

I can launch my career!



CAPTURE YOUR MARKETING POWER

31ST ANNUAL

INTERNATIONAL COLLEGIATE CONFERENCE

March 26-28, 2009
New Orleans, LA · Hilton New Orleans Riverside



CAPTURE YOUR MARKETING POWER!



One of the most exciting AMA collegiate conferences ever is being planned for you in the city of New Orleans. The conference is designed to provide the ultimate marketing experience, which will include advanced knowledge, leading edge practices and networking opportunities.

You could win one of these exciting competitions:

- » Chapter Plans and Annual Reports, including International Collegiate Chapter of the Year!
- » SABRE Business Simulation
- » Website Competition
- » Recruitment Video
- » AMA Foundation Community Service Grants
- » Northwestern Mutual Sales Competition
- » Kodak Case Competition
- » Chapter Exhibits
- » Outstanding Faculty Advisors

ON THURSDAY, you'll have the opportunity to meet representatives from other chapters at one of the most exciting (and fun!) networking sessions ever planned. Thursday night, we will officially kick off the conference with a high-energy motivating session that will be inspirational to all. Casual attire on Thursday means everyone should be wearing his or her chapter/school T-shirts. We'll be in New Orleans—but forget the beads! Bring an extra chapter/school T-shirt and trade with another school to get the coolest shirts at the conference. You'll also have an opportunity to meet recruiters in special roundtable discussions that are sure to jump-start your career.

ON FRIDAY, we will kick off with an updated and improved Career Corner Breakfast featuring over 12 recruiters. Meet the recruiters and sign up for one-on-one interviews! We have gathered some of the best to share their stories and tips for success. You will have networking opportunities with industry veterans, recruiting opportunities, and the choice of more than 10 speakers throughout the day. The day will be business casual and will include breakfast and lunch.

ON SATURDAY, we will finish with sessions on how to improve your chapter and yourself. On Saturday night, everyone will attend the traditional business attire banquet where we will announce the top 16 chapters of 2008–09. Make your travel arrangements accordingly; the banquet ends at 8:30 pm.

We will be photographing and videotaping the entire conference, so bring your smiles, your resumes and all your fellow AMA members.

We have many new programs and fun networking events you won't want to miss. Plan to join us at the Hilton Riverside in New Orleans on March 26-28, 2009 for the ultimate celebration of your collegiate AMA experience.


Tim Birrittella
Conference Co-Chair
Florida International University

Victoria Panzer
Conference Co-Chair
University of South Florida



What's
Special
for
2009?

We read the surveys and listened to your opinions, and we have added quite a few new features to this year's conference!

- » **Meet the Recruiters:** On Thursday, students will meet recruiters in roundtable sessions. On Friday, you will discuss career opportunities at the Career Breakfast, and hopefully, you'll be lucky enough to schedule a one-on-one interview for the afternoon!
- » **T-shirt Exchange:** Chapters should bring a few chapter or school T-shirts to exchange with other AMA student members. This proves to be a great way to network and have fun at the same time!
- » **SABRE Business Simulation:** Please refer to the description on page 4.
- » **Recruitment Video Competition:** Be sure to enter this new competition where chapters are competing to create the best AMA recruitment video. 
- » **AMA Beads:** Get your second annual AMA beads and wear them proudly, indicating you're a member of the best collegiate organization around!



Kodak



CONFERENCE HIGHLIGHTS



RECRUITING OPPORTUNITIES <<EXPANDED!

Launching a career in this difficult job market is a huge challenge for college students across the nation. We're expanding our Career Corner Breakfast to give you more opportunities to network and recruit for full-time/internship positions. Some of the recruiters scheduled to attend include Enterprise, Northwestern Mutual, PPAI, Smucker's, Vector, Walgreens, EMC, University of Missouri-Columbia, ThunderBird School of Management, Walmart, Find-a-place-to-live, West Virginia University and GMR Marketing. (Schedule subject to change.) More recruiters will be added to give you the best possible recruitment opportunities. **Don't forget to bring many copies of your resume for possible one-on-one interviews!**

CASE COMPETITION

Kodak On Thursday, March 26, the eight finalists of the Case Competition will vie for the top prize as they present their ideas and concepts for this year's case. By applying your marketing knowledge and savvy, you and your team will develop an IMC program to support the launch of the next generation Kodak Gallery. The case competition is a great opportunity for you and your team to develop your marketing skills by working on a real problem for a real client with real budget constraints.

