



FOR IMMEDIATE RELEASE:
December 2, 2010

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Phoenix marketing leader appointed by American Marketing Association as chair of 2011 Nonprofit Marketing Conference

CHICAGO, December 2, 2010 - Phoenix-based marketing leader, Elaine Fogel, president and CMO of Solutions Marketing & Consulting, has been appointed by the American Marketing Association (AMA) as its new chair for the 2011 Nonprofit Marketing Conference. Fogel will lead a national committee of member volunteers and AMA staff to plan the event that will take place in Washington, D.C. from July 11-13.

Fogel is well known in the marketing world as a contributor and blogger for MarketingProfs.com., one of the first online marketing publications now comprised of 379,000 subscribers worldwide. She has also contributed to several print publications including Marketing News, Advancing Philanthropy, and the Stanford Social Innovation Review.

Originally from Toronto, Canada, Fogel has many years of experience working in marketing and communications. As a copywriter and project manager, she freelanced for agencies on corporate accounts such as Kraft, Nestle Carnation, and Procter & Gamble. Then, she worked as a senior-level marketing leader for large Canadian nonprofits including the Canadian Breast Cancer Foundation and March of Dimes.

After relocating to Phoenix in late 2004, Fogel launched Solutions Marketing & Consulting, and with her husband, Allen, operate their boutique marketing agency focusing on national and

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local clients in both the nonprofit and business sectors. She has been an active AMA volunteer, first serving on the Phoenix Chapter board of directors, and then the national organization as chair of the nonprofit marketing community.

Fogel is also a professional speaker on topics related to marketing, branding, customer service, and cause marketing, presenting across the country at conferences and meetings.

“We are thrilled that Elaine has agreed to serve as the chairperson for the 2011 Nonprofit Marketing Conference”, says Jessica Thurmond Pohlonski, AMA International Headquarters program manager. “It will be through her leadership and her unrivalled passion for nonprofit marketing that will enable us to build a program that will exceed all expectations.”

About the American Marketing Association

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals involved in the practice, teaching, and study of marketing worldwide. It is also the source that marketers turn to every day to deepen their marketing expertise, elevate their careers, and, ultimately, achieve better results. American Marketing Association members are connected to a network of experienced marketers more than 30,000 strong.

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Elaine Fogel
President and CMO
Solutions Marketing & Consulting