

2019 Annual Report



A·A·M·A
African-American Marketing Association

Origin Story

The idea for a Black marketing association came to mind in December 2013 while in conversation with an acquaintance. In Houston, we have approximately 20 Black professional organizations of various industries, but not a Black marketing group.

A few months prior, I left my corporate finance career to start my marketing business. Also, I graduated with my master's degree in marketing. Although I understood the need, there was no way I could take on something that big.

I spent the next six years searching online for names related to African-American or Black marketing associations and nothing would appear on my radar. In 2018, after a slew of negative ads from H&M, Shea Moisture, and Adweek's 2018 Power List to name a few.

I'm proud to say in February 2019, the African-American Marketing Association (AAMA) launched in Houston, TX. In April, we were solidified as a 501c3 nonprofit organization.



Michelle Ngome
Founder & President
AAMA



Creating a Collaborative Community

AAMA is looking to become the premier organization among Black marketing professionals. The goal is to create programs that benefit members in order for them to grow their careers or business.

We want to work with partners that understand the importance of Black talent in the workplace and the impact we have on consumer spending.

Mission

To foster the growth and professional development of Blacks in the marketing industry.

Vision Statement

Creating a collaborative community.

2019 at a Glance

Board Members

Michelle Ngome - President

Andrea Brown - vice President

Tamiah Robertson - Secretary

Bobbie Johnson - Treasurer

Muriel Foster - Corporate Relations

Tiffany Taylor Hicks -Programs

Kara Willis - PR & Marketing



Events

1. Meet The Board
2. Communicators Can Not Present with Ad 2 Houston, Toastmasters, and Houston Area Urban League Young Professionals
3. Black Leadership Forum
4. Project 100: Membership Brunch
5. Know Your Numbers: Understanding Analytics
6. Profitable PR
7. Off The Clock Mixer
8. Maximizing Your Networking Ability with National Black MBA Assoc. Houston
9. Marketing Mondays with FADE Media
10. Plan It Out 2020

Members - 25

Men - 5

Women - 20



Financial Review

Currently, AAMA membership is \$50. Our expenses include web hosting and Dropbox.

MAIN SOURCES OF REVENUE

Membership - \$900

COMPANY EXPENSES

Technology - \$120

**Thank you for your
continuous support.**

