

# NORTHWOOD UNIVERSITY

## 2007-2008 Annual Report



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## NUAMA Rating Scale

NUAMA has established a rating system which involves a critique of each project to measure our success. This rating system has been developed to allow future members to review and build from. It is also to be utilized to gain perspective on projects that may not have yet been undertaken or that have room for improvement. This new rating system will ensure a great level of success for NUAMA now and into the future.

**5/5** - The project was successfully completed with minimal complications. These projects are to be carried on throughout future years due to the significant level of success that has been achieved.

**4/5** - The project was successfully completed, but a challenge was presented at some point throughout its execution.

**3/5** - The project encountered several complexities, which resulted in rehabilitation in order to work through and improve the situation.

**2/5** - The project was attempted, but did not reach the chapter's projected level of success.

**1/5** - The project was poorly attempted. It would not be beneficial to attempt this project in the future.

**0/5** - The project was not completed.

**N/A** - Not applicable: NUAMA has not yet initiated the project.

# Executive Letter



In the past year, the Northwood University American Marketing Association (NUAMA) has witnessed an incredible transformation. Starting with only five returning members, the organization now has 57 members, and we still have one term left for recruitment. We have made our presence known on campus, and are now the largest professional organization at Northwood University.

NUAMA set the bar high for the 2007-2008 academic year with exceptional events, fundraising and community service projects, recruitment, and communication and advertising efforts. Careful selection of an elite executive board was the key to this year's success. We analyzed the successes and failures of the past, and made the necessary adjustments to excel and meet our goals.

The main focus of the year was on membership. Success can only happen with an active member base. This being so: we hosted recruitment events, recruited through viral and online marketing, appearances in classrooms, and hosting professional development events appealing to all majors. Our membership has been low in the past due to a lack of awareness within the Northwood student body. We recognized this problem and made it our mission to appeal to all majors since every business student can benefit from having marketing experience.

Our next focus was to create valuable opportunities in every division of NUAMA in order to retain member interest. We planned to enhance the growth of our members by way of strong commitment to teamwork, personal responsibility, and leadership. Members remained actively involved with various marketing-related projects; including the competitive research project for Mansfield Plumbing, marketing plan development for North Midland Family Center, fundraising and media design for Adoption Option Inc, redesign of the website and proposal material for Gerace Construction, and participating in the 2008 Case Competition. Members also had the opportunity to learn from industry leaders through the NUAMA Professional Development Speaker Series and marketing related visits. The speakers for the professional development series included: recruitment professional from Ford Motor Company, CEO of Mazda Motors, VP of Marketing and Advertising for Detroit Diesel, Global Marketing Director for Ford Motor Company, and the VP of Advertising for Google. Marketing related visits included: AMA Night with collegiate and professional chapters at the Palace of Auburn Hills, Detroit Tigers marketing at Comerica Park, and Olympia Entertainment (Detroit Red Wings, Little Ceasars, Fox Theatre, and Hockey Town Café).

As the 2007-2008 year comes to a close, we are able to review our chapter's progression.

We have had an outstanding year by accomplishing extraordinary goals and have prepared the chapter for continued success.

Because of this, we are proud to present:

The 2007-2008 Northwood University American Marketing Association Annual Report

Sincerely,

Adrienne Troha  
NUAMA President

Jennifer Dukerschein  
NUAMA Executive Vice President

# Major Accomplishments

This was a very progressive year for NUAMA. The current member base has set a standard for future members to follow. The major accomplishments of 2007-2008 are highlighted below.

