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## **Oklahoma City American Marketing Association Partners with Oklahoma Center For Nonprofits**

*Three AMA OKC Past Presidents Served on Panel at Power Marketing  
Conference*

**Oklahoma City, OK (June 26, 2008)** Three Oklahoma City American Marketing Association past presidents recently served on a panel of experts at the June 18 Power Marketing conference, hosted by the Center For Nonprofits. Burt Smith with EMI Research and instructor at Oklahoma Christian University, Nancy Entz with Tinker Federal Credit Union and Mike Newcombe with OG&E talk to the audience about topics ranging from best practices in communicating a nonprofit's message to how to differentiate from the competition.

The panel, moderated by Thomas Searls of Schnake Turnbo Frank PR, also included Mickie Lara of Third Degree Advertising & Communications and Kim Cash from the American Heart Association. AMA OKC partnered with the Oklahoma Center For Nonprofits to help promote the conference and organize the panel.

"Choosing panel members who have served as president of the Oklahoma City chapter of the American Marketing Association served as a strong qualifier," said Julie Boyd, principal of Evolve Research and current president of the AMA OKC chapter. "These leaders have definitely proven themselves as experts and their advice gave the attendees a return on their investment far above what was expected."

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### **About AMA-OKC:**

The Oklahoma City chapter of the American Marketing Association is a professional association for individuals and organizations involved in the practice, teaching and study of marketing. It is the source that local marketers turn to for information, education and professional networking. The chapter hosts monthly programs on the second Thursday of every month from 11:30 a.m. to 1:00 p.m. at the Will Rogers Theatre.

For more information, please visit [www.amaokc.org](http://www.amaokc.org).

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