

**AAAA**

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

**Members:** 1,176 Member Offices

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

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

**Personnel:**

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

**AAF**

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

**Members:** 40,000

**Mission Statement:** The AAF is the "Unifying Voice for Advertising". We are advocates for the rights of advertisers. We educate policy makers, the news media and the general public on the value that advertising brings to the well-being of the nation, and develop the industry's present and future leaders. We accomplish this through a unique, nationally coordinated grassroots network of advertisers, advertising agencies, media companies, local advertising associations and college chapters. Headquartered in Washington, D.C., the AAF serves 40,000 members nationwide in 130 corporations, 200 local professional advertising federations and 225 college chapters.

**Personnel:**

James E. Datri (Pres. & Chief Exec. Officer)  
Constance Cannon Frazier (Exec. V.P.)  
Jeffrey L. Perlman (Chief Oper. Officer)  
Joanne Schecter (Exec. V.P.)

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

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

**Members:** 3,739

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

**Publications:** NewsBulletin (online monthly)

Offices in New York and Toronto

**Personnel:**

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

**AC**

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

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

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

**Personnel:**

Peggy Conlon (Pres. & Chief Exec. Officer)

**ADC**

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

**Members:** 1,300

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

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

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

*Personnel:*

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

# ADM

**ADM**

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

**Members:** 88

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

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

**Publications:** ADM Flash (monthly)

*Personnel:*

Nancy Augustine (Sr. V.P.)

**THE ADVERTISING CLUB**

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

**Members:** 3,500

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

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

*Personnel:*

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



**AEF**

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

**Members:** 48 Member Board of Directors

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

**Publications:** "Advertising & Society Review" online at www.aef.com

*Personnel:*

John Partilla (Chm.)

**AMA**

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

**Members:** 40,000

**Mission Statement:**

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide. It is also the source that marketers turn to every day to deepen their marketing expertise, elevate their careers, and, ultimately achieve better results. American Marketing Association members are connected to a network of experienced marketers nearly 40,000 strong

American Marketing Association offers highly acclaimed Training Series, professional conferences and Hot Topic events focused on the immediate needs of marketers, as well as trends shaping the future. American Marketing Association's website, MarketingPower.com, is the everyday connection to marketing data, articles, case studies, best practices and a robust job bank. Additionally, the American Marketing Association is the source of the field's top magazines and journals, including *marketing news*. Through local and collegiate chapters, American Marketing Association members are connected with the best people and the best practices. For more information on the American Marketing Association please visit www.marketingpower.com.

American Marketing Association is also the creator of Mplanet, the unparalleled industry event that brings together the world's most creative thinkers, including senior marketing executives, top

academicians and other thought leaders, to share fresh insights, new concepts, the latest research and solutions for the most pressing marketing challenges and opportunities. Mplanet 2009 will take place in Orlando, Florida, January 26-28, 2009. For more information on Mplanet, please visit [www.Mplanet2009.com](http://www.Mplanet2009.com).

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

*Personnel:*

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

**AMIN**

Advertising & Marketing International Network  
25125 W. 55th St. S.  
Viola, KS 67149  
Tel: 316-531-2342; FAX: 316-722-8353  
E-mail: [vaughn.sink@shscom.com](mailto:vaughn.sink@shscom.com)  
Web Site: [www.aminworldwide.com](http://www.aminworldwide.com)

**Year Founded:** 1932

**Members:** 65

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

*Personnel:*

Bill Coontz (Pres.)  
Vaughn Sink (Exec. Dir.)  
Jana Sperry Sundby (Mgr.-Membership)

**APC-NY**

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

**Year Founded:** 1931

**Members:** 500

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

**Publications:** Newsletter (quarterly)

*Personnel:*

Dan Marselle (Pres.)

**APRC**

Automotive Public Relations Council  
1301 W. Long Lake, Ste. 225  
Troy, MI 48098  
Tel: 248-952-6401; FAX: 248-952-6404  
E-mail: [jlaskowski@oesa.org](mailto:jlaskowski@oesa.org)  
Web Site: [www.autopr.org](http://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](mailto:arc@gardnerandgardnercommunications.com)  
Web Site: [www.agrelationscouncil.org](http://www.agrelationscouncil.org)  
**Year Founded:** 1953

