

Learn more about the AMA... Learn How to be a part of:

- **Deadlines for 30 min w. Entrepreneur approaching.**
- **Learn how you can shadow a board member**
- **Board meetings every Monday 6pm**
- **Want to go to New Orleans with the**

AMA 14th Annual business Day Conference

New Paltz– October 21, 2009– The SUNY New Paltz Collegiate Chapter of the American Marketing Association here at New Paltz did it again. The day started at 12 pm and lasted till 5:30 pm. This event like many other AMA events was a success. The event was completely booked with more than one hundred–twenty– five students reported in attendance including faculty and staff as well as other schools such as: Ulster County Community College and Quinnipiac University.

The day started out with lunch by The Village Tea Room in LC100, followed by guest and keynote speaker, Rachel Reuben. She is a former AMA member and today is the Director of Web Communication & Strategic

Projects here at SUNY New Paltz, and a Higher Education Speaker and consultant. Rachel inspired all of us with her “Five ways of staying out of your parents basement after graduation” with the help of technological tools, search engines and social media resources.

The Conference offered something for everyone not only business or marketing majors in specific. Students that attended were offered several different workshops to attend, free resume critic by the career resource center, lunch and a networking session. The topics of the workshops ranged from entrepreneurship to radio and communications, sales and Branding yourself.

- **Board members in LC 100 day of Business Day Conference, after guest speaker’s presentation.**

-Courtesy Photo.



New Paltz visits trump in Westchester

New Paltz-October 12 2009, Twenty– five students from the SUNY New Paltz campus along with the members of the American Marketing Association, had the pleasure of visiting Donald Trump’s multi-million dollar golf course in Westchester. Mr. Trump’s National golf course

covers more than 75,000 square feet, provides membership to more than two hundred and fifty people at an initial fee of \$300,000. While there we had the distinct honor of meeting one of the courses most looked upon members Mr. Dan Gasby, President of B. Smith Enterprises.

Students also attended a marketing workshop with Ian Gillule: Membership & Marketing Director at the course. Students also enjoyed a personal one in a life time visit to the 18th hole, the courses most expensive and famous hole.



AMA Fights Breast Cancer



Celebrate Breast Cancer survivors & honor the memory of Breast Cancer patients no longer alive.

New Paltz October 18th, 2009 the AMA registered 26 people to help raise money and awareness against breast cancer, participating in a 5 K walk around the Woodbury Commons on the rainy morning of Sunday October 18th. Registration began at 7:30 am and the walk started at 9. Because the AMA is thus successful at anything we do, likewise

was this walk. Participants in this event didn't mind the rain or bad weather, the central purpose of this event is what made 26 AMA students and thousands others walk anyway. Breast cancer is a disease that cannot be ignored, one way or another we all know someone who has been affected by this disease. Together we can help make it a disease of the

past and help thousands become survivors. The AMA is happy to report that we helped raise \$645, and in total \$690,000 and counting to be used for breast cancer research. But equally importantly to participants was the opportunity to celebrate breast cancer survivors and to honor the memory of breast cancer patients no longer alive.

Learn More About the AMA

AMA board meetings every Monday 6-7pm VH 2nd FL. You don't have to be a member to sit in. Just show up!!!

AMA Collegiate Chapters and the Acton Foundation for Entrepreneurial Excellence have teamed up to bring you *30 Minutes with an Entrepreneurial Hero*. Designed to comfortably get your foot in the door and meet a successful entrepreneur. All you have to do is interview an entrepreneur to learn about

what it takes to succeed, and you can be one of the 28 students who will receive nearly \$6,000 in prize money. Submissions are due **Nov 22, 2009** for more info: http://www.marketingpower.com/Community/collegiate/documents/awards/30_minutes_with_a_hero.pdf

To Shadow any board member or learn more on any position, contact the person who you are interested shadowing and put your seat belt on, because your in for a ride!

Wanna go to New Orleans with the AMA & participate in Competitions stay tuned for next issue...

Bridgette Muller- President

Paul Fernandes-VP of Finance

Ted Clark- Faculty Supervisor

Angelica Arache- VP of Public Relations

Amanda Peters-Executive Vice President

Sean Reminick- VP of Advertising/Promotions

Erica Clough- VP of Market Research

Danielle LaRuffa- VP of Communications

Nick Cucolo- VP of Membership

Amanda Merryman- VP of Community Service

Erica Brown- VP of Programming

Jonathan McDonald- VP of Branding/Web Design

Chelsea Sorrento- VP of Fundraising

We are on the Web: www.newpaltzama.com