



Collegiate Connections



VOLUME 1, ISSUE 1

AMA COLLEGIATE

SPECIAL POINTS OF INTEREST:

- New Take an Entrepreneur to Lunch Competition
- New AMA Recruitment Video Competition
- Get "AMPed" Ambassador Program
- Board-in-a-Box

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Welcome From 2007-2008 AMA International Chapter of the Year

Greetings, AMA Chapters! It is my distinct honor to welcome you to the 2008-2009 academic year and to let you know that this year has the potential to be the best that the AMA has ever seen! I cannot tell you how excited I am to see what your chapters have in store for this year. After speaking with many of you at last year's International Collegiate Conference, I know that each of you are extremely capable of and enthusiastic about making a significant and enduring contribution to the AMA community.

Here at the Penn chapter, we have just reached a new milestone in our efforts to increase both inter- and intra-chapter collaboration as we work to launch a retooled version of our extremely successful regional conference this November, and all interested AMA chapters are both invited



and encouraged to attend! We have established a renewed focus

on our members this year, resulting in an unprecedented number of new member registrations across multiple disciplines and academic years.

The best part about all of this is that we were able to do it by learning from the ideas and practices of our fellow chapters both regionally, in the greater Philadelphia area, and internationally, at last year's International Collegiate Conference. The AMA truly is a tremendously dynamic and supportive community of young marketers, and this year, we have the opportunity to make it better than ever before!

Welcome From AMA Collegiate President Jimmy Peltier

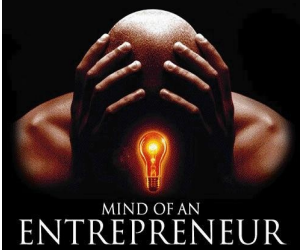


I hope the 2008-2009 school year has gotten off to a fast start for your chapter. We have a host of new and developing initiatives that are exciting and should provide you a wealth of learning opportunities. New this year is our AMA Recruitment Video, funding for Regional AMA Conferences, the Take an Entrepreneur to Lunch

Competition, an AMA Ambassador Program, a strengthened Career Corner and Sabre Competition at the International AMA Conference, among others. The Collegiate Connections newsletter is also being re-launched. We are asking Chapters, to send us examples of successful programs that they have completed so that

we can share that information with all chapters. We will be sending out requests ASAP in this regard. If you have any questions please contact the AMA Collegiate Division, or myself

(peltierj@uww.edu). Good luck and we are looking forward to the best year ever!



**Entrepreneurs
and Start-Up
Businesses are
the life-blood
of job creation**

**Find Your
Calling By
Helping
Others
Find Theirs**

New Take an Entrepreneur to Lunch Competition

LET'S DO LUNCH—These three words can define your future. What could you learn, given the rare opportunity to go behind the scenes and understand the mind of a successful entrepreneur? *Take an Entrepreneur to Lunch*, sponsored by the Acton Foundation for Entrepreneurial Excellence in partnership with the AMA Collegiate Division, is that kind of opportunity. As part of Global Entrepreneurship Week, it's designed to put AMA Collegiate members face-to-face with someone who has successfully made the journey of entrepreneurship, and done it in a way that makes him or her a hero. It's an opportunity to learn first-hand from successful entrepreneurs their innovative sales and marketing strategies and how they discovered new ways to reach customers and meet their needs.

The initiative has four steps: (1) Identify an entrepreneur who has qualities you greatly admire,

(2) Schedule a 30-minute meeting, (3) Interview this entrepreneur, (4) Submit an entrepreneurial hero nomination by the conclusion of Global Entrepreneurship Week (Nov. 17-23). 25 AMA Collegiate members will be named semi-finalists and selected to create a short story (written or video) about their nominee.

Upon submission of their story, each of the 25 AMA semi-finalist will receive a \$400 award for their chapter toward the 2009 AMA Annual Collegiate Conference. Three winners will be chosen, based on their hero's story including a description of how the entrepreneur did something innovative and successful in marketing and sales.

At the AMA Conference, these winners will receive a stipend to pay for their education expenses:

- ◆ 1st place \$1,000
- ◆ 2nd place \$750
- ◆ 3rd place \$500.

All AMA collegiate member semi-finalists will be eligible to have their stories selected as part of 25 entrepreneurs who will be chosen as heroes and (with their permission) their stories published and shared across America to inspire others.

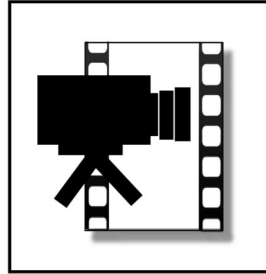
The 25 aspiring entrepreneurs who nominated these heroes will also be recognized as finalists for discovering them. These students will receive expenses-paid invitations to attend the 2009 Acton Entrepreneurial Journey Summit in Austin, Texas.

Lastly, ten national winners will be asked to decide, along with the entrepreneurial hero they nominated, what charity will receive a \$5,000 donation given by Acton in both the student's and entrepreneur's name.