**Members:** 60

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

**Publication:** ARCLIGHT (4 times per year)

*Personnel:*

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

**ARF**

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

**Employees:** 25

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

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

*Personnel:*

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

**AWC**

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

**Members:** 3,000

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

## ASSOCIATIONS

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

**Publications:** The Communique (bi-monthly)

**Personnel:**

Sheryl Liddle (AWC National Board Chair)  
Pamela Valenzuela (Administrator)  
Don Mondloch (Mgr.-Membership)

### AWNY

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

**Members:** 1,300

**Mission Statement:** AWNY is an organization for women 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.

**Publications:** AWNY Matters (Online)

**Personnel:**

Liz Schroeder (Exec. Dir.)  
Lynn Zalokar (Mgr.-Membership)  
Lisa Deutsch (Mgr.-Events)

### BMA

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

**Year Founded:** 1922

**Members:** 4,000

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

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

**Personnel:**

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

### BPA

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

**Members:** 5,000

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

membership information and publishing and advertising industry news.

**Publications:** Online Circulation Reports Library, Business TRAC International (bi-annually); Consumer TRAC International (bi-annually); Media Perspectives Newsletter; Media Owner Edition & Media Buyer Edition (quarterly)

**Personnel:**

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

### CAB

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

**Members:** 250

**Mission Statement:** To assist members in maximizing advertising revenues and promoting the use of cable as an advertising medium nationally, regionally and locally by: Educating and informing advertisers and ad agencies of the value of cable, being a sales and management resource for MSO Headquarters, local systems, interconnects, cable networks, spot representatives and industry suppliers. Maintain a positive profile for cable in consumer, business and advertising press.

**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. & CFO)  
Chuck Thompson (Exec. V.P.-Strategic Opers.)  
Ira Sussman (Sr V.P.-Res. & Insights)

### 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:**

John A. Greco, Jr. (Pres. & Chief Exec. Officer)

### EMA

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

**Members:** 149,000

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

**Publications:** The eMA News (monthly newsletter)

*Personnel:*

Robert Fleming (Pres. & Chief Exec. Officer)

**HPRA**

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

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

*Personnel:*

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

**IAA**

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

**Members:** 4,000

**Mission Statement:** The International Advertising Association is the one global organization committed to fight unwarranted regulation on behalf of all enterprises engaged in responsible commercial communications and to act as an advocate for freedom of choice across all consumer and business markets. This requires a rigorous and continuing program:

- To champion freedom of choice for consumers around the world;
- To insulate current marketing investments from unwarranted restrictions;
- To ensure responsible brand builders have the freedom to invest in new product categories as they emerge, and thus stimulate economic growth.
- Should the above freedoms be curtailed, it could create economic hardships by:
  - depriving individuals of information useful in deciding how to live;
  - inhibiting competition among companies, thus slowing innovation;
  - eliminating jobs in a variety of industries;
  - reducing the absolute size of investment in marketing communications, thus restricting marketplace growth.

The IAA actions take an added significance when advertising revenues are factored in as the financial source of an independent, pluralistic, affordable media, where competing channels of information ensure that individuals have choices, the kinetic energy of a free market society.

*Personnel:*

Michael Lee (Exec. Dir.)  
Indra Abidin (Chm. & World Pres.)

**IAN**

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

**Year Founded:** 1967

**Members:** 20 U.S., 70 Worldwide

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

*Personnel:*

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

**ICOM**

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

**Members:** 75

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

**Publications:** Monthly electronic newsletter; Meeting Directory

*Personnel:*

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

**IPREX, INC.**

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

**Members:** 62

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

*Personnel:*

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

**MAA WORLDWIDE**

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

**Members:** 50

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

*Personnel:*

Keith McCracken (Exec. Dir.)

## ASSOCIATIONS

### MAGNET, INC.

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

**Members:** 38

**Mission Statement:** MAGNET, Inc. is organized as a non-profit corporation to raise the standards of advertising agency service by cooperation, dialogue, and the exchange of information on advertising agency management and all phases of advertising. Affiliated firms meet at regular intervals to compare experiences and to discuss ways and means of improving standards of operation and general welfare of members and non-members.

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

*Personnel:*

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

### MCEI

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

**Members:** 75

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

*Personnel:*

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

### MFSA

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

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

**Publications:** Who's Who - The MFSA Blue Ribbon Buyer's Guide

to Mailing and Fulfillment Companies; PostScripts newsletter (monthly); Postal Points (18 times per year); The Business Owner (bi-monthly)

*Personnel:*

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

### NAD

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

**Members:** 8 Attorneys

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

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

*Personnel:*

Andrea C. Levine (Dir.)

