

2009-2010 COLLEGIATE MANAGEMENT HANDBOOK



American Marketing Association Collegiate Chapter Handbook

Table of Contents

Welcome/Introduction.....	2
Support for Chapter Leaders.....	2
Deadlines for the 2009-10 Year	3
Renewing Chapter Charters.....	3
New Chapter Affiliation.....	4
Collegiate Member Benefits	5
Chapter and Advisor Recognition.....	8
Resources for Chapters	
AMA Programs for Chapters.....	11
International Collegiate Conference.....	12
Effective Chapter Operations	14
Board of Director Roles.....	14
Financial Governance (including Non-Profit Tax Status).....	19
Managing Membership Dues	20
Collegiate Chapters Council.....	24

New this year:

There is a new procedure for submitting your [Officer Report Form](#). Please enter this information electronically through www.marketingpower.com/collegiate.



Noteworthy

**All applications and monies should be sent directly to the
AMA Headquarters at:**

American Marketing Association
311 S. Wacker Dr, Suite 5800
Chicago, IL 60606

In order to receive information from the AMA, please request all of your members to provide us with their current contact information. Please log in to www.marketingpower.com and update your profile. Directions on how to set up an account on marketingpower.com and how to update your profile see page 24.

Welcome!

Welcome to the 2009-10 AMA Year! The 2009 – 2010 *Collegiate Chapter Management Handbook* is designed to provide chapter leaders with information on how to participate in AMA programs, how to make the most of your members' AMA membership and how to run successful chapter management and operations.

Please take the time to read through the materials contained in this handbook carefully. If used effectively, it can provide you with chapter management ideas, programming suggestions, answers to commonly asked questions and valuable insights. Using this information will maximize the success of your chapter in the coming year. Remember, even the greatest intentions and most creative ideas cannot be implemented effectively without member motivation, involvement and reward. Your chapter will be only as good as the efforts of your officers and members.

Making use of the ideas outlined in this handbook is the first step in building a strong foundation for your chapter. Officers must then lead the membership to achieve its goals. Your efforts will not only ensure a successful year, but also enable future leaders to continue the tradition and standards of excellence you institute this year. Best wishes for a very successful and productive year!

Support for Chapter Leaders

The first steps to successful Chapter management are to know what resources are available to you and to maintain a strong connection with International Headquarters (IH). IH has full-time staff people devoted to the collegiate division and they are a resource for you! When you have questions contact:

The mission of the collegiate division of the American Marketing Association is to further the professional development of the affiliated collegiate chapters and student members through leadership development, training and involvement in the field of marketing.

Manager, Collegiate Chapters
Collegiate@ama.org
800/AMA-1150 x9077

American Marketing Association
311 S Wacker Drive
Suite 5800
Chicago, IL 60606
800/AMA-1150
www.MarketPower.com/collegiate

Collegiate Chapters Council

In addition, a ten-member volunteer Collegiate Chapters Council (CCC) is available as a resource. For a complete listing of CCC members, see page 24.

Online

In addition to staff and CCC support, a great deal of the information that you will need for the year is available online in the special collegiate section of the AMA's website, www.marketingpower.com/collegiate. There you will find forms you need (such as the Officer Report Form); information on programs like the [Case Competition](#), [Annual Awards Program](#) and [Community Service Grants](#); and resources to help you manage your chapter effectively. Take a few moments to visit and find out what's there for you!

Chapter Renewal Requirements


To ensure that AMA collegiate chapters maintain a high level of quality, each chapter must meet minimum standards in order to renew its chapter charter from the AMA. This section outlines those standards and the resources available to you in meeting those standards.

Questions answered in this section:

- What important dates do I need to know about for the 2009-10 year?
- What does my chapter need to do to maintain its status as an AMA Collegiate Chapter?
- What happens if my chapter does not complete the annual renewal requirements?

2009-10 Dates to Remember

There are a few dates that are critical to all collegiate chapters. Keep this page handy to make sure you don't miss something important!

	POSTMARK DATE	REQUIREMENT
	September 14, 2009	2009-10 Officer Report Form
	October 4-10, 2009	AMA Marketing Week
	October 12, 2009	Chapter Plan Due to IH
	October 30, 2009	Community Service Grant Application
	December 7, 2009	Case Competition entries
	February 15, 2010	Hugh G. Wales Faculty Advisor Award Nomination
	March 15, 2010	Annual Report due to IH
	April 8 – 10, 2010	32nd Annual International Collegiate conference

Items in bold are mandatory for all chapters. Submission of the Chapter Plan and Annual Report by the above deadlines enter a chapter into the Annual Awards Program unless the “non-participation” boxed is checked on the verification form. (See the Annual Awards Program Booklet for details)

Collegiate Chapter Charter Renewal

The AMA Collegiate Chapters Council sets operating standards for collegiate chapters. These standards must be upheld by each collegiate chapter in order to maintain its charter with the Association. In order to remain an affiliated chapter, chapters must meet the criteria and submit the required documents below:

- Ten AMA Collegiate Members.** A cohesive and committed group of student members is vital to your Chapter's success. A minimum of ten members is required to ensure that a strong group is available to plan, execute and attend chapter activities. All collegiate chapter members share in the benefits of the American Marketing Association: **Therefore, all collegiate chapter members must be AMA international members.**
- AMA Faculty Advisor.** The faculty advisor serves as the official liaison between AMA International Headquarters and the collegiate chapter. It is required that the advisor be an AMA professional member.
- Officer Report Form.** The officer report form is the communication link between your chapter and AMA International Headquarters (IH) and is essential for contact with chapter presidents and advisors.

Every chapter must complete the [2009-10 officer report form](http://www.marketingpower.com/collegiate) online at www.marketingpower.com/collegiate by the **September 14, 2009** deadline date. Chapters must submit a new officer report form to AMA IH whenever there is a change of officers or faculty advisors. (Access the form online at www.marketingpower.com/collegiate)

Chapters should elect officers once a year to fulfill a one-year term. Chapter officers must submit the officer report form for the 2009-10 academic year after the election of these officers, preferably at the close of the spring academic term to ensure proper correspondence throughout the summer.

- Chapter Constitution and Bylaws.** The constitution forms the basis of the Chapter's existence and is vital to the successful management of the Chapter. Each Chapter must have a copy of its constitution on file at AMA IH. The constitution should be reviewed *annually* so that it continues to support the Chapter's changes in structure and operation. If revisions are necessary, a copy of the revised version must be submitted to AMA IH electronically to collegiate@ama.org.
- Documentation of Chapter Activities.** AMA International Headquarters must have documentation showing that each Chapter conducted activities during the year. In the **fall**, each chapter must submit its chapter plan. In the **spring**, each chapter must submit an annual report to verify that the activities proposed in the fall were attempted. Submission of both documents by the postmark deadlines automatically enters the chapter into the Annual Awards Program unless the "non-participation" box. All chapters receive feedback on their plan and report at the end of the academic year.

Dropped Chapters

Chapters which do not meet the minimum requirements for chapter renewal will have cause for chapter revocation, and their charters will be revoked at the discretion of International Headquarters and the Collegiate Chapters Council.