NORTHWESTERN MUTUAL FINANCIAL NETWORK SALES COMPETITION



Back by popular demand, the Northwestern Mutual Financial Network Sales Competition will take place

on Saturday, March 28. Students will compete in a simulated sales contest—and earn cash prizes! Registration will open on the AMA website for this event in January and is limited to the first 50 people. Preparation materials will be provided to participants upon registration. AMA members will be notified via e-mail about this event in late January. For more information, contact Naomi Walters at nwalters@ama.org.

COLLEGIATE CHAPTER EXHIBITS

After the official conference opening, students are invited to participate in the exciting Collegiate Chapters Exhibits Session. These exhibits, presented in trade show fashion by AMA collegiate chapters, give the chapters an opportunity to be creative and show off their accomplishments. Chapters are eligible to win awards for the best displays. **Don't forget to vote for the Students' Choice Award!**

SABRE BUSINESS SIMULATION

This year at the AMA conference, teams of students are invited to participate in the SABRE Business Simulation, which is used at leading business schools, including Wharton, University of North Carolina and University of Michigan. Prizes will be awarded to the top teams.

SABRE's focus is on strategic business and marketing skills—specifically, the ability of teams to build, communicate and execute effective market-driven business strategies. At the start of the simulation, student teams take over as the management team of a simulated business. They must manage a portfolio of

products or services as they compete directly with other teams for market share and profit. In each round of the simulation, teams will make decisions regarding the development and marketing of products in their portfolio, and see the results play out against the strategies of other teams in the context of changing and uncertain market conditions. As is often the case in real life, there is no specific solution to a problem, but there are alternatives that are clearly superior.

Plan to pit your marketing skills against your peers for a fun and educational experience at this year's conference! There are only 15 team spots available, so sign up early! Teams should consist of 3 to 6 students; students must be registrants of the AMA conference to participate. Teams will need to supply two PCs with Windows 2000 or later and sufficient rights to install software. For more information, visit www.MarketingPower.com/sabre.

"EXPERIENCE SPEAKS" SESSIONS

Successful marketing professionals share their accumulated wisdom with the collegiate attendees. Individuals will speak about how they have achieved their success in the marketing profession, the realities of the profession and what students can do to best prepare for marketing careers in specific fields.

LEADING YOUR CHAPTER TO SUCCESS

Concurrent sessions of 45 minutes each allow you to pick and choose topics that are most applicable to your chapter. Moderated by and presented by collegiate members, Chapter Leadership Sessions are the place to discuss and share ideas related to fundraising, community service grants, regional conferences, AMA's Ambassador program, professional chapter information, and competing in the annual awards program. A great opportunity for successful chapters to share their experiences and for others to learn from them.

PARTICIPATION IN AMA PROGRAMS

Interested in learning how your chapter can wow the judges in the Case Competition? Preparing a Winning Case Entry, offered on Saturday, March 28, offers strategies and tips for entering this competition—as well as watching the actual winning case presentation!

AWARDS LUNCHEON

Join your AMA colleagues at Friday's Awards Luncheon. Learn the results of the Chapter Exhibit Session, the Website Competition and the SABRE Business Simulation, and watch the winning AMA recruitment videos.

FACULTY PROGRAMS

Special sessions have been planned specifically for faculty advisors. Take advantage of these sessions, and be sure to attend the networking functions to meet with advisors from across the country. The Collegiate Conference is the place to be for advisors who want to share ideas, learn from other chapters and hear success stories.

AWARDS BANQUET

End the conference with the 31st Annual AMA Collegiate Chapter Awards Banquet. Join in the excitement as we recognize the accomplishments and efforts of AMA Collegiate Chapters and announce the winners of the 2008-09 Chapter of the Year Award and the Hugh G. Wales Faculty Advisor of the Year Award.

CONFERENCE SPEAKERS



OPENING SESSION

THURSDAY, MARCH 26

Josh Shipp

Self-help guru Josh Shipp can be found dispensing his own brand of wit and wisdom in cyberspace, in books, on television and radio, at conferences, and to packed audiences of students across the country. Listen to him for just a few minutes and you will get it, too. Josh offers up a healthy dose of what he calls "advice with an attitude." He counsels on everything young adults care about and it's all done in a youth-friendly, humorous tone that is more hilarious survival guide than preachy sermon.

