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July 16, 2009

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**YMCA of Metropolitan Chicago Vice President Receives
Nonprofit Marketer of the Year Award**

*Anne Bergquist recognized for extraordinary leadership and achievement
by American Marketing Association & Foundation*

CHICAGO—Anne Bergquist, vice president of brand management and marketing for the YMCA of Metropolitan Chicago, was honored today with the Nonprofit Marketer of the Year Award for Special Marketing Initiatives by the American Marketing Association (AMA) and the American Marketing Association Foundation (AMAF). The AMA/AMAF Nonprofit Marketer of the Year Awards honor extraordinary leadership and achievement in the field of nonprofit marketing.

“We are thrilled to present this year’s award for excellence in special marketing initiatives to Anne,” said Lisa Chernick, AMAF Executive Director. “She is an innovator in the field and her creative approaches to marketing the YMCA of Metropolitan Chicago have not only transformed the outreach efforts of her organization, but have also helped bolster the nonprofit marketing industry.”

Bergquist is responsible for the YMCA’s brand image through its corporate marketing program that drives annual membership revenue in excess of \$28 million from more than 120,000 members at 19 branches across Chicagoland. In addition to the corporate marketing strategy, she also directs the development and execution of the marketing plans at each YMCA membership branch. As a result of this concerted effort, the YMCA grew membership revenue by \$6 million while increasing retention by 11 percent from 2003-2006.

Stephen S. Dahlin, executive vice president and chief operating officer of the YMCA of Metropolitan Chicago said, “Anne’s extraordinary creativity combined with her influential leadership and a well-executed strategy has allowed the YMCA of Metropolitan Chicago to thrive in these tough economic times. The marketing and outreach tactics she has implemented will benefit our organization – and in turn benefit the communities we serve – now and into the future.”

During her tenure at the YMCA, Bergquist has restructured the corporate marketing department and developed a comprehensive graphic design/copy template system for membership marketing, retention and fund-raising. Additionally, she developed and directed the YMCA’s first image awareness campaign tied to the YMCA’s 150th anniversary in 2008.

Bergquist has a bachelor’s degree in American Studies from the University Of Notre Dame. She and her husband, Kent, reside in Chicago.

(MORE)

About the YMCA of Metropolitan Chicago

Through its 65 locations and more than 100 extension sites, the YMCA of Metropolitan Chicago helps children learn and grow, teaches young people to lead, brings families closer, and encourages individual health and well-being. The fourth largest non-profit in Chicago and one of the largest human services organizations in the nation, YMCA programs impact hundreds of thousands of lives annually, helping to strengthen neighborhoods and respond to community needs across Chicagoland. To learn more, visit www.ymcachgo.org

About the American Marketing Association

The American Marketing Association is the largest marketing association in North America. It is a professional association for individuals and organizations involved in the practice, teaching and study of marketing worldwide. Is it also the source that marketers turn to every day to deepen their expertise, elevate their careers, and, ultimately, achieve better results. American Marketing Association members are connected to a network of experienced marketers nearly 40,000 strong. To learn more, visit www.marketingpower.com

About the American Marketing Association Foundation

The American Marketing Association Foundation maximizes marketing for the betterment of society. This is accomplished by:

- Investing in the growth and use of nonprofit and social marketing knowledge;*
- Supporting appropriate community outreach efforts; and*
- Acknowledging academic and practitioner marketing excellence.*

The AMAF works in partnerships and other strategic collaborations with the AMA, AMA chapters, marketing practitioners and academics, and scores of voluntary and community organizations. For additional information about the AMAF and its programs or to make a contribution, please visit www.themarketingfoundation.org.

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