



THE CONNECTION

November 13, 2013

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TONIGHT'S MEETING

We are pleased to have Danny Witte, Field Marketing Manager for Texas for KIND Healthy Snacks. Before working for KIND, Danny worked as a Field Marketing Manager at Sweet Leaf Tea and later as an Associate Brand Manager. While at Sweet Leaf Tea, Danny performed a variety of marketing activities including guerrilla marketing, regional event marketing, and brand strategy, to name a few. Danny also has experience in strategic brand planning, field and experiential marketing, integrated retail programming, digital/social, and team management. He has managed brand activations from negotiation to execution at Austin City Limits, Lollapalooza, South by Southwest, Country Thunder, Free Press Summer Fest, and more.

COMMUNITY SERVICE

"Turkeys Tackling Hunger"

Date: November 1-22

Location: San Marcos Area

We will be collecting food/cash donations for the Hays County Food Bank who will be organizing the Turkey Box Program that gives struggling families a box of food needed for a holiday feast. Donations can be dropped off at the Marketing Department in McCoy 424, or at any AMA meeting.

ALPHA MU ALPHA

Congratulations to the following students for being inducted into Alpha My Alpha, the marketing honorary! Students must be in the top 20 percent of marketing seniors to be included.

Victoria G. Aghamalian	Stephanie Brogan	Marcel J. Holie	Brittany Miller	Michael Sanchez
Shehzeen Ali	Taylor Brooks	Ashley L. Jackson	Stephen D. Myers	Matthew Sanchez
Lindsay Allmon	Amy Cole	Jennifer Klinger	Kelsey Kay Neuendorff	Megan Stockberger
Kelby G. Baerga	Ryan W. Cooper	Daye Lee	Sarah Osborne	Jordan Williams
Caycia Banks	Sydney Nicole Curry	Forrest J. Lowman	Chas Pajares	Ryan Zajack
Tiffany N. Bohannon	Aspen Hannah Harden	Lacy McCann	Anne Peairson	
Marian Brewer	Hayley Helfenbein	Mervin Medina	Lindsay V. Rose	

CAREER SERVICES EVENT

"The ABC's of Cover Letter Writing"

Date: December 2

Location/Time: McCoy 223, 6:00 pm– 7:00 pm

Speaker: Ross Wood

Let's face it, a blank cover letter just isn't going to cut it these days. So how can you make the best use of your time while maximizing your results? Come learn a few simple steps to customizing your cover letters.

FUNDRAISING

Texas State t-shirts make the perfect holiday gift! Sales will be held every Wednesday of the school year except for holidays from 9 am– 2pm in the LBJ Mall Area. Shirts will be sold for \$12 in sizes small to extra-large! Choose from several styles and colors, including our new long sleeve t-shirts we are now offering. All shirts will also be available at our AMA meetings and at our AMA tailgates. Get yours today!

www.txstateama.com

Follow AMA on Twitter: www.twitter.com/TXST_AMA Like AMA on Facebook: American Marketing Association– Texas State
Join AMAgroup on LinkedIn: Texas State American Marketing Association Alumni



“The Art of Interviewing”

Location: LBJ 3-14.1 & 3-13.1
Time: 12:00 pm-4:00 pm, Check in at 11:45 am
Date: November 15th

Come learn skills on how to better prepare and execute that job interview. This event will consist of two phases. Phase 1 is a panel discussion with professionals on methods and techniques to tackle and interview. Phase 2 will transition into 15 min speed interviewing sessions. There will be a maximum number of 25 spots available for the interviewers. Networking and more workshops will also be available with no cap for attendance.

Sign up sheets can be found in the Marketing Department (McCoy 424). If you wish to sign up for the speed interviews it requires a \$10 fee. This fee is only to reserve your spot and will be refunded at the completion of the event. Deadline to sign up will be Thursday, October 14 at 5:00 pm. The panel discussion and resume workshops are free to attend and open to all.

Advisor

Dr. Gail Zank
McCoy 412

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We Would Like To Thank Sam's and Aspen Heights For Their Generous Donation and Helping Us Sponsor Tonight's Event!!



Buy a pin, support prostate/testicular cancer awareness!

Date: November 19, 20, 21

We will be selling black felt mustache pins on Nov 19-21 to raise profits and awareness for testicular/prostate cancer. Mustaches will be selling for \$1 and we will be in the LBJ Mall and Quad area. 100% of profits and donations will be given to patients fighting testicular/prostate cancer.

TURKEY DINNER

Come celebrate Thanksgiving early with your fellow AMAers. Bring a side dish to share and enjoy a delicious meal! We are going to charge \$5 per plate to eat and all of the proceeds will go to charity. The exact location will be determined soon so be on the lookout!

Date: November 21st, 6:30 pm– 8:30 pm



BENEFIT NIGHT

Date/Time: December 6th, 6 pm– 9 pm

Location: Josie's Frozen Yogurt

Come out to Josie's Frozen Yogurt for our last benefit night of the semester! Bring your friends and enjoy a frozen treat. Remember to let the managers know you're supporting AMA as Part of the proceeds will be coming back to us.

NEXT MEETING

Location: LBJ 3-5.1

Date/Time: December 4th, 5:30 pm– 6:30 pm

Join us for a special AMA end of year social on December 4th from 5:30 pm– 6:30 pm. Celebrate the end of the semester and kick off your finals the right way with good food, friends, and fun conversation.

We will also be recognizing our senior AMAers that are graduating!

UPCOMING EVENTS FALL 2013

DATE	LOCATION	TIME	SPEAKER/TOPIC	COMPANY/EVENT
11/15	LBJ 3-13.1 & 3-14.1	12:00 pm-4:00 pm	The Art of Interviewing	AMA Workshop
11/21	TBA	6:30 pm-7:30 pm	Turkey Dinner	AMA Event
12/2	McCoy 223	6:00 pm-7:00 pm	The ABC's of Cover Letter Writing	Career Services Event
12/4	LBJ 3-9.1	5:30 pm-6:30 pm	End of Year AMA Social	AMA Event