

November

Monthly Newsletter



University of Wisconsin
Whitewater



@amawhitewater



Come learn about all of the AMAZING things UW-W AMA has done in November!

- Northeast Intercollegiate Sales Competition
- Interview Gauntlet
- AMA Alumni and Nonprofit Marketing Panel
- Sherwin Williams Team Selling Competition
- Financial Services Certificate

SHERWIN-WILLIAMS

Corporate Sponsor Spotlight



Sherwin-Williams is a global leader in paints, coatings, and related products, serving residential, commercial, and industrial markets. Their mission is to deliver innovative, high-quality products and services that meet customer needs while promoting sustainability. Sherwin-Williams is dedicated to offering eco-friendly solutions and reducing environmental impact, aiming to enhance the performance, protection, and beauty of surfaces worldwide with reliable products and exceptional service.

Sherwin-Williams differentiates itself with a wide range of high-quality, innovative products and exceptional customer service. They offer specialized solutions and expert advice, supported by a large network of retail locations and professional teams. Focusing on sustainability and cutting-edge technology, they continuously improve their products to meet environmental standards while addressing aesthetic and functional needs. This combination of product excellence and personalized service sets Sherwin-Williams apart in the competitive paint and coatings industry, allowing for 150+ years of success.

They offer several jobs locally and worldwide for sales and marketing professionals. Sherwin-Williams offers an internship program for individuals to grow their sales and marketing skills. In this role, you will work in an in-store retail setting while also working alongside other interns who will come together to present a specific business solution at the end of the internship. Matthew Nelson, Store Manager, shares that is how he got started at the company and how it helped him to get a head start and progress to where he is now. Matthew shares, "Following the internship, I worked full-time at two different stores while finishing my degree, gaining valuable experience, and expanding my knowledge to prepare for a management role. A month before graduating, I stepped into an assistant manager position, and after about six months, I was promoted to the store manager role, which is where I'm currently at." They also offer other programs to gain hands-on experience and grow professionally. Some qualities Sherwin-Williams looks for include:

- Leadership
- Teamwork
- Adaptability
- Communication
- Critical Thinking



NISC

November 8-9, 2024

AMA and PSE sent a team of 10 students to compete in the 13th Annual Northeast Intercollegiate Sales Competition at Bryant University in Rhode Island. They competed against 200 other students from 35 of the top sales schools in the world. The team took 3rd overall and placed 1st in the Speed Selling Competition!

Competition Results

Competitors: Alex Brokaw, Abby Zimmerman, Brenden Lewandowski, Paige Moeller, Alma Diaz-Cosme, Michael Van Offeren, Sophia Busse, Kelly Larson, Garrett Dobbertin, and Sam Sawyer

8 of 10 competitors made it to the **Quarter Finals:**

- Abby Zimmerman
- Michael Van Offeren
- Paige Moeller
- Garrett Dobbertin
- Sophia Busse
- Alex Brokaw
- Kelly Larson
- Sam Sawyer

4 team members then moved on to the **Semifinals:**

- Abby Zimmerman
- Michael Van Offeren
- Paige Moeller
- Garrett Dobbertin

3 students made it to the **Speed Selling Finals:**

- Garrett Dobbertin
- Michael Van Offeren
- Sam Sawyer



NISC UW-W Team!



Go Warhawks!

INTERVIEW GAUNTLET

November 12, 2024

AMA and PSE collaborated to host an exciting and engaging interview gauntlet competition. Participants had the chance to show off their interview skills in a competition setting. Students were able to practice real-world interview questions and gain feedback from professionals.

Competition Results

1st place:

- Jonah Panning
- Michael Van Offeren

2nd Place:

- Logan Cunningham
- Tori Slama



Jack Crary, Noah Bulgrin, and Lucas te Plate waiting for competition results!

NONPROFIT MARKETING PANEL

November 13, 2024

On November 13th at our general member meeting, we held an AMA Alumni and Nonprofit Marketing Panel. Individuals spoke on their experiences and advice working in the nonprofit realm.

Thank you to these panelists for attending!