- 1.** Our number one goal this year was to increase membership. During the first two terms of active recruiting efforts we have increased membership by 1140% with 52 new members and have one term left of active recruiting.
- 2.** We were able to raise enough funds this year to send 15 (includes one business sponsored student) members down to New Orleans, LA for the 30th Annual AMA International Collegiate Conference. This included air fare, registration fees, and hotel room costs.
- 3.** On November 29, 2007 NUAMA hosted Jim O'Sullivan, the CEO of Mazda Motors . This was the largest turn-out for an NUAMA event with 229 people in attendance. This was the first event in our professional development speaker series, which also doubled as a recruiting tool. NUAMA members planned and advertised the event flawlessly.
- 4.** We received 11th place and are recognized as a semi-finalist in the McGraw Hill Case Competition.
- 5.** One of 16 universities to win a \$1,000 Community service grant from AMAF to assist in our marketing efforts for the North Midland Family Center to positively impact Midland Youth.
- 6.** We successfully raised \$18,203 in revenues. We had \$8,406 in expenses for the year leaving a balance of \$9,797 in addition to the beginning balance of \$6,200 for 2008-2009 members to build on.
- 7.** For the second consecutive year, NUAMA has continued the relationship with Gerace Construction. It is one of this year's major fundraising projects to redesign the website and proposal template for a donation of \$2,500.
- 8.** Actively involved 23 members in a competitive analysis project for Mansfield Plumbing. Due to the professional relationship established, projects will be continued for future NUAMA members.
- 9.** Redesigned the NUAMA logo to compliment Northwood University's new branding efforts.
- 10.** NUAMA will induct 4 new members to Alpha Mu Alpha, AMA's academic fraternity. In order to be inducted, members must hold a cumulative 3.0 GPA with a 3.25 GPA in their chosen major.
- 11.** We established the first alumni project, revised alumni list, and got first alumni contribution.
- 12.** We initiated a cooperative effort with Lansing Community College and Delta College.

# Strength and Weakness Analysis

NUAMA is focused on providing students with professional experience in a fun, yet challenging environment, by going beyond the lessons learned in the classroom and applying them to actual marketing and communications projects. Participation in the organization helps students gain marketing knowledge and skills that give them the upper-hand when searching for their future career.

## STRENGTHS

### – Experienced and knowledgeable executive board

Consists of eight seniors and two juniors

70% currently hold leadership positions in other organizations

100% have worked in the marketing industry

Entirely new board with creative ideas focused on enhancing the chapter

Restructuring board positions and chair positions to effectively reach chapter goals

### – Diversity among organization members

Seven different majors represented, ranging from marketing to accounting/finance

Variety of ages, ranging from 18-26

### – Active support from our advisor, Fred Honerkamp

Recipient of the Ethics Award for Faculty Excellence

An Associate Professor with 32 years industry experience

Serves on the AMA Collegiate Chapters Council

### – Professional relationships within a variety of industries that allow for hands-on marketing experiences, including:

**Current relationships:** Dow Chemical Company, Dow Corning Corporation, Quicken Loans, Enterprise Rent-a-Car, Gerace Construction, Ford Motor Company, North Midland Family Center, Mansfield Plumbing Products, and Adoption Option Inc., Mazda Motors, Honda Motors, Marketing Plans Inc., Volvo Motors, Detroit Tigers, Detroit Red Wings, Olympia Entertainment, and Google

### – Largest professional organization at Northwood University

### – Ability to effectively structure and manage increased membership

Currently 57 members

### – Ability to work under pressure and meet deadlines

## WEAKNESSES

### – Lack of participation and commitment by key leaders in the organization

### – Commuter based student population

### – Graduating seniors

Eight executive board members and several chapter members graduate in May 2008

### – Time and commitment

Members are involved in several other activities and organizations

Several students take more than 17 credit hours per term

There are over 75 student organizations, competing for less than 2000 students

### – Lack of participation and feedback from underclassmen

### – Challenges in motivating members due to the volunteer atmosphere

# Professional Development

NUAMA's members have learned valuable marketing tactics through presentations from top corporations, while establishing an honors marketing fraternity and developing networking opportunities.

## Goal 1: ★★★★★

*Host at least two professional guest speakers to discuss marketing logistics, brand marketing, advertising, public relations, and industry trends, per ten week term with the majority of membership in attendance*

### Accomplishments:

– Invite professionals including CEOs, marketing directors, and business leaders to provide insight on the industry, including:

**October:** Brian Finnerty, Ford Motor Company, Recruiting  
Attendance of 36 students

**November:** Jim O'Sullivan, Mazda Motors, CEO  
Attendance of 229 students

**December:** n/a

**January:** James P. Chenier, Detroit Diesel Automotive, Director and VP of Marketing  
Attendance of 120 students

**February:** n/a

**March:** Lisa Bacus, Ford Motor Company, Global Marketing Director

**April:** Steven Kraft, Google, Senior Account Executive

**May:** John Mendel, Honda Motors, President & Anne Belec, Volvo Motors, President



NUAMA E-Board with Jim O'Sullivan, Mazda Motors, CEO

## Goal 2: ★★★★★

*Promote business connections to create a strong network for future career searches among all active members*

### Accomplishments:

– Attend on-campus career fairs (minimum of ten members)

20% of active member base participated in the career fairs held at Northwood University.