Chapter Reinstatement

If a formerly affiliated AMA collegiate chapter wishes to re-establish its ties with the AMA, it must apply for affiliation the same way in which a new Chapter does. Once a chapter is dropped, its records are purged from the active AMA database; therefore, a chapter cannot simply renew its AMA affiliation by sending in charter renewal documents.

New Chapter Affiliation

These are the conditions necessary for students to begin a new chapter:

1. **Ten Members** Any full- or part-time registered student, not restricted to marketing majors, who is a candidate for a degree is eligible. All chapter members must be members of the American Marketing Association.
2. **Faculty Advisor** The faculty representative serves as the official liaison between the chapter and the AMA; he/she must be an AMA member.
3. **Officer Report Form** (ORF) Notifies the AMA of chapter contacts for communication between AMA Headquarters and the chapter.
4. **Bylaws** The chapter must adopt the bylaws and regulations to which all AMA Collegiate chapters must adhere.
5. **Petition for Affiliation and Fee** Chapters must submit adopted bylaws with the Petition for Affiliation and a one-time U.S. \$50.00 fee.

A new chapter may affiliate at any time during the year.

Benefits of AMA Membership/ Affiliation

AMA collegiate membership is available to any full-time or part-time student attending a regionally or nationally accredited academic institution of higher learning. The student must be working toward a degree and not be concurrently employed in a full-time or part-time ***professional*** position.

Through AMA membership, your chapter will bring together a group of dynamic, committed students who are interested in the field of marketing. Your chapter will be strengthened as each member gains experience, information and exposure to the marketing community at large by taking advantage of member benefits.

Questions answered in this section:

- *How much are AMA collegiate member dues?*
- *What are membership benefits?*
- *What programs does AMA offer for chapters?*
- *What is the Annual International Collegiate Conference?*
- *What services are available to help chapter leaders with chapter management?*

Collegiate Membership Dues

Membership introduces students to the leading association of marketing professionals at a significantly reduced rate. AMA collegiate dues are \$45 annually (a 12-month membership). The \$45 fee includes a one-year digital subscription to *Marketing News* as well as the benefits outlined below. These benefits, in addition to value that each collegiate chapter provides on the local level, make AMA membership one of the best investments a student can make.

Collegiate Member Benefits

Each year, over 13,000 college students increase their understanding of the marketing profession, begin career development, and gain valuable skills and opportunities by joining the American Marketing Association. Membership benefits include:

Marketing News

This leading publication for the marketing industry keeps you abreast of new ideas and developments in marketing, including market research, new product development, marketing communications, direct marketing, distribution and much more. Marketing News is sent digitally to all students twice a month with the exception of July – August and December – January.

Member Resource Center on Marketingpower.com

The Member Resource Center on the AMA website has useful information which can be accessed every day. The type of information includes:

- Career section for students with detailed information on marketing careers and job/career resources tailored for students.
- Free live and archived web casts to expand marketing training.
- Special sections offering extensive information and resources, including marketing news and trends, global marketing issues, industry overviews, case studies, white papers, hot topics, interviews, statistics and more. You can also access current and past issues of Marketing News and Marketing Matters and take advantage of member discounts on publications, events and training.

Collegiate Connection

Published six times a year, this electronic newsletter is the primary communication between AMA's International Headquarters and with its collegiate members, featuring articles from the Collegiate Career Partners, industry news and career development information as well as the collegiate chapter section with important news for your local chapter management. *Collegiate Connection* is available online to members only.

Access to AMA Collegiate Career Partners (CCPs)

AMA has partnered with major corporations looking for access to the best marketing undergraduates. AMA collegiate members have exclusive access to this group through conference participation and newsletter content. AMA members are also invited to submit resumes to this

group of recruiters.

Bridge Membership Program

The bridge program is available ***only*** to graduating AMA collegiate members to assist them with their transition into the professional world. Bridge membership allows students to continue their relationship with AMA with a more than **50% savings** off regular professional membership. Graduates receive the same benefits as professional members but pay only \$75.00 (valid for up to three years after graduation). Bridge members can join an AMA professional chapter, attend local events and build a local network base. (Local Professional chapter membership is required in some areas and is not included in the bridge membership dues.) Bridge membership information is sent annually in the winter to December graduates and in the spring to May graduates.

AMA-Sponsored Chapter Programs

AMA International Headquarters encourages all collegiate chapter members to participate in the following programs to take full advantage of their membership. Participation in these programs gives members further hands-on marketing and business-related experience.

- The Annual International Collegiate Conference provides leadership training and career development opportunities.
- The Annual Awards Program provides experience in strategic planning and recognizes collegiate chapters for their outstanding achievements.
- The Case Competition provides students the opportunity to work on real-world marketing challenges.
- The Community Service Grant Program funds projects that allow collegiate chapters to use their marketing knowledge to make a significant impact on a local nonprofit.

Additional Benefits

Local Professional Chapters

The American Marketing Association's professional chapters provide programming, networking opportunities and other benefits within local communities. Seventy-five AMA professional chapters operate throughout the United States and Canada, and all offer some form of student membership. To locate a professional chapter in your area please go to www.marketingpower.com/collegiate.

Professional Chapter membership

Professional chapter membership is available to AMA collegiate members at a discount. Professional chapters are composed of practitioners, educators and students, and chapters often host special student programs that enhance AMA collegiate membership, including events like career forums, conferences, workshops, scholarships and student awards. Student dues for AMA professional chapters are generally much lower than dues for professional members. Contact Customer Service at 800.AMA.1150 or collegiate@ama.org for more information.

In Summary--You get out of your AMA membership what you put into it!

The value of membership in *any* professional organization is not limited to tangible benefits. AMA collegiate members gain valuable leadership experience by actively participating in chapter activities and serving in officer or committee positions. Chapters run like a business, and virtually every operation involves a marketing function or the application of ideas presented in marketing or business classes. Active members make themselves more marketable by availing themselves of opportunities to:

- Enhance their leadership skills.
- Practice managing others.
- Improve communications skills.
- Learn how to run an effective business.
- Develop and implement an operating plan.

These skills and more can enhance a member's resume and be applied to a professional career position.

Make your membership work for your resume!

Résumé enhancement is often one reason students join AMA—so make sure your résumé makes the most of your experience! As a member, you can always note your membership:

- **Member, American Marketing Association, 2009-10**

But if you are active in your chapter, your résumé will be much more descriptive about your potential in a professional marketing position. For example:

- **Chapter Membership Committee**
Used personal sales techniques to increase membership by 25%.
- **VP Communications**
Wrote quarterly newsletter targeted to current members and alumni.
- **Chapter Fundraising Committee**
Raised \$500 by implementing direct mail campaign to parents of business school students.
- **Leadership Session Participant, AMA International Collegiate Conference**
Presented officer training strategies to fellow AMA chapter leaders.
- **Case Competition Team Member**
Conducted research and developed promotional strategies in response to case problem.
Received "Honorable Mention" award.

