



**State University of New York at New Paltz
American Marketing Association**

Branching Out

Annual Report 2007-2008

Branching Out

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Mission Statement

The collegiate Chapter of the American Marketing Association (AMA) at the State University of New York (SUNY) at New Paltz seeks to create opportunities for AMA International Members to gain knowledge and grow both personally and professionally. The AMA will supply the resources necessary for members to “branch out” beyond the classroom into real world situations, and prepare them for the business environment and their career.

Executive Summary

Being named the “Hottest Small State School in America,” by Kaplan in Newsweek, has resulted in amazing changes to the campus and community: the bar has been raised in terms of academics, enthusiasm among the student body has increased, and a substantial positive impact on the reputation of SUNY New Paltz has occurred. The college is taking this achievement to the next level and striving to offer the best possible programs in all situations for the students. This new enthusiasm has raised New Paltz well above the image it held years ago- as a small school with little prestige. It has opened doors and opportunities to showcase the college as one of the top state schools in the country for business, education and the arts.

The School of Business at SUNY New Paltz has also been affected by this new reputation and has increased its role in student careers. By increasing the number of workshops, extra-curricular activities, real life experiences and resources (such as a full time business career counselor), the environment of the Business School has become more exciting and is having a positive impact on the students. The School of Business’s candidacy for AACSB accreditation has resulted in a greater willingness of the faculty and staff to “step up” and provide more opportunities for student success. The amount of hard work and motivation among the faculty and staff has in turn encouraged the students to increase their level of engagement and has contributed to an atmosphere of eagerness and commitment.

The student associations within the School of Business have also accepted the challenge of achieving greater goals. Through collaboration and dedication, the AMA, in cooperation with other organizations, has offered and hosted a number of very valuable events throughout the year. This has resulted in higher member and student participation compared to that of previous years. Participation was one of the most important goals of the AMA. Our hard work not only benefited others, it acted as a catalyst to motivate the AMA to work even harder and offer more opportunities for members to develop practical skills and knowledge.

Workshops were increased and organized every month on topics that are very prominent in the business world today, including freelancing and ethics. Our 12th Annual Business Day Conference is one of the highlights of our attempts to satisfy the career needs of students featuring speakers from all areas of marketing and business to discuss their careers and the business world. This all day conference combined with the other conferences attended, will offer students the opportunity to participate in a variety of workshops on such topics as corporate event planning and non-traditional media. We are confident that the workshops will reduce some of the students’ apprehensions about entering the corporate environment, as well as increase their confidence based on knowledge development. More importantly, this is the year that almost all our efforts in every area were devoted to practicing marketing skills, not just learning about them.

The Executive Board had a difficult beginning with almost all entirely new Board members, but we faced the challenges, and with substantial support from our advisor we have achieved our organizational goals. Through “Branching Out” beyond our comfort zone we have overcome AMAzing obstacles, and will continue to do so beyond the end of the academic year.



Professional Development Goals

Goal: Provide the necessary resources for students to explore career related opportunities in their major

- **Strategy:** Hold workshops to assist students in developing skills necessary for careers
Outcome 1: Five workshops were held during Marketing Week on topics of time management, public speaking, interviewing, dining etiquette and sales. Average Attendance: 17 AMA Members, 9 Non-AMA Members.
Outcome 2: The AMA and the Management Association (MA) are hosting a Fashion Show on April 9, 2008 in the school's multi-purpose room of the Student Union Building. This event will showcase appropriate and inappropriate work attire. Members from both organizations will be modeling clothes from three different categories: Professional, Business Casual and What Not to Wear. The goal of this fun but informational showcase is to provide students with the knowledge of how to dress properly for work related activities. Anticipated Attendance: 50 students.
- **Strategy:** Collaborate with the Career Development Director and experts in various fields to explore career choices
Outcome: The Vice President of Careers/Placement worked with the Career Development Director on a weekly basis to coordinate various workshops, such as "How to get an Internship" and "Interview 101". We have also organized an upcoming resume review during The 12th Annual Business Day Conference.
- **Strategy:** Coordinate at least two trips to career conferences in New York City
Outcome 1: The AMA organized a trip to the 51st Annual Advertising Career Conference, hosted by the Advertising Women of New York and held on October 27, 2007 at the Fashion Institute of Technology. The conference started with a presentation by prominent practitioners in the advertising field and was followed by a variety of workshops on topics including advertising strategy, pharmaceutical advertising and sales advertising. Attendance: 13 AMA Members, 2 Non-AMA Members.
Outcome 2: The Chapter sponsored another trip to a conference offered by The Direct Marketing Education Institute that was held on November 2, 2007 at the McGraw Hill Auditorium in mid-twn Manhattan. The conference included presentations from top direct marketing professionals and provided an opportunity for students to meet speakers and obtain career advice. Attendance: 21 AMA Members, 7 Non-AMA Members.
Outcome 3: The last trip coordinated was to the 2nd Annual Northeast Regional AMA Conference at Pace University held on November 17, 2007. The conference included presentations by marketing leaders and professionals from Seventeen Magazine and Coca-Cola. Attendance: 4 AMA Members.

Goal: Expand the level of practical marketing knowledge and experience

- **Strategy:** Provide an opportunity to attend and work at a tradeshow in order to gain experience and earn academic credit
Outcome 1: The 2007 Ulster County Chamber of Commerce Business to Business Showcase (B2B Showcase) was hosted at the SUNY Ulster County Community College Campus on September 28, 2007. The B2B Showcase was held from 11 A.M. to 5:30 P.M. and 23 student volunteers were present from 8 A.M. to 6 P.M. The event featured over 100 business exhibitors and attracted over 2,000 visitors. Eight executive Board members, eight general members and seven non-members

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volunteered and participated in helping exhibitors throughout the day by manning the booths and helping to generate sales leads. By the end of the day student volunteers understood the value of a business tradeshow. Four students were offered internships and on October 20, the Chamber of Commerce honored the student volunteers for their work at a recognition breakfast attended by over 200 business owners.

Outcome 2: The 2007 Showcase of Champions trade show was hosted at Poughkeepsie Grand Hotel on October 24, 2007 from 12 P.M. to 6:30 P.M. The Showcase of Champions had two AMA members and eight non-AMA members aiding exhibitors throughout the tradeshow. The volunteers helped by manning the booths and generating sales leads. By the end of the day student volunteers had a greater understanding of a business tradeshow and the importance of networking.