- **Utilize professional contacts made through NUAMA hosted events**  
Because of the professional connections made after the Ford Motor Company presentation, 2 e-board members received a job offer with the corporation.
- **Attend Midland Area Marketing Professionals (MAMP) meetings the first Thursday of every month (minimum of two members)**  
Attended five of the monthly MAMP meetings

### Goal 3: ★★☆☆☆

*Attend at least one marketing related event per ten week term*

#### Accomplishments:

- **Attend Leadership Conference at Lansing Community College in Sept. 2007 (minimum of five members)**  
Had five members attend the leadership conference in Lansing, MI
- **Going to fun and informational tours of marketing related organizations with the minimum of 25% member participation, including:**
  - March:**  
Pistons AMA basketball night  
24 members attending  
Event includes: facility tour, networking, presentation by VP of Brand Management, and basketball game
  - April:**  
Detroit Tigers Marketing at Comerica Park  
Olympia Entertainment (Detroit Red Wings, Little Ceasars, Fox Theatre, and Hockey Town Cafe)  
40 tickets available, attendance to be announced  
Google branch in Ann Arbor, MI
  - TBA:**  
Daniel Brian & Associates Marketing Agency  
JWT in Detroit, MI

### Goal 4: ★★☆☆☆

*Organize affiliations with professional and collegiate AMA chapters*

#### Accomplishments:

- **Develop affiliation with Detroit AMA Professional Chapter**  
No formal alliance has been made, but NUAMA is attending the AMA Night at the Palace of Auburn Hills for Collegiate & Professional Chapters.
- **Develop affiliation with Lansing Community College Collegiate Chapter**  
Maintained communication with LCC after the Leadership Conference in September.
- **Explore an outreach program with Delta College**  
Initial contact made. Waiting for response from Delta College officials.
- **Participate in Alpha Mu Alpha**  
NUAMA will induct a minimum of four members in April.

# Community Service

NUAMA's community service objective is to use our marketing talent and knowledge to benefit Mid-Michigan area organizations.

## Goal 1: ★★★★★

*Assess, revise, update and execute a marketing plan to allow Adoption Option Inc. (AOI) to enter neighboring markets by May 2008*

### Accomplishments:

#### – Fundraising:

Sold 67% of 150 available coupons for AOI through a holiday coupon sale to raise funds for expansion. Earned \$500 of a potential \$750 for coupon fundraising sale.

#### – Marketing:

Marketing plan project was replaced with a media design project in which a tri-fold adoption brochure was created to be distributed to the Midland, Bay City, and Saginaw markets.

#### – Execution:

Established strong relationship with owner of the company, resulting in future projects for the 2008-2009 NUAMA chapter.

## Goal 2: ★★★★★

*To increase community awareness and attendance at the North Midland Family Center's (NMFC) youth programs through marketing in the community*

### Accomplishments:

#### – Analyze collected data and construct a marketing plan to meet the specific needs of the client within three months

Constructed a marketing plan to meet the specific needs of the client within three months.

One of 16 schools to be awarded the AMAF Community Service Grant of \$1,000.

Designed and distributed promotional print materials to community business selected through gathered market data.

#### – Increase attendance of NMFC Friday night events by 30% within three months by youth aged 8-14

Exceeded goal of 30% increased attendance of NMFC Friday night events within three months by youth aged 8-14 by 10%

#### – Addition of older youth night at the NMFC on Thursday nights to appeal to specific needs of this market

Launched first ever older youth event series, which included: Valentines Day dance, fashion show, and 24 hour lock-in.

#### – Partner with local companies to solve major attendance problems

Partnered with Midland Public Transportation to arrange for easier travel for youth wanting to attend events at NMFC.

Partnered with student council organizations at area schools to promote Teen Nights.

*"These students are hard working, a pleasure to work with, and get results."*

**Said Kristine Ehlers, North Midland Family Center, Family Services Director**

# NUAMA Fundraising

NUAMA's fundraising objective is to double net earnings of last year while supporting all projects through recruitment and execution of creative projects.