Nowhere but through your AMA Collegiate Chapter do you have access to such a wide range of hands-on experience and the latest information in the marketing field.

The AMA is committed to furthering the professional development of our collegiate members and continually strives to improve existing programs and develop new ones to meet the needs of our members. In turn, the AMA hopes that collegiate members are committed enough to the marketing profession to become actively involved in its leading professional organization -- the American Marketing Association.

AMA Collegiate Chapter Recognition

The AMA recognizes the work of chapters and chapter officers in many ways. In this section, you will learn what the recognition levels are and how to achieve them.

Questions answered in this section:

- How is my chapter recognized for completing annual renewal requirements?
- What is the Annual Awards Program and how does my chapter enter?
- In what areas can my chapter be recognized?
- How can my chapter's faculty advisor be recognized nationally?

Collegiate Chapter Annual Awards Program

The Collegiate Chapter Annual Awards Program recognizes and honors AMA collegiate chapters excelling in specific areas of chapter management and programming. All collegiate chapters are eligible to compete upon submission of two documents: the **chapter plan** and the **annual report**. **Complete details on the program and the requirements to prepare these documents are listed at www.marketingpower.com/collegiate**. A summary of the program and applicable forms are also available on the web at www.marketingpower.com/collegiate.

Awards Program Objectives

- To recognize and honor those AMA collegiate chapters excelling in professional marketing service to their members, their university and their marketing community.
- To promote professionalism within collegiate chapters by requiring participation in the planning process from chapter plan through annual report.
- To promote professionalism in activities with more attention to goals and well-balanced chapter performance.

The primary objective of the Annual Awards Program is to recognize the most deserving chapters. Please pay careful attention to the rules and guidelines posted online at www.marketingpower.com/collegiate before writing your chapter plan or annual report

Preparing the Chapter Plan

Designed to assist in chapter management, this document helps officers focus their attention and efforts on developing their chapter's goals and the strategies for achieving these goals. The rules and guidelines for writing the chapter plan can be found online at www.marketingpower.com/collegiate. The chapter plan should clearly define your chapter's strengths and weaknesses as well as describe how your chapter plans to overcome or take advantage of these strengths and/or weaknesses by setting specific goal and strategies. The following areas **must be** addressed in the chapter plan:

- Summary of chapter strengths and weaknesses
- Professional Development
- Community Service
- Fundraising
- Membership
- Internal/external communications
- Chapter Operations
- Calendar of Events
- Budget
- Presentation

Preparing the Annual Report

The annual report reviews and analyzes the results of chapter activities based on the objectives stated in the chapter plan. The rules and guidelines for writing the annual report can be found online at www.MarketingPower.com/collegiate. The annual report is judged according to the achievement of objectives and activities as intended in your chapter plan. The following *must* be included in the Annual Report: Executive Summary and Summary of programs and Achievements in the following:

- Professional Development
- Community Service
- Fundraising
- Membership
- Internal/External Communications
- Chapter Operations
- Summary of Financial Results
- Presentation

Samples of the [2008 – 09 award-winning chapter plans and annual reports](#) are available online for your chapter to use as a guideline.

Categories of Recognition

Chapters completing the annual renewal requirements are awarded a Chapter Performance Award and recognized with a certificate at the end of the academic year. In addition, chapters participating in the Annual Awards Program by submitting a chapter plan and annual report are eligible to receive awards in the following categories:

- Outstanding Chapter Planning
- Outstanding Professional Development
- Outstanding Community Service
- Outstanding Fundraising
- Outstanding Membership Activities
- Outstanding Communications
- Outstanding Marketing Week Activities
- Award for New and/or Revitalized Chapters
- Outstanding Chapters:
 - 8 Outstanding Collegiate Chapters
 - 4 Distinguished Collegiate Chapters
 - 3 Superior Collegiate Chapters
 - 1 Collegiate Chapter of the Year
(*Award carries a cash prize*)

All awards are presented at the Annual International Collegiate Conference each spring.

Collegiate Website Award

The Collegiate Chapter Website Competition is one of the AMA's most valuable competitions. After all, your chapter's website is one of your most important communication tools. See how it stacks up to the other AMA student chapters and get professional feedback. We strongly encourage all chapters to sign up for this competition.

The competition is open to all active student AMA chapters that submit a chapter plan and annual report. Judging will take place during the end of this semester and also the spring semester. Sites will be evaluated on Creativity and Appearance, Convenience—Ease of Navigation, Content for Members and Guests, and Currency. First place winners have included: Radford University, Temple University, Long Beach State University and University of Nevada Las Vegas. Second place winners in 2009 were: University of Wisconsin-Whitewater, Temple University, University of Alabama Birmingham and Rowan University. Your chapter might next.

Entry Deadline for this competition is **December 14, 2009**.

For more information on the Collegiate Website Award, [click here](#).

Advisor Recognition

The AMA established the [Hugh G. Wales Faculty Advisor Program](#) in 1977. Because the participation of faculty advisors is so critical to the success of AMA Collegiate Chapters, the AMA recognizes outstanding faculty advisors for their contributions. The Awards are presented at the Annual International Collegiate Conference each spring, and include a cash prize for the recipients. Students can nominate their faculty advisor by submitting a nomination essay that describes the advisor's abilities in the following areas:

- Chapter Guidance
- Officer Training

- Planning Assistance
- Motivation
- Communication with Chapter Constituents
- Provision for Chapter Continuity
- General Support of the Chapter
- Any other areas of significant contribution

Before faculty advisors are nominated, they must have two consecutive years' experience advising an AMA Collegiate Chapter. The 2008-09 recipients of the Faculty Advisor of the Year and Outstanding Faculty Advisor Awards cannot be nominated in 2009-10. Five copies of the nomination essay and one copy of the [nomination form](#), provided online at www.marketingpower.com/collegiate must be submitted to AMA International Headquarters electronically to collegiate@ama.org by **February 15, 2010**.

Collegiate Exhibit Competition

The Collegiate Chapter Exhibits, held on Thursday, April 8, are a "don't miss" highlight of the International Collegiate Conference! These exhibits, presented in trade show fashion by AMA collegiate chapters, give your chapter an opportunity to be creative and show off your accomplishments. Your fellow students, as well as guest judges will select the winners!

Registration is on a first come basis, but no later than **March 15, 2010**.

For more information on Collegiate Chapter Exhibits, [click here](#).

Northwest Mutual Sales Competition

The Sales Scholarship Competition, sponsored by Northwest Mutual Financial Network, is designed to encourage and recognize the professional sales presentation. Participants will be judged on their ability to 1) Gain the Prospect's Attention, 2) Develop Prospect's Interest, 3) Establish and Qualify Prospect's Needs, 4) Building the Sale, 5) Market the Solution, and 6) Closing the Selling Cycle.

This competition is open only to those who register and have received a confirmation prior to the AMA International Collegiate Conference.

Registrations must be received no later than **March 15, 2010**

For more information on the Northwest Mutual Competition, [click here](#).

