

## Volunteer Spotlight

### Who's On Board at NMAMA?

By Lori Shaw

While you might be taking a vacation this summer, a new Board of Directors is hard at work at the New Mexico Chapter of the American Marketing Association. Seven of your fellow marketing colleagues are busy culling the latest trends in marketing, coordinating comprehensive education opportunities, and planning targeted networking events for the upcoming program year, which begins in August. The incoming volunteer Board of NMAMA is working as a team to help local marketing professionals expand their marketing expertise, elevate their careers and ultimately, achieve better results.

#### Get to Know Your Board

##### Angella Alba, President

**Day Job:** eBusiness Specialist, Presbyterian Health Plan  
**NMAMA Member Since:** 2008  
*"Our incoming Board is a talented group of marketing professionals from very diverse backgrounds. To draw upon their strengths, and ensure their term as Board members with NMAMA is a very manageable experience, I am working very diligently toward the goal of 'one person one task.' This way, everyone can focus on their expertise in an environment they enjoy."*

##### David Martin, President- Elect

**Day Job:** Owner, Acceleration Concepts  
**NMAMA Member Since:** 2011  
*"I have three goals as president-elect of NMAMA: to learn best practices from Angella, to support all the Board members in their passion/interest area, and to elevate the Marketer of the Year Awards so that we showcase our local marketing superstars."*

##### Dustin Simon, VP of Communications

**Day Job:** Account Executive, Esparza Advertising  
**NMAMA Member Since:** 2009  
*"I took on the Board position as an opportunity to network and contribute to the marketing industry in Albuquerque. As VP of Communications, I plan to expand the current member base and make sure the NMAMA brand is marketed consistently."*

##### Rebecca Lynch, VP of Membership

**Day Job:** Senior Advertising Account Executive, *New Mexico Business Weekly*  
**NMAMA Member Since:** 2006  
*"In order to attract new members and retain our current members, I want to raise awareness about the local chapter benefits at each meeting. I also want to encourage members to use the resources that AMA International Headquarters offers."*

##### Stef Miller, VP of Programs

**Day Job:** Owner of Thinktapp  
**NMAMA Member Since:** 2011  
*"I want to position NMAMA on the edge of what's new in marketing right now. Expect to learn how to achieve measurable results with social media and the entire marketing mix!"*

##### Anjali Solomon, VP of Records

**Day Job:** Marketing Director, Applied Research Associates Inc.  
**NMAMA Member Since:** 2011  
*"I want to contribute to the Board by assisting the local chapter and making a difference in the marketing community."*

##### Ellen Mather, Newsletter Chair

**Day Job:** Owner of Mather Communications  
*"Keeping members apprised of chapter events and opportunities for professional growth is one of the most important things we do as a Board. As the liaison between NMAMA and the WriterGal Network, I look forward to a productive partnership that benefits both groups."*

## Lunch & Learn

Running Your Business Creatively



with Del Esparza

**AUGUST 18**

11:30am-1:00pm

**Hilton Albuquerque**

1901 University Blvd. NE

\$25 members & students

\$40 non-members

RSVP: [www.nmama.org](http://www.nmama.org)



New Mexico American Marketing Association  
 New Mexico Business Weekly—Sole Print Sponsor

### UPCOMING EVENTS

#### Thursday, August 18

Lunch & Learn: *Managing a Creative Office, Creatively*  
 Presenter: Del Esparza, Esparza Advertising

#### Thursday, September 15

Lunch & Learn: *Introducing a New Brand in a Legacy Market*  
 Presenter: Valerie Dodd, Qwest/CenturyLink

#### Thursday, October 20

Lunch & Learn: *Successful Campaigns & Client Relationships*  
 Presenters: Frank Duran (Kilmer and Kilmer) and Serena Lyons (Lovelace)

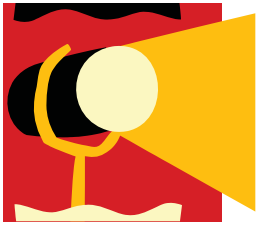
#### Thursday, November 17

Lunch & Learn: *Go Mobile: 10 Steps to Success*  
 Presenter: Lisa Abeyta, AppCityLife

Lunch & Learn events are held from 11:30-1 pm at Albuquerque Hilton Hotel. For more information, please visit [nmama.org/](http://nmama.org/).

