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American Marketing Association, New York Capital Region Chapter; Records

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M.E. Grenander Department of Special Collections & Archives

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Summary Information

Repository:	M.E. Grenander Department of Special Collections & Archives
Title:	American Marketing Association, New York Capital Region Records
ID:	apap207
Date [inclusive]:	1992-2013
Physical Description:	2.81 cubic ft.
Physical Location:	The materials are located onsite in the department.
Language of the Material:	English .
Mixed Materials [Collection]:	X
Abstract:	The American Marketing Association, Capital District Chapter works for the advancement of business and management in the region. The collection includes publications concerning programs sponsored by the organization as well as administrative records. Also included are descriptions and handouts from businesses in the Capital District.

Preferred Citation

Preferred citation for this material is as follows:

Identification of specific item, series, box, folder, American Marketing Association, New York Capital Region Records, 1992-2013. M.E. Grenander Department of Special Collections and Archives, University Libraries, University at Albany, State University of New York (hereafter referred to as the AMA-NYCR Records).

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Biographical / Historical

The American Marketing Association (AMA) was founded in 1937. Today the AMA has expanded greatly and is one of the largest marketing organizations in the world. It has over 30,000 members across the world who are knowledgeable in the marketing field. The American Marketing Association, New York State Capital Region chapter was formed in 1993 after holding general interest and planning

meetings throughout 1992. Its first president was University at Albany, SUNY associate professor, Paul Schurr.

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Scope and Contents

The American Marketing Association, Capital District Records mainly consists of administrative records, such as board agendas, minutes, chapter plans, surveys and financial documents. In addition, there are Mark of Excellence Awards materials and copies of the organization's publication *Positions & Perceptions*. Also, there is a box of compact discs, cassette tapes and floppy disks.

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Arrangement

Records were arranged chronologically. Smaller editions of the newsletter, *Positions & Perceptions*, were interfiled while larger editions were separated into an oversized box. Two large binders were taken apart but original order was retained.

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Administrative Information

Publication Statement

M.E. Grenander Department of Special Collections & Archives

Processing Information

Processed in 2018 by Amanda Partridge.

Conditions Governing Access

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The Department of Special Collections and Archives is eager to hear from any copyright owners who are not properly identified so that appropriate information may be provided in the future.

Immediate Source of Acquisition

All items in this collection were transferred to the University Libraries, M.E. Grenander Department of Special Collections and Archives from the New York Capital Region Chapter of the American Marketing Association in 2010 January and 2016 March.

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Controlled Access Headings

- Minutes (administrative records)
- American Marketing Association, New York Capital Region Chapter
- Marketing
- Associations, institutions, etc.--New York (State)--Albany
- Awards
- American Marketing Association

Collection Inventory

Title/Description	Instances	
AMA Interest Group - Correspondence, 1992	Box 1	Folder 1

Meeting Notes, 1992-1995Undated	Box 1	Folder 2
AMA Interest Group - Correspondence, 1992	Box 1	Folder 1
Meeting Notes, 1992-1995Undated	Box 1	Folder 2
Cassettes, Floppy Disks and CD Roms, 1992-2007Undated	Artifact-box 1	
<i>Positions & Perceptions</i> , 1993	Box 1	Folder 3
"Amalgamation", 1993-1994	Box 1	Folder 4
Chapter Formation and Officer Election Ballots, 1993-1994	Box 1	Folder 5
Board of Directors Meetings (1 of 2), 1993-1995Undated	Box 1	Folder 6
Board of Directors Meetings (2 of 2), 1993-1995Undated	Box 1	Folder 7
<i>Positions & Perceptions</i> , 1994	Box 1	Folder 8
Treasurer's Reports, 1994	Box 1	Folder 9
Nominations + Membership Directories, 1994-1995	Box 1	Folder 10
Strategic Planning - Chapter Plan, 1994-1995Undated	Box 1	Folder 11
Secretary/ Board Meeting, 1994-1996	Box 1	Folder 12
Chapter Plan, 19951995-1996	Box 1	Folder 13
Entry For 1994-1995 Chapter of Excellence Awards Program, 1995	Box 1	Folder 14
<i>Positions & Perceptions</i> , 1995	Box 1	Folder 15
Treasurer, 1995	Box 1	Folder 16
Board of Directors '97-'98, 19951997-1998Undated	Box 1	Folder 17
1999-2000 Board of Directors, 19951999-2000Undated	Box 1	Folder 18
2002-2003 Board of Directors (1 of 2), 19952001-2003Undated	Box 1	Folder 19
2002-2003 Board of Directors (2 of 2), 19952001-2003Undated	Box 1	Folder 20
2006-2007 Board Meeting, 19952006-2007	Box 1	Folder 21
Board Meetings, 1995-1996	Box 1	Folder 22
Public Relations, 1995-1996	Box 1	Folder 23
1995-1996 Annual Chapter Report and Administrative Records, 1995-1996	Box 1	Folder 24
1994-1995 Chapter Excellence Award, 1995-1996Undated	Box 1	Folder 25
<i>Positions & Perceptions</i> , 1996	Box 1	Folder 26
1996-1997 Chapter Plan, 1996	Box 1	Folder 27
Mark of Excellence Awards, 19961998-2003	Box 1	Folder 28
Board Meetings, 1996-1997Undated	Box 2	Folder 1