- **Strategy:** Host the 12th Annual Business Day Conference for students to improve their personal, professional and business skills
Outcome: Each year the SUNY New Paltz AMA hosts the largest student conference on campus. This year's 12th Annual Business Day Conference is scheduled for April 18, 2008. To date, the entire conference schedule has been completed including the keynote luncheon and nine workshops (See Appendix i). Catering has been secured; we have printed the programs and have distributed the invitations. The conference will take place in the School of Business Building and the theme of the conference is the same as our annual theme, "Branching Out." The theme focuses on the different career opportunities in marketing that are not exposed in the classroom or in textbooks. The Career Development Center will open the conference with one-on-one resume reviews. Conference workshops will address topics such as event coordination, entrepreneurship, sports marketing, and social marketing. The luncheon will feature keynote speaker Lindsey Pollak, the author of *Getting from College to Career*. The conference will conclude with a reception for all speakers and alumni, which will provide the latter with an opportunity to network with conference attendees. Anticipated Attendance: 200.
- **Strategy:** Provide opportunities for members to develop practical marketing research, sales and direct marketing skills
Outcome: This academic school year we have completed two marketing research project and anticipate a third by the end of the spring semester. Each research project required a telephone, survey of public image and personal opinion. All of the student researchers received intensive training in telephone techniques, data entry, using SPSS to analyze data and assisting in developing the research report. (The projects are discussed in greater detail under fundraising).
- **Strategy:** Attend conferences that will allow students to learn about marketing careers and learn about the field in general
Outcome 1: The Chapter organized a trip to The Advertising Women of New York's 51st Annual Advertising Career Conference, which was held on October 27, 2007 at the Fashion Institute of Technology. The conference started with a presentation by prominent people in the advertising field and was followed by a variety of workshops on topics including advertising strategy, pharmaceutical advertising and sales advertising. Attendance: 13 AMA Members, 2 Non-AMA Members
Outcome 2: The Direct Marketing Day Conference was held on November 2, 2007 at the McGraw Hill Auditorium in mid-town Manhattan. The conference included presentations from top direct marketing professionals and provided an opportunity for students to meet speakers and obtain career advice. Attendance: 21 AMA Members, 7 Non-AMA Members.

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- **Strategy:** Organize a Marketing Week in which students can attend a variety of workshops and informational sessions
Outcome: A workshop was offered everyday from Monday, October 29, 2007, through Thursday, November 1, 2007. The week's scheduled events were: Monday, "Time Management" with Professor Joel Neuman; Tuesday, "Interviews 101" with Dawn McCaw from the Career Resource Center; Tuesday Evening, "Dining Etiquette Dinner" with Patrice Huart from Mohonk Mountain House; Wednesday, "Sales and Marketing" with Frank De Raffelle; Thursday, "Public Speaking Do's and Don'ts" with Regina Clarke. On Friday, November 2, 2007 the AMA sponsored a trip to NYC to attend the "Direct Marketing Day" Conference. Total Week's Attendance: 138; Average Attendance: 23.

Goal: Increase the opportunity to develop management skills

- **Strategy:** Offer special marketing events to practice management skills
Outcome 1: During the fall semester a joint workshop was coordinated with Toastmasters. This workshop gave members the chance to develop communication skills, so important to management, in front of a large group of students and businessmen. The "table topics" were then critiqued by the Toastmaster's Executive Board, which enabled members to improve their public speaking skills. Attendance: 15 AMA Members, 10 Toastmaster Members, and 5 business students
Outcome 2: At the beginning of the spring semester, nine students were recruited to shadow Executive Board members. This provides general members an opportunity to observe the roles of Board members and work with Board members on tasks which helped general members understand and develop the management capabilities needed to lead an organization of volunteers.
- **Strategy:** Provide the Executive Board members the opportunity to manage their own committee
Outcome: Each Executive Board member chaired a committee composed of members from the Chapter. This gave the Board members the opportunity to develop management skills by delegating tasks to others and practicing other management functions.

Goal: Offer the opportunity for students to network

- **Strategy:** Co-sponsor social events offered through the School of Business
Outcome 1: In the fall semester, the AMA was given the opportunity by the School of Business to co-sponsor and promote several School of Business events which provided evidence of the confidence the Dean had in the AMA's marketing skills. It also allowed non-marketing majors to observe how the AMA provides opportunities in marketing.
Outcome 2: The Business Plan Contest Informational and Kick-Off on September 17, 2007 was used to provide information to interested students about the contest and the benefits of participating. At this meeting students formed groups and listened to a number of new business ideas presented by local organizations that required business plans. Two AMA members, who were part of the team that won the contest in 2007, discussed their experiences and offered tips to improve the planning process.
Outcome 3: The Employer Showcase and The Professional Networking Social are events that bring alumni, students and local businesses together to network and discuss career opportunities. These events took place on October 4, 2007 and October 12, 2008, respectively, at the School of Business. The AMA was again asked to co-sponsor and promote the event using a variety of different media. Average Attendance: Employer Showcase: 100 students and faculty and 20 local businesses; Professional Networking Social: 40 attendees.

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Outcome 4: The Kenneth D. Pasternak Trading Room Dedication Ceremony on October 19, 2007 was held to mark the opening of the trading room. This room contains a monitor that allows students to review information on the stock exchange at all times and will eventually be turned into a full trading room, where students can practice buying and selling stocks. Attendance: 50 people

Outcome 5: “Socialize for Success” was a networking dinner with three outstanding speakers; Wilson Martinez del Rio (VP of Energy, Manufacturing, & Technology), and two Target[®] representatives. Topics that were presented included: how to present yourself, how to expand your contacts and how to use them to your advantage when entering the business world. The event was co-sponsored on December 4, 2007 with the World Business Association (WBA), a new business student organization. The AMA used its marketing skills to promote the social by creating ads and invitations. A total of 40 students attended the social.

- **Strategy:** Host a dining etiquette dinner/workshop during Marketing Week
Outcome: On October 30, 2007, during Marketing Week, the AMA hosted a “Dining Etiquette Dinner” workshop. Patrice Haurt, the dining room manager of the famous Mohonk Mountain House, presented the workshop. This semi-formal event was held at the SUNY New Paltz College Terrace, which has the ambiance of a restaurant. The students learned the importance of dining etiquette in all business and social settings and were then given the opportunity to practice what they learned with a three-course dinner. The popularity of this topic contributed to the event success. Attendance: 50 students.

