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### **Kopf Re-Appointed to Board of Directors for American Marketing Association – Madison Chapter**

**Rockford, IL (July 30, 2010)** – The American Marketing Association – Madison Chapter has re-appointed Rebecca Kopf, president of PR Etc., to serve another term on its board of directors. The American Marketing Association (AMA) is the largest marketing association in North America for individuals and organizations who are leading the practice, teaching, and development of marketing worldwide.

The Madison chapter of the AMA is one of more than 100 professional AMA chapters across the nation. The AMA is an international organization committed to promoting the personal and professional development of its members and to advancing the science and ethical practice of the marketing discipline.

Kopf has worked in the public relations industry for more than 20 years and currently serves on the board of directors of the Discovery Center Museum, OSF Saint Anthony Medical Center, YWCA of Rockford, The Literacy Council and is the marketing liaison for the United Way of Dane County.

PR Etc. ([www.pretc.net](http://www.pretc.net)) is a full-service public relations, event planning and marketing firm which helps organizations gain a competitive edge in the marketplace through strong marketing programs that deliver measurable results. Its customized services ensure that its clients' programs are implemented in a professional and timely manner and that their messages are proactively and effectively communicated. PR Etc. has offices in Rockford, IL and Madison, WI.

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