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SAN DIEGO AMERICAN MARKETING ASSOCIATION HOSTS 14TH ANNUAL AMA CAUSE CONFERENCE

West Coast's largest cause partnership event builds mutually beneficial relationships between nonprofits and businesses

(San Diego), Feb. 13, 2012—The San Diego American Marketing Association (AMA) is hosting the 14th Annual AMA Cause Conference on March 20-21, 2012. Attendees to this year's conference will learn strategies and best practices for maximizing the potential of nonprofit partnerships to help companies market and grow their businesses in the new economy. Additionally, nonprofit organizations will learn new ways to build and sustain partnerships with for profit companies that will lead to greater brand awareness, support and sustainable funding.

The event kicks off with a pre-conference from 5:30 – 7 p.m. on March 20. The pre-conference gives business executives the opportunity to network with peers and participate in an engaging and informational session on the state of corporate social responsibility and key trends for 2012. The main conference will feature multiple speaker sessions and workshops between 8 a.m. – 5:30 p.m. on March 21. The conference takes place at the Corky McMillin Companies Event Center in the NTC Promenade at Liberty Station (2875 Dewey Road, San Diego, CA 92106).

Andy Goodman, nationally recognized author, speaker and consultant, and founder of The Goodman Center, serves as the keynote speaker for the conference. Goodman will present on how to utilize storytelling as a powerful tool to capture attention, engage an audience and motivate people. Further, Susan McPherson, senior vice president at Fenton, will speak at the pre-conference and also serve as the second keynote speaker at the main conference. She will share key corporate social responsibility trends on the global, national and local levels to set the stage for a day of learning, collaboration and inspiration.

Industry experts will share insights on nonprofit resource development, community relations, new media technology and corporate social responsibility. Attendees will learn how nonprofit experts develop a brand that attracts donors, corporate partners and increases visibility. Specific AMA Cause Conference workshops include Six Pillars of Cause Marketing Campaigns, Motivating Your Board for Successful Fundraising and Monetizing Your Assets for Donors and Sponsorship, among many other topics.

The 14th Annual AMA Cause Conference sponsors include SDG&E, KIMBIA, GoGather, Allison+Partners, Cox Media, Vianova, Cantin, CBS Radio, Mission Federal Credit Union, Q2Insights and the San Diego Business Journal.

Ticket prices start at \$129 for nonprofit organizations, \$139 for AMA members and \$169 for general admission. Admission includes access to a keynote presentation, a choice of workshop presentations, a continental breakfast and a luncheon. To register, please visit <http://sdama.org/cause-conference>.

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About the San Diego American Marketing Association

The San Diego American Marketing Association is the premier professional development association for San Diego's marketing community. For more information on the local chapter, please visit www.sdama.org. For more information on the national organization, visit www.marketingpower.com.

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