Although Josh is still in his 20s, you wouldn't know it from his resume. He's written books, shared the stage with Bill Cosby and hosted a reality TV show. For the past seven years, this San Francisco Bay Area resident has toured the world as a successful motivational speaker sharing his inspirational words with more than a million people. Rest assured that most of them left the room with a broad smile on their face and hope in their heart.



DON'T BE AVERAGE

Imagine...capturing an audience with laughter, drawing them in, getting comfortable, building trust. When you least expect it, real life comes into view. The true story of a boy left at the hospital, in and out of homes, abused. This sad tale does not end in sadness. It rises above the situations to show how a mess can turn into a message.

You will be amazed at the emotional journey that Josh Shipp will take you on. Laughing at human nature, games you haven't played since kindergarten, and true stories about trips to Wal-Mart and exploding microwaves. But the really explosive moment comes when the audience abruptly takes a 180, from the humor to the tragedy that life sometimes has to offer.

Josh understands what it feels like to try and form and discover your identity and purpose. He has learned that life's battles can be won, armed with a sense of humor and an optimistic attitude. Sharing his struggles, Josh encourages people to view their lives through a new lens. This empowering story of triumph encourages all people to think of themselves, and their mistakes, not as a mess, but as a message.

EXPERIENCE SPEAKS SESSIONS

FRIDAY, MARCH 27

Successful marketing professionals share their wisdom and experiences with the collegiate attendees. Individuals will speak about how they have achieved their success in marketing, the realities of the profession and what students can do to best prepare for marketing careers in specific fields.

Following is a partial list of presenters. Morning and afternoon sessions are both repeated so you can hear four different presentations.

Manuel Delgado
CEO, Hispanic Reality

Mark Houston
Associate Professor of Marketing,
Texas Christian University

Jim Logrando
Digital Sales & Marketing,
REDEYE Distribution

Mike McCullough
Chief Marketing Officer, Miami Heat

La'Shica Salter-Velazquez, PHR
Market Human Resource Manager,
Walmart

Marjette Stark
Senior Vice President, DMS Research

More speakers to come
on these topics:

- Green Marketing
- Advertising
- Retail Marketing

CAREER CORNER

GET A HEAD START ON YOUR MARKETING CAREER AT THE CAREER CORNER ON FRIDAY!

Recruiters from leading companies will be on site looking for their next marketing superstar! Come prepared with your resume; the recruiters will be setting up interviews on site. For updated information on participating companies, visit www.MarketingPower.com/careercorner.

Interested in taking the next step in your marketing education? Talk with leading providers of master's programs at the Career Corner on Friday as well! Learn about advanced degrees in business and marketing. For updated information on participating universities, visit www.MarketingPower.com/masters.

COLLEGIATE CAREER PARTNERS



At Enterprise, every day isn't so much like a workday as it is an MBA crash course. At Enterprise, you'll gain valuable and highly marketable skills in every aspect of business management from sales and marketing and developing a staff to customer service and accounting. Yet, we're not all business all the time. Enterprise is also a tight knit culture, where great people really enjoy each other's company both in and outside of work.

Regardless of college major or professional experience, nearly 100% of our employees start out in our Management Training Program, allowing everyone to learn the business from the ground up. As you progress, increasingly more opportunities will become available.

www.enterprise.com



With over 4,400 employees at our home office in Milwaukee, Wisconsin, Northwestern Mutual is truly a community within a community. Northwestern Mutual was named one of the "100 Best Companies to Work For" in Fortune's 2003 annual list of the nation's top companies based on employee satisfaction, company benefits and human resources practices. Northwestern Mutual was also named as one of America's Top 10 Internships from 1997-2008 by Vault's Guide to Internships. Northwestern Mutual offers camaraderie and teamwork in an environment that will stimulate your mind as well as your character!

www.nmfn.com



PPAI—the promotional products industry's only international not-for-profit trade association—offers education, tradeshow, publications, business products and services, mentoring, technology and legislative support to its more than 7,500 global members. Promotional products are more than a \$19.4 billion industry and include wearables, writing instruments, calendars, drinkware and many other items, usually imprinted with a company's name, logo or message.

www.ppai.com



At The J.M. Smucker Company, we believe that our greatest assets are the principles we were founded on and the employees who help bring our quality products into the homes of our consumers. We look for the highest quality people to deliver the highest quality products and services. Our family of iconic brands include Smucker's®, Crisco®, Jif®, Pillsbury®, Hungry Jack® and, most recently, Folgers®.

