: info@thinkLA.org  
Web Site: www.thinkLA.org  
**Year Founded:** 2006  
**Members:** 57 Corporate, 550 Individual  
**Mission Statement:** The goal of thinkLA is to promote and support world class collaboration, innovation and creativity among the marketing, media, entertainment and advertising industries of Los Angeles. As the preeminent nonprofit marketing association, thinkLA serves its constituents through initiatives that leverage members’ combined resources to accomplish objectives greater than each could reasonably expect to accomplish on their own.  
**Personnel:**  
Susan Franceschini (Exec. Dir.)  
Meghna Kothari (Association Dir.)  
Tony Brock (Association Mgr.)  
Kari McCullough (Community Mgr.)  
Victoria Hardin (Association Coord.)

**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. Relns.)  
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:**  
Suzanne Fanning (Pres.)

**YELLOW PAGES ASSOCIATION**  
d/b/a Local Search Association  
Connell Corporate Park  
400 Connell Dr. Ste. 1100  
Berkeley Heights, NJ 07922-2747  
Tel: 908-286-2390; 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 Alldrich, 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)