



# AMERICAN MARKETING ASSOCIATION

*Saint Leo University's Most Award-Winning Student Organization*

www.SLUAMA.com

Official Newsletter

December 2012

## ■ *From the Faculty Advisor*

by DR. STEPHEN BAGLIONE

Under Leandro Ingraham's leadership, the AMA set record enrollment, surpassing 40 members for the first time. His tenure also brought a chapter website and Facebook account. The organization is well positioned for success because of his guidance. Leandro is stepping down as President to commit more time to his studies and other organizations.

The new President, effective January 1, 2013, will be Sherman Milton III. Sherman has been instrumental in the chapter's participation with the Dade City Boys and Girls Club. Sherman coordi-



nates visits from the Boys and Girls Club the first Thursday of every month and to the Boys and Girls Club the third Thursday. Sherman has been an AMA member for two years and previously was the Vice President of Community Service and chapter Senator to student government.

Sherman also attended the International College Conference in New Orleans and Regional Conference in Miami.

The vice president of community service position is now vacant and interested applicants may submit a resume to me along with ideas for expanding our community service endeavors by January 15th. Vice presidents are trained in leadership and meet with the faculty advisor monthly.

## ■ *A New and Improved AMA*

by NYDJAH ISTATIA

The first AMA chapter meeting of the semester turned out great! Our chapter met on Thursday evening, September 13. Attendance was almost 30 students, with many new faces. After enjoying a hearty serving of pizzas and drinks, Dr. Baglione and the board introduced themselves and explained their responsibilities in the chapter. We all had a great time getting to know the new members of our chapter and catching up with old ones.

We have many fundraisers, professional development opportunities on- and off-campus, chapter events, and community service projects planned. (Upcoming events are listed on the last page.) Our organization is known for our community service, and we have a very strong relationship with the Boys and Girls Club of Dade City. Also, fundraising is under the guidance of our new Vice President of Fundraising, Justin Prengamen. Dr. Baglione is also in the process of beginning an apprenticeship program that will allow our chapter to connect with business professionals of the Tampa Bay AMA. The program is scheduled to start in spring.

This year's agenda is very ambitious and is detailed in our chapter plan. We aimed to increasing member participation and productivity and expanding fundraisers. We have excelled in almost every other aspect of our organization. To accomplish these goals, our executive board has undergone a lengthy training on leadership and execution that has allowed us to learn directly from Dr. Baglione. We believe that by training our leaders extensively, we will be better prepared to guide the chapter. This year, we will meet our goals and we hope to earn the "Outstanding Small School" at the 34th annual AMA International Collegiate Conference in New Orleans! This is an award we have never won.

## ■ *Student Spotlight: Angelic Findley* by NYDJAH ISTATIA

On the morning of September 16th, Saint Leo University lost one of our Lions. Angelic was a proud example of a first-year student, and she was very dedicated to her interest in biology. Many remembered her as a very reserved but outspoken member of the Lions' community, and she will never be forgotten.

With tears of sorrow and optimistic smiles on their faces, friends and family celebrated the life of Angelic. Her funeral consisted of a series of bittersweet moments with approximately 20 people sharing their memories. There were over 100 people in attendance, and the entire funeral home was filled- the chapel, the waiting room, the long hallways; and there were people packed around the entrance of the facility. This powerful young woman impacted the lives of so many by sharing love and tranquility with everyone who had the pleasure of knowing her. Her sister ended the ceremony with a slideshow of pictures of their childhood, including a picture of a three-year-old Angelic covered in powder from head to toe. The presentation included a grand finale with a video of Angelic playing an Adele song on piano. Her artistic acumen reverberated through the room, the halls, and through our memories forever.



covered in powder from head to toe. The presentation included a grand finale with a video of Angelic playing an Adele song on piano. Her artistic acumen reverberated through the room, the halls, and through our memories forever.

Angelic's sudden passing left a strong legacy. We were all taught to cherish others and the times we share. We were reminded to live our lives to the fullest,

because we only have one life to live. Personally, I spent many moments thinking about what Angelic would want us all to gain from this experience. I concluded that she would be honored that so many people were able to get to know her and her family, but I believe that she would want us to learn spiritually, too. Her passing was a wake up call to embrace each other with open arms and to love one another as Angelic loved.

## ■ *Boys & Girls Club Visits Again!* by NYDJAH ISTATIA

On the evening of September 6, five chapter members visited the Boys and Girls Club of Dade City. Our chapter has maintained an ongoing relationship with this organization for nearly two years. They visit us the first Thursday of the month, and we visit them the third Thursday. On that evening, Oscar, Kayla, Inass, Joseline, and Givany represented our chapter. They played games, helped with homework, and danced with almost 30 children at the club.



Our AMA chapter strongly values philanthropy and community service, and the Boys and Girls Club of Dade City presented us with a great opportunity to achieve our community goals. We have developed big-brother and big-sister relationships with many of them, and they have impacted us tremendously. One of our goals with this organization is to inspire them to pursue a higher education and eventually give back to their community. Our chapter achieves these goals by providing these students with a friendly and loving environment, bringing them to our Saint Leo campus frequently, and by developing strong relationships with them.

