

Amalgamation

Chapter Officers Newsletter



idea exchange

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KNOXVILLE -- 1991 CHAPTER OF THE YEAR

On July 18, 19, and 20 the Chapter Excellence Awards were judged. With 99 Professional Chapters eligible for the competition, and 42 final entries received, Knoxville won Chapter of the Year. CONGRATULATIONS KNOXVILLE!!! What an exciting year they had.

The Knoxville Chapter began in 1988 with 30 members and today has over 168 members. By the end of their first year, they had won two awards: Outstanding New Chapter and Highest Honors in Category B.

Their second year was just as successful with the addition of a conference, filing for 501(c)(3) tax-exempt status, the start of their CzechMate Project, and IH recognition for Chapter Management.

During the 90-91 year, Knoxville decided to try to become the best run chapter in the history of AMA. Their operating plans were ready by Spring. All eight lunch programs featuring a quality speaker were sold out. They won Member-Get-A-Member (MGM) Category D award, and established a Scholarship Endowment Fund and the Circle of Eagles, in recognition of contributors of \$1,000 to the Endowment.

The CzechMate Project was well underway and brought in hundreds of marketing books for the first Czechoslovakian Business School Library. A dozen AMA members and several non-members participated in this landmark outreach project. This project helped the Knoxville Chapter and AMA to build relationships with many US and Czechoslovakian government agencies, universities and businesses. Some of the many contacts made were: US Chamber of Commerce, Czech Chamber of Commerce and Industry, Czech and Slovak Cabinet members, and several members of Congress.

For the third year in a row the Knoxville Chapter received over \$50,000 worth of donated goods and services. Their business community continues to

support the excellence of the Knoxville Chapter. Assets have doubled for three consecutive years and a reserve fund equivalent to a year's dues is quietly growing interest.

All of the Chapter's goals were accomplished by the Board and the members. Here's a partial list of some goals they met:

- * Established a permanent record keeping system for all chapter documents
- * Implemented the 3rd Members' Marketing Fair
- * Presented a very successful Black Tie Awards Benefit Gala
- * Orchestrated the 3rd Annual Mentor Program
- * Selected an Outstanding Marketing Professional and scholarship recipient
- * Established a Scholarship Endowment Fund
- * Revised the Chapter's Constitution and By-laws
- * Co-sponsored a conference with PRSA
- * Generated quality visibility throughout the year.

Knoxville's goal to make their "quality focused chapter a role model for excellence," was realized when they were notified that they had won Chapter of the Year.

Townes Lavidge Osborn, 1990-91 Chapter President is quick to give credit to Knoxville's dynamic Board of Directors. She explained, "What I tried to do was empower each Board member to use their marketing skills. What each produced was extraordinary! Also, I'll continue to be forever grateful to Jeff Heilbrunn for his support of the CzechMate Project, and IH's Professional Chapters staff for their continuous assistance. Knoxville met all those IH deadlines because everyone wanted to keep Vivian Turner happy!"■