



Collegiate Connections



SPECIAL POINTS OF INTEREST:

- Changes to Chapter Plan and Annual Report
- AMA Case Competition: UNICEF TAP Project
- New Kohler Corp Competition
- New Two Year Social Media Competition
- New AMA Student Marketer of the Year Competition
- 30 Minutes With an Entrepreneurial Hero Competition

VOLUME 2 ISSUE 1

AMA COLLEGIATE 2009-2010

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Welcome From 2008-2009 AMA International Chapter of the Year: University of Wisconsin-Whitewater

Hello AMA Chapters! It is my honor and pleasure to welcome you to the 2009-2010 academic year. As you all know, AMA provides students from many different majors the opportunity to develop their marketing and business skills, to network with potential employers, and of course, to have fun!



Today, as in years past, AMA Chapters from all over the US and interna-

tionally are searching out ways to improve the experience that they provide their members. Here at UW-Whitewater, we are eagerly planning our academic year, including our involvement in the many competitions that AMA offers each year, fundraising efforts, speaker programs, and the like. I encourage each and every chapter to set high goals for the year, for it is only by seeking excellence that

excellence can be achieved. I know all of our chapters, large or small, have what it takes to excel and I am hopeful that this will be your best year ever.

Lastly, I want to encourage you to participate in as many AMA competitions as you can, to serve others to the best of your ability, to develop your professional skills as much as possible, and most of all, to enjoy college life as an AMA member.

Julie Berg, *Julie*
President, UWW AMA

Welcome From AMA Collegiate President Jack Schibrowsky

I want to welcome you to the 2009-2010 collegiate school year of the AMA. This year we have made a number of significant changes to complement our existing programs to provide our chapters with a wealth of professional development activities. Some of the new/revised activities are: (1) AMA Student Marketer of the Year, (2) 30 Minutes with an Entrepreneurial Hero, (3) the Kohler Co. Competition, (4) a two-year



social media AMA to increase organ donor registration, (5) seed money for hosting regional conferences, and (6) a stronger career component to the marketingpower.com website. Some continuing activities include the AMA Case Competition (UNICEF TAP Project), the website competition and of course, the International AMA Collegiate Conference in New Orleans held in April. With all the new activities and competitions being offered, I encourage all chapters to get involved by entering competitions

that fit your chapter strengths and will provide your members with professional development opportunities. By the way, there is over \$50,000 in prizes across all the AMA collegiate competitions this year.

One of our primary goals this year is provide you with timely information. This newsletter along with emails, and the marketingpower.com website will be our primary communication tools.

As you read through this newsletter, if you have any questions please contact the AMA Collegiate Division, or send me an email (john.schibrowsky@unlv.edu).

STRATEGY 2009-2010

Importance of AMA
Sponsored
Competitions

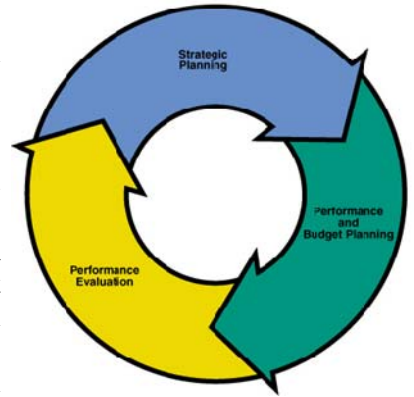
Professional
Development: The
Keys to a
Prosperous Career



CHANGES TO CHAPTER PLAN/ANNUAL REPORT

Please note an important change for this year's professional development section of the annual report - - *"Judges will be asked to consider a chapter's participation in AMA sponsored competitions when scoring the Professional Development Section of the Annual Report. Chapters need to make sure they report those competitions in which they participated. This doesn't mean that a chapter has to enter all competitions only that participation in some competitions is important. Moreover, chapters do not have to win competitions, but rather only participate in them."*

Why the change? To be selected as one of the top AMA chapters it only makes sense that award-winning chapters participate in signature AMA sponsored competitions. It is clearly in the best interest of our AMA members to help them develop essential marketing skills for competing in the business world upon graduation. Importantly, over the past several years we have been asked by chapters to enhance the value proposition for becoming a collegiate AMA member. These competitions not only do that, the thousands of dollars of money and prizes associated with these competitions will also help fund chapter operations. As you read ahead you will see the many new and returning competitions that you can enter.