SABRE Business Competition

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™](#), (which stands for **S**trategic **A**llocation of **B**usiness **R**esources), is a market simulation developed by [IIBD](#) and used in [IIBD](#)'s executive courses, and in MBA programs worldwide.

Registrations are limited – all registrations must be received by **March 15, 2010**

For more information on the SABRE Business Competition, [click here](#).

Chapter T-Shirt Competition

Students will have the opportunity to exchange t-shirts with fellow AMA members at the International Collegiate Conference. Students are encouraged to bring as many chapter or school shirts as they like to exchange with other students. This is a great way to get to know other AMA chapters as well as getting some cool shirts. The chapter that designs the winning T-Shirt wins a reserved table at the Awards Banquet.

For more information on the T-Shirt Competition, [click here](#).

30 Minutes with an Entrepreneurial Hero Competition

Do you want the rare opportunity to go behind the scenes and hear firsthand the challenges a successful entrepreneur has experienced, the lessons they've learned and the triumphs they've achieved? Now is the perfect opportunity. AMA Collegiate Chapters and the Acton Foundation for Entrepreneurial Excellence have teamed up to bring you *30 Minutes with an Entrepreneurial Hero*. It is designed to provide you with a way to comfortably get your foot in the door and meet a successful entrepreneur whom you may not encounter within your typical circle.

What are the Key Benefits for Competing?

- An opportunity to expand your network & meet successful entrepreneurs.
- Face-to-face learning about sales and marketing from a business leader.
- A way to leave a lasting impression on the entrepreneur – by saying thanks for all they do by writing a short story on why they are an entrepreneurial hero.
- A chance to compete with other AMA Collegiate Chapter members to win one of 28 grants to defray expenses to attend the 2010 AMA Collegiate Conference (***total prize money of \$5,800!***).

Deadline for this competition is **November 22, 2009**

For more information on the 30 Minutes with an entrepreneurial Hero Competition, [click here](#).

UNICEF Video Competition

The American Marketing Association –Collegiate Division is proud to announce a new competition open to all AMA Collegiate Chapter members. The Fall 2009 Video Competition is open to all undergraduate AMA Collegiate Chapter members. Please note that multiple videos from a single chapter are encouraged.

For full information on the UNICEF Video Competition, [click here](#).

All video entries must be posted to Facebook (the group name is: AMA: 2009 - 2010 UNICEF TAP Project Video Submissions) and a completed Entry Form must be sent to Anna Ylijoki at collegiate@ama.org by 5:00pm CST on **November 23, 2009**.

NOTE: As new competitions and opportunities are made available, information is posted on the Collegiate Chapter Resources area of the AMA website. Please check the website often for updates. [Click here](#) to be directed to the website.

Activities for Collegiate Chapters

Alpha Mu Alpha

Alpha Mu Alpha is the national marketing honorary society for qualified undergraduate, graduate and doctoral marketing students and marketing faculty. Advisors nominate students who hold a 3.25 GPA for undergraduate students and the top 20% of all students at the school or the college of business for graduate and doctoral students. Eligible students who apply receive a certificate and pin as well as a graduation honor cord. [Information](#) and [nominations forms](#) are sent to faculty advisors in the fall and spring semesters and they are available on-line.

Collegiate Chapter Community Service Grants

The AMA Foundation makes grants available to chapters to implement community service projects in the chapter's local community. Each winning chapter must demonstrate that the AMA Foundation grant to the proposed community service project will help in one or more of these ways:

- Strengthen the marketing program of a local non-profit organization.
- Solve a problem or meet a need by an innovative and/or creative approach to marketing.
- Make imaginative use of available resources.
- Create a strong evaluation component to particular community service project.

Apply online at www.themarketingfoundation.org. Applications are due by October 30, 2009.

AMA Collegiate Regional Conference Grants

The AMA encourages chapters to host a collegiate regional conference in their area. To assist with the funding of a regional conference, the AMA has set up a grant to help. Please include the following information with your grant application

- 1) Date of Regional Conference
- 2) City and State
- 3) Actual site location
- 4) First time applying?
- 5) Previous grant experience
- 6) Requested grant amount

Your conference plans:

- I. Describe the goal of your regional conference
- II. List the organizations and/or other collegiate chapters (if any) who you will partner with for the conference.
- III. Outline and describe the methods your chapter will use to promote the conference.
- IV. Provide a list of all organizations you invited.
- V. Describe the timeline for producing a successful regional conference.
- VI. Give a detailed agenda of your planned conference schedule.
- VII. Explain your conference funding, including a detailed budget to be attached to this application.
- VIII. Describe how your chapter will evaluate conference results.

Grant applications are due to collegiate@ama.org by September 25, 2009.

For more information and the grant application, [click here](#).

Case Competition

The AMA Case Competition pairs a corporate sponsor with AMA Chapters. AMA student teams are challenged to develop a plan to address the opportunity provided by the sponsor. The competition culminates at the AMA International Collegiate Conference with presentations from the finalist teams to judges from the sponsoring organizations. Finalist teams receive a cash prize. [The 2009-10 Case Competition will be sponsored by the UNICEF TAP Project](#). For more information, please go to www.marketingpower.com/collegiate

AMA International Collegiate Conference

The largest collegiate marketing conference of the year, the AMA International Collegiate Conference provides participants with marketing career information and leadership training for chapter management. Each chapter should try to send at least one representative, preferably an elected officer for the 2009-10 year, who can implement the ideas presented at the conference. Chapter presidents and faculty advisors receive a detailed conference brochure in January. You can also check the *Collegiate Connection* newsletter and conference website for conference information and updates.

2009 - 2010 Conference Information

Dates	April 8 – 10, 2010
Location	Sheraton, New Orleans, LA
AMA Student Registration Fees Early Registration Increases for Late/Onsite	\$185.00

* *Please be aware that the conference is structured to require minimal registration fees to students. Similar professional conferences generally charge several times these fees.*

Attendees have the opportunity to learn chapter management techniques during the leadership sessions, hear from top marketing practitioners during the career sessions and further professional and career development during the senior sessions. The conference concludes with the Annual Awards Banquet and the presentation of awards to outstanding chapters, including the 2009-2010 Collegiate Chapter of the Year. In addition, your chapter members can gain valuable experience by participating in the various conference programs including:

Leadership Session Presentations. Collegiate chapter members are invited to become involved and gain practical experience by presenting chapter management/leadership ideas to their peers at the leadership sessions. By participating in the leadership sessions, students can gain valuable presentation experience and have the chance to meet other chapters which share the same interests.

Chapter Exhibit Session. A highlight of the conference is the Collegiate Chapter Exhibit Session. Every chapter is encouraged to take part in this trade show, which opens the International Collegiate Conference. Booth space is limited and assigned on a first-come, first-served basis. Exhibit forms are distributed to Chapters in January.

Sales Contest. Sponsored annually by Northwestern Mutual Financial Network, individual students are invited to create and present a simulated sales presentation. The top participants receive a cash prize.