Community Service Goals

Goal: Assist charitable organizations

- **Strategy:** Aid local non-for-profit organizations by promoting and participating in various programs such as food and toy drives
Outcome 1: During the fall semester of 2007, AMA organized and promoted a toy drive and food drive; both benefited The Families of New Paltz/Woodstock. The toy drive collected 10 toys in one week and the food drive collection resulted in \$100 worth of non-perishable items in two weeks.
Outcome 2: Promoted through word of mouth and advertised by posting 80 flyers throughout all seven academic buildings for Thanksgiving Turkey Trot, a local annual charity run, held by the Families of New Paltz/Woodstock. These promotional activities contributed to the Turkey Trot’s success. Attendance: 800 people.
- **Strategy:** Raise funds for walk-a-thons that advocate a worth-while cause
Outcome: The Relay for Life walk is unfortunately scheduled on the same day as the 12th Annual Business Day Conference, April 18, 2008. Due to the conflict, the AMA has decided to partner with the other student associations from the School of Business to create one team rather than field smaller, separate teams. The major student organizations within the School of Business will cooperate in collecting donations and increasing awareness of the event while still providing AMA support and volunteering to walk in the event.
- **Strategy:** Sponsor, volunteer, and advertise for a Red Cross Blood Drive
Outcome 1: On February 13, 2008 the AMA was scheduled to sponsor a blood drive with the American Red Cross at the New Paltz Fire House. However, due to the severe snow storm that resulted in structural damage to the collection site, the blood drive was cancelled and rescheduled for

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April 30, 2008. The promotion was still a success based on the increased awareness of the event and the registration of 50 donors. This was a result of the distribution of posters and flyers at the local food store and on campus, as well as a call center, set up in the School of Business.

Goal: Support local organizations and associations in conducting business development

- **Strategy:** Volunteer to help vendors at local tradeshows
Outcome 1: AMA members volunteered to set up, judge and supervise at the Ulster County Chamber of Commerce Annual Business-to-Business Trade Show. Attendance: 16 AMA members; 7 Non-AMA members.
Outcome 2: The AMA also coordinated a student team to work for the Showcase of Champions hosted by the Poughkeepsie Area Chamber of Commerce. Attendance: 2 AMA members; 8 Non-AMA members.
- **Strategy:** Offer advertising and marketing skills to the School of Business
Outcome: In the fall semester, the AMA was approached by the School of Business to create advertisements for a number of events hosted by the School of Business including the Employer Showcase, Professional Networking Social, the Kenneth D. Pasternak Trading Room Dedication Ceremony Networking Social and the Business Plan Contest Informational and Kick-Off. These opportunities gave members a chance to apply their marketing skills in a practical environment. The advertising/promotions committee created a radio commercial and distributed their flyers throughout the School of Business. Members were present at all the events to lend support. The President spoke during the opening and closing segments of “Socialize for Success”, and The Executive Vice-President spoke at the Business Plan Contest Kick-off Event.
- **Strategy:** Develop marketing plans for organizations in the region in need of marketing expertise
Outcome: At the Ulster County Chamber of Commerce Annual Business-to-Business Showcase, we were approached by the Hudson Valley Cash Coalition (HVCC) who was in dire need of a marketing plan. We volunteered our services and wrote a 10 page Marketing/Promotional Plan, which was presented to them in early January 2008. This plan was done as community service for this non-profit organization. The HVCC used it in preparing for the 2007/2008 tax season. Their primary concern was with creating awareness among taxpayers that can benefit from their services. The primary marketing objective was to inform enough lower income households of the HVCC’s services, in order to double the number of returns from last year’s event. These households would consist mostly of full-time workers in lower income jobs. The entire Executive Board was involved in the writing of the Marketing/Promotional Plan.

Fundraising Goals

Goal: Hold fundraising events to generate financial resources for our AMA Chapter

- **Strategy:** Sell lollipops. Estimated Revenue: \$300
Outcome: The AMA ordered 480 lollipops, which we intend to sell for a \$1.00 each. The Executive Board and general members will sell the lollipops in the School of Business throughout the rest SUNY New Paltz campus and in the community. Estimated Revenue: \$480

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- **Strategy:** Hold various baked-goods fundraisers throughout the year. Estimated Revenue: \$100, for each event
Outcome 1: The AMA held a bake sale on September 11, 2007 which offered a variety of baked-goods made by members. This fundraiser was used to create awareness of the association in the School of Business at the beginning of the semester. Revenue: \$100
Outcome 2: The AMA sold apple cider and doughnuts on October 16, 2007 capitalizing on student interest in the fall season. This was a creative way to increase recognition of the AMA Chapter among School of Business students. Revenue: \$75
- **Strategy:** Charge admission fees for the AMA Business Day Conference on a graduated basis. Estimated Revenue: \$2,000
Outcome: The Business Day conference is scheduled for April 18, 2008. We established an early registration date by which all interested parties are able to register for \$10 a person. After this date, the fee for SUNY New Paltz AMA members will remain at \$10, and increase to \$15 for SUNY New Paltz students who are non-members, \$20 for non-SUNY New Paltz students (visiting students), and \$25 for business professionals, and \$30 at the door. We anticipate that 200 people will attend the conference.
- **Strategy:** Hold raffles at Business Day Conference. Estimated Revenue: \$250
Outcome: Some very desirable raffle prizes have been solicited from local businesses and raffle tickets will be sold at the Business Day Conference on April 18, 2008.
- **Strategy:** Sell t-shirts to Chapter members. Estimated Revenue: \$650
Outcome: Forty “Because Amazing Starts with AMA” t-shirts were purchased to sell to both Executive Board members and Chapter members. The Executive Board members received black polo t-shirts with the AMA logo on the front, while both the Chapter members and Board members received red t-shirts with black lettering. Polo shirts were sold for \$15 and the t-shirts for \$10. We plan to finish selling the remaining inventory of t-shirts through advertising, word of mouth and supplementary promotion throughout the semester. Actual revenue to date: \$273.

Goal: Provide marketing research capabilities to local organizations for a fee

- **Strategy:** Maintain the call center in the business building to administer phone surveys
Outcome: Two Executive Board members were hired as the two coordinators for the marketing research projects. They ensured all phones were working properly, ensured that the room was available at the specified call time and monitored the performance of the student researchers.
- **Strategy:** Offer marketing research skills to area businesses and organizations under the direction of the Business Institute, an entrepreneurial activity in the School of Business:
 - Conduct marketing research studies for Mid-Hudson Valley Federal Credit Union:
Estimated Revenue: \$21,725
 - Conduct a marketing research study for Health Quest (a health care organization):
Estimated Revenue: \$15,114**Outcome:** We successfully completed both marketing research projects under the direction of The Business Institute; one for Mid-Hudson Valley Federal Credit Union and the other for Health Quest. We presented the survey findings to the credit union on September 22, 2007 and the strategy and

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marketing department from Health Quest on February 6, 2008. Each project involved 15 student researchers and three faculty members. After all expenses, the AMA Chapter netted \$4,000.

