



A.M.P.A.

Association For Merchandise Planning and Allocation

AMPA Purpose & Objectives

- Established in 1995 - Promote interaction & communication.
- Exchange ideas and experiences about Merchandise Planning including processes, organization, systems, methods, procedures and implementation.
- Operating like a user group without any system affiliation.
- 199 Members / 123 Companies

AMPA Highlights and Recent Activity

- **Membership & Directory:** The member directory was updated for 2007. There are currently 199 members representing 123 companies. The member directory is available for current members.
- **AMPA Website:** Provides announcements, results of meetings, surveys, vendor presentations and other items of interest. Access it at www.rs-s.com/Ampa/ampanew/ampahome.
- **AMPA Sponsorship Program:** Established in 1999 with RSA/MPCC to help fund AMPA. RS&S in conjunction with AMPA now investigating new ways to reestablish a sponsorship program to provide funding for the Association (without RSAG).
- **AMPA as Formal Trade Association:** RS&S is working to establish AMPA as a formal trade association and legal entity.
- **Surveys & Other Activities:** To support our membership AMPA provides various surveys on MP topics, as well as discussions and speakers at our regular meetings. A future MP course is being planned.
- **Merchandise Planning Forum:** Initially an on-line forum that ran every month. The forum structure is currently being revised to better serve the AMPA membership.
- **Merchandise Planning Institute (RS&S Entity):** An Internet based facility currently under construction. A variety of Programs, Training Material, and White Papers will be available as well as other material to support Merchandise Planning.
- **Membership Requirements:**
 - ♦ Be a Merchandise Planning Retail Professional
 - ♦ Complete Information Surveys (one page)
 - Background Survey (attached)
 - Complete the planning survey when available on the AMPA site
 - ♦ Access to Internet/E-mail Address
 - ♦ Participation in AMPA Meetings and On-Line Forums
- **International AMPA:** We have interest among retailers internationally. We are working with representatives from Europe, South Africa and Australia to establish International AMPA chapters.

To Become a Member Please Complete the Background Survey (Over) and Mail/Fax to:

Regina Beischer, AMPA Coordinator
5 Longstreet Lane ♦ Cranbury, NJ 08512
Telephone: 732-886-5935 ♦ Fax: 732-886-5935 ♦ Email: rbeischer@rs-s.com

AMPA Background Survey

General Information

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone# _____ Fax # _____

e-Mail Address _____ Web-site _____

Category of Retailer:

Department _____ Discount _____ Warehouse Clubs/Price Club _____ Off Price _____

Category Intensive/Killer _____

Specialty: Womens Apparel _____ Mens Apparel _____ Shoes _____ Toys _____ Drugs _____

Other: _____

Type of Merchandise: _____

Number of Stores: _____

Geographic Locations:

U.S. only _____ North America _____ International _____

U.S. Regions Covered (e.g. All States, "Northeast", etc.) _____

AMPA Planning Survey:

Yes I have completed/submitted the AMPA Planning Survey on-line at rs-s.com/AMPA

Please Note: AMPA membership will not be processed until both surveys have been received.