

World Destinations



Ithaca College

**Annual
Report**

2007-2008

American Marketing Association

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Mission Statement

The Ithaca College chapter of the American Marketing Association is one of the leading professional student organizations on campus that furthers the professional development of students through leadership training and involvement in the field of marketing.

A. Summary

The 2007-2008 academic year has been full of enthusiasm, learning opportunities, and much accomplishment for the Ithaca College chapter of AMA. Our board has successfully recruited more members than the previous year, creating an exciting atmosphere. Our implementation of marketing workshops and case studies served as practical learning and growing opportunities for both the executive board and our members. Our successful fundraisers including the Etiquette Dinner, Speed Dating, Chicken Wing Fling, and Poker Tournament have made a significant contribution in covering our expenses for the International Collegiate American Marketing Association Conference.

This year, the Ithaca College chapter of AMA implemented new and creative plans to obtain and retain membership. In order to do this, we felt it was necessary to make a change in our chapter's professional development opportunities. One major weakness in the previous structure of our chapter was that it lacked hands-on marketing experience and did not sufficiently educate members of the various aspects of marketing. In addressing this problem, we developed a series of marketing workshops in which marketing professors and professionals came to discuss a topic of their choice with our members. This provided our members, especially the underclassmen, the opportunity to learn about the different aspects of marketing, outside the normal classroom experience. Along with the positive feedback from our workshops, we also implemented an EcoVillage case study competition amongst members. This healthy competition assisted in the creation of their own marketing plan for this organization in addition to a closer-knit bond with other members. We have also created a new fundraiser, Speed Dating for Valentines Day, which went over extremely well with our members and the Ithaca College campus. This was one of the best fundraisers we have had, as it encouraged all members to participate in the promotion and execution of the event.

Overall, we believe we have better positioned our chapter this year to be more marketing-oriented and provided members with a reason to take part in our organization. This year's success is due to our enthusiastic and hard-working executive board. Our executive members have gone above and beyond our expectations in regards to fulfilling their responsibilities. They are our left and right wings in motivating and encouraging members to join, participate, and most importantly, enjoy our Ithaca College chapter.

The 2007-2008 Ithaca College Chapter of the AMA has shown that it can rise above and beyond the ordinary with great leadership, a committed executive board, enthusiastic membership and a better-structured organization. It is our pleasure that we present the 2007-2008 Ithaca College chapter of the American Marketing Association to you.



B. Programming and Professional Development

In the area of programming and professional development, our goals and objectives were:

<p>Goal 1 To develop the marketing knowledge and skills of our members through unique, value-added events, differentiating ICAMA from other campus organizations.</p> <p>Objectives</p> <ul style="list-style-type: none"> • Offer one event per month focused on members' professional development • Provide at least two hands-on activities enhancing members' strategic planning, marketing research, or other practical skills • Hold two other substantive events per semester • Use connections with other organizations to enhance these events and activities 	<p>Success!</p> <ul style="list-style-type: none"> • Activities averaged two per month! • 3 hands-on projects were launched! • Fund-raising and community service contributed several other major events! • Partnerships included numerous departments and organizations on and off campus!
<p>Goal 2 To build interest and increase involvement in national AMA activities</p> <p>Objectives</p> <ul style="list-style-type: none"> • Double attendance at the AMA International Collegiate Conference in New Orleans • Make the finals in the Case Competition • Continue and improve Marketing Week activities • Enter at least one other nationwide activity (Sales Competition, Chapter Exhibit Competition, etc.) 	<p>Mostly Success!</p> <ul style="list-style-type: none"> • 10 members will attend this year (up from 4)! • We did not make the finals :(• Enhanced Marketing Week! • Website competition, and, perhaps, the conference simulation





Major Accomplishments:

Professional Activities

Marketing 101

Marketing 101 is targeted to members, especially underclassmen. Over the semester we organized “Marketing 101” workshops every two weeks, where we invited speakers, both professionals and professors from Marketing, Communications, and Theatre Arts. We feel that the members, especially the younger members, need to get acquainted with the professors from Business School. By bringing in professors and others to speak about their classes students can easily decide what major to pursue. Attendance averaged over 20 members and survey feedback was very positive.

