



Contact:
Eva Keiser
[Risdall McKinney Public Relations](mailto:eva@risdall.com)
651.286.6765
eva@risdall.com

Business Marketing Association's Minnesota Chapter Announces 2010 Board of Directors

Organization's sophomore year to focus on creating opportunities for member growth

MINNEAPOLIS (Nov. 04, 2009) – For the [Minnesota chapter](#) of the [Business Marketing Association](#) (BMA), access to professional development opportunities, resources and connecting with peers is the priority for the organization's 2010 Board of Directors. Now in its second year, BMA–Minnesota is the only organization in Minnesota dedicated solely to the professional development of business-to-business executives, marketers and communicators.

“This has been an outstanding year for our organization,” said Chris Schermer, president, BMA–Minnesota. “Creating efficiencies, connecting with others and sharing best practices – all focuses of BMA – not only advance individual organizations, but the overall business community. The value of this information is evidenced in the growth of our organization, now at more than 120 members.”

Led by **Chris Schermer**, president of Schermer Kuehl, BMA-Minnesota's board of directors is comprised of experienced business-to-business marketing professionals that represent some of Minnesota's largest and most respected organizations.

BMA-Minnesota's 2010 Board of Directors is:

- **President** Chris Schermer, Schermer Kuehl,
- **Executive Vice President** Andrea Eidsness, Kroll
- **Secretary** Victor Hallberg, Brand Consultant,
- **Treasurer** Steve Bunnell, ThermoFisher Scientific,
- **Professional Development Vice President** Heidi Wight, Padilla Speer Beardsley
- **Communications Vice President** Eva Keiser, Risdall McKinney Public Relations
- **Membership Vice President** Tim Lebens, OpenWater Inc.
- **Partnerships Director** Amy Hubler, Delta Airlines
- **Membership Director** Anne McGuire, 3M
- **Directors:** Michelle Siebert, Compellent; John McPhee, Toro; Megan Effertz, Archway Marketing Services; Jane Payfer, Ergotron; Jennifer Roth, JKR Consulting; and Nick Wassenberg, EG Insights.

About Business Marketing Association

Business Marketing Association (BMA) is the leading professional resource for business-to-business marketers and communicators. The organization develops and delivers services, information, skill enhancement, and networking opportunities that help its members grow, develop and succeed throughout their marketing careers. For more information on the BMA Minnesota, visit www.bmaminnesota.org.

###