If you're looking for a career opportunity that encourages creativity and rewards hard work, The J.M. Smucker Company could be just what you've been looking for.

www.smuckers.com

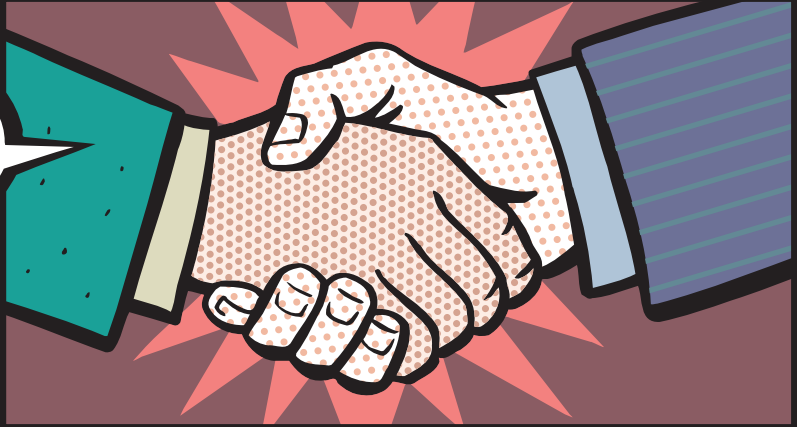
CASE COMPETITION SPONSOR



Every day you make a choice about where you work: which company deserves your talent, your best thinking, and your passion. Every day, customers also make choices—about where to do business, and whom to reward with their purchases. Making Kodak the place where you want to work, and where customers want to do business, is what the New Kodak is all about. As the world's foremost imaging innovator, Kodak helps consumers, businesses and creative professionals unleash the power of pictures and printing to enrich their lives. If you can see yourself in our vision, Kodak is the place for you.

www.kodak.com/go/careers

**YOU'LL
START ON
THE FIRST!**



COLLEGIATE CAREER PARTNERS



Vector Marketing offers students exceptional career opportunities in sales/sales management. More than your typical college job—Vector builds “Skills for Life.” Work for yourself, on your own schedule, with personalized support to help achieve your goals. Vector representatives find they are more prepared for post-college life than their peers.

www.vectormarketing.com



Walgreens is the nation's largest drugstore chain with over 6,500 drugstores. Walgreens provides the most convenient access to consumer goods and cost-effective pharmacy, health and wellness services in America through its retail drugstores, Walgreens Health Services division and Walgreens Health and Wellness division.

www.walgreens.jobs

OTHER CAREER CORNER PARTICIPANTS



www.emc.com/college



www.gmrlive.com



<http://walmartstores.com/careers>

MASTER'S PROGRAM PARTICIPANTS



Crosby MBA Program
Robert J. Trulaske, Sr. College of Business
University of Missouri

<http://mba.missouri.edu>



THUNDERBIRD
SCHOOL OF GLOBAL MANAGEMENT

www.thunderbird.edu



West Virginia University
IMC Master's Degree Program

www.imc.wvu.edu

HOTEL AND TRAVEL INFORMATION

REGISTER BY
FEBRUARY 26
AND SAVE!



CONFERENCE HOTEL

Hilton New Orleans Riverside

Two Poydras Street at the Mississippi River
New Orleans, LA 70140

Phone: 1.504.561.0500

Fax: 1.504.568.1721

Reservations: 1.800.HILTONS

www.neworleans.hilton.com

In the "center of it all," the newly renovated Hilton New Orleans Riverside is right on the banks of the Mississippi River with easy access to everything New Orleans has to offer. Guests have access to a health club and indoor tennis, racquetball, squash, volleyball and basketball courts.

For more on hotel services and amenities, visit www.neworleanshilton.com.

HOTEL RATES

Single/Double: \$195

Triple (Main House): \$215

Quad (Main House): \$235

Rates will be honored three days before and after the meeting dates, based on availability. Applicable taxes apply (currently 13%).

