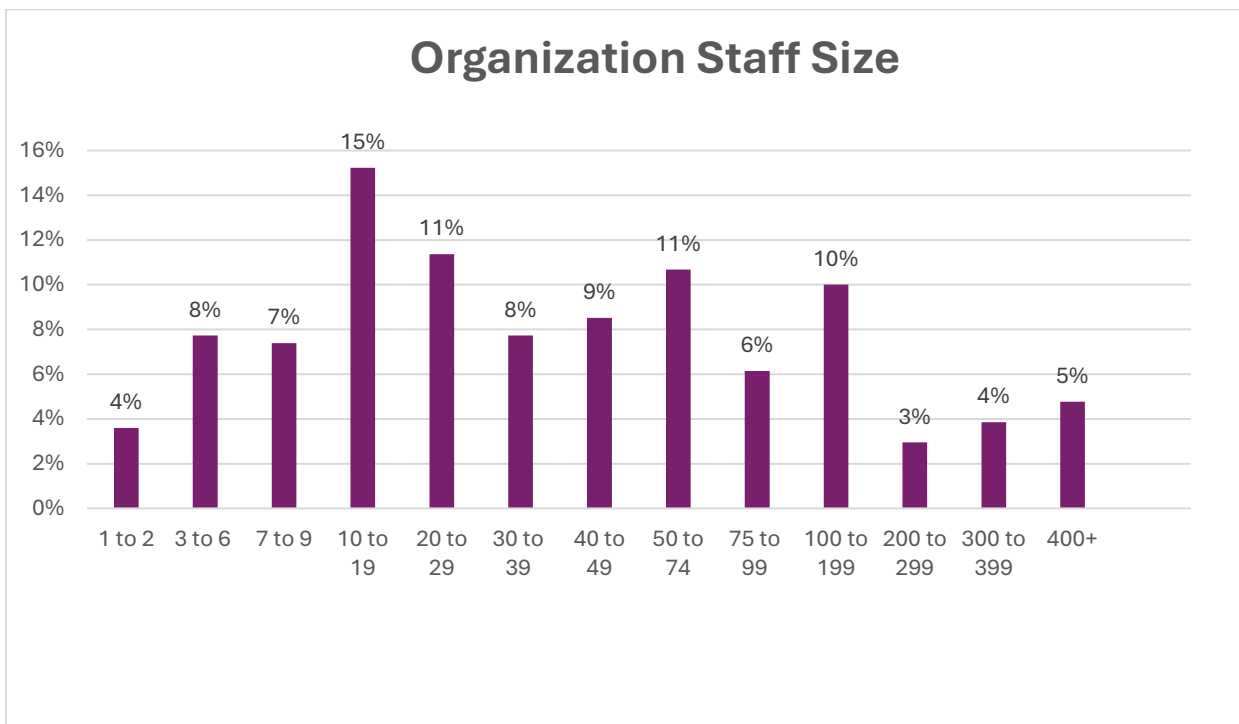
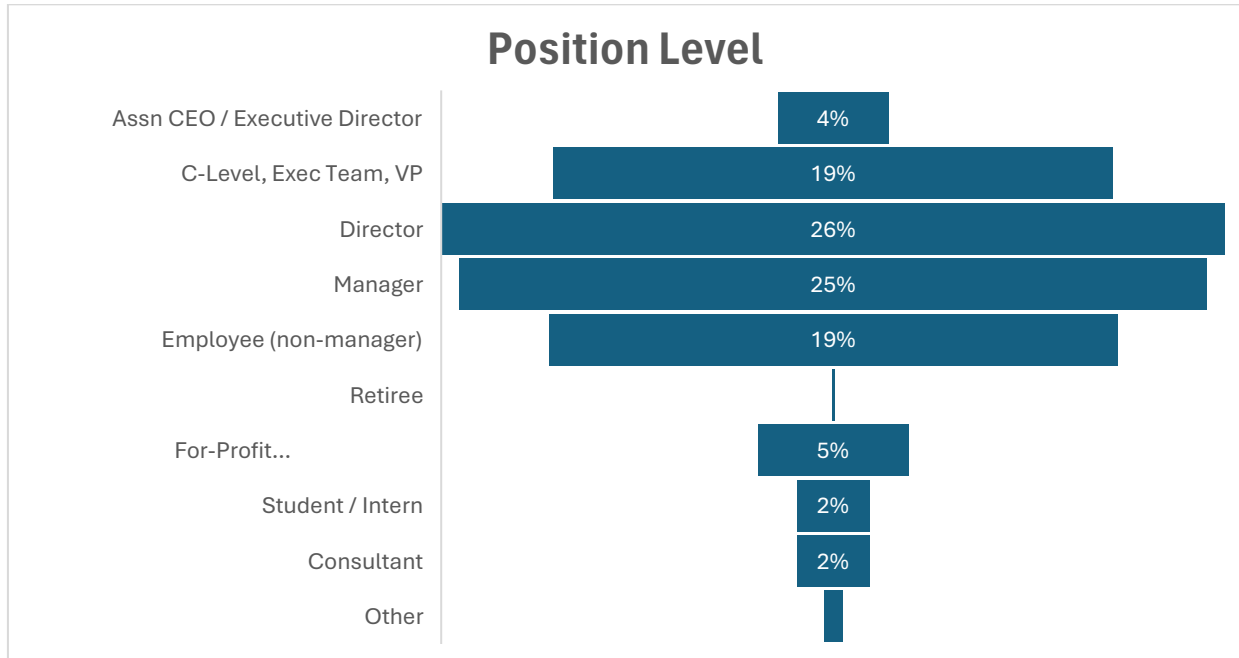
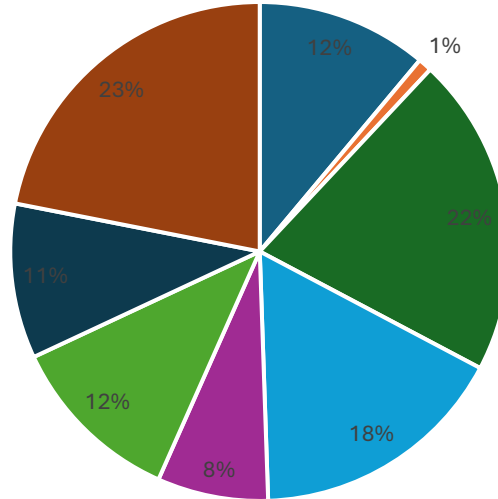


2025 AUDIENCE PROFILE SNAPSHOT



Primary Area of Responsibility

- Communications (media relations, PR, publications, etc.)
- Component Relations/Chapters
- Marketing (branding, direct mail, email, etc.)
- Membership
- Strategy
- Sales
- Technology (includes social media, website, database management)



Role In Purchasing

- Final decision maker
- Significant influence
- Recommend
- Research/specify
- Not applicable

