



For Immediate Release
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AMA Foundation Honors Nonprofit Marketing Volunteer of the Year



(CHICAGO, August 13, 2009) – The American Marketing Association Foundation (AMAF) honored Tom Abrahamson, Managing Director & Principal, Lipman Hearne, with the 2009 Nonprofit Marketing Volunteer of the Year Award at the AMA Nonprofit Marketing Conference in Chicago, IL, on July 16, 2009.

Tom Abrahamson is known for innovation in nonprofit marketing. He brings nearly 30 years of success and leadership in the field to Lipman Hearne. At Lipman Hearne, Tom has served hundreds of organizations, including foundations and community-based agencies, global membership-based organizations, small and mid-sized private colleges, and large multi-campus public universities. Prior to joining Lipman Hearne, he served as Associate Vice President for Enrollment Management and Dean of Admissions at DePaul University in Chicago.

A leading speaker and author in the field, Tom has given more than 100 conference presentations, written numerous articles for professional journals, and contributed to two books. He has created research instruments such as the Market Positioning Questionnaire[®], Pricing Sensitivity Study[®], and the Web Site Effectiveness Study[®].

Tom is Immediate Past Chairperson, Board of Trustees of the American Marketing Association (AMA) Foundation, and served on the Board of Directors of the AMA, a 38,000-member organization with 75 chapters in the U.S. and Canada. Tom chaired the AMA's 2006 and 2007 Nonprofit Marketing Conferences, and served on the Advisory Council for the 2008 and 2009 conferences. He also founded the annual AMA/AMAF Nonprofit Marketer of the Year Awards. These awards recognize extraordinary leadership and achievement in the field of nonprofit marketing.

As an active leader in the nonprofit community, Tom is President-elect of the Board of Directors of Urban Gateways of Chicago, and has served as President of Big Brothers/Big Sisters of Metropolitan Chicago.

Tom holds an M.A. in higher education administration from Bowling Green State University and a B.S. from Southern Illinois University.

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.](http://www.themarketingfoundation.org)

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