



## Contact Information

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### American Marketing Association Tampa Bay Chapter announces new board of directors

TAMPA (September, 2007) – The American Marketing Association Tampa Bay Chapter (AMATBC) is proud to announce its new leadership. Goals for the new board include increasing service to area non-profits, increasing membership and benefits as well as raising visibility for the chapter through its new branding campaign.

The new board members are:

**Karin Arden**, president. Arden is a partner with JFD Advertising & Public Relations in Tampa.

**Velma Knowles**, president-elect. Knowles is managing director, marketing with AAA Auto Club South in Tampa.

**Terre Paz**, chairman of the board. Paz is with Ryah Creative Group in Palm Harbor.

**Pam Smith**, vice president programming. Smith is product development manager with PSCU Financial Services Inc. in St. Petersburg.

**Don Gage**, vice president of membership/volunteers. Gage is owner of GAGE in Palm Harbor.

**Chris Vivian**, vice president of communications. Vivian is president of ClearEcho Communications, LLC, in St. Petersburg.

**Jody Beste**, treasurer and vice president of finance. Beste is a CPA with JBJ Enterprises in Port Orange.

**Ginger Reichl**, vice president collegiate relations. Reichl is president of Pinstripe Marketing in St. Petersburg.

**Vince Bailey**, vice president of research. Bailey is owner of Vincent Bailey Consumer Research in Safety Harbor.

**Agnes Bradford**, creative brand director. Bradford is a graphics manager with United Way of Tampa

**Brooke Fletcher**, vice president of records and administrative marketing assistant. Fletcher is an assistant product marketing manager, membership with AAA Auto Club South in Tampa.

The AMATBC has evolved to bring its members outstanding benefits and activities designed to provide ongoing education, inspiration and professional networking opportunities. The monthly events are open to members and guests and feature speakers from well-known companies and brands in Tampa Bay and nationwide. Last year's events featured AAA Auto Club South, JetBlue Airways and Chick-fil-A and the chapter is looking forward to presentations from MasterCard, Entravision and Clear Channel Radio, among others. For more information about events, call Jim Slusser at 727-865-7687.

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The American Marketing Association, one of the largest professional associations for marketers, has 38,000 members worldwide in every area of marketing. For over six decades the AMA has been the leading source for information, knowledge sharing and development in the marketing profession.

The Tampa Bay Chapter of the AMA, with more than 280 members, is a not-for-profit organization dedicated to educating the professional marketing community. The Chapter's Web site is located at [www.amatampabay.org](http://www.amatampabay.org).