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**Professional Marketing Group Introduces Dedicated
Lehigh Valley Subgroup**
Open House Scheduled for September 15 at Monterre Vineyards

Philadelphia, PA (August 17, 2011) – The Philadelphia Chapter of the American Marketing Association (PAMA) – a professional association for marketers, educators and students across the Greater Philadelphia region – recently announced that it will be forming a dedicated Lehigh Valley Regional Subgroup (PAMA-Lehigh Valley). Its mission will be to better serve the professional development, networking and knowledge sharing needs of marketing professionals in the Lehigh Valley region.

Spearheading PAMA-Lehigh Valley are founding members Wayne Eckman (committee chair and president, WayneWrites), Donna Hansbury (president, ideaworks Food Marketing), Peter Steve, Jr. (managing partner, ideaworks Food Marketing), Eric Suro (channel marketing manager, Lutron Electronics).

The new subgroup is hosting an open house at Monterre Vineyards in Orefield, Pa. on Thursday, September 15, 2011 at 6:00 p.m. for marketing professionals in the Lehigh Valley to network with peers, while learning more about the various programs that PAMA-Lehigh Valley has in store for the coming year. Those who attend will hear about some of the latest developments affecting regional marketers and how PAMA-Lehigh Valley is responding to these developments. This inaugural PAMA-Lehigh Valley event is open to PAMA members and non-members. To register, visit <http://www.amaphilly.org>, call 267-287-8497 or email info@amaphilly.org.

“The Lehigh Valley is a vibrant and emerging center for business and the arts,” said Matt Roberts, president of PAMA. “Its rich heritage and proud history combine to make it the ideal locale for a northern extension of our organization. We are excited for the opportunity this provides to area marketers and the void that focused, localized programming will fill for the region.”

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About PAMA

Established in 1931, the Philadelphia Chapter of the American Marketing Association (PAMA) was one of the first 100 chapters now affiliated with the American Marketing Association (AMA), which is the professional association for individuals and organizations who are leading the practice, teaching and development of marketing worldwide.

With over 500 student, emeritus and professional members today, PAMA represents a diverse array of businesses, industries, government and professional organizations across the Greater Philadelphia area. PAMA is committed to bringing together members at all career levels with key thought leaders in various marketing disciplines and industries. For more information, visit www.amaphilly.org

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