Please note that your **CHAPTER PLAN IS DUE** October 12, 2009. Details can be found at <http://www.marketingpower.com/Community/collegiate/Pages/default.aspx>.

Examples of award-winning chapter plans can be found at: <http://modauth.marketingpower.com/Community/collegiate/Pages/awardwinningplansandreports.aspx>

AMA SPONSORED COMPETITIONS: A GREAT YEAR AHEAD!

You asked for them and we have them! In many ways, this could be the Year of AMA Sponsored Competitions. In addition to those offered in past years, we have several new opportunities (many of which are discussed in this issue). These competitions offer many ways for chapters to get involved, to develop the professional development skills of their members, to be recognized for their efforts, and to **WIN MONEY AND PRIZES!** *Excluding those at the Annual Conference, here is what is on tap for 2009-2010:*

- ◆ AMA Case Competition—UNICEF TAP Project (sponsor)
- ◆ 30 Minutes with an Entrepreneurial Hero (newly revised)
- ◆ AMA Organ Donor Registration Multi-Media Campaign (new two year project)
- ◆ Kohler Company Water Conservation Collegiate Event Marketing (new)
- ◆ AMA Web Site Competition
- ◆ AMAF Community Service Grants
- ◆ Student Marketer-of-the Year (new)

As noted in the previous article, AMA Sponsored Competitions are not only important professional development opportunities, they are a component of the Professional Development Section of the Annual Report. These competitions are discussed in this newsletter. So determine which competitions are best for your chapter and get rolling!

CASE COMPETITION: UNICEF TAP PROJECT



Did you know that just \$1 can supply a child with safe drinking water for 40 days?

The Tap Project seeks to raise vital donations for UNICEF's water and sanitation programs. The Tap Project was born in New York City in 2007 based on a simple concept: restaurants would ask their patrons to donate \$1 or more for the tap water they usually enjoy for free, and all funds raised would support UNICEF's efforts to bring clean and accessible water to millions of children around the world.

The Tap Project has enjoyed success in creating awareness through the support of their national media partner, Mediavest, and other Ad Agency partners. The focus of this humanitarian effort has been through independent restaurants and with 3,000 volunteers (60% new volunteers) working on employee engagement and activities such as water-



TAP PROJECT®

walks. UNICEF is looking to move beyond these current approaches and wants your ideas related to other fundraising models and potential partners. In particular, UNICEF's current challenge to AMA case teams is to develop marketing plans for the Tap Project that will generate \$2 million in U.S. based financial support in the next year. In the longer term, funding strategies are needed to help UNICEF reach their ultimate goal: to cut the number of people without sustainable access to safe water and basic sanitation in half by 2015.

Water is a resource that is so readily available to us, so vital for life, yet each day 4,200 children die of water-related diseases. Let's help UNICEF reach these children (plus \$15,500 in cash prizes). This is both a professional development activity and a public service opportunity. More information about the case can be found at: <http://www.marketingpower.com/Community/collegiate/Pages/default.aspx>.

30 MINUTES WITH AN ENTREPRENEURIAL HERO

Do you want the rare opportunity to go behind the scenes and hear first-hand 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!***).

For more information, read the *30 Minutes With an Entrepreneurial Brochure* at: http://www.marketingpower.com/Community/collegiate/Documents/awards/30_minutes_with_a_hero.pdf

My interview was an excellent learning experience. It was not only an opportunity to expand my network and meet a successful entrepreneur, but it also helped me to gain some valuable insight into the business world.

2008 AMA Student
Bridgewater College Chapter



AMA ORGAN DONOR REGISTRATION SOCIAL MEDIA

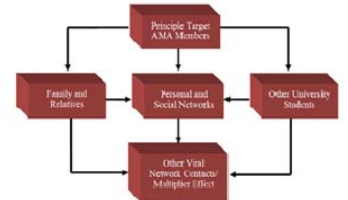
The AMA Collegiate Division was selected as a partner in one of the most extensive social media campaigns ever launched to increase organ donor registrations across the U.S. The project is funded by the U.S. Department of Health and Human Services Health Resources and Services Administration. This is an exciting two-year AMA Project, one in which our chapters can make a huge difference in the lives of others. *What will AMA chapters be doing?* Our AMA chapters will be the first student organization on a national scale to conduct social media campaign to help convince family members, fellow students, and others in their social networks to consider signing up to be an organ donor. There will be an AMA Project Web Site, AMA Newsletters, an AMA Video Competition, and a host of other social media components.

