

October

Monthly Newsletter



University of Wisconsin
Whitewater



@amawhitewater



Come learn about all of the AMazing things our chapter has done in the month of October!

- Sales and Marketing Career Fair
- Business to Business Certificate
- Olympic games with the international students
- Chapter social and game night
- 17th annual UW-W Regional Conference
- Steinhafels Regional Sales Competition
- Medical Sales and Marketing Certificate

STEINHAFELS

Corporate Sponsor Spotlight



For an impressive 90 years, Steinhafels has proudly served Wisconsin as the state's leading furniture and mattress retailer. More than just an industry leader, Steinhafels is a 100% employee-owned company, fostering a culture where every team member has a stake in the company's success. This unique ownership model drives Steinhafels' commitment to excellence, passion for its work, and outstanding customer service.

Employee ownership is integral to Steinhafels' identity. The company seeks talented individuals eager to build meaningful careers in the furniture industry. Steinhafels' dynamic work environment nurtures talent, encouraging growth, challenges, and rewarding hard work.

Diversity and inclusion are central to Steinhafels' mission. The company strives to create a welcoming atmosphere that embraces a variety of perspectives, ensuring all employee owners and customers feel a sense of belonging.

Steinhafels is equally committed to community involvement. Partnering with over 100 local nonprofits yearly, the company reflects its dedication to social responsibility. One of Steinhafels' most impactful initiatives is collaborating with organizations like Special Spaces, where employee-owners transform bedrooms for children battling cancer. This hands-on involvement changes lives and allows the team to contribute meaningfully to the communities they serve.

What could a career at Steinhafels look like? Meet Juliya and Patrick, accomplished Sales Managers and proud UW-Whitewater graduates. They exemplify the growth potential within Steinhafels and are currently seeking talented interns for summer 2025. Juliya and Patrick believe internships provide essential hands-on experience and are key to skill development in the retail environment.

With a shared commitment to mentorship, they look forward to welcoming enthusiastic individuals into the Steinhafels family. Those ready to embark on a rewarding career in sales and retail should keep an eye on Handshake for internship opportunities at Steinhafels' Milwaukee and Madison locations this summer.

Join Steinhafels' mission to help customers create the beautiful homes of their dreams. At Steinhafels, every employee is an owner, and together, they are making a meaningful difference



[Check out the video with Steinhafels!](#)



SALES & MARKETING CAREER FAIR

October 2, 2024

The Sales and Marketing Career Fair was held on October 2nd, providing a valuable networking platform for UW-Whitewater students eager to explore job or internship opportunities in marketing or sales. This event brought together various employers from multiple industries for students to connect with. Students had the chance to learn more about the skills, qualifications, and experiences required for the various roles. Thank you to our corporate sponsors and students for attending the career fair!



B2B CERTIFICATE

October 7, 2024

AMA members gained invaluable insights by hearing from companies in the business-to-business realm such as Regal Rexnord, Grainger, Milwaukee Tool/TTI, Victor Envelope, and Sherwin-Williams. Members learned about some of the challenges and opportunities within B2B industries. These industry leaders shared their experiences, perspectives, and approaches to navigating complexities of B2B markets.



AMA OLYMPICS

October 15, 2024

UW-Whitewater AMA hosted 12 students and faculty from HAN University in the Netherlands and Justus Liebig University in Germany! AMA board members and the international students had a friendly AMA Olympics competition to focus on the marketing week's theme of Experiential Marketing. Events focused on practicing marketing and sales skills such as product design, sales pitching, and objection handling. The international students even got their first game of tug of war!



CHAPTER SOCIAL & GAME NIGHT

October 17, 2024

The night before regional conference, UW-W AMA hosted a social and game night, inviting students and advisors from other AMA chapters to join us. This event provided a relaxed, informal setting for everyone to mingle, share insights, and build connections ahead of the conference activities. The evening was filled with fun and laughter, as everyone took part in playing various games and eating pizza. Thank you to all the chapters who joined us for a fun night!



REGIONAL CONFERENCE

October 18, 2024

On October 18th, UW-Whitewater AMA proudly hosted the 17th Annual Regional Conference, highlighting experiential marketing, storytelling, and the customer journey. This event brought together students from all around the world to compete in marketing challenges, connect with corporate sponsors, and gain insights from inspiring keynote speakers. The conference was a huge success with over 450 virtual and in-person attendees from 31 schools! We are incredibly grateful to everyone who made this event possible- especially our presidents, Gracie Hughes, Alana Lewis, and Rafa Alvarez-Reyes, whose leadership and dedication were essential to our conference's success.

Come learn more about the conference's successful networking, keynote speakers, and competition opportunities below!



[Check out our conference recap video!](#)

Networking

The first event of the Regional Conference kicked off with a career fair, providing students with invaluable opportunities to connect with corporate sponsors and explore potential internships and full-time jobs. Students had the chance to interact with industry professionals and learn about different career paths from various different companies. To make things even more exciting, students who spoke with five or more partners were entered into a raffle with the chance to win fantastic prizes. Thank you to our corporate sponsors for attending our career fair!