When I asked Oscar what his favorite part of this trip was, he began to tell me a story about playing pool with a seven year old. Instead of Oscar trying to teach the boy how to play, he was in an all-out dual. Thirty minutes later, Oscar ended up losing the game and congratulated his opponent. This game of pool was fun for both parties, but it showed Oscar to never underestimate an opponent. Several of the members of our chapter have had similar experiences with these students that were fun, challenging, and life-changing. We enjoy our time with them and look forward to their next visit.

## ■ *AMA as a Resource*

by NYDJAH ISTATIA

As we embark on our collegiate and professional careers, we must remember some of the fundamentals of job searching: business cards, resumes, and attire. Thankfully, our AMA chapter can help you with all three through coaching, attending professional networking events, and hosting an etiquette dinner. (Tampa Bay AMA meetings are free to paid members and held monthly. The etiquette dinner is in March.) As you become the professional you were born to be, take the time to absorb all of the resources around you. Through the AMA, you will have the opportunity to learn how to market your-



self and how to handle yourself as a professional in your choose to study.

In addition to all of the guidance and preparation for job seeking that AMA offers, resume writing is available to all students on-campus. In Saint Leo's Career Services, Cathy Wise and Katie Boyd are dedicated to helping students and alumni to market themselves. One of the most common services that these wonderful ladies provide is resume writing. They will help perfect your resume, and it is free to students and alumni. In addition, Career Services can help you locate career and internship opportunities worldwide. With the professional guidance of AMA and the services provided in Career Services, you are bound for success.

## ■ *AMA Visits Miami*

by NYDJAH ISTATIA

The Regional AMA Conference took place at the Florida International University on November ninth and tenth. With over 200 AMA members



in attendance, chapters from universities all over Florida mixed and mingled with each other. During this two-day event aimed at college students, we were offered the opportunity to network with recruiters. Among them, multiple companies were searching for interns that were willing to learn and provide insights to their companies. Later that night, students were invited to a lovely dinner catered by Carrabas. Our chapter got to know student from Florida. International University, University of South Florida., University of Miami, University of Central Florida., Florida State University, and many other schools. We chatted for about two hours before heading back to our respective hotels.

Saturday morning began with a series of speakers including marketing directors from McDonalds, Bacardi, and City Furniture. We all meshed together as one and learned from these business professionals in creative ways. After a day of listening to speakers and watching presentations, we all had one last chance to mingle with each other. Chapters from FIU and USF developed a stronger network without SLU chapter, and we all exchanged contact information. Interesting enough, LinkedIn was mentioned several times by students and professionals alike. This extra connection will help us to build stronger networks with each other currently and in the future.

*Hope to see you at the next conference at New Orleans in 2013!*

## ■ AMA Executive Board

Sherman  
Milton, III  
*President*

Nydjah  
Istatia  
*VP Communication*

Sherman  
Milton, III  
*VP Community Service*

Oscar  
Redden, IV  
*VP Professional Development*

Kyle  
Brannigan  
*VP Membership*

Justin  
Prengaman  
*VP Fundraising*

Dr. Stephen  
Baglione  
*Faculty Advisor*

## ■ Previous ICC Awards

Activities	2003
Communication	2011, 2009, 2007, 2006, 2001
Fundraising	2005, 2000, 1998, 1993, 1991
Membership	2012, 2010, 2008, 2005, 2004, 1999, 1995
Outstanding Regional	1994
Planning	2012, 2011, 2010, 2008, 2006, 2001, 1997, 1996, 1992
Professional Development	2009, 1990, 1989

## ■ Upcoming Events

January	Boys & Girls Club
January	Speaker (on-campus)
January	Tampa AMA Meeting
February	Boys & Girls Club
February	Speaker (on-campus)
February	Tampa AMA Meeting
February	School of Business conference
March	Boys & Girls Club
March	Speaker (on-campus)
March	Tampa AMA Meeting
March	Etiquette Dinner
March	ICC (New Orleans)
April	Boys & Girls Club
April	Speaker (on-campus)
April	Tampa AMA Meeting
April	Care Packages
April	Easter Packages
April	Banquet
April	Chapter Voting

## ■ Welcome New Members

We had 19 new members join!  
With returning members, we are approaching 40.



## ■ Why You Should Join?

Wouldn't 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, new 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 *seven students* attended. That is, seven students who were rewarded for their diligence in the chapter with an all-expense paid trip. At the ICC, you will attend workshops, listen to business professionals, and if you're not too tired, you can enjoy the nightlife.

*The Saint Leo University AMA has won awards the last 24 years, because we only take the best.*



Marketing is relevant to everyone, which is why AMA welcomes all majors. We meet the second and fourth Thursday at 4:00 p.m. in the School of Business building room 125.

***SLU's #1 National Award - Winning Organization***

**For more information please contact:**

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