Annual Awards Program

The Annual Awards Program was developed to recognize those AMA Collegiate Chapters excelling in professional marketing services to their members, their colleges/universities and their marketing communities. Winners are recognized at the Awards Banquet at the Conference. For complete information please go to www.MarketingPower.com/collegiate.

Chapter Management Support

The strongest chapters are those that institute sound management practices. To help chapter leadership with management, AMA has a number of tools designed to assist Chapter boards.

Leadership Information on the AMA Website.

Information on chapter management as role descriptions, programming ideas and best practices for effective chapter operations can be found online in the collegiate section of the AMA website, www.MarketingPower.com/collegiate.

Collegiate Chapter Roster

A current listing of active chapter members is available upon request from the Collegiate Chapters Division. The roster shows the most current addresses and membership expiration dates for all the members in your chapter. A chapter roster can be used to identify students whose membership is up for renewal or whose addresses need updating. To request a roster, email collegiate@ama.org.

Effective Chapter Operations

Questions answered in this section:

- *What are common board positions and the responsibilities for each position?*
- *What is the role of the faculty advisor?*
- *What are some of the main responsibilities of the board?*
- *How should a chapter manage its finances?*
- *How does a collegiate chapter obtain a non-profit tax ID number?*
- *Are there other resources available on how to manage a chapter effectively?*

The Board of Directors

The base for any strong chapter lies in the diversity of its membership, but the extent of a chapter's success depends upon its officers' ability to direct the group in setting and meeting their goals. By accepting an elected position, the board of directors agrees to be responsible for determining chapter objectives and implementing the strategies necessary to meet these objectives.

Two effective tools with which to define each officer's responsibilities and relationships with other officers are a **job description** and an **organization chart**. Copies should be distributed to all chapter members to identify the people responsible for each chapter function. The following sample position descriptions explain the roles and responsibilities of the collegiate chapter board of directors. These position descriptions are meant for suggestion only-your chapter should establish a management structure according to your unique needs and resources. Note: All AMA Board Members MUST be AMA collegiate members.

President

As the chief executive officer of the collegiate chapter, the president provides leadership and overall direction. Working with the faculty advisor, he/she performs all duties required by the AMA constitution and bylaws.

Specific Responsibilities

1. Prepares and submits a preliminary budget to the vice president of finance within two weeks of assuming office and works with the vice president of finance in presenting the annual budget to the board of directors for approval.
2. Serves as a liaison to the chapter and faculty advisor.
3. Effectively communicates with the board of directors.
4. Determines whether the objectives and strategies contribute to the long-range interest of the chapter and analyzes the extent to which the needs of all members are served.
5. Makes collegiate chapter policy decisions in consultation with the faculty advisor and board of directors.
6. Appoints committee chairpersons. May call for the resignation of ineffective chairpersons with the majority approval of the board of directors.
7. Calls and conducts all general collegiate chapter and board meetings.
8. Prepares and submits a chapter plan **and** the annual report with input from the board of directors for final delivery to AMA International Headquarters.
9. Prior to the completion of his/her term, reviews all files with the president-elect and prepares a final report, including budget estimates and recommendations for the next year.

The success of the collegiate chapter depends to a large extent on the president's skill as a manager. Planning should begin immediately following the election of chapter officers. Plans should include membership goals, special projects, budget estimates and officer transition for the following year.

Samples are available online for chapter presidents. These samples include:

- Sample Chapter Budget. Remember to include the speaker's meal.
- Sample Project Timeline. Know who's supposed to do what--way ahead of time.
- Sample Volunteer Job Description (Registrar).
- Sample Event Evaluation Sheet.
- Sample Year-End Survey.

Executive Vice President

The executive vice president coordinates each committee towards a collective effort and assists the president in directing the collegiate chapter, so he/she must be aware of chapter goals and objectives. To ensure continuity in chapter management, there must be an open line of communication between the board of directors and the executive vice president.

Specific Responsibilities

1. Assumes the responsibilities of the president in his/her absence at all chapter functions.
2. Prepares and submits relevant information for use in the chapter plan and annual report.
3. Works closely with the vice president of programs in scheduling chapter activities.
4. Coordinates and directs the activities of all committees.
5. Calls for committee progress reports to be submitted to the president and chapter membership.
6. Attends all chapter and board meetings.
7. Prepares a final report of the year's activities, including budget estimates and recommendations for the next year.

Vice President of Communications

The vice president of communications maintains the historical records of the chapter. He/She corresponds with members, AMA International Headquarters and the community.

Specific Responsibilities

1. Prepares and submits a preliminary communications budget to the vice president of finance within two weeks of assuming office.
2. With the executive vice president, selects the appropriate committee size and structure.
3. Maintains all collegiate chapter files.
4. Distributes all meeting announcements to board members, officers, faculty, and current and prospective members.
5. Attends all chapter meetings and board meetings.
6. Records the attendance of each meeting.
7. Conducts the routine of all elections including balloting.
8. Prepares and maintains the minutes of all chapter meetings and board meetings
9. Maintains the collegiate chapter's constitution and bylaws and reports any changes to AMA International Headquarters.
10. Sends chapter mailings to AMA International Headquarters.
11. Prepares and submits relevant information for use in the chapter plan and annual report.
12. Prepares a final report of the year's activities, including budget estimates and recommendations for the next year.

Vice President of Finance

The vice president of finance is responsible for receiving and disbursing funds and managing the financial affairs of the collegiate chapter.

Specific Responsibilities

1. With the executive vice president, selects the appropriate committee size and structure.
2. Prepares a preliminary budget for the collegiate chapter based on the estimates provided by the board of directors and committee chairpersons.
3. Secures signature cards and necessary papers for changing signatures at the bank after officer elections.
4. In cooperation with the vice president of membership, maintains a complete record of chapter membership and dues.
5. With the vice president of membership, submits AMA membership applications and funds to AMA International Headquarters.
6. Completes a one-page budget (pro forma income statement) to be included in the Chapter Plan.
7. Attends all chapter and board meetings.
8. Communicates with the board of directors on all matters relating to chapter finances.
9. Prepares a monthly or quarterly statement of the chapter's financial condition, which includes preliminary and actual expenditures by category. Submits copies to the president, vice president of communications and advisor.
10. Monitors the disbursement of funds related to specific budgeted uses throughout the year and prepares periodic reports.
11. Prepares a year-end report of the year's financials including recommendations for the next year.

Vice President of Membership

Collegiate chapters prosper through new members, especially freshman and sophomore students, who will be committed to the development of the chapter for the next few years. The primary responsibility for growth rests with the vice president of membership and his/her membership committee.

Specific Responsibilities

1. Prepares and submits a preliminary membership budget to the vice president of finance within two weeks of assuming office.
2. With the executive vice president, selects the appropriate committee size and structure.
3. Conducts an active recruiting program to accomplish the membership goals decided upon by the board of directors.
4. Provides AMA collegiate membership applications to each new collegiate member and follows up on renewal invoices for current members.
5. Officially welcomes all new collegiate chapter members.
6. Informs the vice presidents of communications and finance of all new members and their addresses.
7. Submits completed applications, AMA membership dues and chapter dues to the vice president of finance. Sends AMA membership applications with appropriate payment to AMA International Headquarters.
8. Reviews chapter rosters from AMA Headquarters to ensure all members are listed correctly. Notifies AMA International Headquarters of all corrections and changes.
9. Prepares and submits relevant information for use in the chapter plan and annual report to the vice president of communications.
10. Attends all chapter and board meetings.
11. Prepares a final report of the year's activities, including budget estimates and recommendations for the next year.

