



BMA HOUSTON ANNOUNCES REBRAND TO ANA BUSINESS MARKETING HOUSTON

Local chapter introduces its new name and identity to the marketing community

HOUSTON, Jan. 01, 2019 – The Business Marketing Association’s (BMA) Houston chapter, a premier professional community devoted exclusively to business-to-business (B2B) marketing, recently announced its rebrand to the Association of National Advertisers (ANA) Business Marketing Houston. The association is the only local thought leading professional association dedicated to connecting B2B marketers with new ideas, knowledge and people.

The association was originally founded in 1922 as the National Industrial Advertisers Association. Throughout the years, the professional organization has rebranded four times updating its name to the Association of Industrial Advertisers in 1960, the Business/Professional Advertising Association in 1974, the Business Marketing Association in 1993 and finally the Association of National Advertisers – ANA Business Marketing in 2018.

In 2014, the BMA united with the ANA in an effort to extend B2B marketing capabilities and intellectual brand-building capital to its members. The merger of associations has led to deeper connections in the marketing community, greater thought leadership in the B2B space and an increased level of service to members.

“By rebranding, the Houston chapter seeks to align with the ANA’s Business Marketing unit while continuing to increase the value and effectiveness of the organization,” said Emily Canon, Houston chapter president. “While the chapter’s name may be changing, our mission remains the same - to deliver thought leadership, awards program, career enhancement and peer-to-peer networking designed to improve careers in B2B marketing throughout the greater Houston community.”

The BMA has 21 chapters in North America and a new chapter in the Middle East.

To learn more about ANA Business Marketing | Houston, visit anahouston.org or email [Ann Byrd](mailto:Ann.Byrd@anahouston.org).

About ANA Business Marketing | Houston

The ANA Business Marketing Houston Chapter is the only local thought leading professional association dedicated to connecting business-to-business (B2B) marketers with new ideas, knowledge and people. Our mission is to deliver thought leadership, awards program, career enhancement and peer-to-peer networking designed to enhance career aspirations in B2B marketing. Our organization also raises money to provide students with internship and scholarship opportunities throughout the year.

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