## Goal 1 ★★★★★

*Raise \$8100, to send at least 15 students to attend the International Collegiate Conference in New Orleans, LA. (50% increase from 2006)*

### Accomplishments:

#### – Mansfield Plumbing Products LLC.

Participation from 23 NUAMA members in the competitive analysis project of Mansfield's top 30 competitors. Raised \$4,000 to be paid in two separate segments (1st-\$3,000; 2nd- \$1,000) for the competitive analysis project. Built a strong relationship, so future projects will be extended to the 2008-2009 NUAMA. *(Due to Mansfield's time constraints with other projects, the Vice President cancelled the second portion of the research project which consisted of follow-up reports for the competitors; therefore, the donation is 29% lower than projected.)*

#### – Gerace Construction

Applied E-marketing applications to Gerace website for increased external communication. Created a new design and template for proposal materials to be sent to prospective Gerace client. Reduced proposal cycle time from 40 hours to 10 hours. Created new tradeshow information folder that's streamlines all new marketing strategies. Raised \$2500 for our marketing services.

#### – Barket Book fundraiser

After fall term, Northwood University students donated textbooks they would no longer need to NUAMA that were then sold on Barket.com. Raised \$152

## Goal 2 N/A

*Purchase NUAMA uniforms to wear to the International Collegiate Conference*

– Project was delayed at request of administration because of the redesign of the Northwood University brand and logo.

## Goal 3 ★★★★★

*Raise \$900 through member donation fees of \$18.*

### Accomplishments:

– Exceeded goal by raising \$1,026 through member fees of 50 paid members and 7 pending.

## Goal 4 ★★★★★

*Seek sponsorships from businesses that will allow three financially challenged members to attend the 2008 International Collegiate Conference.*

### Accomplishments:

#### – Encourage all NUAMA members to seek out companies for sponsorship

One student earned \$500 by getting sponsored to attend the International Collegiate Conference. *(Fundraising exceeded expectations allowing NUAMA to sponsor one extra member to attend the International Collegiate Conference; therefore, only two members were needed to get business sponsorships to meet our conference attendance goal.)*

# NUAMA Membership

NUAMA's membership objective is to provide the student body at Northwood University the opportunity to become a participating member, and to expand our membership base with a variety of majors and age levels.

## Recruitment Goals: ★★★★★

*To expand our chapter by 50 members*

*Represented by 30% freshmen, 30% sophomore, 20% juniors, 20% seniors*

## Accomplishments:

### – Create and maintain a campaign each trimester to attract all majors (posters, flyers, Blackboard, outdoor entrance marquee, t-shirts, etc.)

In the beginning of the school year, an informational was held to introduce NUAMA to the Northwood student body. Over 50 students were in attendance where advisors and members were able to answer questions about the chapter and speak about experiences with their membership.

During the month of February, a Mid-Winter informational was held where members, advisors, spoke about what NUAMA offers with membership. There was also an interactive Q & A time set aside for prospective members. 40 students attended this event.

Online recruiting was available through Northwood's Blackboard system enabling announcements and other updates to be made to the entire Northwood student body. Events were posted as well as meeting times and locations.

Due to the creative on-campus promotions through flyers, posters, painting on windows, tri-folds, speaking in classes, Blackboard, and Facebook, NUAMA is the most talked about organization on campus.

### – Recruit a diversity of majors by having both executive board and chapter members speak in all levels of business classes at Northwood

Presentations were given in over 10 courses during the winter term including, marketing, advertising, automotive marketing, sociology, and international marketing. This has allowed the chapter to diversify among the majors offered at Northwood University.

### – Attend on campus events for recruiting, such as the Northwood Kick-Off Party and Fall Fling

Members of the NUAMA executive board set up a booth at the Fall Fling, an event to promote organizations on campus. Our chapter table displayed accomplishments of past years, images from activities and experiences from the 2007 Collegiate Conference in New Orleans, and information pamphlets. At this event over 500 students were in attendance, and over 160 students signed up to learn more about AMA through our e-mail contact list.

NUAMA members attended the Northwood Kick-off party, to speak with students about experience gained by joining the NUAMA chapter. 100% of freshmen are required to go to this event, so it was a vital recruiting tool.

### – At least one social event per term will be held as a comfortable and informal way to bond with members and gain new prospects

An off campus BBQ was held on Halloween to unite prospective members and members after a NUAMA speaker event. Students were able to speak freely and relax with good company off campus in a comfortable setting. 15 active members were in attendance.

## Membership Database Goals: ★★★★★

*Provide a database for members on Blackboard which includes a term calendar, executive board information, committee information and updates, point system chart, and upcoming events*

### Accomplishments:

– After each meeting, updates will be made on Blackboard by the Executive Vice President.

