

**WELCOME
WEEK!**



FIRST MEETING

January 31, 2024

At the first general member meeting of the semester, new members got to learn what AMA is all about and all the amazing opportunities it has to offer. After the meeting, there was an ice cream social in the Hyland Hall Atrium where new members connected with the board!



**ICE CREAM
SOCIAL!**

DIVISIONAL TOURS & MENTOR-MENTEE BOWLING

February 5, 2024

During this welcome week event, divisional presidents rotated classrooms, giving a brief presentation to new members about their division and how to get involved. Afterward, mentors took their mentee groups bowling at Warhawk Alley, where new members connected with their mentors.



SHERWIN-WILLIAMS

CORPORATE SPONSOR SPOTLIGHT

Founded in 1866, Sherwin-Williams is a global leader in the manufacture, development, distribution, and sale of paints, coatings, and related products to professional, industrial, commercial, and retail customers. The company manufactures products under well-known brands such as Sherwin-Williams®, Valspar®, Dutch Boy®, Krylon®, Minwax®, Cabot® and many more. Sherwin-Williams branded products are sold exclusively through a chain of more than 5,000 company-operated stores and facilities, while the company's other brands are sold through leading mass merchandisers, home centers, independent paint dealers, hardware stores, automotive retailers, and industrial distributors.

With various rewarding and challenging opportunities, Sherwin-Williams is a great place to find a career that takes you places. As an employer, Sherwin-Williams's most significant difference from other companies is the opportunities to promote from within. Emerson Reles, a District Sales Manager, states, "Sherwin-Williams promotes from within and has continued to provide me many vertical growth opportunities over the years to advance my career." Their previous CEO, John Morikis, started in the Management and Sales Training Program and became CEO. As a company, Sherwin-Williams is committed to fostering a culture of inclusion where differences are welcomed, appreciated, and celebrated. Sherwin-Williams has all sorts of opportunities for sales and marketing professionals. Its largest program is the Management and Sales Training Program. It starts individuals at the ground level in the Summer Internship or Post-Graduation Full Time Training Program and allows endless growth opportunities throughout the company. Soledad Gonzalez, an Assistant Store Manager, says that the program allowed her to build her skill sets while building her confidence and knowledge. Ideal candidates for this program include:

- Having a competitive nature to grow sales
- Self-started and self-motivated
- Personable- compassion and empathy to work with all customers
- Entrepreneurial skills

Sherwin-Williams has many other program opportunities that require relocation and offer the chance to experience new places while programming your career. The sky's the limit at Sherwin-Williams!



UWW AMA PLACES 1ST AT THE REDBIRD NATIONAL SALES COMPETITION!

February 15-16, 2024

AMA continues to dominate by taking first place in the Illinois State Redbird National Sales Competition, where 123 students from 41 prestigious sales programs participated. Claire Labecki placed 1st, followed by Gracie Hughes in 3rd, and Emily Vorpal in 5th place, with freshman Taylor Wojcinski assisting. Huge gratitude to Jimmy Peltier and Dan Herlache for their invaluable coaching. Our team is proudly ranked #1 in the world going into the national sales championship.



SALES

Partners in the Classroom and Perfect Pitch

February 7, 2024

The Sales Corps hosted a Partners in the Classroom event, where our 30+ corporate sponsors came to connect with sales and marketing students. This was a great opportunity for individuals looking for an internship or full-time position after graduation. Many students also competed in the CED Perfect Pitch competition. Congratulations to all of the winners!



CMU

Splash into Learning Library Program

New to one of our accounts, Protect Wisconsin Waterways, is the Splash into Learning Library Program. This educational tool allows local community members to be exposed to safe practices regarding clean waterways. It includes books for children and adults, activities for children, bookmarks, and more. The first package is highlighted at the Beloit Public Library for the month of February!



DIGITAL

Portillo's Guest Speaker - Lexi Ragano

February 12, 2024

The Digital Marketing Division hosted guest speaker Lexi Ragano, a Digital Marketing Specialist for Portillo's. Lexi shared her experiences working with the Portillo's team, what their current marketing content looks like, and their long-term goals for the future. Additionally, Lexi provided a Digital Marketing activity for students to participate in and gave out merchandise to those who presented their ideas.



SOCIAL IMPACT

Gardening Against Cancer Game

February 7, 2024

AMA and the UWW Men's Basketball Team helped support the fight against cancer at the Gardening Against Cancer Game. There were sponsorships available, a 50/50 raffle, t-shirt sales, and a GoFundMe website to raise money. The proceeds of this event went to local and national programs. Individuals in AMA had a blast cheering on their Warhawks while also supporting a great cause!





During February, AMA members could attend three regional conferences hosted by other AMA chapters. From January 31 to February 4, 18 members traveled to Las Vegas to attend the UNLV Western Regional Conference. On February 9, 37 members attended UW-Milwaukee's First Annual Regional Conference. Lastly, From February 15 through 16, 47 members traveled and stayed overnight to attend UW-Eau Claire's Regional Conference. It has definitely been a busy month!

LAS VEGAS

COMPETITION RESULTS:

- Perfect Pitch:
 - 1st, 2nd, 3rd, 5th
- Sales Roleplay:
 - 1st, 2nd, 3rd
- Marketing Strategy:
 - 1st, 2nd, 3rd
- Digital Strategy:
 - 3rd

UW-MILWAUKEE

COMPETITION RESULTS:

- Perfect Pitch:
 - Two-1sts, two-2nds, three-3rds
- Sales Roleplay:
 - Two-1sts, two-2nds, 3rd
- Mock Interview:
 - Three 1sts, three-2nds, 3rd
- Marketing Strategy:
 - 3rd
- Design:
 - 1st

UW-EAU CLAIRE

COMPETITION RESULTS:

- Perfect Pitch:
 - 1st, 2nd
- Sales Roleplay:
 - 1st, 2nd
- Mock Interview:
 - 2nd
- Design Strategy:
 - 1st, 2nd, 3rd