### NAMA

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

**Year Founded:** 1957 **Members:** 3,500

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

*Personnel:*

Jenny Pickett (Exec. Dir.)

### NARB

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

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

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

*Personnel:*

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

**NCOAA**

North Carolina Outdoor Advertising Association  
Five W. Hargett St., Ste. 310  
Raleigh, NC 27601  
Tel: 919-821-3211; FAX: 919-834-4891  
E-mail: tony.adams@ncoaa.com

*Personnel:*

Tony L. Adams (Exec. Dir.)

**NEW YORK/AMA**

New York American Marketing Association  
116 E 27th St 6th Fl  
New York, NY 10016  
Tel: 212-687-3280; FAX: 212-557-9242  
E-mail: info@nyama.org  
Web Site: www.nyama.org; www.greenbook.org; www.effie.org  
**Year Founded:** 1931

**Members:** 1,000

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

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

*Personnel:*

Mary Lee Keane (Exec. Dir.)  
Denise McDevitt (Assoc. Dir.)

**OAAA**

Outdoor Advertising Association of America, Inc.  
1850 M St. N.W., Ste 1040  
Washington, DC 20036  
Tel: 202-833-5566 & 202-776-1854; FAX: 202-833-1522  
E-mail: info@oaaa.org  
Web Site: www.oaaa.org  
**Year Founded** 1891

**Members:** 1,000

**Mission Statement:** The Outdoor Advertising Association of America is the largest trade association representing the outdoor advertising industry. It is dedicated to leading and uniting a responsible outdoor advertising industry that is committed to serving the needs of consumers, advertisers and the public. The OAAA's nearly 1,000 member companies generate more than \$5 billion annually in ad revenues from billboards, transit, street furniture, and alternative outdoor media. The industry donates more than \$300 million each year to public service ad space and sponsors the annual OBIE Awards, the oldest and most prestigious honors, which recognizes creative excellence in the advertising world.

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

*Personnel:*

Nancy J. Fletcher (Pres. & Chief Exec. Officer)  
Stephen Freitas (Chief Marketing Officer)  
Jeff Golimowski (Dir.-Commun.)  
Ken Klein (Exec. VP.-Govt. Rels.)

**PAC**

Public Affairs Council  
2033 K St. N.W., Ste. 700  
Washington, DC 20006  
Tel: 202-872-1790; FAX: 202-835-8343  
E-mail: pac@pac.org  
Web Site: www.pac.org  
**Year Founded:** 1954

**Members:** 600

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

enable public affairs executives and managers to achieve their business and professional goals.

**Publications:** Impact newsletter (monthly)

*Personnel:*

Douglas J. Pinkham (Pres.)

**PMA**

Promotion Marketing Association  
257 Park Ave. S. Fl. 11  
New York, NY 10010  
Tel: 212-420-1100; FAX: 212-533-7622  
E-mail: pma@pmalink.org; crosenzw@pmalink.org  
Web Site: www.pmalink.org  
**Year Founded:** 1911

**Members:** 400

**Mission Statement:** The Promotion Marketing Association, Inc. (PMA) is the leading nonprofit trade association that represents the trillion dollar promotion and integrated marketing profession. The mission of the Association, founded in 1911, is to encourage the highest standards of excellence in promotion marketing. As the "voice" of the industry, it represents member interests and promotes better understanding of the importance of promotion in the overall marketing mix. The PMA is headquartered in New York City.

**Publications:** PMA Update E Newsletter (monthly); PMA Legal Bulletin (monthly), newsletter, law bulletins, Reggie Video, books, white papers, research reports

*Personnel:*

Bonnie J. Carlson (Pres.)  
Ed Kabak (Chief Legal Officer)  
Lana Mavreshko (Chief Fin. Officer)  
Dave Wallace (V.P.-Membership)  
Kathleen Mulcahy (V.P.-Mktg.)