### JOIN OUR TEAM!

NMAMA Board Members serve two-year terms and are expected to attend monthly board meetings, along with Lunch & Learn and Java Talk sessions. In addition to networking opportunities and the chance to be part of a creative, energetic team, board members receive free attendance to five member lunches. The VP of Development position is currently open, and the board is always looking for talented committee members. Interested? Contact NMAMA President Angella Alba at [president@nmama.org](mailto:president@nmama.org).



# GROUP MEMBER PROFILE

## Sandia Laboratory Federal Credit Union

By Ellen Mather

With a growing roster of more than 100 marketing professionals, NMAMA extends a warm welcome to our newest member group, the five-person marketing team at Sandia Labs Federal Credit Union. While Marketing Coordinator Jane Pelz has been a member of NMAMA since 1995, Senior Marketing Coordinator Becky Richards, Marketing Manager Tony Gardella and Marketing Coordinators Addie FryeWeaver and Dagny Vernon are new to the chapter.



### Q. What is the SLFCU marketing department's primary goal?

**A.** We build trust in the Credit Union by communicating in a way that is straightforward, with no gimmicks or double talk. We're focused on loyalty so that our products and services are the first ones customers look to when they have a need.

### Q. What are some of your most unique marketing programs?

**A.** Our core loan program is a menu of unique adjustable rate mortgages. Although ARMs received bad press during the financial meltdown, our products are widely accepted by our members because they have strong consumer protections built in. Financial education is another big part of what we do. We organize and promote an extensive schedule of seminars and events for investors, home buyers, members and teens who need money management advice.

### Q. What day-to-day challenges do you face, either specific to your industry and/or to the marketing industry overall?

**A.** The pace of technology change is exciting and challenging, but we never leap into new initiatives without extensive planning and internal communication. Everything we do in marketing impacts other departments. We're currently building a new website, refining our email marketing program, forming a social media strategy, getting ready to roll out mobile banking, and managing a variety of online marketing campaigns.

### Q. What prompted you to join NMAMA?

**A.** An opportunity for professional education, career development and networking.

### Q. Jane, as a long-time member of NMAMA, why would you recommend NMAMA to your colleagues?

**A.** The educational and networking opportunities have cemented my loyalty to the organization. It has been a pleasure to watch it grow through the years.

For organizations with four or more professional marketers and academics in the same organization or parent company, the AMA Group Membership program provides access to the latest trends in marketing concepts and practices, as well as tips for addressing day-to-day challenges. Groups also receive significant savings on their membership fees. 🌐



Meet the SLFCU Marketing Team: (seated, left to right) Becky Richards, Tony Gardella, (standing, left to right), Jane Pelz, Addie FryeWeaver, Dagny Vernon.

## ABOUT NMAMA

The New Mexico Chapter of AMA provides a forum for the educational and professional development of its members. For more information please visit [www.nmama.org](http://www.nmama.org) or send an email to [info@nmama.org](mailto:info@nmama.org).

### Officers 2011-2012

- President - Angella Alba
- President-Elect - David Martin
- Past President - Kim Jarigese
- VP of Communications - Dustin Simon
- VP of Finance - Bill Walters
- VP of Membership - Rebecca Lynch
- VP of Programs - Stef Miller
- VP of Records - Anjali Solomon
- VP of Development - OPEN
- Newsletter Chair - Ellen Mather



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## CAREER CORNER

### Marketing Professional - Studio Southwest Architects

Studio Southwest Architects, Inc., an Albuquerque-based award-winning firm focused on cost-effective and sustainable design, seeks a marketing professional to join our team. This individual will work and lead our team in producing professional, effective proposals. Requirements include:

- Experience with MS Office, Photoshop, In Design, Adobe Creative Suite and other computer programs relating to graphic production of proposals
- Experience producing graphic and written proposals
- Excellent proofreading and organizational skills
- Excellent verbal and written communications skills
- Knowledge of production and printing processes required to produce proposals

For more information, visit <http://nmama.org/category/resources/career-center/>.

### Looking to hire a marketing professional?

Let us help you find the right candidate by publishing your job opening on the NMAMA website. Please send job leads to [info@nmama.org](mailto:info@nmama.org).



The NMAMA newsletter is produced quarterly by select members of The WriterGals, a network of independent, creative communications professionals. For more information and individual profiles, visit [www.writergals.com](http://www.writergals.com)

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