Our chapter has doubled in size from last year. Improvements in chapter operations and communications have led to greater participation and satisfaction among members. This has, in turn, generated a fundraising surplus that enabled our chapter to send five delegates, one more than originally planned, to the ICC. Specifically, we will have raised $5,560 ($222 per member), almost doubling our fundraising goal. At present, we have an overreliance on two events, so we need to develop another consistent fundraiser. Any ideas?

The chapter sent four students to a regional conference at the University of South Florida (USF) cohosted with Florida International University. We are interacting with the business community more, including our alumni. We have a mentoring program with the Tampa Bay Professional AMA Chapter with three students participating this year. Also, we attended four of their luncheon meetings, including a dinner cruise and an agency crawl (visited three agencies). Each meeting has marketing experts discussing cutting-edge techniques and answering questions from the audience. It is a great networking opportunity with usually 30 attendees ranging from CEOs to front-line marketing personnel.

An area of great improvement and reward has been our ongoing relationship with the local Boys and Girls Club (176 volunteer hours). Their visits to campus include dinner and athletic, educational, or recreational activities. This year we taught them about Peru and Russia, math, and science (latter two done by SLU faculty). The country presentations are done by students from those countries. During Christmas, we donated gifts to them.

We have two openings on the executive board for fall. (E-board members will meet before classes start in August to work on our Chapter Plan). If interested, please send a resume to the faculty advisor. Training is provided, no experience necessary, and all majors are welcome.
Why You Should Join?

Would you like to enhance your practical experience (e.g., personal selling, advertising, journalism, marketing research)? Build a strong and influential resume? Learn more about career paths from business professionals, maybe even discuss internships while in school and jobs after graduation? Learn how to succeed in marketing? Would you like to do all this in a friendly, social environment where you can get to know other students? And receive a leading bi-monthly publication (Marketing News) about marketing careers, innovations in marketing, etc.?

The SLU student chapter of the American Marketing Association (AMA) offers all this and a chance to win a FREE trip to our International Collegiate Conference (ICC) in New Orleans, about a 10-minute walk from Bourbon Street. This year four students attended. That is, four students who were rewarded for their diligence in the chapter with an all-expense paid trip. At the ICC, you will attend workshops, presentations by business professionals, attend competitions (cash prizes), interview for jobs, and if you’re not too tired, you can enjoy the nightlife.

The Saint Leo University AMA has won awards the last 28 years, because we only take the best.

Marketing is relevant to everyone, which is why the AMA welcomes all majors. We meet the 4th Wednesday at 5:30 p.m. in the Tapia School of Business (room to be determined).

SLU’s #1 National Award-Winning Organization

For More Information:
Dr. Stephen Baglione
Donald R. Tapia School of Business, #126
stephen.baglione@ saintleo.edu
352/588-8228