



GNW Region Marketing

Some of you may remember me from a few years ago when I was the Great Northwest Region Manager from July 1999 through June 2003. At the end of two terms, I needed to take some time off from any ARMA leadership positions because I was so busy with my new job and on travel about half of the time. But after a few years passed by, like Dorothy in the Wizard of Oz, I realized that I missed my ARMA family and getting involved in ARMA activities.

So it was time to find my way back home - not to my birth state in Kansas, but back home to ARMA. Since clicking my red dance shoes wouldn't help me find my way home, I contacted (then in-coming) Region Manager, Marc Simpson and Kit Schultz and asked if there was something I could do for the region and my home chapter. Now I am very pleased to say that I am the new Great Northwest Region Marketing Director and the Columbia Basin Chapter Secretary. You're all familiar with the chapter secretary position and responsibilities, but if you're wondering what the Marketing Director is responsible for doing, let me take a minute to describe the position.

Working with Marc, Fran, Cindy, and Andrea in our region, as well as other leaders and members at the international, region, and chapter level, the Marketing Director will be responsible for promoting ARMA and the many benefits of being a member to increase attendance to GNW region conferences and increase membership for the chapters. This may include assisting in developing new chapters, reinstating dormant chapters, working with chapters to market to local businesses, increasing advertising for region conferences, and various other ways to increase membership for our region. In order to develop as many good marketing ideas as possible, I'll be contacting members in our region as well as other regions' officers and ARMA International to get recommendations for building membership and attendance and to find out what has or has not worked in the past. So if you have any ideas or suggestions for marketing our region to bring in new members and to increase conference attendance, please pass your comments on to me. And I'll be sharing the ideas and suggestions with our region so the chapter leaders can determine what should be incorporated into their chapter's plans.

So it turns out that for me, the Wizard was right. There really is no place like home. And it's great to be back!

Yours sincerely,

Deb Martin
GNW Region Marketing Director