Membership Goals

Goal: Increase Chapter membership by 30%

- **Strategy:** Actively target undergraduate students
Outcome: Throughout the school year, 22 members were lost due to graduation and 37 new members joined, more than compensating for the loss. The Chapter targeted undergraduate students by announcing the general member meetings in all business classes, distributing flyers campus wide and advertising through campus media. This resulted in a 33% membership increase. There are presently 61 members.
- **Strategy:** Hold monthly membership drives during the 1st two months of each semester
Outcome: The membership tactic of waiving the Chapter fee (which is reflected in the budget) for one month in September helped the AMA recruit 20 (54 %) of the 37 new members gained throughout the year. The membership drive in February resulted in an increase of 10 (27%) of the 37 new members. Overall, 81% of new members were recruited through these two membership drives. The March membership drive is currently underway.
- **Strategy:** Regularly send out emails to remind students of membership drives, meetings and events
Outcome: The Vice President of Membership actively informs the student body of upcoming events, including workshops and meetings, as well as fundraisers and projects. This educates all interested students about the dates, times, requirements and prices (if applicable), giving them adequate time to participate.
- **Strategy:** Reduce Chapter membership fee to stimulate membership
Outcome: Through active fundraising the AMA was able to reduce the Chapter fee and initiate new unique promotions to motivate students to join. This not only encouraged students to join due to lower fees, but also motivated them to participate in several promotional events. In September the VP of Membership was successful in gaining new members by waving the Chapter fees, which resulted in 22 new/renewed members for that month, creating the largest increase in membership for a single month. The VP of Membership was able to attract 48 new and renewed members to date (37 new members and 11 renewals) by reducing the Chapter fee by 50%.

Goal: Target non-business majors outside of the School of Business to become AMA members

- **Strategy:** Establish relationships with students and faculty of the Communications Department
Outcome: The VP of Membership increased the number of members who are communication majors while creating new cohesive relationships with the communication department. This is evidenced by a Communication major selecting to promote the AMA for a class assignment. This student is creating a PR campaign for the AMA throughout the campus and the local community.

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- **Strategy:** Advertise AMA events campus wide
Outcome: A committee that consisted of general members was formed to assist the Vice President of Advertising/Promotions. They were assigned tasks, which included designing ads for events, printing and distributing flyers and recording radio messages for the WFNP radio station. The result stimulated an interest in our programs and activities among the student body because of the use of new creative media outlets, such as the radio station, resulting in an increase in participation from the previous year. Participation increased by 40%.
- **Strategy:** Use marketing skills and business skills to aid other organizations on campus
Outcome 1: The AMA cooperated with other organizations to help create events that were beneficial for both associations. We were able to assist in creating a networking social dinner through synergy with the WBA; by utilizing both organizations' capabilities the event was improved.
Outcome 2: Currently we are in collaboration with the MA to hold a fashion show to demonstrate appropriate business attire. The AMA will be responsible for marketing the program.
- **Strategy:** Offer non-business students opportunities to develop marketing skills
Outcome: We offered non-business students the opportunity to participate in workshops and conferences allowing them to gain new insight into marketing. At each workshop at least 3 non-business majors were in attendance primarily fine arts majors who recognize their talent may not be sufficient to ensure financial success.

Goal: Improve participation and retention of members

- **Strategy:** Create committees to increase hands-on opportunities for Chapter members to participate in resume building activities
Outcome: At the beginning of the fall semester every Executive Board member was given the opportunity to form a committee from the general members, to assist them with their responsibilities. This provided members with the opportunity to increase participation in decision making and increased enthusiasm of general members. Although the number of general members attending meetings has not changed, the level of participation has increased by approximately 20% as evidenced by greater productivity – more workshops, more speakers, etc.
- **Strategy:** Hold Chapter meetings during the “common hour” to reduce conflicts with class schedules
Outcome: In the School of Business the “common hour,” is a break from classes for lunch from 11:20 A.M. to 12:20 P.M., and we utilize the hour as a meeting time for all Executive Board and general member meetings. As the result of scheduling meeting during the day, attendance at Board and general interest meetings increased substantially.
- **Strategy:** Invite Chapter members to all Board meetings
Outcome: At each general member meeting, members were reminded that they were welcome to attend Executive Board meetings. After general members began to attend Board meeting, interest in shadowing Board members increased.
- **Strategy:** Use social networking sites to increase potential membership prospects
Outcome: We identified possible social networking sites, and chose to use the most promising of these sites such as, Facebook[®] and AOL Instant Messenger[®], to increase awareness of events, community service drives, and fundraisers.

Goal: Increase value of AMA membership

- **Strategy:** Use the position of Vice President of Careers/Placement to create and implement career based programs
Outcome: The VP of Careers/Placement, in conjunction with the Career Resource Center, created additional opportunities for all students to participate in career based programs. One such program brought in sales specialist, Frank De Raffe Jr., who identified students' business personalities and increased interest in the field of professional sales. The VP also helped to increase interest in the advertising and direct marketing fields resulting in an increase in attendance at career conferences.
- **Strategy:** Establish a relationship between the Career Resource Center and Chapter members to augment members' future careers
Outcome: News and magazine articles about marketing employment that pertain to college students were posted by the Vice President of Careers/Placement on the AMA bulletin board. Emails were distributed to Chapter members about open employment positions in the local and surrounding areas as well as available internship opportunities. Instructions on how to post resumes on top networking sites were also emailed to members. Although quantitative data is not available, several students advised Board members they found the information very helpful. The Executive VP is attempting to develop a tracking process to assess the number of students who find this resource useful.
- **Strategy:** Develop creative services (i.e. workshops and programs)
Outcome 1: In addition to Board meeting, two meetings were held monthly to increase involvement among the general members in the organization. One session was always informative in nature, to provide members with up- to-date information about events. The second was a workshop that was tailored to the specific the sub-theme of the month (special event marketing, etc). This provided members the opportunity to learn about a unique area of marketing. Workshops also focused on skill and knowledge development.
Outcome 2: The AMA organized a recreational ski and snowboarding trip for the School of Business. Thirteen students (3 AMA Members; 10 Non-AMA Members) carpooled to Jiminy Peak Resort in Massachusetts on Sunday, February 24, 2008. This trip was organized purely for fun and entertainment. No monetary gains were generated by the AMA; however, with the assistance from an AMA member, who was employed by a local ski shop, lift tickets and rentals were discounted.
Outcome 3: A Wing Eating Contest has been planned for Monday, March 10, 2008. This event was created to promote the AMA, as well as organize another fun event for students outside of the School of Business. The contest will be held at McGillicuddy's, a local New Paltz restaurant. Anticipated Attendance: 50 students.
- **Strategy:** Host workshops to discuss the benefits of becoming an AMA member
Outcome: Through promotion and networking we were able to interest students in becoming AMA members. We explained all the opportunities of becoming a member at the initial general interest meeting. As a result, 22 members joined in the month following the first general member meeting.
- **Strategy:** Offer special discounts for AMA members to attend conferences and events
Outcome: Multiple conferences offered to business students were discounted to AMA members; including: Dining Etiquette Dinner, Direct Marketing Day Conference, The 51st Advertising Career Conference, 2nd Annual Northeast Regional Conference and our 12th Annual Business Day