A complete "how to" kit for AMA students is available for download at www.ActonHero.org.

AMA's New Recruitment Video Competition

Your Chapter has been doing it on-campus for years. Recruitment of new members is the lifeblood of any AMA Chapter. Some of you use classroom presentations, some use on campus advertisements and some of you use PowerPoint presentations or videos. How would you like to be recognized at the AMA International Conference and have your work judged by the attendees as the very best recruitment video in the nation? The AMA – Collegiate Division is proud to announce a new competition.



The *Chapter Recruitment Video Competition* is open to all AMA Chapters and is an excellent way to market the on-campus AMA experience.

The purpose of this competition is to encourage AMA Chapters to design, develop and produce a recruitment video/DVD that could be used to recruit new members. While chapters may want to include campus pride elements, the main objective of this competition is to produce something that is suitable for use on any campus in the country. If you can answer questions like “Why did I join AMA?” or “What is our chapter’s value proposition?” you are well on your way to building a recruitment video. For contest details, please go to the Collegiate Chapters section of the AMA Marketing Power web site or contact Fred Honerkamp by email at honerkam@northwood.edu

Let's Get “AMPed” With AMA Ambassador Program



The Collegiate Chapters Division has launched a new initiative entitled, The Ambassador Program (AMP) that seeks to pair award-winning AMA collegiate chapters with faculty members seeking to launch an AMA collegiate chapter on their campus or simply revitalize their current efforts. A group of top collegiate chapters have agreed to act as mentors and answer questions about starting or improving an AMA student chapter.



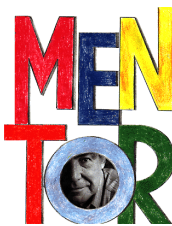
Of course, the International Headquarters Staff of the Collegiate Division of AMA will

continue to provide specific technical information to chapters as well. However, having mentors available with specific hands-on knowledge of advising a successful AMA chapter can provide additional practical insight. A list of the participating mentor programs is now available on the AMA website at:

<http://www.marketingpower.com/Community/collegiate/Pages/default.aspx>

For more information about the Ambassador program and how you can get involved, contact Professor Shanita Akintonde at sakin-tonde@colum.edu or

Professor Scott Swanson at swansons@uwec.edu.



Chapter Planning is About Strategy and Tactics

Annual Report Celebrates Chapter Success

Changes to Chapter Plan and Annual Report

Although it won't change the way you write your Chapter Plan, starting this year there is a shifting of the combined 100 points used for past Chapter Plans and Annual Reports. Starting this year the Chapter Plan is worth 20 points, down from 30 points in past years. The Annual Report is now worth 80 points.



The reason for this change is two-fold. First, as with any company the search for accountability is paramount to long-term success. In this regard the AMA wants to place greater emphasis on what you accomplished for the year.

Second, world-wide the Collegiate AMA is seen as an organization that prepares students for the real world. As a result, the points allo-

cated for Professional Development in the Annual Report has increased from 15 to 25 points. No other changes have been made.

For details, go to the AMA Collegiate web site at <http://www.marketingpower.com/Community/collegiate/Pages/EventsandCompetitionGuidelines.aspx>.

NEWS FROM AMA HEADQUARTERS

Welcome to a new year of American Marketing Association Collegiate Chapter activities. This newsletter will be sent to you periodically (3-4 times) throughout the school year to keep you up-to-date on current collegiate division activities and other news about the AMA.

All of your favorite AMA activities will continue this year – the International Collegiate Conference, Case Competition, chapter awards, regional meetings. In addition, the Collegiate Chapters Council has developed a new recruitment video competition,

an ambassador program to assist new chapters, and a new resource, Board in a Box, that includes best practices in all key areas of collegiate chapter activities.

You may have noticed that the AMA website MarketingPower.com has a new “look.” The site was re-engineered over several months starting last fall and launched earlier this year. There is a 6 week cycle for continuous upgrades on the site. Comprehensive resources for collegiate chapters may be found on the site in the Community (top navigation) section.

Board-in-a-Box Program: Chapter Plan and Annual Report Help

Another new initiative this year is AMA Collegiate's Board-in-a-Box. This is a resource and planning tool to help advisors and Executive Board members to create and manage their chapters.



They can be found at:

<http://www.marketingpower.com/Community/collegiate/Pages/BoardinaBox.aspx>

As of today we have the top 16 Chapter Plans and Annual Reports from 2007-2008.

As the year unfolds we will be adding best practices and other helpful tools to the Board-in-a-Box section of the AMA Collegiate website....so stay tuned!!

Please Send Us Stories

In future issues we are interested in publishing success stories from AMA Collegiate Chapters. These stories will allow all of us to share in the success of our brother and sister chapters.

If you are interested in writing a story for our upcoming December issue, please contact Jimmy Peltier, AMA Collegiate Chapters Council President at peltierj@uww.edu or call him at 608-220-0619.

Go AMA!