- Ryan Dalton
 - Communication Director Paralyzed Veterans of America Vaughan Chapter
- Abby Daniels
 - Communication Director St. Joseph Catholic Church
- Ruth Hansen
 - Associate Professor at UW-Whitewater
- Tessa Taylor
 - Development & Philanthropy at The Grand Theater/Performing Arts Foundation
- Zuri Vazquez
 - Event Associate and Program Manager at the National Coalition of Certificate Centers

SHERWIN-WILLIAMS COMPETITION

November 20, 2024

UW-Whitewater students and AMA members had the opportunity to compete in the Sherwin-Williams Team Selling Competition. Congratulations to all the winners!

Competition Results

Beginner Room - 1st place:

- Caleb Weis, Alana Lewis, Paige Moeller
- Bianca Brisinte, McKenzie Ptacek, Lexi Mull
- Tony Maffiola, Jack Mollner, Johnny Blaubcash
- Hannah Mau and Madi Krein

Advanced Room - 1st place:

- Jack Oenes and Garrett Dobbertin



Students receiving awards!

FINANCIAL SERVICES CERTIFICATE

November 20, 2024

AMA held the annual Financial Services Certificate on November 20th. The certificate featured insights from three professionals, each sharing unique perspectives and expertise within the finance industry.

Thank you to these panelists for attending and sharing their experiences!

- Ben Kornowski - Federated Insurance
- Maddie Andrews - Cottingham & Butler
- Gisella Greco - Northwestern Mutual



Panelists at the certificate!

BOARD MEMBER SPOTLIGHTS

From the Presidents

AMA Board

Olivia Nanni

Olivia Nanni is a Junior from Winnebago, Illinois, majoring in Human Resources Management and a minor in Occupational Safety. She serves as the VP of Communications for AMA board and as an Account Executive for CMU, our in-house consulting firm. As VP of Communications Olivia has exceeded all expectations and has even started new initiatives within her position. These AMA monthly newsletters were started in Spring of 2024 by Olivia. With each one, she has continued to advance her skills and create amazing content highlighting our chapter. Her dedication never goes unnoticed. Olivia has been an outstanding board member in her time so far and we can't wait to see what she continues to accomplish!



Sales Board

Michael Van Offeren

The Sales Board Member of the month is Michael Van Offeren. This past month, Michael along with Abby Zimmerman, led a team of 10 sales competition beginners to compete in the Northeast Intercollegiate Sales Competition at Bryant University. Individually, Michael placed 4th out of 225 in the speed sell competition as well as making it to the semifinals in the Insight Global Sales Role Play Competition. Through his leadership and sales experience, Michael was able to lead the team to a 3rd place finish overall. Additionally, Michael competed in the AMA/PSE interview gauntlet on Tuesday 11/12. After taking first in his room and advancing to finals, Michael answered an interview question in front of over 100 people. Michael ended up placing 1st in the interview gauntlet. Michael's recent achievements reflect his commitment to sales excellence both individually and for the AMA sales program in general.



Digital Board

Luke Raduenz

This month's Digital+ AI board member is Luke Raduenz! Luke is a senior, studying marketing. He is one of the VPs of Workshops for our division, as well as an Account Executive for J. Roberts Men's Wear in our CMU division. He is also VP of Student Org collabs for AMA board. Luke did a great job coordinating many activities with other orgs. He also did an exceptional job helping organize AMA's involvement during homecoming week! Aside from his involvement in AMA, he is the VP of Social Media/Marketing for FMA and is a Social Media Manager for UWW Women In Business Institute. Luke does a great job of juggling all of his commitments and is a pleasure to work with. It has been great working with Luke, and I can't wait to see what he accomplishes in the future!



CMU Board

John Fahey

John is a junior Marketing and Business Analytics double major and is head of the analytics team. They analyze data from all CMU accounts as well as the AMA socials and website. He started as a freshman and worked his way up to lead executive of the analytics team. Previously John worked on AMA board as VP of Org Collaboration and currently holds a Digital board position as VP of Communications. Excited to see the analytics team grow more under his leadership!



Social Impact Board

Emily Morales

Emily Morales, a sophomore accounting major from Greenleaf, Wisconsin, has made significant steps in her leadership journey this past month. She has taken on managing the social media page for Pro Chapina, a nonprofit organization based in Antigua, Guatemala. Pro Chapina empowers single women by teaching them skills for success in the professional workforce. Emily has embraced this role with open arms and has done an excellent job! Her dedication and contributions make her a valuable member of the Social Impact team, and we feel fortunate to work alongside her every day.