- Marketing Yourself, John Fracchia, Career Services
- Competitive Intelligence, Scott Erickson, Marketing Professor
- Marketing on the Internet, Kurt Komaromi, Marketing Professor
- Theatre Marketing, Susan Monagan, Theatre Arts Professor
- Advertising, Scott Hamula, Communications Professor
- Marketing a Sustainable Housing Community, Stephanie Greenwood, EcoVillage at Ithaca
- Adobe Photoshop I, Whitney Kaiser & Ian Kaczer, ICAMA officers
- Dining Services, Julie Whitten, Marketing Manager
- Public Relations, Ahrlene Flowers, Communications Professor
- Adobe Photoshop II, Whitney Kaiser & Ian Kaczer, ICAMA officers
- Plus more to come!

Marketing Week

Marketing Week activities were targeted to members. During Marketing Week, October 2-5, we arranged several events. On Monday (10/2), we held an ice cream social to help members, especially new members, get acquainted. On Tuesday (10/3), we hosted a “Meet and Greet” with the Marketing Professors. On Wednesday (10/4), the Professional Development Workshop took place. And on Friday (10/6), we held another team-building event, a 21+ social at a local bar/restaurant. These activities gave us a unique opportunity to hold an AMA-sponsored set of events that built networking skills and provided professional development. Attendance averaged 10 members.

Hands-on Activities

Annual AMA Case Competition

Targeted to members, another great professional accomplishment was participating in the AMA Case Competition. This year the competition helped McGraw Hill with their marketing. This marketing had to do with making their online book sales and other sales more readily known by college students all around. By meeting in groups, we were able to generate a lot ideas from a student prospective. Working on this case study helped our members learn how to better deal with case studies. In addition, participants gained





hands-on experience in using SWOT analysis as well as thoroughly analyzing McGraw Hill's marketing strategy. 8-12 members worked on the project at various times.

Theatre Case Study

Also targeted to members, another case study we worked on this past year was with the Theatre Department here at Ithaca College. Our job was to help the Theatre Department increase ticket sales. Our main goal was to provide them with ideas on how they could market themselves and increase the sales of tickets. We conducted marketing research on market segments and are currently in the process of finalizing our recommendations. We hoped that our ideas would be used, and we honestly feel they will be. Helping the Theatre Department gave our members great hands-on experience in the field of Marketing. 8 members worked on this project.

EcoVillage Marketing Plan

Also targeted to members, during the Spring semester, we are developing a marketing plan for EcoVillage at Ithaca, a local sustainable living community. We are conducting marketing research for them as they investigate ways to expand their educational offerings and market them better. This project will be completed in April. 9 members are currently contributing to this project.

Other Activities and Events

Etiquette Dinner

The Etiquette Dinner is targeted to the full campus community. Every student may need to go on a lunch/dinner interview or meeting with a professional person whom they are trying to impress. The last thing the student needs is not to know what fork to use, how to excuse themselves from the table, and so forth. Thus, in partnership with Sigma Iota Epsilon (management fraternity) and Career Services, we held our 11th annual Etiquette Dinner. This event builds knowledge by placing the students in a real-life situation in which they are to attend the event dressed professionally, and are served a 3 course dinner. We hosted two speakers. Our guest speaker was Randy McDonald, Senior Vice President of Human Resources at IBM, who spoke about the importance of etiquette in business. In addition, Liz King gave a short presentation on dinner etiquette in professional situations. The Etiquette Dinner was a sold out event, over 150 attendees taking part. More details concerning the Etiquette Dinner are available in the Fundraising and Community Service sections of this report.

AMA International Collegiate Conference

ICAMA traditionally participates in the AMA International Collegiate Conference in New Orleans. This year, we are sending 10 members after only having 4 attend in 2007. ICAMA is looking forward to the conference in order to gain knowledge in new club strategies as well as explore networking possibilities. This conference will allow active members to take a look into the professional marketing world and observe new job possibilities for them in the future. We are encouraging all members who are attending to submit their resume so that they can get possible interviews at the conference. This





activity provides a unique professional development opportunity to members through AMA.