Vice President of Programs

The vice president of programs has the responsibility for developing and implementing chapter events. Additional chairpersons may be appointed to handle special programs such as research projects and seminars.

Specific Responsibilities

1. Prepares and submits a preliminary programs budget to the vice president of finance within two weeks of assuming office.
2. With the executive vice president, selects the appropriate committee size and structure.
3. Determines the chapter's meeting schedule for the year in conjunction with the board of directors.
4. Selects program topics and speakers and prepares program calendar for the year.
5. Arranges for all speaker commitments and coordinates the details of their appearances.
6. Selects the specific meeting sites and attends to the details of meetings including refreshments, room requirements, room set-up, etc.
7. Coordinates meeting announcements for each program with the vice presidents of communications and advertising and promotion.
8. Arranges for appropriate recognition of speakers for their services to the chapter.
9. Attends all chapter and board meetings.
10. Prepares and submits relevant information for use in the Chapter Plan and Annual Report.
11. Prepares a final report of the year's activities, including budget estimates and recommendations for the next year.

Vice President of Advertising and Promotion

The vice president of advertising and promotion is responsible for publicizing the events and affairs of the collegiate Chapter to the school, community and AMA International Headquarters.

Specific Responsibilities

1. Prepares and submits a preliminary advertising and promotion budget to the vice president of finance within two weeks of assuming office.
2. With the executive vice president, selects the appropriate committee size and structure.
3. Develops a plan to promote chapter meetings, speakers, members and activities to the appropriate media.
4. Prepares and distributes news releases and sends copies to AMA International Headquarters for possible inclusion in its publications.
5. Attends all chapter and board meetings.
6. Prepares and submits relevant information for use in the Chapter Plan and Annual Report.
7. Maintains a file of all prepared news releases for succeeding vice presidents of advertising and promotion as a permanent historical file for the collegiate Chapter.
8. Prepares a final report of the year's activities, including budget estimates and recommendations for the next year.

Many chapters find that the vice president of advertising and promotion requires a special committee that is familiar with the techniques of advertising and public relations. He/She should also work closely with the vice presidents of communications and programs.

Vice President of Careers/Placement

The vice president of careers/placement is responsible for gathering and disseminating careers and placement information, coordinating job programs, and assisting in the preparation of career programs for members.

Specific Responsibilities

1. Prepares and submits a preliminary careers and placement budget to the vice president of finance within two weeks of assuming office.
2. With the executive vice president, selects the appropriate committee size and structure.
3. Maintains contact with college/university office of career planning and assists in the development of programs benefiting marketing majors.
4. Attends all chapter and board meetings.
5. Collects and disseminates information regarding marketing employment trends.
6. Notifies chapter membership of upcoming interviews, job opportunities, corporate visits on campus, internship/co-op opportunities and career events.
7. Arranges career days, fairs, mock interview sessions and résumé writing seminars.
8. Maintains contact with AMA alumni who may be able to contribute to a Chapter employment network.
9. Conducts studies of alumni and employers to determine typical job responsibilities, satisfaction with education, etc.
10. Prepares and submits relevant information for use in the Chapter Plan and Annual Report.
11. Prepares a final report of the year's activities, including budget estimates and recommendations for the next year.

Additional Officers

Officer and committee chair positions should be created to manage chapter programs or functions that require special attention. These may include:

Bridge Membership Chairperson

Upgrading to bridge membership is a valuable benefit for graduating AMA collegiate members, and this chairperson is responsible for promoting this important program. The officer serves as the liaison between graduating student members, AMA International Headquarters and the professional chapters in areas in which students may relocate after graduation. The bridge membership chair must understand the benefits and eligibility requirements for bridge membership and encourage students to continue their affiliation with AMA after they graduate.

Collegiate Chapter Awards Chairperson

This officer is responsible for any awards sought or given by the chapter. He/She oversees the chapter's entry in the AMA Collegiate Chapter Annual Awards Program and assures that the chapter plan, annual report, verification forms and other materials are sent to AMA International Headquarters in a timely fashion. The awards chairperson also coordinates the chapter's recognition program for outstanding marketing students, outstanding chapter service, etc.

Role of the Faculty Advisor

The advisor has a role consisting primarily of support and guidance, allowing students to learn through their own successes and failures. He/She is required to be a professional member of the Association and serves as the liaison between the chapter and AMA International Headquarters. The faculty advisor works closely with the chapter's board of directors and is a major resource for the board members.

Note: The position of faculty advisor should be maintained for at least one full school year. If it becomes necessary to change advisors during the year, **please notify International Headquarters and re-submit an officer report form.**

Specific Responsibilities

1. Certifies that all materials necessary for charter renewal are sent to AMA International Headquarters.
2. Distributes materials and information from AMA International Headquarters to chapter members.
3. Sees that AMA International Headquarters receives continual updates on chapter officers, activities and changes in the constitution.

4. Promotes the chapter's activities to AMA International Headquarters and Collegiate Chapters Council representative and sees that they receive all major chapter mailings.
5. Works with president and officers to ensure that chapter goals and objectives are met.
6. Helps to coordinate programs with other collegiate and professional Chapters.
7. Helps to promote the chapter on campus and within the business community.
8. Assists the chapter with activities such as membership drives, finances, officer transition and other functions as needed.

Board Responsibilities

The board of directors must communicate regularly to determine goals and coordinate plans. The board must lead by example by demonstrating enthusiasm for the chapter and its activities, making responsible decisions and thinking about the chapter's long-term success.

Planning Elections

Timing. Make plans for officer elections early in the spring semester. Scheduling elections in the beginning of the spring semester provides next year's officers with the opportunity to work with the person currently holding the position and learn from that person while the job is being performed, rather than waiting until the end of the semester when everyone is busy. Another reason to hold elections early is so next year's officers can plan to attend the International Collegiate Conference. Incoming officers who attend will hear new ideas on how to run a strong collegiate chapter and can attend the leadership sessions that relate specifically to the roles they will be assuming.

Promotion. Current officers should actively promote scheduled elections, which could include announcements of available positions by the committee chairs at meetings and in the chapter newsletter. Current officers should prepare written descriptions of their positions and duties so that interested students have a clear understanding of the position requirements and can think carefully about whether they have the time and talents and can make the commitment to do the work.

Presentations. Each officer should make a presentation about his/her position and related duties at a meeting. At this same meeting, current officers should take nominations and then prepare a ballot (with room for write-ins) for the election meeting. Candidates should be assigned a time to give their campaign speeches either at the election meeting or prior to that meeting if time permits.

