

American Marketing Association History

The American Marketing Association (AMA) is the largest marketing association in North America. The AMA has nearly 400 local chapters throughout North America to help you network, learn, and develop professionally. With more than 38,000 members as well as the over 750,000 marketing professionals working today in the U.S. and Canada it is a vital part in the Marketing industry (marketingpower.com)

The Saint Leo chapter of the AMA was started in the late 1980s and has operated continuously since then. The AMA is a student-run organization, overseen by a faculty advisor. It is an international, award-winning organization (24 consecutive years) that allows students to meet marketing professionals and other students while gaining valuable experience in preparing for future careers.



AMA Board

Sherman Milton <i>President</i>	Nydjah Istatia <i>VP Communication</i>
Sherman Milton III <i>VP Community Service</i>	Justin Prengaman <i>Fundraising</i>
Kyle Brannigan <i>VP Membership</i>	Oscar Redden IV <i>Professional Development</i>

NATIONAL AWARDS

<i>Activities</i>	2003
<i>Communication</i>	2011, 2009, 2007, 2006, 2001
<i>Fundraising</i>	2005, 2000, 1998, 1993, 1991
<i>Membership</i>	2012, 2010, 2008, 2005, 2004,
<i>Membership / Recruitment Campaign</i>	2012 (honorable mention)
<i>Outstanding Regional</i>	1994
<i>Planning</i>	2012, 2011, 2010, 2008, 2006,
<i>Professional Development</i>	2009, 1990, 1989
<i>Student Government</i>	2012, 2008 (third)

Building Your Future

Since 1989

American Marketing Association

Saint Leo University Chapter



New Orleans
March 2012

www.sluama.com



Saint Leo's #1 National-Award Winning Organization

Why Join?

Wouldn't you like to enhance your practical experience (personal selling, advertising, journalism, marketing research)? Build a strong and influ-



ential re-
sume? Learn more about career paths from business professionals, maybe even discuss intern-

ships 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.?

Marketing is relevant to everyone, which is why AMA welcomes all majors. We meet every 2nd and 4th Thursday at 4:00 p.m. in the Donald R. Tapia School of Business #125.

Professional Development

We invite speakers to campus, and the organization pays for the most active mem-

bers to attend luncheon meetings of the Tampa



Bay Chapter of the AMA where you can network for job and internships, while listening to presentations by Tampa's top marketers. The chapter's best members also attend a regional conference held in Miami or Tampa.

Community Service



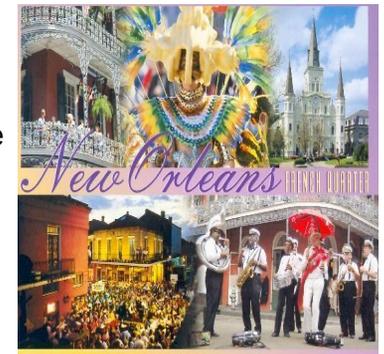
The organization works with local charities including the Dade City

Boys and Girls Club and Shriners Hospital. We also participate in the SLU Community Day.

International Collegiate Conference

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.



Last year six students attended. That is, six 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.

American Marketing Association

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