Stew Leonard's Field Trip

Another ICAMA tradition, targeted to members and non-members, is a trip to Stew Leonard's grocery store in Norwalk, CT. The store is very well-known for its customer service, and the CEO is an Ithaca College alum. Students receive a behind-the-scenes tour and usually have some marketing problem to wrestle with during the visit. The trip provides us a great opportunity to network, see marketing in action, and have a great day together. This trip is planned for April.

In Review

Professional Development has improved this year. We were able to improve our members' involvement in activities through our events. We were able to better develop the marketing knowledge and skills of our members through the marketing research project, the case study, the Etiquette Dinner, great speakers, and other activities. The workshops really touched our members and helped them decide on a concrete major. Also, giving them the opportunity to meet with professors helped them feel very comfortable here at Ithaca College. Finally, we were able to leverage AMA-backed initiatives such as Marketing Week, the case competition, and the International Collegiate Conference to build our members' skills and confidence.



C. Community Service

In the area of community service, our goals and objectives were:

<p>Goal To provide marketing and other support to non-profit organizations in the community.</p> <p>Objectives</p> <ul style="list-style-type: none"> • Conduct marketing activities, including planning, research, and/or communications to at least 2 local non-profit organizations • Include at least 2 local non-profit organizations in our fund-raising events • Offer member volunteer time for additional community service work 	<p>Success!</p> <ul style="list-style-type: none"> • 2 activities, for Ithaca College Theatre and EcoVillage at Ithaca! • Funds committed to the Ithaca Breast Cancer Alliance and Relay for Life! • Members have volunteered individually but we failed to do anything organized
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Major Accomplishments:

Marketing Services for Local Non-Profits

As detailed in the Programming and Professional Development section, ICAMA took on two marketing projects this year for community non-profit organizations. During the fall semester, ICAMA joined together with the Ithaca College Theatre Arts Department to do marketing research and make suggestions for increasing ticket sales. Students conducted focus groups and a survey about why and when they attend IC Theater events. ICAMA is also currently working with Ithaca's sustainable community EcoVillage in creating a marketing plan to market the educational programs offered at EcoVillage to people all over the world. We are currently in the research portion of the marketing plan and working hard to finish before the end of the current semester.

Donations

This year at our annual fundraiser, the Etiquette Dinner, ICAMA donated a portion of the proceeds (\$1,000) to the Ithaca Breast Cancer Alliance. Another annual event, the Relay for Life, takes place in March. ICAMA currently has over twenty members on our Relay for Life team. We have set a goal of \$2,000 in donations as a team, which we believe is attainable and hope to go well beyond that goal.

In Review

Community service had a very successful year, achieving our simple but meaningful goals. We provided professional services to the local community, and we raised and donated significant funds to local charities.



D. Fundraising

In the area of fundraising, our goals and objectives were:

<p>Goal Improve the financial status of our organization.</p> <p>Objectives</p> <ul style="list-style-type: none"> • Raise 40% of our planned budget from the Student Government Association • Increase outside fundraising by 20% over last year • Boost involvement by members in fundraising activities by helping members realize the benefits and fun of fundraising activities 	<p>Success!</p> <ul style="list-style-type: none"> • Our objective was \$2500, SGA provided \$5360 for operations and the New Orleans trip • Final totals not in, but fundraisers should see a 20% increase. We also substantially increased contributions from IC administration and corporate sponsors • Fundraising has been much more active this year, participation (and results) increased dramatically
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Major Accomplishments:

Fundraisers

11th Annual Etiquette Dinner

As noted in other sections, our biggest event of the fall is the Etiquette Dinner, which is co-sponsored with Sigma Iota Epsilon and Career Services. This event is supported throughout the campus by the School of Business, Dining Services, Student Affairs, and Alumni Relations. With the help of these institutions' funding for the dinner and donations, the campus community strongly anticipates the arrival of the Annual Etiquette Dinner. ICAMA and SIE made \$369 in profits for our 11th Annual Etiquette Dinner, which was \$29.00 more than last year's benefit.