Officer Transition

A sure way to improve and strengthen chapter management is to contemplate the end of officers' terms as soon as they begin. Officer transition can be handled in several ways:

1. **Officers-elect** are chosen prior to the date their term actually begins (one quarter or semester in advance) so they can fully prepare by interacting with current officers.
2. **Past officers** remain on the board after their term ends to orient new officers to their duties.
3. **Committee chairs are groomed** for board of director positions as part of current responsibilities. They attend meetings, file reports, etc., in the same manner required of the board of directors.
4. **Detailed position descriptions** are required of all officers before their terms are completed. Reports are handed to each successive new officer and include information on budgets, committee members, business contacts and recommendations for future plans, etc.
5. **Old and new officers meet** to train and exchange ideas.

Efficient officer transition involves regular communication with AMA International Headquarters. The **2009 - 2010 officer report form** is to be completed online at www.marketingpower.com/collegiate after elections are complete. This will ensure that the faculty advisor and new president receive the chapter supply shipment and first fall mailings.

Charter Renewal

A major responsibility of the board is to ensure that the chapter's records are correct and up-to-date at AMA International Headquarters. Details on the requirements for charter renewal begin on page 3.

Planning and Implementing Goals and Strategies

Strategic Planning. The American Marketing Association encourages all collegiate chapters to think strategically while planning chapter activities and programs to make best use of available resources and meet members' needs. Officers must analyze the chapter's past and present situation and major strengths/weaknesses in order to determine goals and plan strategies. Once the board of directors determines the chapter's current situation, they must set objectives for the year -- and beyond. A major function of the board of directors is to establish the chapter plan with clear, precise chapter goals.

Specifying Goals. The chapter plan should describe goals for various areas: membership, programming, attendance, communications, finances, advertising and promotion and career placement. To develop a strategy for each, the board of directors must answer several questions: What are the chapter's goals? How do we plan to achieve them? What methods will be used? When should the goals be achieved? Who is responsible for each strategy? How will success be measured? The answers to these questions will help each officer detail the plans for his/her responsibilities. The board should work together to organize the reports from each committee into a cohesive chapter plan that will direct the entire chapter.

Status Reports. Members should be familiar with the chapter plan and be encouraged to help with its implementation. They should also be regularly updated on program progress. Officers and committee heads should give reports on their projects at chapter meetings to announce progress made and what extra steps may be necessary to reach each goal. The president should monitor the chapter's overall productivity by periodically checking the progress of each officer and committee.

Final Reports. As the year draws to a close, officers must analyze the progress the chapter has made. Each committee should submit a final report of its activities for inclusion in the chapter's annual report. The report will help the board assess the chapter's standing in each management area and prepare for the next year. The annual report also becomes part of chapter historical records to provide guidance for future administrations.

Managing Chapter Finances

A sound budget makes programs and new projects possible; consequently, the board of directors should use special care to analyze the chapter's financial standing and set financial goals. To ensure financial responsibility, each officer and committee should prepare a budget report at the start of the year containing an estimate of the income and expenses it will incur. The collegiate chapter's board of directors must then approve each budget, with careful consideration given when committee expenses outweigh income. The board can combine each committee budget into an overall chapter budget for the year.

Nonprofit Status

Chapters operate under the auspices of their college/university, which makes chapter operations separate from those of AMA International Headquarters. Therefore, chapters do not qualify for Nonprofit Standard Mail rates under AMA Headquarters' tax exemption certificate. However, in most cases, the chapter can obtain nonprofit mailing status through the college/university. Check with the administration or the local postal office.

If your AMA collegiate chapter is interested in applying for nonprofit status with the Internal Revenue Service (IRS), you must first obtain your own tax ID number. Each collegiate chapter must file for a tax ID number on an individual basis -- the American Marketing Association **cannot** provide Chapters with a tax ID number or federal filing number. Chapters can obtain nonprofit status by doing one of the following:

1. Call or visit your college/university business office and ask what the school's policy is regarding student clubs and organizations on campus. In some cases, your college/university may automatically designate student clubs and organizations as nonprofit. If this is the case, your business office should be able to provide you with a tax filing number.
2. If your organization is not already designated as nonprofit through your college/university, ask if the School has the necessary forms to complete.
3. Call or visit a local bank (preferably the one where your chapter has a checking account) and ask what the procedures are to obtain a tax ID number for nonprofit status.

4. Call the IRS in your state and ask them to send you the necessary paperwork to obtain nonprofit status. Information is also often online at the state IRS web site.

There are several forms that your chapter will have to complete and file with the IRS prior to receiving a tax-exempt filing number. Apply as soon as possible, as it may take four to six weeks for processing and approval.

Income and Expenses

Timing. Effective budgeting involves managing expenses and income and paying bills in a timely manner to maintain the chapter's professional reputation. To expedite the process, become familiar with the college/university's accounting schedule if your chapter depends on its funds or check-writing services to pay chapter bills.

Expenses. Typical chapter expenses include paper and other supplies; printing, mailing, advertising and promotion costs; speaker fees, travel and accommodations; phone bills; food and refreshments; International Collegiate Conference expenses; chapter gifts and awards; and room and equipment rentals

School Budget Support. In most cases the college/university or student government has a budget for collegiate activities. Chapter officers should request a specific amount of funding after investigating the size and programs of other organizations and the financial allocations obtained. Former requests by AMA officers should also be analyzed. Adjust your chapter's request for school funds to adhere to this data and the chapter's needs.

Other Sources of Funding. Funding aside from chapter dues provides greater flexibility in planning programs. There is no harm in asking for money, so don't be afraid to try! Possible sources of income include: chapter projects, such as research, advertising, and sales; conferences, socials and other events; donations from local businesses; college/university donations; student government funding; alumni donations; and foundation and grant funding. Financial contributions and donations are important, but it is the chapter's projects and membership that keep the organization solvent. **The chapter should not grow to depend on outside income for its operation** because chapter programs may need to be eliminated if outside support dwindles. Instead, officers should implement worthwhile fundraising projects to support chapter activities.

Membership Dues

There are two specific and different types of dues payments chapter members make:

1. **Collegiate Chapter Dues.** A major source of income for collegiate chapters is chapter membership dues. These dues vary, depending on the services provided and the expenses required of the chapter. Collegiate chapter dues must be handled directly by the chapter's vice president of finance and **must not be submitted to AMA International Headquarters.**
2. **International Dues.** AMA Collegiate membership dues are \$45 per year.

Managing Membership Dues

Your chapter will be responsible for submitting applications for new members, following up with current members to see that they keep their membership active, and perhaps helping graduating students upgrade to bridge membership status. Processing and submitting membership applications to AMA International Headquarters is a simple process if the recommended guidelines are followed.

- **New Member Applications.** AMA collegiate applications are reserved for new members **only.** Applications **must** include the signature of the chapter's faculty advisor. It must also include the **full name of your college or university;** a new member may not be properly credited to your chapter without it. It is not self-evident to people processing checks which school you go to, especially if there are two or more chapters in a particular state.
- **Current member renewal.** AMA members are billed annually for membership dues. Current AMA collegiate members receive a renewal invoice for their next year of membership 60 days prior to their membership expiration date. Renewal invoices are automatically sent from AMA International Headquarters to a member's address most current on record. The vice president of membership can use the roster proactively by letting students who are within 60 days of expiration know that a renewal notice from the AMA is on its way. It is important to encourage them to renew their membership before it lapses to ensure there are no interruptions in their benefits.

