

February

Monthly Newsletter



AMERICAN MARKETING
ASSOCIATION



@amawhitewater



February Activities:

- Welcome Week Events
- Partners in the Classroom
- Enterprise Perfect Pitch Competition
- Warhawk Sales Competition
- Sales and Marketing Career Fair

IKON TRANSPORTATION

Corporate Sponsor Spotlight



IKON Transportation Services is a family-owned logistics and transportation brokerage headquartered in Janesville, Wisconsin. IKON Transportation Services is committed to delivering reliable transportation solutions while developing capable, confident, and accountable professionals. The company believes long-term success in logistics is built on strong relationships and disciplined execution, starting with investing in individuals early in their careers. Many team members have grown from entry-level roles into leadership positions, reflecting IKON's commitment to internal development.

IKON differentiates itself by offering meaningful responsibility earlier than many organizations in the industry. Rather than limiting interns and entry-level professionals to observation or narrow tasks, IKON involves them directly in real business operations, including customer conversations, sales strategy development, and problem-solving initiatives. As a growing, privately held company, IKON operates with agility, provides close mentorship, and rewards performance in ways that larger, more rigid organizations often cannot. The company places strong value on recognizing high achievers. Top-performing sales team members have earned incentive trips such as deep-sea fishing in Mexico, hunting excursions in South Dakota, and golf outings in Arizona. At IKON, performance is recognized and celebrated.

Full-time sales professionals manage and broker freight across domestic and international markets, owning customer relationships and execution strategies. IKON also offers paid summer internships in sales and supply chain management that provide hands-on experience. Interns participate in commercial sales calls, learn carrier onboarding and compliance, and gain exposure to complex logistics operations. The company emphasizes meaningful responsibility to help young professionals build strong business judgment and confidence. IKON seeks individuals who are motivated, coachable, and comfortable taking ownership of their responsibilities. Strong communication skills, curiosity, and resilience are valued more highly than prior industry experience. The organization looks for candidates who are willing to learn, ask thoughtful questions, and remain accountable for results in a performance-driven environment.

A recent UW-Whitewater graduate joined IKON in Fall 2024 and quickly became a key contributor to the West Coast sales team. Within his first year, he exceeded his sales goals and successfully coordinated a complex, multi-state government relocation project. His rapid growth reflects IKON's commitment to providing early responsibility, mentorship, and advancement opportunities.



REIC Rentals exists to keep customers' projects moving safely and on schedule by providing reliable rental equipment, specialty solutions—including climate control—and responsive service. The company strives to be a trusted partner on every jobsite and in every facility, guided by its promise: Service You Trust. Equipment You Need. REIC differentiates itself through a service-first approach focused on uptime and responsiveness. The company provides fast response times, 24/7 support when needed, and a team committed to keeping projects on track. Customers benefit from dedicated local teams backed by the depth, fleet strength, and coverage of a larger North American network. Beyond equipment rentals, REIC offers specialty expertise, helping solve jobsite challenges such as heating, cooling, drying, ventilation, power, lighting, access, and material handling with practical, field-tested recommendations. Ongoing investment in modern, well-maintained equipment helps reduce downtime and improve reliability. Most importantly, REIC operates with a partnership mindset—working alongside project teams to coordinate deliveries, equipment swaps, and service support to maintain productivity and meet schedules.

REIC Rentals is currently building a structured internship program designed to provide students with meaningful exposure to sales, marketing, and business operations. Interns gain hands-on experience, contribute to real projects, and learn directly from organizational leaders. For early-career professionals, REIC offers clear pathways into sales and marketing within a growing company. The organization seeks motivated self-starters who are open to relocation as expansion continues. Growth within the company creates accelerated responsibility and strong long-term advancement potential.