Blackboard has been utilized to make announcements of events and accomplishments to the Northwood community which includes: faculty, student body, and members.

The NUAMA section of Blackboard was of access to members. Here, members could access information such as updates in the chapter, executive board member contact information, a message board, and reference to the chapter plan.

All agenda's are sent out in a timely manner for members to review in order to have more ideas brought forward in meetings and to allow members to plan accordingly.

A calendar is available online to show members when and where events are held to increase awareness and attendance.

Prospective members are also welcomed at new meetings due to constant updates, invitations, and inquiries through e-mail.

## Member Participation Goals: ★★★★★

*To provide at least two social events per ten week term during the school year for professional, educational, and social development.*

### Accomplishments:

– Provide events attractive to members.

At least two social events were planned during each term.

The second annual NUAMA Bowling Night was held during Fall term attracting over 20 students.

A BBQ, with 15 members in attendance, was held during Fall Term at a NUAMA member's home where students and members were able to socialize off campus in a comfortable setting.

13 people attended the Wing Fling that was held at the Midland Buffalo Wild Wings during Winter Term.



NUAMA members at the Wing Fling at Buffalo Wild Wings of Midland.

# NUAMA Membership

## Continued

Members, prospective members, and our advisor gathered for dinner specials and a comfortable atmosphere. A Winter Holiday party was held at a member's home where both members and students were able to socialize in a comfortable and energetic atmosphere. 8 members were in attendance.

Due to inclement weather, the Ski Trip has been changed to a Pot Luck which will be held Spring term to bring members close together after returning from break.

- **Events will be planned at the beginning of the term and posted on the Blackboard member database to give students time to plan their schedules**

All events are announced on Blackboard and through on-campus advertising to attract attendees.

## Point System Goals: ★★★★★

*To keep an updated database of member involvement to show recognition to exceptional members*

*To encourage involvement in activities and projects*

### Strategies

- **Have a displayed outline of the point structure**

The point structure is based on hourly work. For example one hour of work on the case competition is one point. This change was implemented to make the system less complicated for members.

Five points is given to members who can obtain speakers for the NUAMA chapter such as Detroit Diesel and Ford Motor Company speakers.

- **Provide public recognition for members that go "above and beyond"**

Members who work on projects or attend events are verbally commended inside and outside of the meetings.

During meetings people are recognized in front of the chapter and thanked for their hard work.

- **Use the point system to help determine which members will be sponsored by our chapter to attend the International Collegiate Conference in New Orleans, LA**

The point system was used as the decision maker as to which 14 NUAMA members will attend the 2008 International Collegiate Conference in New Orleans, LA

- **Area for improvement**

Points represent hours, but not quality of effort.

## Alumni Database Goals: ★★★★★

*To compile and update a database of chapter alumni including contact information*

*To improve the relationship with alumni to keep them involved and updated with chapter progress*

### Strategies

- **Maintain business information to increase graduating members' knowledge of job opportunities**

The list of recently graduated NUAMA members is added to the Alumni contact list each term which includes contact and other networking information.

Members also keep contact with NUAMA alumni for future job opportunities.

As a result of this effort, the first ever alumni contribution to NUAMA was received in January.

# Internal/External Communications

NUAMA's objective is to maintain open communication and provide information internally and externally with the organization, Northwood University, project contacts, and the Midland Community.

## Goal 1: ★★☆☆☆

*Develop and maintain effective communications between all members of our organization, project contacts, and the Midland Community*

### Accomplishments:

- **Design, develop, and launch an NUAMA website to keep members of the organization and the Midland Community up-to-date**

NUAMA Official Website is currently under construction and will be completed by May.

- **Broadcast a segment on the new NU Now television station**

NUAMA has been featured in every segment broadcasted on the NU Web Television station. The highlights covered AMA speaker events and an update on the case competition.

- **Attend Midland Area Marketing Professionals (MAMP) board meetings weekly**

Select NUAMA members attended five of the Midland Area Marketing Professionals (MAMP) meetings that are held the first week of every month.

## Goal 2: ★★★★★

*Develop and maintain effective communications between our chapter, the Northwood student body, faculty, and chapter alumni*

### Accomplishments:

- **Maintain consistent appearance of all NUAMA materials**

Each piece of print advertising that we used to inform the university of various AMA events contained the NUAMA logo, which gave consistency that the student body could easily recognize.



