



AGENCYMANAGEMENTROUNDTABLE

Helping marketing communication companies reach the next level

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You are invited!

Greetings from the Agency Management Roundtable:

You are invited to become a member of a network of marketing communication company principals, from small companies like yours, who work together for the betterment of their companies. These last several years have been particularly challenging. The industry has changed. It never will be what it was before – new rules and expectations for both client and agency.

It's tough to go it alone.

Over the last 12 years Agency Management Roundtable has formed created several networks of 10-12 agencies. This year, AMR wants to add another network.

You are invited to become a member because you attended one of our Management Roundtables in the past.

If you ask a member of an AMR network about their experiences, here is what they would tell you.

Who we are: We are a group of 10-12 company owners with offices located in large and small markets throughout the U.S. We work with B2C, B2B and Consumer clients. Some of us are full-service companies, others are quite specialized.

Why we get together: Because there just isn't anyplace you can go to get the honest discussion you get in the group. Like Dave says, "Next to being a lighthouse keeper in Nova Scotia, running an ad agency can be one of the loneliest jobs on earth! You know. You're probably right there in the lighthouse!"

What we do: We get together semi-annually and we work HARD! We've learned how to devote some time to work on the business instead of just in it! Over the years, we've learned how to structure the business so it makes a generous profit, diversify our assets and contribute to our retirement. We've met in a lot of great place too! We've had great presenters on new business programs, employee recruiting and management, financial management, mergers and acquisitions and a lot, lot more.

The best part? Dave Wood has taught us how our companies will thrive instead of just get by! Sure this recession is an issue, but we've learned to make it work for us -- and as our industry is changing we're changing with it.

Every meeting has a structured agenda plus some time to play. We always have the opportunity to arrive early or stay late and "kick-back". The semi-annual meetings allow us to get away and take an objective view of our progress and the challenges we are facing. We work hard, but each meeting is like a management time out.

The discussions you have here won't be anything like the ones you might have in your home town. And the exchange doesn't stop at the meeting. We stay in contact all year. When members are pitching new business, all they have to do is ask members for some input.

Come to the organization meeting planned for next October in Las Vegas. As with all other AMR networks, the first agency from a specific MSA to apply for membership will be accepted. We do this to ensure complete confidentiality of our discussions.

Interested? Call Dave Wood at 623-266-8981 or just print this page, write your name/phone number and "I'm interested" on it and then fax it to me (623) 266-8982. I'll call you back and we can discuss the details.

*David A. Wood
Founder / Chairperson*

Agency Management Roundtable LLC