**POPAI**

Point-of-Purchase Advertising International  
1600 Duke St. Ste. 400  
Alexandria, VA 22314  
Tel: 703-373-8800  
E-mail: info@popai.com  
Web Site: www.popai.com  
**Year Founded:** 1936

**Members:** 1,700 Corporate Affiliates

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

*Personnel:*

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

**POSTCOM**

Association for Postal Commerce  
1901 N. Fort Myer Dr., Ste. 401  
Arlington, VA 22209-1609  
Tel: 703-524-0096; FAX: 703-997-2414  
E-mail: info@postcom.org  
Web Site: www.postcom.org  
**Year Founded:** 1947

**Members:** 156 member companies

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

**Publications:** PostCom Bulletin (weekly).

*Personnel:*

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

## ASSOCIATIONS

### PRSA

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

**Members:** 22,000 members, 8000 student members

**Mission Statement:** The Public Relations Society of America (www.prsa.org), based in New York City, is the world's largest organization for public relations professionals. The Society has more than 30,000 professional and student members. PRSA is organized into over 100 Chapters nationwide, 19 Professional Interest Sections along with Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. The Public Relations Student Society of America (PRSSA) has 303 chapters at colleges and universities throughout the United States and one in Argentina.

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

#### Personnel:

Michael Cherenon (Chm. & Chief Exec. Officer)  
William Murray (Exec. Dir. & Chief Oper. Officer)

### 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

**Members:** 7,000

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

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

#### Personnel:

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

### SAMA

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

**Members:** 3,000 Global Members

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

**Awards:** Performance Award; Executive of the Year Award

**Publications:** Velocity (quarterly); Annual Conference Proceedings on

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

#### Personnel:

Bernard Quancard (Pres. & Chief Exec. Officer)

### SECOND WIND LIMITED

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

**Members:** 850

**Mission Statement:** Second Wind is an international network of more than 800 advertising agencies, design studios, and PR firms. Each day our members benefit from access to critically needed business research, creative information and cost savings programs. It is the only network worldwide that is specifically geared to the needs of smaller to mid-sized agencies.

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

#### Personnel:

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

### TAAN

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

**Members:** 50

**Mission Statement:** TAAN adds strength, breadth, and reach to the owners and managers of independent marketing communication companies. Strength, through the sharing of management information, systems, and technologies. Breadth, through cooperative utilization of the broad range of talents, skills, and expertise of each member. Reach, through affiliations with local independent agencies around the world. TAAN members gain assistance from one another in all areas of agency operations, growth and development.

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

#### Personnel:

Peter Gerritsen (Pres.)

### TAB

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

**Members:** 450

**Mission Statement:** The Traffic Audit Bureau for Media Measurement is a not-for-profit tripartite organization whose primary purpose is to authenticate circulation data for Out-of-Home media. It seeks to inform and educate the advertising community regarding the quantitative and qualitative values of all forms of Out-of-Home media - 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 Ray, CA 90292  
Tel: 310-823-7320 ext. 22; FAX: 310-823-7325  
E-mail: info@thinkla.org  
Web Site: www.thinkla.org  
**Year Founded:** 1947

**Members:** 41 Agencies

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

*Personnel:*

Susan Franceschini (Exec. Dir.)

**WDMI/NY**

Women in Direct Marketing International-New York Chapter  
c/o Berenice Ladden, DMD  
200 Circle Dr. N.  
Piscataway, NJ 08854  
Tel: 973-868-0047  
Web Site: www.wdmi.org  
**Year Founded:** 1971

**Members:** 150

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

**Publications:** Newsletter (quarterly)

*Personnel:*

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

**WOMMA**

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

*Personnel:*

Kristen Smith (Exec. Dir.)

**THE YELLOW PAGES ASSOCIATION**

The Yellow Pages Association  
Connell Corporate Park  
400 Connell Dr. Ste. 1100  
Berkeley Heights, NJ 07922-2747  
Tel: 908-286-2380; FAX: 908-286-0620  
E-mail: webmaster@ypassociation.org  
Web Site: www.ypassociation.org  
**Year Founded:** 1975

**Members:** 400

**Branch:**

820 Kirts Blvd. Ste 100  
Troy, MI 48084-4836  
Tel.: 248-244-6200; Fax: 248-244-0700  
Cindi Aldrich, Dir-Membership Devel

**Mission Statement:** Originally founded in 1975 as the National Yellow Pages Service Association (NYPSA), the Yellow Pages Association (SM) is the trade organization of a print and electronic media industry valued at more than \$25 billion worldwide (\$14 billion U.S.). Association members include Yellow Pages publishers, who produce leading-edge electronic products and deliver Yellow Pages directories to 100 percent of U.S. homes with telephones - and who account for almost 95 percent of 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 such as Yellow Pages advertisers, vendors and suppliers to the industry. The Association has members in more than 21 countries.

*Personnel:*

Donna Borowicz (Chief Fin. Officer)  
Negley Norton (Pres.)  
Larry Small (Dir.-Res.)