Cortaca Fundraiser

Another annual fundraiser event is the selling of face decals and bumper stickers for the Cortaca Jug game; Ithaca College's most watched football game against our rival school Cortland State University. This is a great fundraiser for the spirited students anticipating the game. Since the decals and bumper stickers are re-sold for the preceding years, our net overall is more than the actual price of the products. This year we earned \$48.50, which is just around the same as last year's net income.





Speed Dating

Our new event this year was Speed Dating, held on February 13th, just before Valentine's Day. We thought it would be in good spirit for singles across campus to try and find a match before the next day! The event was held in our high-traffic school Pub, encouraging drop-ins. The goal of the event was to give the daters two minutes to meet everyone; the women would rotate after each round. Each dater had a sheet with the names of the students who bought tickets in advance and a number for each person. After the event, daters wrote Yes or No indicating whether they were interested in whom they had met. Then we sent out emails to all the matches for them to get to know each other on their own time. The Speed Dating fundraiser was a hit; we had 23 daters who paid \$5 to Speed Date, which means we made a total of \$115. Minus \$20 for decorations, we made a total of \$95. We received feedback from the participants helping us to better prepare the event next year.

Poker Tournament

Our expectations for the Annual Poker Tourney are much greater than last year's. Last year the event was cosponsored with the IC Sports Business and Entertainment Club, but this year we have decided to sponsor it ourselves. Last spring the event raised \$500 total, and we predict that this year's event will again be a success. This event should reach our goals of strengthening our financial status, especially since we are running it solo this year.

Chicken Wing Fling

Our Chicken Wing Fling fundraiser was a sell out last year! With the support of local food vendors, we return the favor by having students fill out simple surveys about the wings they eat. By having the students answer our surveys it gives the vendors the chance to gain marketing research about their products from Ithaca College students. Last year we made a profit of \$100 from this event; we hope to increase our proceeds this year and try and get more wings donated from different venues.

Funding Requests

We have been much more successful this year in preparing requests and obtaining funding across campus. Our allocation from the Student Government Association for operations and the New Orleans trip almost doubled (\$3000 to \$5360), we obtained funds from other sources (school-wide Tri-Fund, \$3500, School of Business \$1,500), received our first corporate sponsorship (\$250), and also gained donations of door prizes, food, and other items for our events and fundraisers.

In Review

Primarily, our fundraising profits go towards making it affordable for students to attend the New Orleans conference. It is required by our student government to raise at least 40% ourselves, to receive additional funding from our school. This year we received our requested amount of \$4,500, demonstrating our fundraising efforts were effective. We improved existing events, successfully launched a new one, and learned to be much more effective in making funding requests. Our financial status is much improved from previous years.



E. Membership

In the area of membership, our goals and objectives were:

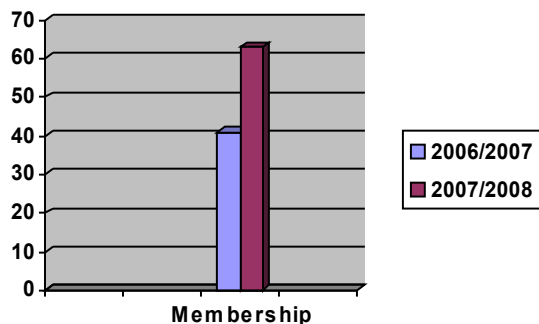
<p>Goal To increase membership and member quality.</p> <p>Objectives</p> <ul style="list-style-type: none"> ● Increase membership by 20% over 2006/2007 ● Maintain and improve the point system, improving active member involvement by 25% ● Further diversify the membership by major and year 	<p>Success!</p> <ul style="list-style-type: none"> ● 50% increase over last year, up almost 100% from our starting point this year ● Effective, themed point system with tangible rewards, 50% increase in attendance and more participation in activities ● Balanced number of upper- and under-classmen, diverse majors represented
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Major Accomplishments

