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American Marketing Association Launches New Website

New features give Tampa Bay Marketing Community More Information at Its Fingertips

TAMPA, FL- [July 8, 2010] - The Tampa Bay Chapter of the American Marketing Association (AMA Tampa Bay) proudly announces the launch of its new website www.amatampabay.org thanks to the help of AMA Tampa Bay sponsor, Bayshore Solutions. The completely revamped site, with a fresh design and clean layout, creates an exceptional experience that puts timely, relevant information at the fingertips of the marketing professional.

Bayshore Solutions, a Tampa Bay web design and interactive marketing firm, created the site using more intuitive navigation and straightforward presentation so visitors can easily find marketing resources, content, networks, and knowledge they need to excel as marketing professionals.

Colleen Chappell, President of AMA Tampa Bay, says “Every aspect—from the design to the functionality—was based on adding value for our members. Our new website ensures that our growing membership roster has the essential resources needed to advance the practice of marketing and their professional development. We are grateful to Bayshore Solutions for their work in creating, launching and hosting the site.”

The site, which serves as a key source of information, education and premium marketing content, features a blog, full career center, AMA Tampa Bay TV and quick access to the AMA Tampa Bay marketing community through various social media channels. Creative design for the site was done by Chappell Roberts Marketing.

“Bayshore Solutions is proud to support AMA Tampa Bay by providing their new website strategic direction, content management system, and hosting services,” said Kevin Hourigan, president and CEO of Bayshore Solutions. "AMA Tampa Bay is a great partner that provides additional exposure and business opportunities for us.”

AMA Tampa Bay has more than 400 members from various sectors in the marketing and advertising industry. Its goal is to provide professional enrichment, networking opportunities, and industry news to its members.

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About AMA Tampa Bay

The Tampa Bay Chapter of the AMA, (AMA Tampa Bay), is a not-for-profit organization dedicated to educating the professional marketing community. With nearly 400 members, it is one of the fastest growing American Marketing Association chapters in the United States. The organization provides networking opportunities and programming on a variety of marketing and communications topics through monthly luncheons, digital special interest groups, and special events. Monthly events are open to members and guests and feature speakers from well-known companies and brands from both the Tampa Bay area and nationwide. For more information, visit www.amatampabay.org

About Bayshore Solutions:

Based in Tampa, Fla, Bayshore Solutions is one of the leading full-service Tampa Internet marketing and website development firms in the United States whose clientele consists of over 1,500 clients across 54 countries; Bayshore Solutions delivers custom Internet business solutions. Founded in 1996, Bayshore Solutions understands that nothing is more important than our clients' success. Our services ensure measurable results for clients worldwide by translating technology and marketing expertise into powerful solutions that propel businesses toward financial success.