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Conference. Overall, members had the opportunity to save at least their membership dues of \$47, however if students chose to attend all conferences, they saved approximately \$160.

- **Strategy:** Survey members monthly to ensure we are satisfying member interests
Outcome 1: The Vice President of Market Research conducted surveys monthly, at general interest meetings, to determine what topics members were interested in seeing at future workshops. As a result of the survey results we offered workshops that they requested and not surprisingly, experienced an increase of member attendance at workshops.
Outcome 2: The AMA request the fall 2007 Market Research class to conduct a survey of students in the School of Business. The team surveyed 200 of the 700 students enrolled in the School of Business. The findings indicated that the AMA had the highest member recognition and awareness of programs among all School of Business organizations; this provides evidence of the success of our promotional efforts. The results will be used to tailor programs desired by the students.

Internal and External Communication Goals

Goal: Increase communication with members

- **Strategy:** Send reminder e-mails of meetings and events to all members
Outcome: The VP of Membership sent out weekly reminders to all members regarding upcoming events. At each AMA workshop, contact information for members that attended was collected and later used to contact them to participate in events and community service projects. Through the use of the e-mails, the confusion about project deadlines was minimized.
- **Strategy:** Continuously update information on our Blackboard[®] account
Outcome: The Vice President of Communications posted minutes pertaining to weekly Board meeting directly following the conclusion of each meeting. In addition, Blackboard[®] was updated with the current year's Chapter Plan, Annual Report and monthly Buzz publications, making it accessible to all AMA members. It kept general members up to date, and was especially beneficial to members who could not attend meetings due to work or academic conflicts.
- **Strategy:** Maintain Facebook[®] group to keep members connected
Outcome: The AMA Facebook[®] group helped post a secondary reminder of events, membership discounts, fundraising events and workshop to all members and students in addition to the email sent out by the VP of Membership. Currently, there are 81 students involved in the Facebook[®] group.
- **Strategy:** Develop a contact list of Executive Board members and the Faculty Advisor
Outcome: At the summer retreat all information pertaining to the Executive Board and Advisor, such as emails, phone numbers and screen names, were collected and distributed to all in attendance. This simple action improved and increased Executive Board member communication by allowing easier contact. The result has improved communications and a reduction in claims that Board members are unavailable.

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- **Strategy:** Post the current Executive Board contact list on Blackboard[®] and AMA bulletin board
Outcome: Contact information for all current Executive Board members was updated to Blackboard[®]. This made it possible for any AMA member to contact an Executive Board member, regarding questions or comments.
- **Strategy:** Ensure the “NewPaltzAMA” screen name is always online to answer questions and provide easy access to information
Outcome: The VP of Communications ensured our screen name on instant messenger, was always online to allow members the opportunity to contact us at all times. The screen name was an additional outlet members could use to quickly find information about meetings and events in the near future.
- **Strategy:** Use monthly bulletin board themes to increase interest
Outcome: In order to keep students interested in the organization and check continuously for updates, the theme of the AMA board in Van den berg Hall was changed monthly to reflect that month’s general member workshop. The size of the bulletin board was doubled from last year and updated more frequently. Also, the visibility of our Executive Board was increased by matching contact information with pictures of the Executive Board members so students could easily approach the Board with any questions. Flyers regarding all AMA events were posted to the board, which displayed a complete list of the semesters’ events.

Goal: Increase communication with non-members

- **Strategy:** Send follow up e-mails to all non-members who attend AMA workshops, participate in community service projects and assist in fundraising events
Outcome: E-mails were sent, through the School of Business, to all students appearing/registering on workshop attendance sheets. Many attendees stated they appreciated the follow up.
- **Strategy:** Post flyers in the School of Business, residence halls, kiosks and buildings around campus promoting upcoming workshops and events
Outcome: The VP of Advertising/Promotions and the promotion committee created and distributed flyers throughout campus informing the student body about AMA events.
- **Strategy:** Place reminder messages in classrooms to inform all business students of upcoming meetings
Outcome: The VP of Advertising/Promotion’s committee used classroom whiteboards and distributed flyers throughout the School of Business building to promote meetings which dramatically increased attendance at general member meetings by 50%.
- **Strategy:** Promote events, workshops, and fundraisers through announcements on the SUNY New Paltz Radio and Television Channels, as well as the SUNY New Paltz student paper and local publications
Outcome: Many of the AMA events were advertised on the school’s radio station, which provided another source for event promotion. Community event announcements were distributed to local newspapers to inform the general public about the 12th Annual Business Day Conference held at SUNY New Paltz.

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Goal: Maintain positive relationships with previous speakers and alumni

- **Strategy:** Continuously update the e-mail list of previous speakers and alumni
Outcome 1: The database that was created last year has been updated throughout the year. E-mail accounts were checked to ensure they were current, and new speakers and networks were appropriately added.
Outcome 2: Contacts are more easily maintained and accessible when needed.
- **Strategy:** Keep in contact with alumni and speakers in order to gain knowledge of possible internships/job opportunities for AMA members
Outcome 1: Alumni and speakers are invited to events throughout the semester. This allows them to network with members and provide information on internship and career opportunities.
Outcome 2: Emails are often received from alumni and speakers about opportunities that they have knowledge about. The AMA also periodically sends inquires to alumni and speakers requesting information on marketing positions which is shared at general member meetings.