# Internal/External Communications

## Continued

### – Participate in all Student Government Association meetings

Achieved 100% attendance at all the Student Government Association meetings with at least one AMA member to represent NUAMA.

### – Use Facebook.com as another interactive line of communication about events, meetings, and an organization club on campus

NUAMA used Facebook.com as another interactive line of communication about events, meetings, and social activities for the organization.

### – Blackboard was the main form of communication used between all members

It was used to post flyer's showing meeting times, project updates, and all other NUAMA events. Announcements were posted at strategic times for the entire student body to view in order to create a buzz around campus.

### – Build brand recognition by using NUAMA's distinctive logo on all published materials

Every piece of AMA published material contained our new logo, which was redesigned to coincide with Northwood University's new branding efforts.

### – Establish a Northwood NUAMA Alumni newsletter

We have become the first Northwood Chapter to ever create an alumni newsletter. We are now able to inform the alumni on various events, project updates, and ways to stay involved with the organization. Current NUAMA members also benefit from this by networking with alumni for possible internships or future job opportunities.

- For the first time ever, we also developed donation levels for alumni, including:

#### **Gold: \$75+**

- Mailed copy of chapter plan and case competition
- Bi-monthly newsletter

#### **Silver: \$50**

- PDF of chapter plan
- Bi-monthly newsletter

#### **Bronze: \$25**

- Bi-monthly newsletter

## Goal 3: ★★★★★

*Internal progress reports*

### Accomplishments:

#### – Review E-board information updates weekly

Weekly E-board meetings were held to review planned events, project updates, and other member information.

#### – All E-board members give project updates weekly

# Chapter Operations

NUAMA's chapter operations objective is to provide members with hands-on marketing skills that will excel their capabilities in the classroom and in their future careers. This hands-on training will emphasize teamwork, personal responsibility, and leadership.

## Goal 1: ★★★★★

*To restructure the Executive Board to better facilitate strategies and execute chapter goals*

### Accomplishments:

- **President and Executive Vice President, with the help of the 2006-2007 President, select 2007-2008 E-Board members**
- **Appoint Vice Presidents of Programming, Membership, Finance, Professional Development, and Advertising/Communications**  
Chapter Elections will be held after the Collegiate Conference in April.
- **Maintain an effective checks and balances system among all board positions, with emphasis on financial record keeping**  
VP of Finance kept up-to-date records and organized all financial transactions.
- **Executive board leadership retreat**  
One day training session scheduled for April 26.

## Goal 2: ★★★★★

*Assign chair positions and committees to each project to enhance chapter production*

### Accomplishments:

- **Fundraising committee, with projects led by**  
Danielle VanHouten- Chair of Mansfield Plumbing Products Project  
Devin Fuller- Chair of Gerace Construction Project
- **Community service committee, with projects led by**  
Taylor Cowdrey & Katie Sander- Chairs of Adoption Option Inc. Project  
Andrea Pereira- Chair of North Midland Family Center Project
- **Case competition committee, led by**  
Craig Pitt & Nicole Lindke- Co-Chairs of Case Competition
- **Administrative committee, led by**  
Adrienne Troha- President  
Jennifer Dukerschein- Vice President

## Goal 3: ★★★★★

*Implement effective team building program through NUAMA activities*

### Accomplishments:

- **Break away from the classroom/meeting setting with fun activities**  
Went to an executive board member's house for a BBQ with 15 members in attendance.  
Brought pizza and pop to the Mid-Winter Informational Meeting, with 40 students in attendance.
- **Hold weekly member meetings every Wednesday**  
Meetings were scheduled for every Wednesday at 5pm (weather permitting).

# Chapter Operations

Continued

## Goal 4: ★★★★★

*To be an award-winning chapter at the National American Marketing Association Conference*

### Accomplishments:

- **Assess the Chapter Plan effectiveness and success in 2007-2008 Annual Report**  
Submitted all reports by the deadlines.
- **Participate and place in the International Case Competition**  
Placed 11th as semi-finalists for McGraw-Hill Case competition.  
Our goal is to exceed the four awards earned at last year's conference.

## Goal 5: ★★★☆☆

*Develop position detail guidelines for E-board transition into the 2008-2009 year*

### Accomplishments:

- **Implement an E-Board mentoring program for future E-Board members to "shadow" the current VPs**  
Each VP has a progressive binder that they have been building throughout the 2007-2008 academic year to pass on to next year's executive board. It is filled with contacts, references, and previous event/project information.
- **Shadow Training**  
4 out of 7 e-board positions are currently mentoring underclassmen, elections will be in May.

