



NATIONAL ALLIANCE OF MARKET DEVELOPERS, INC

PHILADELPHIA CHAPTER

MEMBERSHIP APPLICATION

Learn from our network of professionals how to increase your market share!

[] YES! Sign me up for a NAMD Membership:

[] Corporate: \$500 (for 3 members) [] Professional: \$125 [] Partnership: \$225 [] Student: \$80

PLEASE CHECK ALL THAT APPLY:

- [] Sole Proprietor [] Partnership [] Corporation [] Non-profit
[] Women Owned Business [] Minority Owned

PLEASE SIGN ME UP FOR THE FOLLOWING COMMITTEES:

- [] Communications & Public Relations [] Fundraising [] Membership
[] Programming & Development [] Technology [] Urban Affairs

[] Referred by NAMD member: _____

Form with fields: NAME/TITLE, ADDRESS, CITY, STATE, ZIP, PHONE (DAY), PHONE (EVE), PHONE (CELL), EMAIL

MAKE Payments PAYABLE to: National Alliance of Market Developers, Inc. (NAMD)

[] Cash \$ _____ [] Check # _____ [] Credit Card (Circle One) Visa / Amex / MasterCard / Discover

Credit Card Payment: Acct # _____

Exp Date: _____ 3 Digit Code: _____

Signature: _____

Credit card payment will read on statement as Ellen Associates/VEP

LOCAL OFFICE: P.O. Box 103 Jenkintown, PA 19046

215.224.1404 Ext 7 (O) 215-224-1501 (F)

WEBSITE: www.namdphiladelphia.com

NATIONAL WEBSITE - www.namdntl.org

LOCAL CHAPTER: DATE REC'D _____ APPROVED BY: _____

Philadelphia Chapter of the Year!

2000 • 2001 • 2002 • 2004 • 2005 • 2006 • 2008

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our network
of professionals
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Our Five Point Plan

- Serve as a National African-American Consumer Resource
- Provide Professional Support to the Community
- Support Students through Education and Guidance Programs
- Increase NAMD's exposure through National Public Affairs
- Develop National Liaisons with other Organizations.

Send all Checks/Applications to:

National Alliance of Market
Developers Inc.
P.O. Box 103
Jenkintown, PA 19046
www.namdphiladelphia.com
www.namdntl.org

Email - NAMDPilly@gmail.com

History

National Alliance of Market Developers was established in May 1953 at Tennessee State University, Nashville. The founders, Moss H. Kendrix, Herbert W. Wright, Samuel Whiteman, H. Naylor Fitzhugh and Walter S. Davis, met in Washington, DC with 30-plus Black consumer marketers on October 30, 1952 to discuss the challenges and opportunities presented by their corporate employers to cultivate the Negro market. Through effective use of Black media, sales promotion and public relations representatives, the brand shares increased among Black consumers. As a result of this success, those pioneer specialists were now in demand among many corporate competitors. NAMD also recognized the value of their specialized skills and expanded the membership to include specialists from these new areas of marketing.

Welcome and Mission

The motto of the Philadelphia Chapter is "*Economic Development, Business Development and Networking for Success.*" We seek to advance the mission of the NAMD founders by leveraging the economic power of the African American market. The achievement of this mission will benefit our community and provide social and economic empowerment. To accomplish our goals we are creating local networking opportunities, providing professional development and forming strategic alliances within strategic market segments and the general market. NAMD also provides research data that helps educate consumers and marketers and allow both audiences to make better market decisions. Market development is essential and the greater Philadelphia Area represents one of the nations finest market places. We want to assist our members in capitalizing on the inherent opportunities and successfully addressing the challenges of navigating this market.

Benefits of Membership

The National Alliance of Market Developers (NAMD) provides its members the resources and services through education and networking, to empower its members to achieve career success and financial security.

As a member of NAMD Philadelphia you will receive:

- *Membership Card*
- *Access to NAMD Membership Mailing List*
- *NAMD Annual magazine: (Emphasis), available at Nat'l Conference*
- *Free or Discounted Subscriptions: (Black Professional News, Black Enterprise, and Success Guide) when available.*
- *Discount Admissions to Special Events: The Dell, The National NAMD Conference and other select events.*
- *Monthly Opportunity Meetings and more...*