Goal: Increase communication with faculty and staff regarding AMA events

- **Strategy:** Encourage business faculty to alert students of upcoming events
Outcome: Flyers are placed in faculty and staff mailboxes to inform students of activities that the AMA is hosting. The Executive Board members also have direct contact with professors in classes and use this opportunity to keep them updated of current events and ask that they keep their classes informed. Finally, e-mails are sent out to remind professors of workshops that could benefit their students. Several faculty members have used AMA workshops to offer extra credit when the content is appropriate for their classes.
- **Strategy:** Invite faculty and staff to attend our 12th Annual Business Day Conference
Outcome: All School of Business faculty and staff are invited to attend the workshops and activities during the Business Day conference as guests of the AMA. The organization encourages the faculty to participate in events to add credibility and motivate students to become more involved with the AMA. This also provides the faculty and staff the opportunity to network with students creating a more congenial atmosphere within the School of Business.

Goal: Increase awareness and recognition of the AMA among both students and the community

- **Strategy:** Participate in various community service projects
Outcome 1: The AMA developed promotion material for two donations drives during the holiday season, a food drive around Thanksgiving and a toy drive before winter break began. Boxes were placed in the main sections of the School of Business and flyers were posted throughout the campus to inform students and faculty of the drives. All donations went to the Families of New Paltz/Woodstock.
Outcome 2: The AMA participates in a number of walk-a-thons and advocacies throughout the year in collaboration with other School of Business organizations. These include such programs as Making Strides against Breast Cancer, which was held in the fall semester at the Woodbury Commons in Harriman, NY. The AMA also participates in Relay for Life, which is being held on April 18, 2008 at SUNY New Paltz.

Branching Out

- **Strategy:** Set up tables in the School of Business and in the Student Union Building to promote the AMA
Outcome: On seven different occasions AMA members tabled in the heaviest areas of student traffic in the School of Business and the Student Union Building, thus increasing interest and membership of the AMA. On average, 15 students inquired about the association at each tabling session.
- **Strategy:** Increase publication of the “AMA Buzz” to a monthly newsletter
Outcome: The AMA Buzz was turned into a multi-page newsletter. The newsletter was distributed during AMA general interest meetings, available via the AMA website and on our bulletin board. The AMA Buzz keeps members up to date on upcoming events and summarizes previous conferences and workshops.
- **Strategy:** Utilize a variety of SUNY New Paltz media for promotion
Outcome 1: Articles were published for *The News Pulse* and *The Oracle*, which are both campus newspapers. Advertisements were also placed on the SUNY New Paltz campus radio shows and television channels.
Outcome 2: A website was carefully constructed and posted at www.newpaltz.edu/ama, where students could become knowledgeable about the AMA, view a schedule of upcoming events and learn who comprised the Executive Board. The contact information for Board members was matched with a picture so that Board members would be easily recognized throughout the course of the day. Pictures of past events hosted by our organization, as well as an application for membership are also available on the website.
- **Strategy:** Increase updates to the AMA bulletin board in the business building
Outcome: Monthly revisions were made to the AMA bulletin board focusing on the sub theme designated for that month. Topics included important information regarding the business world such as public speaking and advertising.
- **Strategy:** Update trophy case in student lounge
Outcome: At the beginning of the fall 2007 semester the trophy from the International Collegiate Conference, and a plaque for outstanding academics within a student organization, awarded by the Student Association of SUNY New Paltz were proudly placed in the display case located in the student lounge.

Goal: Create and maintain an effective line of communication between the Executive Board, Faculty Advisor, faculty, staff, students and members

- **Strategy:** Upload the “AMA Buzz” to Blackboard[®] and post it to the AMA bulletin board for members and nonmembers to view
Outcome: The AMA Buzz is published, printed and copied monthly for students. The newsletter summarizes what the AMA has been involved with in regards to activities and promotions, while providing information about upcoming events. In addition, the AMA Buzz is posted on Blackboard and our website for greater access.

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- **Strategy:** Utilize the AMA screen name to keep interested students informed and updated
Outcome: The AMA screen name “NewPaltzAMA” is always online for students to use as a resource to be in contact with the organization. The screen name provides the latest information on the AMA’s current events.

Chapter Operational Goals

Goal: Improve transition process of Executive Board positions

- **Strategy:** Promote Executive Board positions at the beginning of the fall and spring semesters to generate member interest in shadowing
Outcome: Positions on the Executive Board currently filled by a graduating senior have been steadily promoted to general members throughout the year. Active individuals are encouraged to shadow Board members to provide a smoother transition for the next year. As a result of these efforts, we have a shadow for each of the graduating nine Board members – a process that will be very valuable in the 2008-2009 academic school year.
- **Strategy:** Encourage active general members to work closely with departing Executive Board members
Outcome: There are several general members who have worked very closely with Executive Board by shadowing their current positions. Through the shadow program, members were able to understand the responsibility and dedication needed to run a successful organization.

Goal: Ensure early completion of the Chapter Plan

- **Strategy:** Meet with each Executive Board Member prior to writing the Plan to ensure that everyone is familiar with their portion of the Plan
Outcome: Each Board member took the initiative to analyze their portion of the Plan prior to meetings to ensure that no details were left untouched and everyone had an active part in the completion of the plan.
- **Strategy:** Hold weekly meetings during the common hour to work on the Plan with the entire Executive Board
Outcome: Weekly the Board met for an hour to review, develop, and go through the Chapter Plan and Report. Each section was completed in a sequential manner to ensure every area was covered. Due to our thoroughness the Chapter Plan and Report was completed on schedule.

Goal: Establish a basic understanding of responsibilities and goals for the Executive Board members

- **Strategy:** Plan an all day summer retreat with the Executive Board and Advisor to:
 - Establish relationships between Executive Board members and the Advisor
 - Develop strategic goals and schedule the upcoming academic year**Outcome:** On June 23, 2007 the Executive Board members met for an all day retreat to discuss the year’s expectations and plan out the year’s activities. All Board members discussed and contributed to the initial plan. This summer meeting provided the Executive Board an opportunity to know one another and create relationships without the pressures of school and academics. The Chapter advisor

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was present and critiqued the previous year's activities. The Dean of the School of Business also attended the retreat to welcome the new Board and offer specific resources for the upcoming year.