Over the two-year life of the AMA Organ Donor Project, participating chapters will compete for **approximately \$25,000 in prizes**. Importantly, not only will AMA students receive extremely valuable experience in using social media to affect change, they will help save countless lives of those in need.

Although the project will not be launched until November, please inform your chapters that this awesome two year experience is on the way.



Social Networks and Communication Flow



Saving Lives Matters

Currently, more than 98,000 people in the U.S. await organ transplantation. Eighteen people die every day because not enough organs are available. You can help! Just one donor can save many lives.

Our AMA Chapters Will Play a Huge Role in Saving the Lives of many People.

SEED MONEY FOR AMA REGIONAL CONFERENCES

Beginning last year, chapters interested in hosting or co-hosting a regional conference could apply for up to \$500 in seed money. A special session was conducted at last year's International Collegiate Conference to further entice chapters to take advantage of the opportunity to enhance the professional and educational development of their members.

Hopefully chapters have already been planning their regional conferences in that the deadline for grant submissions is **September 25th, 2009** and the grants will be awarded **October 1, 2009**. *Priority will be given to chapters that didn't receive funding in 2008.* Grant application details can be found on the Collegiate AMA web site:

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

This is a great opportunity for your chapter to work with other chapters or to sponsor your own regional conference in the U.S., Canada, or Puerto Rico.

P.S...it is ok to start small!!



AMA&AFEE MAKES 2010 AMA COLLEGIATE CONFERENCE GRANTS AVAILABLE

The American Marketing Association (AMA) and The Acton Foundation for Entrepreneurial Excellence (AFEE) offers grants of up to \$500 to pay for the registration and other fees to attend the 2010 AMA Annual Collegiate Conference.

The Winners will receive grants in the following amounts:

- One first place winner at \$500
- Two second place winners at \$300 each
- 25 finalists at \$200 each

Grants will be awarded to 28 Chapter members that will be named winners of the **30 Minutes with an Entrepreneurial Hero** contest. Judging will be based on the student's story about the 30 minute meeting they had with an entrepreneur that they would consider a hero and

how complete and compelling they answer the following questions in their story:

The entrepreneur's venture-what is the main product/service?

When was it started? How many employees? What is its mission?

Struggles and challenges the entrepreneur faced and how he or she overcame them.

A key lesson the entrepreneur learned about marketing and sales.

What you find most heroic about the entrepreneur.

The most interesting thing you learned during the interview.

Grant applications are due November 22, 2009. For more information on grants, contest rules, terms and conditions, visit www.actonhero.org

COLLEGIATE CHAPTERS DIVISION LAUNCHES AMBASSADOR PROGRAM

The Collegiate Chapters Division of the American Marketing Association offers assistance to faculty members interested in launching new AMA collegiate chapters at their universities; the program is, known as the Ambassador Program (AMP). The AMP program pairs award-winning AMA collegiate chapters with enquiring faculty members looking to (re)launch chapters who receive one-on-one, targeted support so that they too can become successful AMA chapters.

AMP mentors include AMA faculty leaders with hands-on experience advising successful AMA chapters looking to provide practical insight to assist new advisors, new chapters, or those that just have questions or could use a helping hand.

The AMP program also provides support to help struggling chapters meet their goals and promote chapter growth. International Headquarters staff of the Collegiate Division of the AMA will continue to provide specific technical information to chapters, however, direct contact with award-winning chapters, with specific hands-on knowledge of how to start and sustain successful chapter activities, can provide invaluable practical insights. A group of top collegiate chapters has agreed to serve as chapter mentors by answering questions about launching or improving AMA student chapters. The list of the participating mentor program chapters with contact information is now available on the AMA website. For more information about how to become involved with AMP and its guidelines, visit www.marketingpower.com/collegiate.

