

## 2016 Chapter Volunteer of the Year Award

**D**ennis Devlin has been named the AMA's 2016 Ric Sweeney Chapter Volunteer of the Year. The annual award recognizes chapter volunteers whose contributions have added significantly to the AMA's goals. Members who are designated Chapter Volunteers of the Year receive honorary lifetime AMA memberships and are recognized in front of their peers at the annual Chapter Leadership Summit. In its 10th year being awarded, the Chapter Volunteer of the Year Award was renamed after Ric Sweeney, former AMA Board Chairperson and creator of the award, whose nearly two decades of service to the AMA embody the values of the award and the organization.

This year's recipient, Dennis Devlin, has served as an AMA member and volunteer for more than 30 years. Most recently, he served as member of the Cincinnati Chapter Board of Directors, where Sweeney served as a chapter board member himself for six years. Prior to joining the Cincinnati Chapter Board of Directors, Devlin led the chapter's Marketing Research Special Interest Group for three years. As President Elect, he led the effort to launch their CMO Roundtable, a partnership program with the Cincinnati USA Regional Chamber. Devlin served as president of the Cincinnati Chapter Board



of Directors in 2013 and 2014. Under his leadership, the chapter earned Chapter Excellence Awards for Leadership Excellence and Membership Excellence.

## 2016 Nonprofit Marketer of the Year Award

**T**he AMA and the AMAF named Nicole Dorrlor, vice president of marketing at Truth Initiative, as recipient of the 2016 Nonprofit Marketer of the Year Award.

The award, which recognizes one nonprofit marketer annually for their extraordinary leadership and achievement in the field of nonprofit marketing, is the highest honor bestowed by the AMA/AMAF on nonprofit marketing professionals. Dorrlor received her award during the annual AMA Nonprofit Marketing Conference in Washington, DC, this past July.

"Dorrlor is leading the way for nonprofit marketers. She has made a significant, measurable impact in the industry and has propelled the Truth Initiative and its Truth campaign to new growth

and success," says Russ Klein, CEO of the AMA. "Dorrlor has not only risen to the challenge with the utmost professionalism but her achievements have helped revolutionize the way we plan and execute marketing in nonprofit organizations."

Truth Initiative is a national public health organization that is inspiring tobacco-free lives. The organization funds and directs Truth, the most successful and one of the largest national youth tobacco prevention campaigns. As vice president of marketing, Dorrlor's responsibilities include overseeing partner agencies and managing media, advertising, digital and grassroots marketing. She also helps drive the strategy, positioning, messaging and creative for the campaign.