REIC looks for individuals who demonstrate:

- A team-first, athlete-style mindset—competitive, disciplined, and coachable
- Strong self-motivation and accountability
- Goal orientation with measurable ambition
- Creative and practical problem-solving abilities
- Interest in data-driven, solution-based selling
- Curiosity, strong communication skills, and a willingness to learn quickly

Jon Martin joined REIC in 1998 as a Management Trainee and has grown through multiple areas of the business. He began in National Accounts before transitioning into operations to gain a strong understanding of day-to-day service delivery. From there, he moved into sales, eventually leading Nationwide Sales and later overseeing both National Account Sales and Operations. Following a corporate merger, he stepped into his current role as Vice President of Sales and Marketing. His career path reflects what is possible at REIC: advancement driven by performance, adaptability, and a willingness to take on new challenges.



WELCOME WEEK

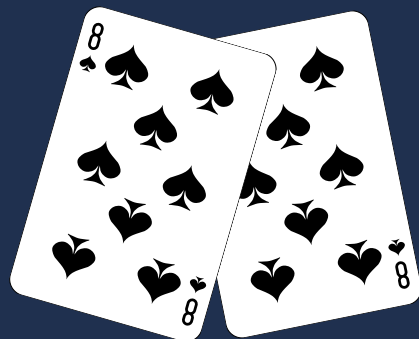
February 4-9, 2026

First General Member Meeting

The First General Member Meeting welcomed new and returning members as they discovered what AMA is all about. Attendees were introduced to the organization's mission, leadership team, and the various divisions that provide opportunities for professional growth, networking, competitions, and experiential learning. Members gained insight into how they can get involved, develop valuable skills, and make meaningful connections throughout the year!

Divisional Tours

During Divisional Tours, members rotated through different classrooms to dive deeper into each AMA division. This interactive experience allowed students to learn more about the goals, projects, and opportunities within each group to determine which division best fits their interests and career goals.



Ice Cream Social

Following the meeting, members connected at the Ice Cream Social in a relaxed and welcoming environment. Attendees had the opportunity to meet divisional presidents and board members, ask questions, and learn more about getting involved in AMA. The event helped new members start building connections and feel part of the AMA community.

AMA Casino Night

AMA Casino Night gave new members a fun and interactive way to connect with board members while playing classic casino-style games. The event created a relaxed environment for networking, building relationships, and strengthening the AMA organization outside of regular meetings!



WELCOME WEEK PICTURES!



PARTNERS IN THE CLASSROOM

February 11, 2026

Partners in the Classroom is a networking event that connects students with over 25 corporate sponsors. This is an interactive experience that allows students to engage directly with industry professionals, explore internships, and full-time career opportunities. Students build valuable connections, gain insights, and take important steps towards their professional goals.



ENTERPRISE PERFECT PITCH

February 11, 2026

The Enterprise Mobility Perfect Pitch Competition allowed students to practice real-world sales skills by delivering a 60–90 second pitch about themselves in front of judges, helping them build confidence, professionalism, and strong communication. The competition allowed students to highlight their strengths, practice speaking under pressure, and develop skills that will benefit them in future interviews and professional sales roles. We would also like to give a special thank you to Enterprise Mobility for sponsoring and supporting this event.

Beginner Room

First Place: Savannah Conrad, Second Place: Ava Mitchell, Third Place: Luka Breslin, and Marcello Diamant

Advanced Room

First Place: Bailey Quinn and Paige Moeller, Second Place: Lauryn Seidel, and Third Place: Everett Baer, Brenden Lewandowski, and Alexia Lewis

WARHAWK SALES COMPETITION

February 13, 2026

The Whitewater Sales Competition is an exciting event hosted by the University of Wisconsin-Whitewater's Institute for Sales Excellence that brings together talented sales students from multiple universities to apply their classroom learning in a competitive, real-world environment. Participants engage in simulated sales scenarios where they demonstrate their ability to build rapport, think strategically, and present solutions to judges acting as buyers - all while strengthening their communication and professional skills. The competition not only highlights student talent and preparation but also creates valuable connections between students, universities, and business professionals. We would also like to give a special thank you to Victor Envelope and Cintas for sponsoring and supporting this event.

