

## What is the Rio Grande AMA?

- Student Chapter of the American Marketing Association



- Comprised of 9 members from a variety of Business and Non-Business Majors.
- Recognized Fourteen times nationally since its formation in 2005.

# Rio GAMA

UNIVERSITY OF RIO GRANDE  
AMERICAN MARKETING ASSOCIATION

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**Meetings**  
Every Tuesday at 4:00 in BEF Rm 201

# Rio GAMA

UNIVERSITY OF RIO GRANDE  
AMERICAN MARKETING ASSOCIATION

## Why the AMA?

Gain Marketing Experience  
Professional Development  
Perform Community Service  
Organize Campus Activities  
Participate in Social Events  
AMA is FUN

***Taking Rio By Storm***

## Why Should I Join?

### Gain Marketing Experience

- Plan Important Events
  - ◊ Visitation Day
- Develop Marketing Plans for Area Businesses
- Assist Non-Profit Organizations

### Professional Development

- Networking with Business Professionals
- Conferences



Former AMA Member, Kevin Miller, speaks with a Business Professional during a Regional Conference in Lansing, Michigan.

### Community Service

- Media Kits for Non-Profit Organizations
- Adopt-a-Child at Christmas
- School Supply Giveaway
- Easter Egg Hunt at Rio Grande Elementary

### Campus Activities

- Marketing Week Each Semester
  - ◊ Madden Tournament
  - ◊ Humans v. Zombies
  - ◊ “Name that Sports Logo”
  - ◊ Cornhole Tournament
  - ◊ Pool Tournament

### AMA is FUN!

- Social Events
  - ◊ Bowling
  - ◊ Christmas Party
- Travel
  - ◊ Regional Conferences
    - ◆ Lansing, Michigan
    - ◆ New York City
  - ◊ International Collegiate Conference
    - ◆ New Orleans,



AMA members Danielle Sanders, Jessica Lawhon, Rachel Merry, and Cassie Holley at Jackson Square in New Orleans, Louisiana

## How Do I Join?

### Contact Faculty Advisor Wesley Thoene

- wthoene@rio.edu
- BEF Rm 239

### Meetings are Tuesdays at 4:00PM

- BEF Rm 201

### MEMBERS OF RIO GAMA:

Brittany Brown  
Cassie Holley  
Jessica Lawhon  
Rachel Merry  
Carley Phillips  
Danielle Sanders  
Melissa Sexton  
Chris Steele  
Skylar Willford

Advisor, Wesley Thoene

### Website:

<http://www.riograndeama.org>

### Twitter:

@RioGrandeAMA

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