

American Marketing Association appoints Lori Janson to Professional Chapters Council

VANCOUVER, BC, July 21, 2009 - The American Marketing Association (AMA) has appointed Lori Janson as a member of the AMA's Professional Chapters Council (PCC) for the fiscal year 2009/2010. Janson will join nine fellow officers of the Council including Jennie McConagha, President, Christine Mathers, President-Elect and Kelley Peterson, Immediate Past President.

The Professional Chapters Council (PCC) is comprised of successful past chapter presidents who are invited to continue their volunteer service at a new level. Working closely with the AMA International Headquarters, the PCC serves as a mentor to local chapters and provides strategic advice on chapter matters. The PCC also organizes AMA's annual Leadership Summit, which is typically the first opportunity chapter leaders have to connect with their PCC representative; develops Board in a Box® tools and webinars; holds quarterly conference calls with local chapters; and is active in planning Midyear Regional Retreats across the country.

"It is a great honour to serve as a member of the AMA's Professional Chapters Council" says Lori Janson, former President of the BC chapter of the AMA. "I am excited to join such an esteemed group of professional past presidents and I look forward to contributing to the AMA and its chapters throughout North America."

With over twenty years of marketing and communications experience, Janson is currently head of Corporate Communications at GCT Global Container Terminals Inc and is also principal of Lori Janson & Associates, a marketing and communications consulting firm. Lori holds a BA from the University of Western Ontario as well as an MBA from the Richard Ivey School of Business (University of Western Ontario). Lori completed her term as President in 2008 and has served on the BCAMA Board for the past five years.

About AMA

The American Marketing Association (AMA) 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 for information/resources, education/training and professional networking. AMA members are connected to a network of experienced marketers nearly 40,000 strong. The BC Chapter of the American Marketing Association (www.bcama.com) was established in 1955 and connects approximately 500 members across multiple industries. For more information, please visit www.marketingpower.com.

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