



South Florida

www.AMASFL.org

PRESS RELEASE

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American Marketing Association (AMA) South Florida Announces Networking Event with Notable Guest Speakers on September 1st & New Board of Directors 2022-2023:

MIAMI, FL (August 11, 2022): American Marketing Association (AMA) South Florida will host a Networking Event on Thursday, September 1st from 6:00 p.m. to 8:00 p.m. at The Lab Wynwood located at 400 NW 26th Street, Miami, FL 33127.

Advance registration is required at www.AMASFL.org and the Pre-Order ticket price is \$10 Members, \$15 Non-Members (until August 15th) and after this date the price will be \$15 Members, \$20 Non-Members.

Guest Speakers will be: Enrique Llanso, former VP of Sales for Badia Spices who is current CEO of Archangel who will speak on the topic of Sales Funnel and Jennifer Dimotta, former VP, Head of Digital and Omnichannel who is currently CEO of Uprisors who will speak on the topic of Leadership and Marketing. AMA South Florida Educational Content Chair, Dr. Luis De La Cruz will serve as the Moderator for the two Guest Speakers.

Camilo Caicedo, AMA South Florida Awards Chair will present the AMA Awards Program which Tri-County Advertising Agencies and Marketing firms are encouraged to enter. Application deadline to apply is November 18th with the Awards Ceremony to be held on December 8th from 6:00 p.m. to 9:00 p.m. with 7 Awards Categories with Prizes for every Award. To learn more about AMA South Florida Awards Program please go to www.AMASFL.org or contact MarketingAwards@AMASFL.org (Camilo Caicedo).

Those in attendance will have a chance to win a Raffle Drawing comprised of \$50 gift certificates that were donated for this Networking Event from Bulla Gastrobar, Pisco Y Nazca, Havana Harry's, Centurion Restaurant and Papi Wine who donated a Case of Wine to the lucky winner.

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Ginger G. Peterson, AMA South Florida Communications Chair will run the AMA South Florida Networking Event meeting which will consist of the following Agenda:

- **Networking AMA South Florida Members & Non-Members, Cocktails;**
- **Introduction of 2022-2023 AMA South Florida Board of Directors;**
- **Guest Speaker, Jennifer Dimotta;**
- **Guest Speaker, Enrique Llanso;**
- **Camilo Caicedo review of the AMA South Florida Awards Program.**
- **Post-Event Evaluation Survey will be distributed to all in Attendance to complete.**

Meet the New 2022-2023 American Marketing Association (AMA) South Florida Board of Directors!

- **Mr. Nacho Albornoz, President**
- **Ms. Ginger G. Peterson, Communications Chair**
- **Ms. Era Williams, Website & Social Media Chair**
- **Ms. Maria Loly Llanso, Events & Programming Chair**
- **Mr. Robert Sanchez, Sponsorship Chair**
- **Dr. Luis De La Cruz, Educational Content Chair**
- **Mr. Camilo Caicedo, Awards Chair**
- **Ms. Leah Feiler, Membership Chair**
- **Mr. Frank Dreier, Secretary & Executive Circle**
- **Ms. Amy Knox, Immediate Past President**
- **Ms. Pedro Galvan, Past President**

For a complete Bio on each Board of Director go to www.AMASFL.org AMA South Florida President, Nacho Albornoz says, "We are excited to have such a talented marketing team elected as our new AMA South Florida Board of Directors 2022-2023 and we look forward to growing our AMA South Florida Membership and Sponsorship as our primary goal. Secondary goals are to expand our Awards Program and to introduce a Quarterly Guest Speakers to our Members."

AMA South Florida Mission Statement:

AMA South Florida is the official professional chapter of the American Marketing Association (AMA) in South Florida that brings marketers together who live and work in the field of marketing in South Florida. The Board of Directors follows the AMA National Headquarters Code of Conduct in marketing to foster growth with all marketers for greater economic prosperity and improved quality of life. We are a resource for our AMA South Florida Members to turn to when they need ideas and input from your fellow marketers on any range of marketing topics. We strive to be an essential community for marketers at all levels to learn, grow, challenge, and inspire. By functioning as a marketing team, we can achieve great marketing together that provides solutions and training to help us each to thrive!

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AMA South Florida Contact:

South Florida Chapter Website URL:	https://www.AMASFL.org
Membership:	Membership@AMASFL.org (Attn: Leah)
Sponsorship:	Sponsorship@AMASFL.org (Attn: Robert)
Programming:	Programming@AMASFL.org (Attn: Maria)
Awards:	MarketingAwards@AMASFL.org (Attn: Camilo)

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