Please see attached pie charts in the appendices.

# NUAMA Final Budget

The budget for the 2007-2008 fiscal year.

Northwood University - American Marketing Association				
Fiscal Year August 2008 - May 2009				
				(Unfavorable)
Revenues	Budget	Actual	Variance	
Dues (\$18 per member)	\$900	1,026	126	
Enterprise	500		(500)	
Mansfield Plumbing Project	5,600	3,000		
A/R		1,000	(1,600)	
Gerace Accounts Receivable	2,500	2,500	0	
Barket Book Fundraiser		152	152	
Northwood Funds	10,000	10,000	0	
Alumni Donation		25	25	
Member Sponsorship		500	500	
	\$19,500	\$18,203	\$(1,297)	
Expenses				
Annual Report	\$300	23	277	
New Orleans Trip	\$10,000	7,500	2,500	
Postage	20	16	4	
Shirts	500	500	0	
Fun Nights	500	143	357	
Advertising		70	(70)	
Banner	150		150	
Chapter Plan	50	34	16	
AMA Leadership Conference	120	120	0	
Website	200		200	
Case Competition	125		125	
	\$11,965	\$8,406	\$3,559	
		\$9,797		
NMFC				
Grant		\$1,000		
Printing		(88)		
Total left to allocate		\$912		

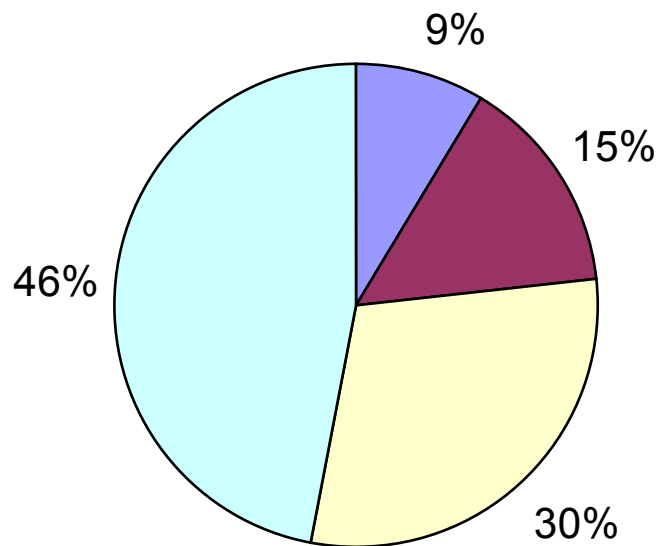
# ● ● ● NUAMA Final Budget

## Continued

- 1.** Mansfield donated a check of \$3,000 and is will be sending a check of \$1,000 within the next few weeks. The difference is due to client's decision to delay the second part of the project until next year.
- 2.** NUAMA started Gerace project in February and will finish by the end of the school year and NUAMA will be compensated at that time.
- 3.** Difference to change in policy that allowed annual report to be submitted electronically versus have to make multiple copies, thereby reducing the printing expense.
- 4.** \$7,500 is amount spent thus far on hotel, registration and airfare.
- 5.** Difference due to unforeseen weather conditions that forced NUAMA to cancel scheduled events.
- 6.** In order to reach the high goal of expanding the group to 50 people, NUAMA had to incur some extra advertising expenses than prior years.
- 7.** NUAMA decided not to create a banner this year.
- 8.** The website was never completed and no costs have been incurred thus far.
- 9.** No printing expenses were necessary as the case could be submitted electronically.
- 10.** NUAMA was awarded a community service grant of \$1,000 of which \$88 has been used in printing posters to advertise events

