

Monday, April 26, 2010

OU AMA recognized at national conference

Last year, Steve St. Germain, 2009-10 president of the OU student chapter of the American Marketing Association (AMA), outlined the organization's goals. He then filed them away and forgot about them. Though the goals weren't top of mind throughout the year, the chapter reached -- and surpassed -- them this spring, as four members attended the AMA's 32nd National Collegiate Conference in New Orleans this April. There the chapter was recognized with two prestigious awards -- one for fundraising and the other for outstanding communications.

"Our AMA's achievement is particularly noteworthy given the intense competition that it faced," says Mohan Pisharodi, Ph.D., faculty adviser to the chapter.

Attending the conference was a tremendous experience. Here they networked with 1,300 students from 500 chapters worldwide, participated in the specialized educational experiences and was acknowledged in the highly competitive award ceremony. This marked the first time in five years SBA chapter members had a chance to participate in the AMA conference, which is the largest professional marketing association in North America for those practicing, teaching and studying marketing worldwide.

"OU really stood out," says St. Germain. "It meant a lot to me personally."

The fundraising the chapter was recognized for helped the organization raise money to attend the conference. Despite the challenging economic environment, St. Germain and his fellow AMA executive board members, Crystal Bell, Sandra Matty and Brittany Wright, raised more than \$3,000 to help pay for the trip. They earned \$500 working on a project with Troy-based Entertainment Publications and raised another \$600 through various activities during the year. The chapter also received support from the SBA Management and Marketing Department and the SBA.

Their work with Entertainment Publications was a major factor in the fundraising award.

The Outstanding Chapter Communications award recognized the chapter's achievements using social media, an improved [Web site](#) and innovative methods to attract student interest in the organization. For example, when they sponsor a campus event they place a piano mat in front of their table (which plays a different note when one steps on the various keys) to draw attention to their activities and offerings.

Wright, who was elected AMA chapter president for the 2010-2011 school year, says, "I plan on attending the conference again next year, as it was a great experience for our members this year."

St. Germain was surprised when he found his goal sheet just before the trip. On it, he had written "Bring four people to the AMA conference." Stunned, he had completely forgotten about the sheet, but realized writing the goals was the first step in reaching them.

He is thrilled with the experience and the outcome. "Everything came together for us and our organization. The future is really rosy."

By: Linda Bowers

SUMMARY

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