2009-2010 AMA STUDENT MARKETER OF THE YEAR

New for 2009—2010, this award focuses on ways AMA Collegiate members demonstrate excellence and commitment to their AMA chapter's mission. The Award recognizes AMA Collegiate members who demonstrate superior leadership, service to AMA, academic achievement, and impact on their community. Award recipients are recognized at the Annual Collegiate Conference.



SELECTION CRITERIA

Service to AMA. Reflects the student's commitment to their community; students must demonstrate instances in which they provided leadership & support to service initiatives that benefit their AMA Chapter and their community. Service includes, but is not limited to, involvement in the AMA Collegiate Chapter, including positional leadership. Preference is given to applicants who provide explicit evidence of leadership for service initiatives, act with integrity while serving, and successfully repre-

sent the mission of their AMA chapter.

Academic excellence. Academic excellence is a demonstration of one's commitment to education. Academic excellence also includes passion for learning, willingness to explore new ideas, and creative application of knowledge to real world solutions.

Impact. Overall impact of their work with the Collegiate Chapter of the AMA and the community. An applicant's contribution or service should produce a positive change for others. Areas of impact may include, but are not limited to: academic fields of study, social change, cultural awareness, and/or environmental preservation.

Leadership. Successful applicants demonstrate effectiveness as a leader on- and off campus. Leadership empowers others, challenges process, and creates positive change. Leadership is not strictly positional; it also involves fellowship and being a good team player.

For more information contact: **Anna Ylijoki, Manager of Collegiate Chapters, collegiate@ama.org**

KOHLER WATER CONSERVATION EVENT MARKETING COMPETITION

Using water more wisely – especially potable water which uses energy and chemicals to treat – is imperative, as supplies are limited and our population and economy are growing. Public education, along with new water-efficient products and building design methods, are critical to contain water use. Plumbing manufacturers such as Kohler are responding to this need by developing new products that use less water, but don't sacrifice performance.

KOHLER.

Kohler Co. is sponsoring a national, collegiate competition among AMA chapters to help educate consumers about water conservation in the home. For this initiative, Kohler is asking students to develop a marketing campaign – culminating with a sales event – to raise awareness on campus and in the surrounding community.

What's unique about this competition is the opportunity Kohler will provide to the top three chapters

selected. Each will be awarded money and supplies (product demonstration, tent, signage, etc.) to execute their marketing plan. Chapters will be judged on several criteria – including creativity, media value, attendees, and product sales.

Moreover, the top three chapters will be awarded water-conserving faucets and/or fixtures to help “green” their own campus. Kohler will provide the students with high efficiency toilets, low flow showerheads and faucets to help their own campus save thousands of gallons of water each year. The top chapter will be flown to Kohler, Wis. for a visit with key marketing executives to discuss the success of their project and learn more about careers in marketing for one of the world's largest privately held companies.

Visit www.SaveWaterAmerica.com for some background information on the Save Water America program from Kohler.

MORE DETAILS TO FOLLOW

MORE ON CHAPTER PLANS/ANNUAL REPORTS

Every AMA collegiate chapter should consider participating in the Annual Awards Program. This is the best way for chapters to be recognized for their outstanding work each year. Participation involves submitting a chapter plan and an annual report to the Collegiate Chapter headquarters. The objectives of the Awards Competition are: 1) to recognize and honor the AMA collegiate chapters excelling in professional marketing service to their members, their college/universities, and their marketing community; 2) to promote professionalism within local collegiate chapters by requiring participation in the planning, execution and evaluation process of chapter activities, from chapter plan through annual report; and 3) to promote professionalism in activities with attention to goals and well-balanced chapter performance. Judges will evaluate both the chapter plan and the annual report.



Please go to <http://giate@ama.org>. Both of these documents will be judged by 5-7 judges. The chapter plan will account for 20% of the score and the annual report will account for 80%.

for details on how to prepare your chapter plans and annual reports under *Preparing the Chapter Plan and Preparing the Annual Report* and view specific rules and guidelines. You will also find copies of chapter plans and annual reports of the top 16 AMA collegiate chapters recognized last year for their superior performance on planning, execution and evaluation of chapter activities.