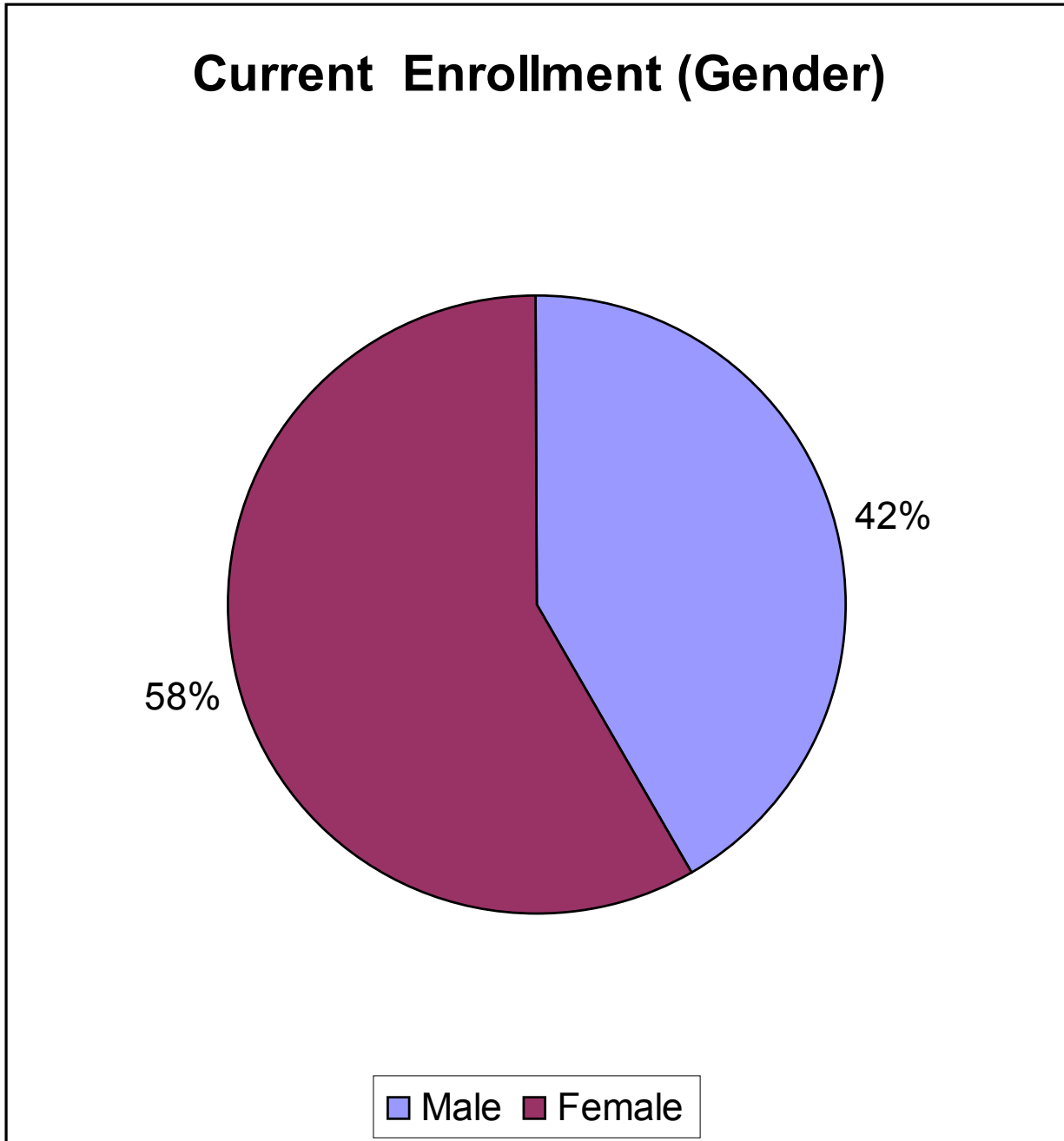
# Appendix A

## Current Enrollment (Year)



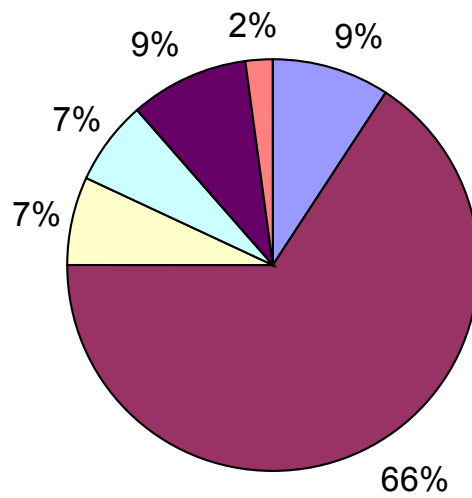
■ Freshmen ■ Sophomore ■ Junior ■ Senior

# Appendix B



# Appendix C

**Current Enrollment (Ethnicity)**



■ Black ■ White ■ Asian ■ Hispanic ■ International ■ Other



NORTHWOOD UNIVERSITY