



**For Immediate Release**

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### ***Lincoln AMA 2007 Chapter of the Year***

CHICAGO, IL – November, 11, 2007 -- The Lincoln, Nebraska chapter of the American Marketing Association (AMA), a 2007 American Marketing Association Foundation (AMAF) Community Service Grant recipient and Chapter Honor Roll member, was named AMA's Chapter of the Year 2007.

The Lincoln chapter, which dubbed itself "The Resource" for Lincoln's marketing professionals, secured the top spot for the first time with a well-written executive summary detailing its chapter work and a stellar illustration of its path to the top. One judge commented on the entry, which was built out as a roller coaster, as: "Lincoln Chapter shows determination, drive, ambition and follow-through on what you say you do. You listen to your membership and surpass your goals, and it shows..."

Katie Tauer, immediate past-president of the Lincoln chapter, says the chapter earned its award by fine-tuning its processes and positioning, then delivering on them consistently. Looking forward, she says, "our plan of attack is to promote our chapter and its Chapter Excellence Award (CEA) win and what it means ... on the local and national level. We're also going to celebrate with an event for our members and as a thank-you to our sponsors and supporters. Without them we couldn't have had a great program."

As 2007's big winner, the Lincoln chapter received a \$2,000 prize and a banner proclaiming its win. The chapter will also be honored at the AMA Leadership Summit in April 2008. The Wichita, Kan., chapter was honored as the Turnaround Chapter of the Year, and received a \$1,000 prize and a banner.

The CEAs are determined by a panel of six member judges, three of whom review any given entry; entries are judged for excellence in chapter leadership, membership and programming. For information on the 2008 award, please visit [www.marketingpower.com/cr](http://www.marketingpower.com/cr) or contact Naomi Walters, director of chapter relations at [nwalters@ama.org](mailto:nwalters@ama.org).

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