There are two important dates to note. The chapter plan must be submitted electronically as one PDF file along with the chapter plan verification form as another PDF file. The due date for the chapter plan is **October 12th**. The annual report will be submitted in the same manner as the chapter plan and that due date is **March 15th**. The files should be e-mailed to Anna Ylijoki, Manager of Collegiate Chapters at [At the 2010 International AMA Collegiate Conference in April, one school will be recognized as Chapter of the Year, three schools as Superior Chapters, four as Distinguished Chapter, and eight as Outstanding Chapters. In addition, numerous schools will be recognized for outstanding performance in the areas of: chapter planning, professional development, community service, fundraising, membership, communications, and marketing week activities. So get started now on your chapter plan and give your AMA collegiate chapter an opportunity to hear its name called out at our awards ceremony in New Orleans. Submit your chapter plan and annual report before the deadlines outlined above and improve on your chances to be recognized at the conference](mailto:colle-</p>
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32nd Annual International Collegiate Conference

Tapping into the New Normal: Successful Marketing in 2010

The 32nd Annual International Collegiate Conference will take place April 8-10 at the Sheraton New Orleans. This event brings the best and brightest marketing students from AMA chapters together for three days of learning, networking, and fun. Sessions include talks from high profile experienced marketers as well as collegiate members sharing best practices. Over two hundred awards are presented during the event. The SABRE, Northwestern Mutual Sales, chapter exhibit and chapter T-shirt competitions all take place during the conference. More details will be posted soon.

AMAF COMMUNITY SERVICE GRANTS: HELPING US HELP OTHERS

The American Marketing Association Foundation (AMAF) offers grants of up to \$500 to support the efforts of AMA Collegiate Chapters in their quest to strengthen the marketing program of one or more nonprofit organizations. Over the last 9 years, AMAF has provided more than 110 community service grants to AMA Collegiate Chapters!

Grants are awarded to Chapters that demonstrate that funding by the AMAF will help achieve the marketing goals of their proposed community service projects by strengthening the marketing program of one

or more nonprofit organizations, solving a problem or meeting a need by an innovative and/or creative approach to using marketing, and/or making imaginative use of available marketing resources, avoiding duplicative efforts. **Grant applications are due October 30, 2009.**

For more information about how to apply for an AMAF grant, grant guidelines, and sample documents from previous recipients, visit http://themarketingfoundation.org/collegiate_community_service.html.



NEWS FROM AMA HEADQUARTERS

A New Addition to the IH Staff

From Pat Goodrich, Director of Volunteer Leadership

The AMA is pleased to announce a new addition to the IH staff! Anna Ylijoki started on August 3, 2009 as the Manager of Collegiate Chapters and will be working closely with the collegiate members and faculty advisors throughout the year. Anna was born in Helsinki, Finland and at a young age her family moved to West Palm Beach, FL. Growing up in South Florida, Anna quickly learned that being a Florida girl also meant being a football fan which led her to go to college at the University of Florida. At UF, Anna studied Business Administration with a concentration in global business and studied abroad for six months just outside of Amsterdam in The Netherlands where her focus was International Marketing.

After graduating from UF in December of 2004, Anna moved back to West Palm Beach and

worked as an account manager at an association management company (AMC). At the AMC, Anna managed 5 different associations including a chapter of the Appraisal Institute, a future employer. While on a business trip to Chicago in August 2005, Anna fell in love with the city and decided within 15 minutes of landing that she would move to the Windy City as soon as possible. In March 2006, she packed up a rental car and drove from South Florida to Chicago looking forward to a new adventure even though she did not have a single friend in the city. What she did have was a job at the national headquarters of the Appraisal Institute, a place to live, and a love for Chicago and that was all she needed.

After working with the Appraisal Institute for 3 ½ years, she was laid off in late June and luckily for AMA and collegiate chapters landed on her feet at the AMA. She is very excited to work with all of you and is looking forward to meeting everyone in person at the 2010 International Collegiate Conference in New Orleans.

MORE NEWS FROM AMA HEADQUARTERS

Greetings to All! As Pat mentioned, I am very excited to be working with all of you and look forward to speaking with you throughout the year and meeting you in New Orleans! Please never hesitate to contact me at collegiate@ama.org or by phone at 312.542.9077.

