

Board Member Benefit Package

Being a committed volunteer with the Puget Sound chapter of the American Marketing Association (PSAMA) can be hard work yet extremely rewarding. Here are some examples of how the PSAMA gives back to its volunteers.

Benefits of being a VOLUNTEER include:

- Participating on the board with other leading marketing professionals
- Opportunity to advance marketing excellence in the Puget Sound area
- Opportunity to generate references or recommendations based on your results as board member
- Help plan and execute marketing strategies for committee area
- List 2-3 accomplishments on resume
- Networking opportunity with other marketing executives and organizations (i.e. sponsors, partners, speakers, potential members) via PSAMA work
- Eligible for board discount one year pass for monthly luncheons (with prior registration for each event).
- End of Year Volunteer Recognition party

Additional benefits of being a VP/VP ELECT include:

- Opportunity to receive and refer selected business and/or job referrals
- Opportunity to generate references based on your results as board leader
- Receive recommendations via LinkedIn after 1 year of service (upon request)
- Prominently listed in the PSAMA website as an organization leader including your biography and link to your company website.
- Press release on new board members at start of fiscal year.
- Visibility at monthly meetings - introduced as board leader
- Premium networking opportunity with other marketing executives and organizations (i.e. sponsors, partners, speakers, potential members) via PSAMA work including opportunity to sit at head table during luncheons.
- Opportunity to generate 4-5 new contacts per month
- Opportunity to have PSAMA branded business cards
- Development of leadership skills applicable to career advancement
- Set business strategy for area and execute
- List 3-5 accomplishments on resume
- Manage and mentor team of volunteers
- Build a stronger marketing community
- Build the profession (people) -ensure marketers have the required skills to be success in today's environment.
- Shape organization strategy and educational programs.

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- Attend member-only events for free with prior registration.
- Opportunity to attend AMA Leadership Summit in Chicago (note requires full participation throughout the entire fiscal year, commitment for next year board participants & chapter must also have met its financial goals & reviewed midyear).
- VP/VP ELECTs are required to follow same guidelines as all board members.

Additional benefits of being an Executive include:

Executive Level is defined as Board members in these roles: President, President - Elect, Secretary, VP Finance.

- Opportunity to participate in organizational leadership projects
- Special Initiatives (i.e. Growing Marketing Leadership)
- Opportunity to shape organization strategy and programs
- Opportunity to build an organization
- Opportunity to have an impact on marketing in Puget Sound
- Opportunity to represent organization with media and at speaking engagements.

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