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## **AMA ATLANTA ANNOUNCES JUDGES' PANEL FOR 2008 AMY AWARDS**

*Panel experts to select best-in-class entries and marketers who've made their mark*

**ATLANTA (Feb. 6, 2008)** – The Atlanta Chapter of the American Marketing Association announces the panel of distinguished judges for the 2008 Atlanta Marketer of the Year (AMY) Awards. The majority of judges will convene on Saturday, Feb. 23 to review entry submissions. A smaller group of judges will convene in a separate session to review marketer of the year nominations. Finalists will be announced Feb. 26, and all AMY recipients will be unveiled at the awards gala on Thursday, March 27 at the Fox Theatre.

The panel of judges is comprised of business leaders and marketing experts from large enterprise corporations to emerging businesses – encompassing both business-to-business and business-to-consumer arenas. It is this collective depth and breadth of experience that enables the merits of each entry to be evaluated from multiple lenses. This year's distinguished AMY Awards judges are:

- Award-winning journalist Greg Fulton, editorial director of *Atlanta Business Magazine*.
- Celebrated entrepreneur Peter Davis, president and chairman of Vesdia Corporation
- Prominent academic Francis M. Ulgado, Ph.D., associate professor and CIBER Facility director at the College of Management, Georgia Institute of Technology
- Strategist and serial entrepreneur Karen A. Robinson, president and CEO of Prime Point Media
- Renowned speaker and author Karl Hellman, founder and president of Resultrek
- Multifaceted marketing extraordinaire John Gerstner, ABC, president of Communitelligence, Inc.
- Respected marketing veteran and turnaround executive Jan Lewin, managing director of MS&L/Atlanta (ret.)
- Wine and spirits industry veteran Ron Coleman, vice president and general manager of Empire Distributors (ret.)
- Internationally-acclaimed strategic consultant and returning judge Guy Powell, principal and senior consultant of DemandROMI
- Top Atlanta executive and returning judge Virginia A. Bradley, publisher and founder of *Global EXEC Woman* magazine

“We are thrilled to welcome back two judges from 2007 and honored to have so many of Atlanta’s business and marketing leaders serve on this year’s panel,” said Jacqui Chew, co-chair of the 2008 AMY Awards. “Each member of this distinguished panel brings unique insights that will serve to enrich this year’s judging, evaluation and selection process.”

The panel of judges will review each entry and score it according to the evaluation criteria, which include delivery of measurable results, execution of best practices and sound business and marketing strategy. The top three scoring entries in each category will be selected as finalists, and AMY recipients will be announced at the awards gala.

The awards gala will take place March 27 at the fabulous Fox Theatre in Midtown Atlanta from 5:30 until 9:45 p.m. Tickets are \$100 for AMA Atlanta members and \$115 for non-members. Tables of 10 are also available. For more information, visit [www.amyawardsatl.com](http://www.amyawardsatl.com).

The Call for Entries period for the 2008 AMY Awards is currently underway. The late deadline to submit entries is Feb. 15. For more information about the AMY Awards competition, event tickets, submission guidelines and registration forms, visit [www.amyawardsatl.com](http://www.amyawardsatl.com).

**About the Atlanta Chapter of the American Marketing Association**

As part of an international organization, which consists of 45,000 professional marketers in more than 100 countries, AMA Atlanta is the country's fourth largest chapter with almost 1,000 members. The Atlanta chapter is designed to provide the city's diverse marketing professionals with a network of contacts and resources, continuing education and professional advancement opportunities. Programming is divided into monthly signature luncheons, special interest group meetings, networking mixers and the annual AMY awards, during which the Atlanta Marketer of the Year will be announced. And a new mentorship program will be launched this fall – which will add to the value that is provided to members. Atlanta was named "Best in Class Chapter" for its size category and received Special Merit Awards for strong performance in the following areas: finance, member recruitment, collegiate activities. To learn more, visit [www.ama-atlanta.com](http://www.ama-atlanta.com).

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