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**FOR IMMEDIATE RELEASE**

**Save the Date! AMA-DC Spring Collegiate Program Series Presents:  
Yasmin Namini, Senior VP of Marketing and Circulation, The New York Times**

**Washington, D.C. - March 17, 2009** - The Collegiate Program of the American Marketing Association, D.C. Chapter (AMA-DC) announced it will hold its Spring Collegiate Program series on **Tuesday, March 31, 2009** at The George Washington University. The program starts at 7:00 p.m. and features Yasmin Namini, Senior Vice President, Marketing and Circulation for the New York Times. Ms. Namini will address the marketing practices and challenges currently facing the New York Times.

Ms. Namini is responsible for marketing The Times's brand across print, Web and mobile platforms, including The New York Times and NYTimes.com. She is also responsible for circulation of The New York Times and was named Senior Vice President, Circulation, for The New York Times newspaper in 2006. Yasmin joined The Times in 1984 in the circulation department and held positions of increasing responsibility in sales, marketing, planning and product development.

Previously, she was Chief Customer Officer for the New England Media Group since 2005. Before that, she served as Senior Vice President, Consumer Marketing at the New England Newspaper Group and Senior Vice President, Circulation at The Boston Globe since 2000. She also served as Vice President, Circulation Marketing at The New York Times since 1999.

Ms. Yasmin received a B.S. degree in psychology from the University of Maryland and a Master's degree in applied statistics from Villanova University.

Note: No pre-registration accepted. Cost: FREE.

**ELIGIBILITY** - The AMA-DC collegiate program series is open to all DC area college students interested in the marketing profession.

**LOCATION** - The event will be held at The George Washington University, Duques Hall Room #552, located at 2201 G St., NW, between 22d and 23d Streets. Closest Metro Station - Foggy Bottom (parking available on site - limited curb parking.)

**About AMA-DC** - The D.C. Chapter of the American Marketing Association (AMA-DC) is the third largest in the country and serves over 1,000 members. The organization serves the needs of its diverse membership through a variety of member benefits and services – ranging from its networking events to its high level monthly Speaker Programs. Plus, AMA-DC offers a quarterly journal, Insight, a mentorship program, Special Interest Groups and executive roundtables, designed to serve the specific needs of its members. The chapter honors professional dc-area marketers at its annual M Awards gala. AMA-DC provides its members – and the community at large – with a network of contacts and resources, continuing education and professional advancement opportunities throughout the year. To learn more, visit [www.amadc.org](http://www.amadc.org), or contact the AMA-DC at 703-683-4883 or [info@amadc.org](mailto:info@amadc.org).