

Contact: Kathy Walters
Phone: 513.784.2373
Email: Kathy@cincinnatiama.org



American Marketing Association Names Former Cincinnati Chapter President to Board

(CHICAGO; July 24, 2009) – Pat Frew, former president of the Cincinnati chapter of the American Marketing Association, has been appointed to the national organization’s ten-member Professional Chapters Council (PCC) for 2009-2010.

The primary responsibilities of a PCC member are to train and develop future American Marketing Association (AMA) chapter leaders, provide relevant resources and tools to support chapter operations, and act as an advocate for professional chapters to AMA international headquarters and the board of directors.

PCC members are appointed by the AMA chairperson of the board upon recommendation of the council executive group. PCC members serve one-year terms for up to three years in succession.

Frew was one of three new council members to begin serving on July 1. He has been assigned to the PCC Membership Committee where he will mentor 19 AMA chapters from around the country.

During Frew’s leadership of the local AMA chapter in 2007-2008, the Cincinnati unit was named the third best in North America. During his presidency, the chapter grew membership 25 percent to a record 576 members.

Frew, who lives in Madeira with his wife and four daughters, is very involved in the Northern Kentucky/Greater Cincinnati community. He serves as communication director of the Northern Kentucky Convention and Visitors Bureau and is a member/volunteer for Southbank Partners, the Covington Business Council and Madeira-Silverwood Presbyterian Church.

About the Cincinnati Chapter of the American Marketing Association

The Cincinnati Chapter of the American Marketing Association was established in 1940 to advance the marketing profession and practices in Greater Cincinnati. With well more than 600 members, the Cincinnati AMA is recognized as the preeminent organization for professional growth and networking among marketers in Greater Cincinnati. Visit the Cincinnati Chapter of the AMA on the web at www.CincinnatiAMA.org.

###