



## AMERICAN MARKETING ASSOCIATION DETROIT CHAPTER LAUNCHES SEARCH FOR 2007 MENTORS AND ASSOCIATES

### Program Supported By Continuing Donation From Gongos Research

Auburn Hills, MI – November 9, 2006 – With a statewide focus to create and retain jobs in Michigan, the Detroit Chapter of the American Marketing Association is calling on executives to keep the momentum going in an effort to keep strong job candidates thriving in Michigan. In its fourth year of the Mentoring Program, the AMA Detroit Chapter is targeting 30 seasoned executives to come forth to participate in a five-month program aimed at promoting professional development of young marketing professionals in the Metro Detroit community.

“It is personally gratifying to participate in a mentoring program which elevates the marketing profession” states Kim Robinson, AMA Detroit Chapter president. “It is impressive to witness the successful outcome of our model mentoring program which carefully matches associates to marketing professionals in their particular area of career interest.”

The program is sponsored by Auburn Hills-based Gongos Research, a marketing research company who has donated funds for the program for the past three years.

“Our company places tremendous value on the growth of top talent,” says president John Gongos. “I have always believed that mentoring is an invaluable tool for young professionals.”

The Mentoring Program has attracted and given rise to young marketing professionals across multiple industries. In fact Darren Hitz, founder of Hitz Adventures ([hitzadventures.com](http://hitzadventures.com)) received national recognition for his company, which he founded as a mentee in the AMA-Detroit Chapter 2005 Mentoring Program.

“The AMA Mentoring Program became the launching pad for the next phase of my life,” said Hitz. “By partnering with an accomplished executive schooled in business planning, I was able to transform an idea into reality.”

The AMA Detroit Chapter is accepting applications for Mentors *and* Associates (mentees) through December 15<sup>th</sup> on [detroit.marketingpower.com](http://detroit.marketingpower.com). The program is free for Mentors. For Associates who are non-members, a \$30 application fee will be assessed. AMA membership is not required for participation. For further information contact Bob Zirlin, AMA Detroit Director of Professional Development at 248.361.0953 or [rzirlin@aol.com](mailto:rzirlin@aol.com).

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