

JOINING PSAMA IS AS EASY AS 1-2-3:

- 1. Visit www.psama.org** and click on the blue "Join Now" button. This will pre-register you with the PSAMA.
- 2. Next register on the AMA website www.marketingpower.com/join.**
- 3. Complete the online registration and pay for both national and PSAMA chapter dues to make it official.**

AMA AND PUGET SOUND CHAPTER MEMBERSHIP DUES:

PROFESSIONAL MEMBER: \$265*

*(includes a one-time \$30 application fee and \$50 Puget Sound Chapter dues. National membership is required for local chapter membership.) * Revised 04/2008*

BRIDGE MEMBER: *(for student members graduating from college):*

\$75 for national dues

\$50 for Puget Sound Chapter dues.

COLLEGIATE MEMBER:

\$42 for national dues

\$5 for Puget Sound Chapter dues.

If you have any questions about joining the PSAMA, please contact the VP of Membership. Current PSAMA Board Member contact information is available at www.psama.org, or you can call the PSAMA office at 206-623-8632.

ABOUT THE PSAMA

The Puget Sound Chapter of the American Marketing Association is the largest and oldest professional marketing association in Washington State. Our mission is to promote and advance the marketing profession and industry in Western Washington.

We are committed to excellence in marketing while creating a strong community among local marketing professionals through regular, relevant programming for marketers at all levels. Through our events our current members have excellent opportunities for networking, access to current and evolutionary marketing methods, and a place to exchange ideas.

To learn more about the American Marketing Association, visit www.marketingpower.com.



www.psama.org
206-623-8632



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BENEFITS OF MEMBERSHIP

THE WORLD IS MOVING FAST.

HERE ARE JUST A FEW OF THE BENEFITS
A PSAMA MEMBERSHIP CAN OFFER YOU:

"As a business owner, I believe it's essential to see and be seen and network at events such as the AMA luncheons, primarily to get your name circulating and to create your own buzz. Also, MarketSmart was an awesome event!"

Tracy Klinkroth President, Epiphany Research

THERE'S NO DOUBT THAT MARKETERS IN EVERY INDUSTRY WORK IN A COMPLEX AND EVER-CHANGING ENVIRONMENT.

The need to stay informed is critical to your organization's success as well as your own career development. And, as the world gets "smaller" and even more connected, *who* you know can be more important than what you know.

With more than 600 members, the Puget Sound Chapter of the American Marketing Association (PSAMA) is your connection to valuable networking, industry information and professional development opportunities. PSAMA is dedicated to offering monthly programming and educational opportunities that advance your knowledge of our changing world—all within a dynamic, fun community of marketing professionals.

"I've been an AMA member for the past few years in two different states. In both chapters I was able to make valuable connections which led to two new jobs. That, combined with the opportunity to develop my career, will mean I will be an AMA member for many years to come."

*Rebecca Wilson
Classmates.com*

"Becoming a member of the PSAMA has given me a sense of belonging to the Puget Sound marketing community. It has helped me grow personally with valued friendships and professionally through great local educational programs and an unlimited resource of material."

Jan Sheeley Director, Business Development, GA Creative

GET CONNECTED.

- » Connect at monthly PSAMA luncheons held year round.
- » Grow your professional network at informal social events held twice a year.
- » Find a job on the Communicators & Marketers Jobline: www.cmjobline.org. **Access is free for members!**

STAY INFORMED.

- » Learn from authors and respected leaders about marketing trends, new technology, current research and case studies.
- » Stay informed with AMA publications; membership includes a subscription to *Marketing News*, the online newsletter—*Marketing Matters*, and one of seven other award-winning AMA publications.
- » Access vital white papers, articles and Webcasts on www.marketingpower.com.

GAIN NEW KNOWLEDGE.

- » Attend MarketSmart, our annual one-day conference to learn from top brand leaders about emerging trends and strategies.
- » Share insights and ask questions of your peers in one of AMA's Special Interest Groups (SIGs). These online, moderated discussions cover a wide range of fields within the industry.
- » Attend 70 regional, national and international events, ranging from Marketing Essentials to the Strategic Marketing Conference.

As a PSAMA member, you'll receive special discounted pricing on lunch programs, local and national AMA events and conferences, and AMA publications!

SOME OF OUR GUEST SPEAKERS



Andy Sernovitz
Author

Bruce Tait
Tait Subler

Rab Govil
Naehas

Stuart Jackson
Author