Collecting Dues

Whether students are joining for the first time or renewing their memberships, chapters must follow certain requirements to ensure that AMA membership dues are processed as quickly as possible:

Please note that all collegiate chapter members must pay International AMA collegiate membership dues to be officially counted and recognized by the Association as an AMA member. Membership credentials are always checked by IH for such events as the Case Competition.

- Completed membership applications and corresponding payment should be sent promptly to the **American Marketing Association Payment Processing, 311 S Wacker Dr, Suite 5800, Chicago, IL 60606** (Payment may also be made online www.MarketingPower.com/join).
- Checks or money orders payable to the AMA in U.S. funds or the equivalent must accompany all applications or renewals.
- The **full name of the student's college or university** must appear on each application or renewal in order to be credited to your chapter. *(This is especially important for commuter students.)* It is not self-evident to people processing checks which school you go to, especially if there are two or more chapters in a particular state.
- Students must sign the **Code of Ethics** statement on the back of the membership application and the faculty advisor must verify **student status** on the front.
- Membership or renewal forms created by your chapter will not be accepted. An **original** application or renewal invoice, or a photocopy of one, must be submitted.
- Membership applications may be submitted at any time during the year. However, in order to apply towards the minimum chapter size of ten members, applications and renewals should be submitted by early November 2009.
- **Do not hold completed applications** once they have been submitted with payment. *(Waiting for all applications will delay those who submit their payment on time from receiving their member number and benefits.)*

The vice president of finance is responsible for processing membership payments and allocating the funds to the appropriate organizations: the collegiate chapter and AMA International Headquarters. This process applies to new member applications as well as renewal invoices.



All applications and monies should be sent directly to the AMA Headquarters at:
American Marketing Association
311 S. Wacker Dr, Suite 5800
Chicago, IL 60606

Please use one of the two methods below for submitting payment for membership dues to AMA International Headquarters:

1. **Collect one payment** -- Each member pays once for **both** International Headquarters and collegiate chapter dues. All money collected is deposited into the chapter's account. The vice president of finance then prepares one check to cover AMA membership dues, along with any extra fees such as those for publications or professional chapter membership dues. This **group check** is submitted to AMA International Headquarters with the appropriate applications.
2. **Collect two payments** -- Each member submits a check payable to the American Marketing Association to cover collegiate membership dues. A second check is made payable to your collegiate chapter to cover chapter dues. Payment to AMA should be attached to the appropriate application. Any cash payments should be deposited in the Chapter's account and paid to AMA with a check from the Chapter.

Keeping Accurate Records

The vice president of finance and the vice president of membership should keep a record of when each student joins as an AMA member. Each record should be updated to include all payments the member makes to the chapter as well as to AMA International Headquarters. This will ensure that chapter dues are collected from renewing members.

Chapter Membership Rosters

The AMA provides each chapter with a membership roster at any time throughout the year upon request.

How to Read a Chapter Roster. The membership roster includes the following information for all active AMA members:

- Primary telephone number and mailing address where all International Headquarters mail is sent (typically the address at school).
- Secondary telephone number and mailing address (typically the home address).
- Email address.
- Membership expiration date.
- Member ID

The vice president of membership can use this information to see that students' mail is sent to the correct address. But more important, he/she can track all expiration dates for the year to follow when students will need to renew their AMA membership (see "Current Member Renewal," p. X). If a student does not appear on a Chapter roster, it typically means:

- The student's membership has lapsed.
- The school name was not listed on application so proper chapter code was not assigned.
- Payment was not received.

Contact the AMA's Customer Service Department at 800.AMA.1150 to make the appropriate corrections.

If contact information is incorrect, please have student update their profile with the correct information.

Instructions for Updating Your Profile

To update your profile and preferences simply log onto www.marketingpower.com and follow these easy steps:

- Log into the MarketingPower website via the Log In tab at the top right of this page.
- Enter the email address you used when applying for AMA membership in the Email Address Field.
- Enter the password you created when you confirmed your membership on the new MarketingPower.com site.
- Click My Profile located in the top right corner
- Click Edit next to Login Information if you wish to change your email address
- Click Edit next to Contact Information if you wish to update your other contact information.
- Click Save at the bottom of the screen to submit the new information.

If you have not registered on the AMA website previously, please do so by following these steps:

- Go to www.marketingpower.com
- Locate the Get Started section in the right-hand content box in the center of the page.
- Click Here to be directed to an options page
- Select the first confirmation option, under "If you are an AMA Member". You will need to enter your email address and your member ID number (found on your copy of *Marketing News*)
 - E-mail address:
 - Member ID number

If you experience problems with this process or do not remember your member number, please call AMA Customer Service at 1.800.AMA 1150

Financial Records

System. An established financial system followed by all officers and committee heads will keep the chapter's budget organized. Key parts of this system are a chapter bank account with two co-signers (usually the vice president of finance and the president) and the regular reporting of chapter income and expenses. The vice

president of finance should receive monthly or quarterly committee budget reports that show how much money has been spent and for what purpose as well as how much money has been earned. The data from each report should be combined to reveal the chapter's overall financial picture.

Records. Accurate records of monies spent should be kept by all officers and chapter members with financial responsibility. Each payment made should be backed up by a written invoice and receipts if appropriate, which should be given directly to the vice president of finance for chapter records. At the end of the year, the vice president of finance should draft a financial statement that indicates the chapter's overall financial status, how well it succeeded in meeting financial plans and goals, and make recommendations for the coming year.

Additional Resources

AMA provides many more resources to assist chapters with management responsibilities. Visit our website at www.MarketingPower.com/collegiate. You'll find ideas on how to manage chapter communications, ideas for programming, and much more.

Collegiate Chapters Council

The Collegiate Chapters Council is comprised of 10 AMA faculty advisors who serve an advisory role to the Collegiate Division and manage collegiate programs such as the case competition, International Collegiate Conference, and the awards program. These 10 leaders are a resource for your questions relating to your collegiate chapter or membership!

<p><u>President</u> John Schibrowsky University of Nevada-Las Vegas Phone: 702.895.0993 Email: schibrow@nevada.edu</p>	<p><u>President Elect</u> Vishwanathan Iyer University of Northern Colorado Phone: 970.351.2348 Email: vish.iyer@unco.edu</p>
<p><u>Past President</u> James Peltier University of Wisconsin-Whitewater Phone: 262.472.5474 Email: peltierj@uw.edu</p>	<p>Tim Dugan Birrittella Florida International University Phone: 305.348.2571 Email: tdbirrittella@fiu.edu</p>
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<p>AMA Collegiate Division AMA Phone: 800.AMA.1150 x9077 Email: collegiate@ama.org</p>	