



## Getting Started with AMADC

### AMADC BOARD OF DIRECTORS

AMADC's Board of Directors is comprised of members, just like you, who have experienced AMA for a number of years and know the value that membership brings when you are actively involved in growing the chapter. For detailed information on each board member, visit <http://www.amadc.org/board>.

**PRESIDENT:**

Christie Susko  
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**VP-MEMBERSHIP:**

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**VP-SPONSORSHIP:**

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**OUR VISION**

The Washington, DC chapter of the American Marketing Association (AMADC) is the leading network of marketing professionals driving innovation, professional development and career advancement throughout the region.

**OUR MISSION**

AMADC fuels in its members a passion for marketing, a spirit of innovation, and the pursuit of knowledge, career excellence and success.

## AMADC ONLINE

Our chapter web site and social media tools are valuable resources and will provide you with many opportunities to make the most of your membership. Make sure you bookmark us at [www.amadc.org](http://www.amadc.org) for information on the following:

- Information about our regular programs and special promotions
- Job Bank listings
- Our chapter newsletter
- “The President’s Post,” the weekly marketing blog written by our chapter President, Christie Susko
- Registration for all of our chapter events
- An online photo gallery
- Our members-only webinar archive
- Sponsorship information
- And more!

### Connect with AMADC on our Social Networks

Want to take your networking online? Be sure to join our AMADC Social Networks. You can connect with us on LinkedIn, Facebook, Twitter, Flickr and YouTube via the following links:

[www.facebook.com/AMADCCchapter](http://www.facebook.com/AMADCCchapter)

[www.twitter.com/amadc](http://www.twitter.com/amadc)

[www.youtube.com/amadc](http://www.youtube.com/amadc)

[AMADC on LinkedIn](#)

<http://www.flickr.com/photos/ama-dc/>

## **VOLUNTEER**

Want to meet new people, gain new skills or beef up your resume? Volunteer!

Get more involved at the local level with the world's largest and most inclusive professional society of marketers. Only members can volunteer, and this is a fantastic way to participate in the chapter and leading network of marketing professionals. With nearly a dozen committees to choose from, there are many ways to get involved. Time commitments vary with each position and we're happy to help you find the right match for your skills, interests and time constraints.

For more information on volunteer opportunities, visit <http://www.amadc.org/contact/volunteer> or email [Nelissa Okamoto](mailto:Nelissa.Okamoto).

## **GETTING THE MOST OUT OF YOUR MEMBERSHIP**

We promised to give you some tools and now it's up to you to start using them. If you follow our guidelines and stick to this checklist, your membership in our chapter will prove to be extremely valuable to you.

### **IMMEDIATELY UPON RECEIPT OF THIS MEMBERSHIP KIT**

- Update your address book/organizer with the names and contact information for our Board of Directors. These are people that can help you to get the most out of our chapter.
- Register for our next monthly program and show up with your best networking face – and business cards! <http://www.amadc.org/events>
- Visit and bookmark our chapter [www.amadc.org](http://www.amadc.org)
- Verify your Email Communications - Email is our primary mode of communication for upcoming events and our monthly newsletter. Please put [info@amadc.org](mailto:info@amadc.org) into your address book, so that is in your “safe sender” list.
- Review the Members-Only Marketing Resources - As a member, you can make use of the abundance of free resources at our international headquarters' website, [www.marketingpower.com](http://www.marketingpower.com), including best practices, templates and other tools. You will also have access a growing list of members-only content on [amadc.org](http://www.amadc.org), including the members-only webinar archive. <http://www.amadc.org/members-only>

### **WITHIN THE FIRST THREE MONTHS OF YOUR MEMBERSHIP**

- Attend not less than two chapter events and introduce yourself to board members. We'll have ribbons on our name badges so we'll be easy to spot, and you can use the board section of the chapter website to get a sneak peek of who you will meet. We want to get to know you!
- Investigate volunteer opportunities on one of the committees. Don't be afraid of giving up too much time, our committees are structured around volunteers; we understand the value of your time.

### **WITHIN THE FIRST SIX MONTHS OF YOUR MEMBERSHIP**

- Join a committee, by this time you should have had an opportunity to find out what all of our committees do. Your active involvement in a committee will allow you an opportunity to work alongside some of the brightest marketing minds in our area.
- You should have received your membership materials from AMA National by now. Review the opportunities for attending some of the workshops, seminars and other programs that are coordinated by AMA National. If you have questions, contact AMA Member Services at 1-800-AMA-1150.
- Attend as many programs as your schedule allows. Your active involvement in our programs will provide you with great educational material as well as a chance to network with other marketing professionals.
- Point your browser and bookmark the AMA National website, <http://www.marketingpower.com>

### **WITHIN THE FIRST YEAR OF YOUR MEMBERSHIP**

- Recruit a few new members. When you have a good thing, share it with others that you know can benefit as you have.

- Renew your membership and more importantly, your commitment to remain as an active member of the chapter.