I will be updating the [Collegiate Chapter Resources](#) area of the AMA website as new information becomes available so, please visit the website frequently. This can be done by going to www.marketingpower.com, clicking on the Community tab in the top toolbar, and then clicking on Collegiate Chapters on the left.

Lastly, I wanted to remind everyone of a few key deadlines which are coming up. Hopefully everyone has already completed the Officer Report Form online which was due on September 14. If not, please do so by [clicking here](#). This is important since it is how we know that your chapter is active for the current year.

Also, a calendar of events is available online which includes a monthly breakdown of events and deadlines for collegiate chapters. [Click here](#) to view the calendar.

Upcoming deadlines include:

Deadline Date	Item Due	More Information
September 25	Grant Applications due for Regional Conference Seed Money	Click Here
October 12	Chapter Plans (required)	Click Here
October 30	Service Grant applications	Click Here
November 22	30 Minutes with an Entrepreneurial Hero Competition submission	Click Here
November 30	Faculty Paper Submissions	Click Here
December 7	Case Competition Entries	Click Here Intent to Participate Form
December 14	Best Collegiate Website award submissions due	Click Here Entry Form

I wish everyone the best of luck this year and again, please never hesitate to contact me.

~ Anna

WEBCAST: GET UP AND LOVE YOUR WORK

Date: October 6, 2009

Time: 12pm CT

Information: Learn More and Register:

<https://cc.readytalk.com/r/fkyq9yjeebtw>

In this one hour webcast you'll get the guts of how to find work you love. No gimmicks, no quick fixes. Just step-by-step advice to make the right decisions for you, right now. We'll help soothe the anxiety of managing stacks of options, technology overload and economic woes.

STEPPING OUT

By Stephanie Weiser, Sales Development Specialist, Vector Marketing
www.vectormarketing.com

The college years are all about “stepping out” – of your comfort zone, of your parent’s house, away from the kid you were into the adult you are becoming, and *maybe* even your home town and state. With all the changes that college brings, come feelings of excitement, trepidation, freedom, anxiety and let’s face it – fun.

Whether you are attending a two- or four-year school, are living on-campus 500 miles away from home or commuting to class, college is a time to juggle coming into your own and learning to balance just the right amount of independence along with guidance from those you trust.

The Comfort Zone

Having a comfort zone has been an important part of your development. As a child, having that allowed you to explore and grow, all the while knowing you were safe. But as a young adult, to continue to develop and mature as an adult, stepping out of your comfort zone can open your eyes to experiences and opportunities you couldn’t imagine before. Surrounding yourself with people and things just like you is nice and comforting, but making friends from different backgrounds, joining a club you find intriguing but don’t know much about or taking a part-time job that pushes you to new boundaries will help you become a more well-rounded, better version of yourself. Instead of going home for Spring Break or laying on a beach, for example, try joining your campus’ “alternative spring break program” and experience something you normally wouldn’t choose to do. Take a risk and



take a chance – you just may surprise yourself – and really enjoy it!

The Family/Support System Influence

Many students find it unnerving to be on their own, making their own decisions about which classes to take, when to study and when to “play”. Resist the temptation to rely solely on your home support-system for the answers. Trust that you’ve come to campus prepared for the challenges that lie ahead. This doesn’t mean to never call home or ignore sound advice from parents or siblings, but rather, take their advice and use it as one tool in making your *own* decisions.

College is a time to become the person you’ve been working toward your entire childhood. Hold on to the values you arrived with, but allow yourself to add to that value-system by branching out, exploring your individuality and pushing your education to the limits both inside the classroom, on campus and in the work place. You don’t have to wait until graduation to explore your career options. Get an internship in a field not directly related to your field of study. If you’re studying journalism, consider a public relations or marketing internship. If you’re interested in teaching the sciences, get a research internship. Learn how to sell. Regardless of your career field, you’ll be selling something! Look at things from all perspectives and consider where you want to go in your near future and leave your options open for the possibility that you make take a slightly (or even dramatically) different path in your more distance future.

If you’re willing to step out of your “box,” you just might find that you can also be comfortable outside of the four “walls” to which you were accustomed!

THANK YOU TO OUR 2010 COLLEGIATE CONFERENCE CAREER PARTNERS!



Northwestern Mutual
FINANCIAL NETWORK®