Track 1 Winners: First Place: Taylor Wojcinski (UW-W), Second Place: Lauren Eager (Kennesaw State University), Third Place: Katie Sarver (Bradley University)

Track 2 Winners: First Place: Addie Fogarty (Kansas State University), Second Place: Bailey Quinn (UW-W), Third Place: Chloe Vinson (Kennesaw State University)

SALES AND MARKETING CAREER FAIR

February 18, 2026

The Sales and Marketing Career Fair connects students with leading companies seeking driven, high-potential talent. This event provides an opportunity for students to explore internships and full-time roles in sales, marketing, and related fields while building meaningful professional connections. Whether actively pursuing opportunities or simply exploring potential career paths, attendees gain valuable exposure, hands-on networking experience, and the chance to take the next step toward their professional goals. Thank you to the corporate partners who attended this event!



BOARD MEMBER SPOTLIGHTS

From the Presidents

AMA Board

Addy DeRuyter

Addy DeRuyter has done an excellent job as our VP of Recruitment, especially in her first time in the position. She successfully led a strong recruitment effort while bringing a positive and dependable presence to the board. Addy is someone we can consistently rely on to follow through and get things done, and she is always a positive person to be around. She has demonstrated clear leadership potential and is certainly a future leader within our organization. Thank you for everything you do for our AMA chapter! Keep up the great work!



CMU Board

Joseph Russell

Joe Russell is a junior Business Analytics major and serves as the Vice President of the Analytics Account in CMU as well as the Analytics Executive on the AMA Whitewater board. He played a key role in putting together data and analytics for both the Protect Wisconsin Waterways annual report and the AMA annual report, helping turn complex information into clear, meaningful insights. Joe balances a full course load with a job back home, demonstrating an impressive work ethic and dedication to his responsibilities. Outside of AMA, he enjoys spending time with friends and family, playing tennis, and gaming. It's been great working with Joe, and we're excited to see the continued impact he'll make within AMA and beyond.



Sales Board

Joseph Saskowski

Joe Saskowski has been an incredible asset to our organization, consistently going above and beyond to support our team. His dedication to helping with all of our competitions does not go unnoticed, as he continually gives his time, knowledge, and encouragement to ensure everyone is set up for success.



Social Impact Board

Caitlynn Pehlke

The Social Impact Board Member we would like to highlight is Caitlynn Pehlke. She is passionate, dedicated, and consistently elevates our Social Impact efforts through both her leadership and her presence. Caitlynn is a familiar face at nearly every Social Impact event, always showing up with enthusiasm, curiosity, and a genuine commitment to making a difference.



Digital & AI Board

Emma Schoultz

This semester, Emma Schoultz is starting strong as one of our Vice Presidents of Content on the Digital & AI Board. She's already been creating engaging graphics that clearly communicate what our Digital Division is all about, helping new members understand our mission, opportunities, and impact. Her creativity and attention to detail are setting the tone for a strong semester ahead – and we're excited to see how she continues to elevate our content!



Content Board

Rebekah Daley

We would like to highlight Rebekah Daley as our board member spotlight! Rebekah is one of our VP's of Content this year. She always jumps in to help the content team, from making graphics to inspiring reels. She is a joyful person to work with, and is always willing to take action and do whatever is necessary. Since she has joined AMA, her growth both personally and professionally has skyrocketed and we are proud of all her accomplishments. We can't wait to see her continue to develop her skills and thrive in her position



Belonging Board

Anna Pineda

Anna is always coming in with very high and positive energy. She is willing to help out when needed and is always eager to learn more when she gets the opportunity. We are truly grateful to have you on board, Anna. Your energy, dedication, and growth mindset make such a positive impact. Keep shining and striving, it's a pleasure to work alongside you!

