

American Marketing Association Foundation

2005 annual report

From the Foundation:

At the American Marketing Association Foundation, we believe that we can make a difference through marketing. Together with the AMA, the Foundation strives to be an essential resource to nonprofits, helping them achieve greater success through effective marketing. The AMA Foundation also champions and supports excellence in marketing and nurtures diversity in the marketing profession.

The work of the Foundation would not be possible without our strong partnership with the AMA. We continue to work very closely with the AMA, and we gratefully acknowledge the annual financial and programmatic support that has such a strong impact on our work. We'd like to thank the AMA staff, board, volunteers, and chapter leaders for helping us energize and grow the field of nonprofit marketing.

We are pleased to present our report for the fis-

cal year ending June 30, 2005. During the past six years, we've seen interest in nonprofit marketing grow by leaps and bounds. We are proud to join AMA in being a leader in this area with our Nonprofit Marketing Conference in Washington, D.C., a second Nonprofit Marketing Conference in San Diego Feb. 20-22, 2006, and expanded resources such as the Nonprofit Marketing Boot Camp and the Nonprofit Shared Interest Group (SIG).

Support for the Foundation from all areas of the marketing community—from individuals to corporations to foundations—has increased significantly. Through our growing financial support from many individuals and AMA Chapters, as well as corporate and foundation supporters, the AMA Foundation has expanded its programs and strengthened its impact each year. Thank you to each and every one of you who have helped the Foundation make a difference!

The accomplishments outlined in this report would not be possible without the guidance and

expertise of our board members as well. This year we are grateful to announce the addition of several new board members: Roger Kerin (Harold C. Simmons Distinguished Professor of Marketing, Edwin L. Cox School of Business, Southern Methodist University), A. Dawn Lesh (Senior Vice President, McCann Erickson Worldgroup), and Arthur Shapiro (Partner, A|M Shapiro & Associates).

We remain deeply grateful to our supporters and look forward to working together in 2006—with our members, chapters, sponsors, and other generous donors—to champion the people and ideas that make a difference through marketing.

Thomas C. Kinnear

*Immediate Past Chair, AMA Foundation
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Michelle Elster

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AMA Collegiate Chapters Community Service Grant Winners

Carroll College
Florida A & M
Ithaca College
Lansing Community College
Liberty University
Marquette University
Milliken University
Penn State University
Salisbury University
Salve Regina University
University of Arizona
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AMA Professional Chapters Community Service Grant Winners

Atlanta AMA
Connecticut AMA
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Fairfield AMA
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Lincoln AMA
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New Orleans AMA
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Robert J. Lavidge Marketing Research Scholarships

Mark Abdella, Area Cooperative Educational Services
Shaun Frecska, Unified Health Solutions
Maria Gomez Bahena, Institute of Real Estate Management
Stacey Mattison, The Hyde Collection
Karen Naik, InCharge Education Foundation

Berry-AMA Book Prize Winner

Simply Better by Patrick Barwise and Sean Meehan

Finalists

Accountable Marketing: The Economics of Data Driven Marketing by Peter J. Rosenwald
Effective Advertising: Understanding When, How, and Why Advertising Works by Gerard J. Tellis
Marketing and the Bottom Line by Tim Ambler
Purple Cow by Seth Godin

Paul E. Green Award

Sunil Gupta
Donald R. Lehmann
Jennifer Ames Stuart

David K. Hardin Memorial Award

Steve Cohen
Bryan Orme

John A. Howard AMA Doctoral Dissertation Award

Olivier Toubia
Uzma Kahn

Thomas C. Kinnear Journal of Public Policy & Marketing Award

William L. Wilkie
Elizabeth S. Moore

Sheth Foundation / Journal of Marketing Award

Shelby D. Hunt
Robert Morgan

Louis W. Stern Award

Joseph Alba
John Lynch
Barton Weitz
Chris Janiszewski
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Alan Sawyer
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Valuing Diversity Ph.D. Scholarships

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AMAF annual report: our supporters

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Gail A. Taylor
University of Texas at Austin
Jerome D. Williams

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\$500,000 and above

American Marketing Association
International Headquarters
Sheth Foundation

\$100,000 - \$500,000

Anonymous
Thomas C. Kinnear
E. G. Chingos

\$50,000 - \$100,000

Anheuser-Busch Companies
Leonard L. and Nancy F. Berry
Jagdish N. Sheth

\$10,000 - \$50,000

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Estate of George H. Brown
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Knoxville AMA
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