The AMA has negotiated special group rates with the hotel. To receive the discounted rate, you must make your hotel reservations by **February 27, 2009**. You must also mention that you are with the **American Marketing Association's International Collegiate Conference**.

After February 27, the rooms will be released for sale to the general public, and all reservations will be accepted on a space-available basis at the hotel's available rate, not the group rate.

Check-in time is 3:00 pm, and check-out is 12:00 pm. Anyone arriving earlier than 3:00 pm will be checked in as soon as a room(s) becomes available.

Online Booking Instructions/Discount Code/
Web Link:

<http://www.hilton.com/en/hi/groups/personalized/MSYNHHH-ICC-20090321/index.jhtml>

DISCOUNT TRAVEL PROGRAM

The AMA has arranged for a group travel discount with **American Airlines** for 5% off the lowest applicable fare. For reservations, call 1.800.433.1790, or book your fare directly online at www.aa.com. Use Promotion Code **A6439AW**.

AIRPORT

Louis Armstrong New Orleans International Airport

Distance from hotel: 13 miles

Drive time: 20–25 minutes

Directions: Take Interstate 10 Downtown/East/Slidell and exit at Poydras Street. Turn right on Poydras Street and follow Poydras south to its end at the hotel's front circle drive entrance.

TAXIS

Taxis are readily available from the airport. A fixed rate of \$29 (for two people) is charged from the airport to all downtown New Orleans hotels. Rates are subject to change without notice.

SHUTTLE SERVICE

Airport Shuttle is the official ground transportation provider for the Louis Armstrong New Orleans International Airport. They offer transportation to and from most New Orleans hotels.

Airport Shuttle is located outside the baggage claim area, and advance reservations are not necessary. Return reservations are required. The fare is \$15 one way and \$30 round trip (subject to change without notice). You can access information on Airport Shuttle at www.airportshuttleneworleans.com.

For departure reservations, call 504.522.3500 no later than 24 hours prior to your flight. Your advance reservation will ensure your timely departure for the airport.

CAR RENTAL

For your convenience, the American Marketing Association has made arrangements with **Avis** for your car rental needs. Special rates have been negotiated for you. Please call 800.331.1600 to reserve a car. In addition, please be sure to use the Avis Worldwide Discount Number: **D098599**.

HOTEL PARKING

Self-parking is available at the hotel for \$30 per night with in and out privileges. Valet parking is available for \$36 plus tax for overnight parking. Rates are subject to change without notice.

CONFERENCE ATTIRE

Conference attire is business casual. Meeting rooms may be cool so you may wish to bring a sweater/jacket.

WEATHER

Temperatures in New Orleans in March range from an average high of 78°F to an average low of 58°F.

ADA ACCESSIBILITY

The AMA is committed to providing equal access to our meetings for all attendees. If you are an attendee with a disability and require **program accommodations**, please contact the AMA Meeting Services Department at 800.AMA.1150, and a member of our staff will ensure that appropriate access arrangements are made. If you have specific disability-related needs for your **hotel sleeping room**, please be sure to communicate those directly to the hotel when you make your reservation.

In an effort to provide the highest quality of service to all attendees, we require that details of all access requests be communicated to our office at least 14 days prior to the start of the meeting.

AREA ATTRACTIONS AND EVENTS

Please visit the New Orleans Convention & Visitors Bureau website at www.neworleanscvb.com for information on the city.

CONFERENCE SCHEDULE



THURSDAY MARCH 26

Kodak Case Competition Finals
8:00 am–5:00 pm

SABRE Business Simulation
9:00 am–3:00 pm

Exhibit Setup
8:00 am–3:00 pm

Registration
2:00–7:00 pm

Team Building Session
1:00–2:45 pm

New Advisor Welcome
4:00–4:45 pm

Networking Session/T-Shirt Exchange
3:00–4:45 pm

Recruiters Roundtables
5:00–6:30 pm

Opening Session
7:00–8:30 pm

Exhibit Session
8:30–10:00 pm

FRIDAY MARCH 27

Continental Breakfast and
Career Corner
8:00–10:00 am

Registration
8:30 am–4:00 pm

Keynote Address and Case
Competition Awards
10:00–11:00 am

Experience Speaks I
11:00–11:45 am

Faculty Sessions
11:00 am–1:00 pm

Experience Speaks I
12:00–12:45 pm

Luncheon, Exhibit and Website
Awards, AMAF Grant Video and
Recruitment Videos
1:00–2:00 pm