<i>Positions & Perceptions</i> , 1997	Box 2	Folder 2
Collegiate Relations, 1997Undated	Box 2	Folder 3
Marketing Student Summit, 1997-1998Undated	Box 2	Folder 4
<i>Positions & Perceptions</i> , 1997-2010	Oversized 1	
1998-1999 Chapter Plan, 1998	Box 2	Folder 5
1997-98 Chapter Excellence Award Entry (1 of 2), 1998	Box 2	Folder 6
1997-98 Chapter Excellence Award Entry (2 of 2), 1998	Box 2	Folder 7
Member Survey, 1998-1999	Box 2	Folder 8
Steering Committee, 1998-1999Undated	Box 2	Folder 9
1998-1999 Board of Directors, 1998-1999Undated	Box 2	Folder 10
Non- Member Survey, 2000	Box 2	Folder 11
2000-2001 Board of Directors, 2000Undated	Box 2	Folder 12
Interment Symposium, 2000Undated	Box 2	Folder 13
2001-2002 Board of Directors, 2000-2002Undated	Box 2	Folder 14
Technology Symposium, 2001-2002	Box 2	Folder 15
Member Survey, 2002	Box 2	Folder 16
2003-2004 Board of Directors, 2002-2004Undated	Box 2	Folder 17
Marketing Materials, 2002-20082010-2012Undated	Box 2	Folder 18
Mark of Excellence Program Evaluation, 2003	Box 2	Folder 19
Technology Symposium, 2003	Box 2	Folder 20
2004-2005 Board of Directors (1 of 2), 2004-2005Undated	Box 2	Folder 21
2004-2005 Board of Directors (1 of 2), 2004-2005Undated	Box 2	Folder 22
2005-2006 Board of Directors, 2004-2006Undated	Box 2	Folder 23
Mark of Excellence Awards, 2004-2010	Box 2	Folder 24
Finance Committee/ Budget, 2005-2006Undated	Box 2	Folder 25
2005 Member/ Non- Member Survey, 2006	Box 2	Folder 26
2006-2007 Chapter Plan, 2006	Box 3	Folder 1
2007-2008 Board of Directors, 2007	Box 3	Folder 2
2007-2008 Board of Directors and Finance Committee, 2007-2009Undated	Box 3	Folder 3
2008-2009 Board of Directors and Roundtable Survey Report, 2009	Box 3	Folder 4
Finance Committee/ Budget, 2009-2011Undated	Box 3	Folder 5
Member/ Non-Member Survey, 2010		

	Box 3	Folder 6
<i>Positions & Perceptions, 2010</i>	Box 3	Folder 7
<i>Positions & Perceptions, 2011</i>	Box 3	Folder 8
Mark of Excellence Awards, 2011-2013	Box 3	Folder 9
<i>Positions & Perceptions, 2012</i>	Box 3	Folder 10
Sample of Membership Application, Undated	Box 3	Folder 11