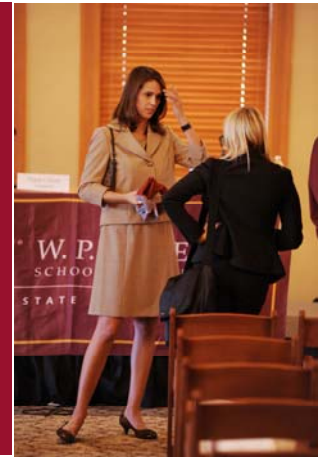




February 25, 2010



Welcome to the American Marketing Association at Arizona State University!

Andrew Byers has been a Financial Advisor for 10 years. As the Practice Manager of a Scottsdale, AZ financial planning firm, he is solely responsible for screening cover letters and résumés, interviewing candidates and making final hiring decisions. Andrew also mentors other local business owners on interviewing techniques and hiring practices. His real-life experience has made him an authority on what it takes to get hired from an employer's perspective.

Professional

Influential person in my career: My 1st manager at Ameriprise.

Insight: Work like every day is the one right before vacation / Appreciate the small things in life.

Ad campaign/commercial: Google ad from the super-bowl.

Brand: Ameriprise Financial Services, Inc. or www.andrewsbyers.com

Idea or invention I wish I thought of: Actually, I thought of a few inventions only to find out that they had been invented already (i.e. heated sleeping bag, toothbrush with toothpaste in handle, GPS enabled golf balls, etc).

Fantasy job: F-18 Pilot (besides that, pretty much living it)

What I would like to...

Change: Individual and government debt.

See: Bora Bora.

See more of: Etiquette, politeness, respect of others, intelligence, common sense.

See less of: Politics, news shows that have more commentary than actual news, celebrities in the media, bad drivers, uneducated people, laziness, see – now you got me started...

Personal

Movie: Office Space, Animal House, The Right Stuff (to name a few of many)

Music: U2, Coldplay, Neil Diamond, Pink Floyd (again – many more)

TV: The Office, Family Guy, South Park.

Quote: “It shouldn't be, ‘What do you do for a living?’ It should be, “Do what you are for a living.” ~ Andrew Byers

Book: “*Are You Kidding Me? Why you fail to gain employment*” (But I'm kind of biased on this one ☺).

Dessert: No thanks.

Paper or plastic: Neither - reusable bag or carry in hand (America over-packages as it is).

Hero: None really (kids need heroes, adults need to become them).

About myself: Husband, soon-to-be father, family-man and good friend, over 10 years as a Financial Advisor, Author.

Sports team: Philadelphia Flyers, Phillies, Eagles.



Vision without action is a daydream. Action without vision is a nightmare.

Japanese Proverb

February is Hunger Awareness Month!

FACT:

12,559,379= Number of children in the United States who receive food stamps.

SOURCE:

<http://www.familypromise.org/our-children-our-future>

Thank you to everyone who donated canned food this month!

All items will be donated to the Food Pantry at Tempe Community Action Agency.

March 6th we are volunteering at St. Mary's Food Bank in Surprise from 12pm-3pm.

Interested?

Contact Alyssa Berg at Alyssa.Berg@asu.edu.

MARCH WILL BE VICTIMS OF NATURAL DISASTER AWARENESS MONTH!

Game Night Tonight!

Come hang out with your AMA friends at Max's house!

We will have games, food and fun!

His address is
114 E. Pebble Beach Dr
Tempe, AZ.

Quick directions are:
Head South on Mill.
Go East on 1st street south of Southern (Pebble Beach)
Couple houses down, on the left side.

Questions?
Contact Max Mendoza!

Upcoming Speakers:

- The Phoenix Suns
- Verizon Wireless
- Alliance Beverage
- Meetings every Thursday at 4:45pm in Discovery Hall 150.

bove and Beyond

Next Week:

Mini-Leadership Panel - Sports Marketing
Focus

*4:30 PM - 5:30 PM

Speaker: Nick Forro, VP of New Business Development for Phoenix Suns, and more speakers TBA

*WE ENCOURAGE YOU TO ATTEND THE SALES MIXER HOSTED BY THE MARKETING DEPT. FOLLOWING OUR MEETING!

Upcoming Events:

- March 27 - Habitat for Humanity
- March 30 - Leadership Panel
- April 8-10 – 32nd Annual AMA International Collegiate Conference in New Orleans
- April 16-17 – Relay for Life

Facebook: [AMA@ASU](https://www.facebook.com/AMA@ASU)

www.AMAASU.com

Twitter: [AMA_ASU](https://twitter.com/AMA_ASU)