Experience Speaks II
2:15–3:00 pm

Experience Speaks II
3:15–4:00 pm

Judging Insights of the Chapter Plan
and Annual Report
4:15–5:30 pm

SATURDAY MARCH 28

Registration
8:30 am–12:00 pm

Faculty Breakfast
9:00–10:30 am

Northwestern Mutual Financial
Network Sales Competition
9:00 am–1:00 pm

Leadership Sessions I
10:00–10:45 am and

Leadership Sessions I
11:00–11:45 am

Winning Case Presentation
12:30–1:00 pm

2010 Case Competition Introduction
1:00–1:45 pm

Team Building Sessions
12:30–4:00 pm

Awards Banquet
6:30–8:30 pm

**REGISTER BY
FEBRUARY 26
AND SAVE!**

**The AMA Collegiate Conference is the place
to launch your marketing career!**

Take advantage of:

- » **Networking:** Meet over 1,000 marketing students, faculty and practitioners.
- » **Job Opportunities:** Talk one-on-one with the AMA's Collegiate Career Partners and find out what today's companies are looking for.
- » **Learning:** Hear how experienced marketers made it to the top, how to build a team, how to be a good leader and more!
- » **Chapter Recognition:** Show your chapter's success and creativity in the Exhibit Hall and receive recognition for your chapter's excellent work at the Awards Banquet.



REGISTRATION FORM

TO REGISTER, COMPLETE AND SUBMIT THIS FORM OR REGISTER ONLINE AT: MARKETINGPOWER.COM/COLLEGIATE2009

2009 AMA INTERNATIONAL COLLEGIATE CONFERENCE

March 26-28, 2009

New Orleans, LA - Hilton New Orleans Riverside

YOUR INFORMATION

Note: All participants must complete a registration form.

REGISTER ONLINE TODAY!



Name (Printed as you wish it to appear on your badge) _____ Date _____

College/University _____

Your Mailing Address _____

City/State or Province _____ Zip or Postal Code/Country _____ E-mail Address _____ Phone _____

Male Female **Major:** Marketing Business Other _____

Year in School: Freshman Sophomore Junior Senior Other _____

Chapter officers, please list your position _____

Are you a faculty advisor/representative? Yes No

The conference fee is complimentary for the faculty representative or advisor attending from each chapter in appreciation of their voluntary service to the AMA.

Please check here if you require specific aids or services during attendance at the conference. AMA must receive any ADA requests two weeks in advance of the conference to determine if they can be accommodated.

Please check here if you would like a vegetarian option at the provided meals.

Please check here if you would like a kosher option at the provided meals.

PAYMENT METHOD

Credit Card

Visa MasterCard American Express Discover

Card Number _____

Exp. Date _____ Signature _____

Check

Check enclosed (U.S. funds or the equivalent to: 2009 AMA Collegiate Conference)
Check should indicate registrant(s) covered. Note: Please do not send cash.

Cancellation policy: Cancellations received prior to February 26, 2009, will receive a full refund. After February 26, 2009, a refund will be granted minus a \$55 cancellation fee. There will be no refunds issued after March 26, 2009. All requests for refunds must be submitted in writing to our conference registrars via fax: 312.922.3649.

CONFERENCE FEES

AMA Collegiate Members

AMA Member ID#: _____

\$175 (\$195 after February 26, 2009)

Non-AMA Members

Fee includes conference registration and one year of AMA Collegiate membership.

\$240 (\$260 after February 26, 2009)



REGISTRATION INFO

Online: Register online with a credit card at www.MARKETINGPOWER.com/collegiate2009

Phone: Register with a credit card over the phone by calling Customer Service at 800.AMA.1150

Mail: Register with a check by filling out this form and sending with appropriate payment to American Marketing Association, Accounts Receivable
311 S. Wacker, Suite 5800, Chicago, IL 60606

Faculty Advisors: Please fill out this form and fax or e-mail to Naomi Walters, Director, Collegiate Chapters
Fax: 312.922.3649 • E-mail: nwalters@ama.org