



MARKETING WEEK 2016: LAUNCH YOUR FUTURE WITH AMA

One of AMA's biggest and busiest weeks of the Fall semester took place October 3 - 7, Marketing Week. Every year schools around the nation fill their campuses with a little extra marketing charm for this week. This year, the SJFC chapter hosted "Launch Your Future with AMA", complete with a "Blast off Breakfast" and a "Plan-et Your Future" cookie decorating finale. We invited a total of 15 professionals in to speak and network with students. Through a total of 11 events we attracted a total attendance of 230 students.

"Marketing week was very influential for me, especially because I am a senior and need to look seriously at my career and my personal brand. It helped me begin networking in the Rochester community and discover what types of company cultures and positions I could see myself fitting into." - Erica Allen, Senior

Each day had a theme that was correlated with how to "Launch Your Future." On Monday, it was all about branding with an alumni panel and a speaker from First American Equipment Finance. Tuesday, we focused on the importance of Online Marketing with sessions from Crazy Dog T-shirts and Launch Team Inc. We chose to focus not just on your personal future on Wednesday but the future of a new company. GRIM Digital Media and the CEO of Truth Collective spoke on entrepreneurship. Thursday's speakers narrowed in on innovative ways to get a consumer's attention. There was a Virtual Reality Media Forum from Butler/Till and a Sales Training Seminar from Northwestern Mutual. Finally, Friday, we took some time for creativity after decorating cookies to participate in a "Fisher Think Tank" brainstorm session held by Dixon Schwabl.

We would like to thank all of the companies and individuals who helped make this Marketing Week a success! In addition, thank you to all the students who made it out to the events. We hope you learned a lot and will continue to foster your interest in marketing!



Alumni Panel: Nicole Henry, Matt Delgado, Gina Godlewski, and Rob Meacham



STUDENT SPOTLIGHT

Salvatore LeChase, Vice President of Finance for our chapter of AMA, interned this summer with the Young Entrepreneur Academy (YEA). The company's goal is to transform local



middle and high school students into real, confident entrepreneurs. Students in grades 6-12 generate business ideas, conduct market research, write business plans, pitch to a panel of investors and launch their very own companies. Salvatore found this opportunity through the Career Zone website at St. John Fisher College. His responsibilities included helping to promote the organization in areas that were not yet familiar with YEA. He helped to plan events for the classes by looking at different venues and working closely with the account managers to find and recruit students. In addition, Salvatore was able to call the students to congratulate them upon acceptance into the program. He states that his most rewarding experience was "speaking with the children and hearing their excitement of being chosen and potentially becoming an owner of a business." Outside of giving back to this organization, Salvatore took away many valuable skills and lessons from this internship. He learned a great deal about working with clients and what goes in to planning events. Salvatore thanks all of the employees at YEA that helped him make the most of his internship.

OFF TO WHITEWATER WISCONSIN

As a part of one of our Chapter's goals, we have registered to compete in multiple competitions this year. A chapter in Whitewater, Wisconsin held a regional conference this October that four of our members, along with our advisor Ron Sicker attended. Morgan van der Horst (Junior), Megan Yeaple (Junior), Erica Allen (Senior), and Madison Hornick (Senior) saw this as an opportunity to practice many practical marketing skills as well as train for competitions that would be similar to those at the national conference we attend annually in New Orleans. Thursday night, members were able to network with other chapters from across the country at a bowling and pizza social. The next day they attended a career fair with over 20 companies that were local, regional, and a few that were national. An exciting highlight included the two key note speakers: Joan Malcheski, Director of Brand and Marketing for the Green Bay Packers and Rachael Selley, Global e-marketing Manager for Harley Davidson. In addition to workshops focusing on topics such as LinkedIn Optimization and Personal Branding, members participated in competitions.

"This conference was a great experience. We were able to do everything from networking with professionals and students, to participate in competitions. I'm so happy I had this opportunity to learn so much, and I look forward to the next conference we go to!" - Morgan van der Horst

Megan, Erica, and Madison competed in the Federated Sales Competition, and Morgan, Megan, and Madison competed in the Northwestern Mutual Perfect Pitch Competition. The SJFC AMA Chapter congratulates Megan Yeaple, as she was one of the four winners of the Northwestern Mutual Perfect Pitch competition. All four members did a great job representing the Chapter and sharing what they learned with the club.



WHAT WERE WE UP TO THIS SUMMER? "JA IN A DAY!"



In June, one of our members attended "JA in a Day at East Rochester" alongside a St. John Fisher College faculty member, Professor David Kunsch. Krystal Bradley heard about the event through an invite that was sent to our AMA chapter from Junior Achievement. Kendra Vavrina, Program Manager for Junior Achievement of Central Upstate New York, helped Krystal get oriented with the organization and lesson she would be helping with. This particular program was for grades 1-5 and included 5 full lessons. Each session had an objective, vocab, and an activity with props to help the children understand the main point. At the end, each child received a flyer for each session that had a reading and questions on it. Krystal helped teach lessons on "Innovation Nation" and "Get and Keep the Job".

"My favorite part of the day was when you could see the kids were getting really involved in the activity/game and were enjoying themselves and having fun," said Krystal. Her experience with the organization has left our club interested in sharing what we have learned through professional opportunities with more young students. Since this event, we have met with a representative of Junior Achievement to discuss how we can continue to collaborate with Junior Achievement this coming Spring Semester.

UPCOMING EVENTS

NOVEMBER

- 8 | LinkedIn Workshop
- 10 | Perfect Pitch Competition
- 11 | Temple University Conference
- 15 | Mock Interviews
- 17 | Club Bonding: Game Night
- 18 | Agency Tour: Mason Marketing
- 22 | Guest Speaker: Amanda Coffey
- 28 - 30 | AMAzing Marvel Week

DECEMBER

- 1 - 2 | AMAzing Marvel Week
- 7 | AMA ICC Case Study Due
- 9 | Agency Tour: TBD
- 11 | Club Bonding: Ice Skating
- 17 | Fall Semester Ends