Increased Membership

Our first objective was to increase membership by 20%. 12 existing members, which included the 8 members on our executive board attended the first meeting. It was so well-attended, we had to change rooms in order to accommodate the 37 prospective new members interested in joining ICAMA. As the weeks went by, our member body increased significantly to our current total of 63 members, which is a 50% increase from last year's count of 42 (31 continuing over to this year). We more than doubled our goal of 20%. This was achieved by advertising and promoting our organization, co-sponsoring events, having meetings every two weeks, and interactive workshops the week when there was no meeting. Our members reacted positively to these newly implemented changes. Meetings attendance was up from the 50% last year to 75% this year. The workshops have also served to increase member involvement because of the real world applications and knowledge of those asked to give presentations. We've also done a much better job of making people aware of upcoming meetings and events through email announcements and flyers posted around campus to inform students who we are and when we meet. We did targeted announcements in Principles of Marketing classes and also offered a limited time price-off promotion, cutting local dues in half (\$5 instead of \$10) for members who signed up early. Finally, we held meetings at a convenient time: every other Tuesday at 8:00PM. The wide range of activities that we offer also helps peak interest and thereby keeps members involved.





Point System

Historically, we have had little to no trouble acquiring new members; rather, our biggest challenge was keeping old members. In an attempt to amend that situation we decided to reinstate the Point System, a tactic that has worked very well time and time again. The point system proved itself once again this year by encouraging members to attend meetings, workshops, and other AMA events. At the end of each semester, we awarded the three top members with gift cards to one of the local eateries. Giving out tangible awards helped reinforce our point system making it more concrete than just something that was supposedly being done.

In conjunction with the point system and our 2007-2008 theme: “World Destinations,” we worked with Career Services to encourage members to take advantage of all the resources that office has to offer. Passports were distributed to our members and signed each time members attended events, meetings, etc. The passports also aided in increasing attendance making it a very tight run for the top three members of the semester. We feel that the reinstatement of our point system coupled with the use of passports helped with membership participation and overall excitement about AMA, contributing directly to our higher participation rates..

Diversified membership

Our goal at the beginning of the year was to create a diverse membership body with a balanced ratio of upperclassmen to underclassmen. Our increased membership from juniors and seniors is directly linked to our closer working relationship with Career Services. We also worked to keep up the percentage of underclassmen with interesting programming and hands-on activities. We have also been able to attract diverse majors, not only marketing, but also integrated marketing communications, speech communication, and even art history.

In Review

The ICAMA was able to have another successful year with the help of its enthusiastic and dedicated members. The social events we held helped to create a more devoted membership body. We were able to accomplish many of the goals that were set at the beginning of the school year. By attracting a larger and more diversified membership to the ICAMA, we were able to have a fun and productive year. We also established a much stronger base for the future.



F. Internal/External Communications

In the area of communications, our goals and objectives were:

<p>Goal To better establish communication to members and to the campus and off-campus communities.</p> <p>Objectives</p> <ul style="list-style-type: none"> • Use electronic media to regularly communicate with members • Use electronic and print media to communicate with wider community • Redesign and maintain ICAMA website, allowing it to act as a portal for organization information and updates • Update and maintain the ICAMA display case 	<p>Success!</p> <ul style="list-style-type: none"> • Used electronic media (email, website) and tools (Photoshop, Inmedia) for more effective communication • Extended communications across campus and to alumni • Much more attractive and informational website • Display case disappeared as the Business School moved to a new building. We await a new one.
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Major Accomplishments

Effective Advertising and Promotion

We have successfully advertised and promoted our general meetings and events throughout the year internally and externally. Listserv announcements, creative handouts, Intercom press releases, flyers, and Power Point presentations for campus LCD monitors were designed to increase awareness and attendance to these events. Handouts and flyers were created in Adobe Photoshop to enhance quality and attractiveness. Right off the bat, we saw a significant increase in membership. Ads were posted around campus early in the year, in order to build awareness of the club. We tried something new this year, and let the general members promote an event without the help of the e-board. For our Speed Dating event, members created flyers, Intercom press releases, and other communications. It was highly successful, and gave students a great opportunity to work as a team and utilize their marketing skills. Also as we started marketing workshops this year, including sessions to teach Photoshop.

