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## October 2003 Newsletter

### October Volunteer of the Month –John Campanola

Our Chapter is pleased to recognize John Campanola as our October Volunteer of the Month. John has been a member since 1975 and is one of our longest tenured members. He joined back in college when he wanted to concentrate in Marketing and knew that AMA was the association to get involved in. He joined AMA to learn more about the marketing profession and meet people in the industry.

Today, John is the Principal of his own management consulting practice ([www.campanolaconsulting.com](http://www.campanolaconsulting.com)) that specializes in strategy, marketing and planning and developing strategic market, business and product plans. As a member of AMA, John has held various volunteer positions throughout the years and this year he has volunteered his time and talent to our chapter's Programming Committee.

For John volunteering has enabled him to do something he enjoys while developing relationships and facilitating networking opportunities, which are both essential for his business and his career. His advice to other members about volunteering, "Do it. Unlike a job or relationship, if you don't like an area you picked, you can change to another area easily. And if you want to do work on several projects to enhance your professional skills and experiences, you can do that as well. It is great."

AMATBC would like to recognize John for his commitment and dedication to our chapter throughout the years. We thank him for volunteering his time and talent to our membership and are grateful to have him on our team.

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