- **Strategy:** Hold one-on-one periodic discussions with individual Executive Board members
Outcome: Individual meetings of the Executive Board members were scheduled with the President and Executive VP to build a more personal relationship and an effective line of communication. The meetings gave an opportunity for the board members to discuss any confidential issues or concerns with the President and Executive VP. In addition, this allowed the President and Executive VP to discuss their performance expectations.
- **Strategy:** Distribute folders to the Executive Board members, which includes itinerary, the previous year's Chapter Plan and Annual Report, a contact sheet and calendar of events
Outcome: At the summer retreat, each Board member received a folder containing the Constitution and the previous year's Chapter Plan and Report as well as a calendar to track meetings and events throughout year. This provided the Board members the opportunity to plan ahead for the organization's events and to avoid conflict with academics or personal situations.

Goal: Maintain efficient Executive Board and member meetings

- **Strategy:** Conduct weekly Executive Board meetings and bi-weekly general member meetings
Outcome: These meetings kept everyone on task and on time. The general members were given information every other week at the bi-weekly meetings which was offset by the workshops. These meetings were held to ensure that general members understood the value of current activities and the benefits of increased involvement.
- **Strategy:** Publish and distribute an itemized agenda for the Executive Board members for each meeting
Outcome: At every board meeting an agenda was distributed to help ensure an organized meeting and allow for Board Members to know the topics scheduled for discussion. All agreed this process was helpful in keeping them organized.
- **Strategy:** Record and post minutes after each meeting on Blackboard[®]
Outcome: Minutes were posted on the school's Blackboard[®] account after every Board meeting to ensure members could review the minutes at any time and recap any topics discussed during a meeting.
- **Strategy:** Utilize "icebreakers" at Chapter meetings to increase interaction between members
Outcome: At every general member meeting, an "icebreaker" was used to open the meeting. This created an environment where members felt more comfortable and established an inviting, cheerful atmosphere.

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Calendar of Events

Summer 2007:

June:

23 Summer Retreat

Fall 2007:

August:

22 Freshman and Transfer Orientation
29 Executive Board Meeting

September: "Welcome"

5 Executive Board Meeting
6 1st General Interest Meeting
11 Fundraiser: Bake Sale
12 Executive Board Meeting
17 B2B Showcase Orientation
Business Plan Contest Kick off
19 Executive Board Meeting
20 1st General Member Workshop:
Meet the Board
24 Executive Board Plan Meeting
26 Executive Board Meeting
27 B2B Showcase Set-up
28 B2B Showcase
Officer Report Form Due

October: "Advertising"

1 Follow up for B2B Showcase
Executive Board Plan Meeting
3 Executive Board Meeting
4 2nd General Interest Meeting
Employer Showcase
5 Presentation to Community
College Advisory Board
9 Executive Board Plan Meeting
10 Executive Board Meeting
12 Professional Networking Social
15 Executive Board Plan Meeting
16 Fundraiser: Apple Cider and
Donuts
17 Executive Board Meeting
18 2nd General Member Workshop:
*Advertise Yourself - Internship
Do's and Don'ts*
19 Trading Room Dedication
Ceremony
20 Ulster County Chamber of
Commerce Honorary Breakfast
21 Making Strides Against Breast
Cancer Walk
22 Debate vs. Management
Association
24 Executive Board Meeting
Showcase of Champions

27 Advertising Career Conference
29-31 SUNY New Paltz Marketing
Week
29 Time Management Workshop
30 Interviews 101 Workshop
30 Dining Etiquette Workshop
31 Psychology of a Sale Workshop

November: "Public Speaking"

1-2 SUNY New Paltz Marketing
Week (continued)
1 Polish Your Public Speaking
Skills Workshop
2 Direct Marketing Day
Conference
5-19 Executive Board Plan Meeting
Community Service:
Food Drive
6 Community Service: Hudson
Valley Cash Coalition
marketing plan meeting
7 Executive Board Meeting
8 3rd General Interest Meeting
10 SUNY New Paltz Open House
13 Community Service: Hudson
Valley Cash Coalition
Marketing Plan Meeting
14 Executive Board Meeting
16 Chapter Plan Due into IH
20 Executive Board Meeting
22 Turkey Trot
28 Executive Board Meeting
29 3rd General Member Workshop:
Public Speaking How To's

December: "Happy Holidays"

3-17 Community Service: Toy Drive
4 Socialize for Success
5 Executive Board Meeting and
Holiday Party

Spring 2008:

January: "Welcome Back"

23 Executive Board Meeting
28 Executive Board Report
Meeting
30 Executive Board Meeting

February: "Freelance"

4 Executive Board Report
Meeting
6 Executive Board Meeting
7 4th General Interest Meeting
11 Executive Board Report
Meeting
13 Executive Board Meeting

15 Hugh G. Wales Award
Nominations Due
19 Executive Board Report
Meeting
20 Executive Board Meeting
21 4th General Member Workshop:
The Ins and Outs of Freelance
25 Executive Board Report
Meeting
27 Executive Board Meeting

March: "Ethics"

5 Executive Board Meeting
6 5th General Interest Meeting
7 Annual Report Due into IH
10-31 Fundraiser: Lollipop Sale
10 Fundraiser: Wing Eating
Contest
12 Executive Board Meeting
17-21 Spring Break: no classes
26 Executive Board Meeting
27 5th General Member Workshop:
Are You Ethical?

April: "Branching Out"

1 Executive Board Meeting
3-5 International Collegiate
Conference
9 Executive Board Meeting
Fashion Show with MA
10 6th General Interest Meeting
10-17 Table for 12th Annual Business
Day Conference
16 Executive Board Meeting
18 12th Annual Business Day
Conference
Relay for Life
23 Executive Board Meeting
25 Business Plan Contest
30 Executive Board Meeting
30 AMA/Red Cross Blood Drive

May: "Good Luck"