Semester Newsletter

Targeted to external audiences, the newsletter highlighting this year's events will be completed for the spring semester. Its purpose is to inform Business School students and faculty about ICAMA's yearlong events. Topics to be included are the Etiquette Dinner, upcoming New Orleans Conference, case study competition, new events including Speed Dating, and the project for Eco-Village. The newsletter will also aim to summarize our chapter's successes.





Members are encouraged to write articles for the newsletter. Also, they will have the opportunity to learn how to utilize programs including Adobe Photoshop and InDesign to properly design the newsletter.

Redesigned Web Site

Designed for both internal and external audiences, the Ithaca College chapter's Web site was completely redone from scratch this year. The new site includes a blog and list of internships, which are great value-added sections. Blogs will allow students to post interesting news in the marketplace, to share with others. The internships section will be helpful to all newcomers looking for their first internship, and are not sure of where to start. The front page of the site also includes when the next meeting is, so that students know right away when meetings take place. Other features include the chapter mission statement, application download, e-board page, and events page. It is full of information to keep students coming back to find out the newest things happening in ICAMA. Also, the site was designed to be more aesthetically pleasing and eye catching. We feel that this site builds upon what it has been in the past, and has the chance of being a major contender in the Web site competition this year.

In Review

The ICAMA was very successful in accomplishing its communication goals this year. Members of the committee worked together and were able to come up with innovative ideas to advertise and promote upcoming events. Implementing new workshops was a great addition to this year, allowing students to learn more information beyond the classroom. From this, ICAMA has maintained effective communication for members and external audiences for all of our activities.



G. Chapter Operations

In the area of chapter operations, our goals and objectives were:

<p>Goal Improve chapter operations and member involvement</p> <p>Objectives</p> <ul style="list-style-type: none"> ● Establish a committee structure with designated leaders ● Facilitate regular communication between executive board members ● Increase member participation ● Initiate work on transition planning 	<p>Success!</p> <ul style="list-style-type: none"> ● Installed effective, new project-based committee system ● Co-president structure and regular meetings improved communications ● Member participation and responsibilities up ● More responsibility and training for up and coming members
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Major Accomplishments

Formulation of Effective Committee Structures

Rather than function-based committees, several project committees were formed around case studies and events. The McGraw Hill, Theatre Department, and EcoVillage case studies were all led by executive board members or graduate student committee leaders. These leaders assigned specific responsibilities to each individual member in his or her group. A similar management structure was used for the organization of fundraisers, including the Etiquette Dinner, Speed Dating, Poker Tournament, and Chicken Wing Fling. Speed Dating assigned executive board members and involved general members to promotions, decorations/set-up, and ticket sales committees. The Etiquette Dinner committee consists of two Career Services representatives, two members of Sigma Iota Epsilon management honorary, and four members of ICAMA. Committee leaders created more efficient executions and created a sense of accountability on individual levels.

Executive Board Communication

Bi-weekly meetings were held with emergency meetings scheduled as necessary to ensure productivity of operations. The establishment of co-president positions (rather than president and executive vice president) has been one of our most effective changes, allowing for a more equal distribution of managerial tasks. Communication between co-presidents allowed for consistent and frequent contacts among the executive board members. Board meetings were held informally, but with a set agenda, so as to create an open environment for feedback and suggestions. Strong relationships among board members continued to foster efficient and effective communication for the execution of operations.





Member Participation

To encourage member participation, a point system was implemented. General members were recognized bi-weekly, based on their involvement. This served as further encouragement for members to become even more involved to become member of the semester. At the end of each semester, one member was acknowledged with awards and chapter certificates as the "Member of the Semester." Since employing this system, we have seen an increase in volunteers for events and tabling as well as in attendance to meetings and workshops. Increased attendance at events has allowed us to raise more funds internally for our chapter. For example, AMA members made up 20% of ticket sales for the Etiquette Dinner, one of our biggest fundraisers. Similar trends are seen in our other fundraising events including Speed Dating, Poker Tournament, and Chicken Wing Fling. While last year, we saw a significant drop in meeting attendance, this year we have remained constant at an average of 18 members per meeting. Interest in attending the International Collegiate Conference has increased by 150%.

