



NEWS RELEASE

BCAMA'S NEWLY ELECTED BOARD RARING TO GO!

Vancouver, BC, June 27, 2003 – The BC Chapter of the American Marketing Association (BCAMA) hit the ground running as soon as elected in. Janet Andersen of RIA Consulting is leading the charge as the newly elected President.

The BCAMA Executive Board includes:

Janet Andersen (RIA Consulting), President, Diana Mulvey (KPMG), President Elect, Danielle Wilson (MacLaren McCann Advertising), VP, Susan Stuart (MacDonald Dettwiler & Associates), Treasurer, and last year's President, Theresa Mackay (HSBC).

The Executive Board is backed by 13 Directors and they are:

Eileen Bistrisky (Effective Event Management), Brita Cloghesy (HSBC), Jodi Fichtner (Industrial-Alliance Pacific Life Insurance Co.), Shelley Frost (Market Quest Consulting), Cindy Haapanen (CS Haapanen Management & Marketing Consultants), Lynne Henshaw (IN CONTEXT Marketing & Public Relations), Donna Leyland (Independent Consultant), Greg Malpass (Crystal Decisions), Laura McBride (TBWA), Elma Melhus (CTV), Peter Parrish (The Signal Group), Marcie Sayiner (IN CONTEXT Marketing & Public Relations), and Angie Tsang (Rogers Video).

This impressive team all came together for an afternoon of brainstorming to further solidify the BCAMA as the bridge to build connections for marketing professional development.

The BCAMA's next event, the 32nd Annual "Marketer of the Year", will take place September 24, 2003 at the Westin Bayshore. The winner of this prestigious award for marketing excellence will be announced shortly.

About BCAMA:

The BC Chapter of the American Marketing Association (www.bcama.com) is one of the most highly regarded chapters in North America based on success in membership, programming, and financial results.

The American Marketing Association is an international professional society that provides an educational and social forum for members of the marketing community. The BC Chapter won the prestigious international "Chapter of the Year" in 1995, 1996 and "Chapter Excellence" in 1997.

For more information, please contact:

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