

## **Richmond AMA Chapter announces Neal Lappe as President-Elect for 2010-2011**

Richmond, VA – July 27, 2010 – Effective July 1, 2010, the Richmond Chapter of the American Marketing Association (AMA) announced Neal Lappe of WebStrategies Inc. as their President-Elect.

Lappe has owned WebStrategies, a local internet marketing and web development company since 2004. Involvement with the AMA-Richmond Chapter helps Lappe better run his company on a variety of levels. He says, “The AMA is a great place to meet other marketing professionals with whom I can collaborate, provide services to and get services from”. He continues to say, “It exposes me to some marketing principles and strategies that enhance my company’s abilities to deliver successful services to our clients”.

As President-Elect, Lappe is involved in developing the board of directors under the current President, Terry Fink, as well as the group of volunteers who make the chapter successful. He looks forward to working with an extraordinary group of members and volunteers in his term to form a strong board for next year when he oversees the chapter as President.

The AMA-Richmond is one of the most dynamic organizations in the city and is comprised of about 300 active members. Member’s professional backgrounds vary from advertising and creative agency consultants to marketing individuals from large organizations to owners of local businesses. Regular meetings, educational seminars and networking events give members and guests a chance to learn and grow from others in the marketing industry. The focus and mission of AMA-Richmond is to encourage members to develop professionally through education, information, relationships and resources.

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For more information on AMA-Richmond Chapter, visit [www.amarichmond.org](http://www.amarichmond.org)  
For more information on WebStrategies, visit [www.webstrategiesinc.com](http://www.webstrategiesinc.com)

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