Effective Transition Planning

In previous years, the incoming executive board took a full initiative in planning the final event of the year. This year, we felt it more appropriate to implement more effective transition planning by assigning more leadership roles to underclass executive board members and committed general members throughout the year. These members have taken on responsibilities in the planning of events with minimal guidance. This has provided them with hands-on experience in leadership roles with a support system still available. Two non-senior members were chosen to serve on the planning for the Etiquette Dinner, held in the fall semester, allowing them to prepare for next year. Board members and active general members were assigned as committee heads for Speed Dating, the first event of the spring semester. By assigning tasks to non-board members, we have also encouraged general members to take a stake in the organization.

In Review

Overall, changes in chapter operations for the 2007-2008 year have been effective though the creation of committees, efficient board communication, increased member participation, and development of future leaders. These operational changes have helped to improve membership, involvement, and communication methods.





H. Financial Statement 2007-2008

Date	Payee / Source	Description	Debit	Credit	Balance
8/20/07	SGA	Operational Budget Allocation		\$ 860.00	\$860.00
8/20/07	ICAMA	Rollover from 2006-2007		\$ 124.00	\$984.00
10/7/07	PSP Unlimited	ICAMA T-shirts	\$ 400.00		\$584.00
10/7/07	ICAMA	Fall Dues		\$1,163.00	\$1,747.00
10/8/07	AMA	National AMA Dues	\$888.11		\$858.89
11/7/07	Career Services	Etiquette Dinner Meal Donations		\$650.00	\$1,508.89
11/7/07	Dining Services	Etiquette Dinner Funding		\$275.00	\$1,783.89
11/7/07	Alumni Relations	Etiquette Dinner Funding		\$200.00	\$1,983.89
11/7/07	Graduate Studies	Etiquette Dinner Funding		\$50.00	\$2,033.89
11/7/07	Tri-Fund	Etiquette Dinner Funding		\$200.00	\$2,233.89
11/7/07	SGA	Etiquette Dinner Funding		\$1,420.00	\$3,653.89
11/7/08	ICAMA/SIE	Etiquette Dinner Profits		\$368.64	\$4,022.53
11/7/07	Conference & Events, Staples, Ithaca Breast Cancer Alliance	Etiquette Dinner Expenses	\$3,613.00		\$409.53
11/30/07	ICAMA	Corporate Donation		\$250.00	\$1,596.53
12/3/07	ICAMA	Etiquette Dinner Ticket Sales		\$1,187.00	\$1,644.53
12/21/07	ICAMA	Cortaca Jug Fundraiser Profits		\$48.00	\$1,692.53
1/29/08	Duplicating Center, Dollar Tree	Speed Dating Expenses (Flyers, Tickets, Decor)	\$29.20		\$1,663.33
2/7/08	SGA	New Orleans Funding		\$4,500.00	\$6,163.33
2/10/08	AMA	National AMA Reimbursement - Overpayment		\$319.00	\$6,482.33
2/11/08	School of Business	New Orleans Funding		\$1,500.00	\$7,982.33
2/13/08	ICAMA	Speed Dating Fundraiser Ticket Sales		\$115.00	\$8,097.33
2/15/08	Tri-Fund	New Orleans Funding		\$3,500.00	\$11,597.33
2/22/08	Sigma Iota Epsilon	Etiquette Dinner SIE Payment	\$184.32		\$11,413.01
3/10/08	Visa	Poker Tournament Grand Prize - Visa Gift Card	\$200.00		\$11,213.01
3/22/08	ICAMA	Poker Tournament Profits	\$300.00		\$10,913.01
3/29/08	AMA	National AMA Dues	\$210.00		\$10,703.01
3/29/08	ICAMA	Spring Dues		\$275.00	\$10,978.01
4/6/08	ICAMA	New Orleans Reimbursements & Expenses	\$9,500.00		\$1,478.01
4/29/08	ICAMA	Chicken Wing Fling Profits		\$100.00	\$1,578.01
TOTAL					\$1,578.01

