

Retail Sales and Marketing Certificate March 6, 2024

AMA members dived into the world of retail with the Retail Sales and Marketing Certificate by getting insights from industry leaders at Steinhafels, Milwaukee Tool/TTI, Tom James, Penske, and Sherwin-Williams. Members gained valuable knowledge while also learning about exciting job and internship opportunities.



Business-to-Business Certificate March 20, 2024

AMA members gained valuable insights from Cintas, Regal Rexnord, and Sherwin-Williams as they shared their experiences in the business-to-business realm. This was a great way for individuals to talk to our corporate sponsors while learning about future job and internship opportunities!



Digital Marketing Certificate April 4, 2024

AMA had a great turnout at its Digital Marketing Certificate! Thank you to Colony Brands and AcuRite for sharing their invaluable insights into their company, careers, and exciting opportunities!



Diversity Certificate April 15, 2024

The Diversity Certificate featured Dr. Tracy Khan, Dr. Camelia Clark, Dr. Kenyatta Barber, and Derek Mosley, JD. These professionals shared their experiences and insights on navigating corporate America while advancing diversity, equity, inclusion, and belonging.



UW-W AMA IS INTERNATIONAL CHAPTER OF THE YEAR FOR 13 YEARS STRAIGHT!

International Collegiate Conference
April 11-13, 2024 | New Orleans, LA

Accomplishments:

- AMA Student of the Year Competition
 - 2nd place - Emily Vorpahl
- International Case Competition
 - 3rd place - Emily Vorpahl, Almira Ajdini, Gracie Hughes, Alana Lewis, Elena Roller, Ellie Grundon, Brielle Bird, and Brenden Alexander
- International Sales Competition
 - 1st place - Gracie Hughes
 - 2nd place - Claire Labecki
- Best Recruitment Video - 1st place
- Best Social Impact Video - 4th place
- Outstanding Marketing Week
- Four finalists in the Perfect Pitch Competition
- Best Faculty Paper
 - 1st place - Jimmy, Andy, Pavan, and Victor



ENTERPRISE

Corporate Sponsor Spotlight

Enterprise Mobility is a family-owned, world-class portfolio of brands. It operates a global network that covers nearly 100 countries, nearly 80,000 dedicated team members, and nearly 1.7 million vehicles taking customers wherever they need to go, leading the transportation service industry. Enterprise owns their success to every one of their people. They empower everyone on their team with growth opportunities. Enterprise's mission is to be the best transportation service provider in the world, exceed customers' expectations for service, quality, and value, provide employees with a great place to work, and serve communities as a committed corporate citizen. Their mission, along with the uncompromising commitment to customers, has made a genuine success story and a truly special place to work. Enterprise differs from other companies because of its customer service, people, career path, award-winning training program, rewarding, and privately owned culture. The company offers a Management Trainee and Summer Management Trainee Internship Program. Whether you see yourself in sales, business development, customer service, retail management, or operations, as a manager in training, you will have a clear beginning and an open end full of opportunities. Enterprise has a hands-on learning environment where you will receive guidance, mentoring, and the support you need to be successful. Qualities for ideal candidates include excellent communication and customer service skills, persuasion, strong work ethic, leadership, flexibility, ability to adapt, and professionalism. For the upcoming semester, 7 of the 22 interns are current students at UW-Whitewater. Numerous UWW alumni are in the Management Trainee Program and Management roles within the company. Currently, one of the Area Managers, Nick Story, who oversees Southeast Wisconsin, is a 2018 graduate from UWW who was a member of the American Marketing Association.



SALES CORP

Steinhafels Outbound Sales Competition March 6, 2024

The Steinhafels Outbound Sales Competition had an impressive turnout of 205 competitors, with beginner, advanced, and virtual rooms. Students were put through a phone call simulator to close a previous customer on pieces of furniture or a design package. Congratulations to all of the winners!



Henry Schein Relational Sales Competition March 6, 2024

The Henry Schein Relational Sales Competition witnessed a turnout of 202 competitors, with beginner and advanced rooms. Competitors were tasked with selling a piece of practice management software in a face-to-face setting with an experienced Dentist. Despite the last-minute switch to a virtual format due to the weather, students were still able to showcase exceptional talent across the board. Congratulations to all the winners of this competition!



Board Member Spotlight - Caden Boehnen

We would like to recognize Caden Boehnen, a freshman who holds the VP of Recruitment role on our Sales Board. Caden's commitment was shown by dedicating more than 6 hours of his time to door monitoring for the Steinhafels and Henry Schein Sales Competitions. Furthermore, his participation in both the sales competition training sessions and the competition itself spoke to his mentality to improve his sales skills. Caden, thank you for the hard work you bring to our organization, and we look forward to seeing how you continue to grow next semester.



DIGITAL

Digital Strategies & Design Informational Workshop March 11, 2024

Brielle and Elena taught members what marketing strategies and design competitions were. Through this, they showed examples, visuals, and tips for those interested!

Guest Speaker from MPE Inc. April 1, 2024

Bailey Gaffney, a UW-Whitewater alum, visited the digital division to talk about her current role within MCE Inc. and the importance of storytelling for your brand. She provided a lot of information that is very important to every marketing team in an organization. Bailey also answered questions our members had!