1 Elections
7 Executive Board Meeting
9 Student Organization BBQ

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Budget

Revenues	2007-2008 Projected	2007-2008 Actual	Variance	Percent of Category	Percent of Total Revenue or Expense
Sponsorship/Donations					
Amount requested from Student Association (SA)	\$8,000	\$8,000	0.0%	68.97%	
Amount for conference funding from SA	\$3,600	\$3,600	0.0%	31.03%	
Total Sponsorship/Donations	\$11,600	\$11,600	0.0%		21.10%
Membership					
Membership Revenue (37 people @ \$42)	\$1,950	\$1,554	-25.5%	94.53%	
Chapter Revenue (18 people @ \$5)	\$75	\$90	16.7%	5.47%	
Total Membership	\$2,025	\$1,644	-23.2%		2.99%
Fundraising Revenue					
Lollipops Sales	\$300	\$480	37.5%	28.24%	
AMA T-shirts Sales	\$650	\$600	-8.3%	35.29%	
Bake Sale	-	\$100	100.0%	5.88%	
Cider & Doughnut Sale	-	\$75	100.0%	4.41%	
Wing Eating Contest (admissions)	-	\$345	100.0%	20.29%	
Raffle at Wing Eating Contest	-	\$100	100.0%	5.88%	
Total Fundraising	\$950	\$1,700	44.1%		3.09%
Professional Events					
Dining Etiquette Workshop ¹	-	-	-		
Advertising Women of New York Conference ²	-	-	-		
Direct Marketing Conference ³	-	-	-		
AMA Northeast Regional Conference ⁴	-	-	-		
Annual Business Day Conference Funding ⁶					
Admissions	\$2,000	\$2,000	0.0%	5.00%	
Corporate Sponsors	\$1,000	\$1,000	0.0%	2.50%	
Business Day Raffle	\$200	\$200	0.0%	0.50%	
Marketing Research Projects and Events	\$36,839	\$36,839	0.0%	92.01%	
Total Professional Events	\$40,039	\$40,039	0.0%		72.82%
Total Revenue	\$54,614	\$54,983	0.7%		
Expenses					
Miscellaneous Expenses					
Promotions	\$100	\$50	-100.0%	33.33%	
Decorations	\$100	\$100	0.0%	66.67%	
Printing of the AMA Newsletter ⁷	\$100	\$0	-	0.00%	
Total Miscellaneous Expense	\$300	\$150	-100.0%		0.32%
Fundraising					
Membership Dues to AMA Headquarters (37 people @ \$42)	\$2,100	\$1,554	-35.1%	60.89%	

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Lollipop inventory	\$150	\$126	-19.0%	4.94%	
AMA T-shirts (40 @ \$6 plus \$30 shipping)	\$270	\$270	0.0%	10.58%	
AMA Board Polo Shirts (15 @ \$15 plus \$12 shipping)	\$237	\$237	0.0%	9.29%	
Wing Eating Contest	-	\$150	100.0%		
Bake Sale	-	\$25	100.0%		
Cider & Doughnut Sale	-	\$50	100.0%		
Refreshments for Workshops	\$150	\$140	-7.1%	5.49%	
Total Fundraising Expense	\$2,907	\$2,552	-13.9%		5.52%
Professional Events					
Dining Etiquette Workshop (35 people @ \$15)	\$525	\$525	0.0%	1.21%	
Direct Marketing Conference					
Transportation ⁵	-	-	-		
Conference Fee	\$400	\$400	0.0%	0.92%	
Advertising Women of New York Conference					
Transportation ⁵	-	-	-		
Conference Fee (15 people @ \$75)	\$1,125	\$1,125	0.0%	2.58%	
AMA Northeast Regional Conference					
Transportation (4 people @ \$25)	\$200	\$100	-100.0%	0.23%	
Conference Fee (8 people @ \$35)	\$280	\$280	0.0%	0.64%	
AMA Collegiate Conference					
Transportation (12 people @ \$311.42)	\$3,000	\$3,737	19.7%	8.59%	
Conference Fee	\$1,050	\$1,260	16.7%	2.89%	
Business Day Conference ⁶					
Program Committee	\$2,500	\$2,500	0.0%	5.74%	
Speaker Committee	\$1,000	\$1,000	0.0%	2.30%	
Promotions Committee	\$250	\$250	0.0%	0.57%	
Registration Committee	\$50	\$50	0.0%	0.11%	
Decoration and Survey Committee	\$100	\$100	0.0%	0.23%	
Marketing Research Projects and Events	\$32,200	\$32,200	0.0%	73.98%	
Total Professional Events Expense	\$42,680	\$43,527	1.9%		94.16%
Total Expense	\$45,887	\$46,229	0.7%		
Net Income	\$8,727	\$8,754	0.3%		

* Numbers in the items described demonstrate the actual number versus the projected.

- 1.) No revenue was generated from students for the Dining Etiquette Workshop because the Student Association (SA) Budget covered costs for meals for attendees.
- 2.) No fees were collected from students for the Advertising Women of New York Conference because the SA Budget covered the costs for students.
- 3.) No fees were collected from students for the Direct Marketing Conference because the SA Budget covered the costs for students.
- 4.) No fees were collected from students for the AMA Northeast Regional Conference because the SA Budget covered the costs for members.
- 5.) Transportation to the Advertising Women of New York Conference and the Direct Marketing Conference are covered by the School of Business.
- 6.) The 12th Annual Business Day Conference is scheduled for April 18, 2008. Therefore the actual numbers are estimates.
- 7.) No costs were incurred for the printing of the newsletter because printing is free on campus.
- 8.) These events were added after the Chapter Plan was completed, so there are no projected numbers.

Appendix i

12th Annual Business Day Conference Schedule

- **9:00- 9:55: Registration/ Breakfast/ Resume Review with CRC**
 - Registration held in the hall in front of our board
 - Breakfast & Resume Review held in VH Student Lounge

- **10:00- 11:00: Track 1**
 - Workshop A- VH 112
 - “Entrepreneurship” with Jonathan Soares from *Q-Products Inc.*
 - Workshop B- VH 214
 - “Sports Marketing” with Randy Hoose from *Hunter Mountain*
 - Workshop C- VH 217
 - “Global Marketing” with Mary Dillion from *McDonald’s*

- **11:10- 12:10: Track 2**
 - Workshop D- VH 112
 - “Nontraditional Media” with Kerry Gemza from *Alloy*
 - Workshop E- VH 110
 - “Corporate Event Planning” with Deb Navins
 - Workshop F- VH 106
 - “What is Branding” with John Lonczak from *Phi-d*

- **12:20- 1:20: Lunch**
 - Lecture Center 100
 - “Welcome” with Dean Hadi Salavitabar and President Steven Poskanzer

- **1:20- 2:20: Keynote: Lindsey Pollak**
 - Lecture Center 100

- **2:20- 2:45: Book signing: Getting from College to Career**
 - Lecture Center 100

- **3:00- 4:00: Track 3**
 - Workshop G- VH 112
 - “Social Marketing” with Ajax Greene from *On Belay*
 - Workshop H – VH 110
 - “Communicating Like a CEO” with Mike Landrum
 - Workshop I- VH 106
 - “Strategy and Marketing” with David Ping from *Health-Quest*

- **4:10-5:00 Reception and Raffles**
 - Appetizers and networking with speakers and students
 - Raffling prizes