Keynote Speakers

This year, students and attendees had the opportunity to hear from various keynote speakers:

- **Green Bay Packers**- Joan Malcheski, Director of Brand Strategy and Marketing
 - Joan spoke about marketing beyond the game and how the Packers brand comes to life
- **GMR Marketing**- Lindsay Loridon, Senior Director of Client Consulting and Services
 - Lindsay spoke about GMR creating unforgettable brand activations during The Olympic and Paralympic Games Paris 2024
- **Summerfest**- Jerrod Woods, Senior Director of Marketing
 - Jerrod spoke about clicks to crowds and marketing Summerfest in a connected world

Thank you to **Martha Carrigan** and **John DeGraff** for speaking at our afternoon sessions as well!



Competitions

In-person and virtual students had the opportunity to compete in eight different competitions, including Gartner Sales, Enterprise Mobility Perfect Pitch, Cottingham and Butler Gatekeeper, Victor Envelope Perfect Pitch, Henry Schein Sales, Colony Brands Marketing Strategy, AcuRite Digital Strategy, Sherwin-Williams Design. There were over 600 competitors and 341 unique competitors. UW-Whitewater students proudly had over 40 podium finishes. Congratulations to all of the winners!



[Click here to get more details on competition results!](#)

STEINHAFELS SALES COMPETITION

October 30, 2024

UW-Whitewater students and AMA members had the opportunity to compete in the Steinhafels Regional Sales Competition. They had the chance to show their sales skills and compete in front of corporate sponsors to gain experience in the real world of selling. With both beginner and advanced rooms, there were over 190 competitors!

Competition Results

1st place beginner room:

- Nina Albertini, Sabrina Wanek, Paige Moller, Tori Slama, Kiefer Bestefeldt

2nd place beginner room:

- Emily Morales, Celina Arteaga, Riley Morango, Kayla Grabowski, Spencer Wiersma

1st place advanced room:

- Taylor Wojcinski, Gracie Hughes, Michael Van Offeren

2nd place advanced room:

- Emily Thatcher, Brianna Kiel, Lauryn Seidel

MEDICAL CERTIFICATE

October 30, 2024

The Medical Sales and Marketing Certificate was held on October 30th, featuring a panel of industry professionals from Henry Schein, Prent, Diversatek, and Ardelyx. These speakers shared their insights into the healthcare sales and marketing landscape, sharing their experiences, strategies, and industry knowledge. They discussed the unique challenges within the medical sales sector, while also providing advice on navigating career paths in the field.



BOARD MEMBER SPOTLIGHTS

From the Presidents

AMA Board

Emily Morales

Emily Morales is a sophomore accounting major from Greenleaf, WI. During the past month, Emily has been an incredibly reliable and responsible board member. Her main role has been to assist in planning our 17th annual regional conference. With all of last-minute help and dedication, we were able to successfully execute the event. I am so excited to see what Emily will accomplish next!



Digital Board

Ella Sabol

This month's Digital+ AI board member is Ella Sabol! Ella is a junior, studying marketing with a digital emphasis and a business and science sustainability certificate. She is our Senior VP of Graphics and is the VP of Photography/Videography for our AMA Board. During our conference, her and her team did a great job at capturing all of the exciting and special moments. With some schedule changes, she is always ready to adapt and exceed expectations. It has been great working with Ella so far and I can't wait to see what she accomplishes in the future!



Sales Board

Taylor Wojcinski

The Sales Corps would like to highlight Taylor Wojcinski for her efforts and accomplishments this month. She competed in the Great Northwoods Sales Warm Up, a competition with 27 competing schools around the U.S., and she placed 9th out of 78 competitors! Additionally, in our UW-Whitewater Regional Conference, she ranked 1st in 3 sales competitions, while volunteering as a Door Monitor on competition day and while helping train students from Germany and the Netherlands throughout the entire week! Taylor showcased immense amounts of leadership, sales skills, and hard work throughout the month, and we couldn't be happier to highlight her. Taylor, thank you for all that you do, and we look forward to seeing what else you accomplish!



CMU Board

Caitlyn Murphree

Caitlyn is a junior Marketing and Management Major and a part of our new CoBE Insiders account. She previously worked on Protect Wisconsin Waterways in an outreach/event planning role. Caitlyn has really stepped up to lead and oversee the development of new video content strategies for our CoBE department. Since we've gotten back to school, they have already filmed, edited, and posted 15 videos with many more to come. Go follow CoBE Insiders to stay up to date on the latest activities and resources within UWW's College of Business!



Social Impact Board

Katelyn Ivie

In just two months, Katelyn has emerged as a remarkable leader within our Social Impact team. She consistently shows up ready to contribute in any way she can, always willing to go the extra mile. Her innovation and dedication have led her to take on more responsibilities within AMA, and she continues to push for improvement, both in herself and the team. Katelyn's proactive attitude and commitment to excellence make her a valuable asset. We're proud of her growth and excited to see the continued positive influence she brings to our organization.