Board Member Spotlight - Riley Resheske

The Digital Division would like to recognize Riley Resheske as our Board Member Spotlight because she has done an amazing job being our Senior VP of Graphics this semester. Riley has been able to communicate with fellow VP of Graphic members, as well as the Presidents, to ensure the graphics for each week are made accurately and on time. She always ensures that our division is on the same page with both information and goals, as well as being a great leader within the graphics team. We appreciate all the work Riley has done for us!

SEO & PPC Workshop March 18, 2024

Caden, Cameron, and David taught our members what SEO and PPC were and the importance of each term. They used definitions, and visuals, and showed examples of where you can find these digitally.



Guest Speaker from Social Surge April 8, 2024

Kevin Nelson came to speak to our division about how he created a digital marketing agency and then answered any questions our members had.



SOCIAL IMPACT

Volunteer Opportunity March 7, 2024

Twelve Social Impact board members and general members participated in a bowling event with Seeds of Hope from Elkhorn, WI. Social Impact has had the opportunity to work with Seeds of Hope in the past and hopes to continue our relationship with other volunteer opportunities.



Volunteer Opportunity April 5, 2024

Four Social Impact board members and general members had the opportunity to participate and network with residents at Fairhaven Senior Services. AMA and Fairhaven have a strong relationship with networking opportunities and the chance to give back to our community.



Pro Bono Week

Every Spring semester, Social Impact dedicates one week to giving back to our community through nonprofit marketing. The members of Social Impact research local nonprofit organizations that are important to them and then reach out and ask if they are interested in receiving help. This year, Social Impact is focusing on three organizations, Seniors in the Park, The Community Space, and the UWW Student Veteran Affairs office.

Board Member Spotlight - Margot Yelle

Social Impact is fortunate to have many dedicated board members, but Margot Yelle truly goes above and beyond. Not only is she an athlete and a student, but she's also a committed and proactive board member. This semester, Margot has actively sought out volunteer opportunities, taken the lead in organizing her team for Pro Bono week, and invested extra time outside of our regular meetings to demonstrate her commitment to Social Impact. Working alongside Margot in AMA is truly a privilege. Thank you, Margot!



CMU

CMU Board Bonding March 8, 2024

Our student-run consulting division went to Ironworks Golf Lab in Beloit, WI, where board bonding was hosted! As one of the largest boards in AMA, this was a fun way to interact with new members on a more relaxed level. CMU looks forward to doing more fun activities with our board in the future!



Story Time with Splash April 10, 2024

One of the CMU accounts, Protect Wisconsin Waterways, had representatives participate in a Story Time with Splash event at the Irwin Public Library in Whitewater, WI. At the event, both the librarian and the Protect Wisconsin Waterways mascot, Splash, got to engage with children and their families to teach them about safe waterway practices through various books.



Board Member Spotlight - Courtney Haakenson

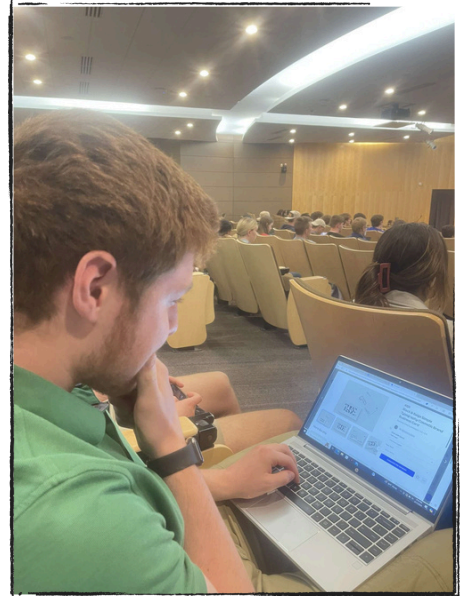
Courtney Haakenson is a dynamic force within Creative Marketing Unlimited (CMU) and Protect Wisconsin Waterways. Her dedication and leadership have led her to be elected as the next president of the division. Courtney has held several roles within CMU and AMA as a whole over the past few years and has shown great commitment and passion for any project thrown her way. From event planning to social media, Courtney does it all and does it well. Congratulations on your new role as President, Courtney!



NEW MEMBER COMMITTEE

Canva Workshop with Digital March 13, 2024

During this event, one of the digital division presidents, Elena, came to our meeting to run a Canva workshop. This taught members how to make a business card, professional resume, or LinkedIn background image on Canva. Elena walked through a step-by-step process on how to make the business card, making sure to answer any questions and that everyone had a finished product!



Social Impact Collab April 3rd, 2024

The Social Impact President, Kylie Bilello, came to the NMC meeting to talk more about the division. She discussed one of their many volunteer opportunities at Fairhaven Senior Services. Kylie went into depth about what they would be doing and how to get involved. She also talked about Social Impact's Pro-Bono week, which is a week where Social Impact helps small businesses with their marketing. Kylie then had a fun activity for all the members to do!



Board Member Spotlight - Eva Hernandez

Eva Hernandez has been the backbone of the New Member Committee by making sure all of the weekly emails go out and are on time. She has done a wonderful job organizing the emails by making sure they are well-written and that the email list is always being updated. Not only has Eva been a great VP of Communications, but she has always shown up to the NMC weekly meetings with a great attitude. Eva is an extremely welcoming person and NMC is very grateful to have her on the board. We are excited to see what else she does within AMA!

