



American Marketing Association

February 4, 2010



Membership Information:

Dues:

\$45 national
(per year)

\$38 local
(per semester)

You may now pay through PayPal on our website!

Don't forget to register on OrgSync ASAP!

Dues include an AMA T-shirt!

All majors welcome!

Bring a friend!

Want to get more involved?

Contact an e-board member to be a director!

Welcome to the American Marketing Association @ ASU!

Brittany Hviding is the Executive Team Leader of Human Resources at Target. Brittany graduated from ASU with a degree in Finance and a minor in Communications.

Professional:

An influential person in my career: My previous Store Team Leader (my boss) Patrick Minder

Ad campaign/commercial I like: I always love the holiday commercials from Target! They make me forget sometimes just how crazy the holidays can be which is refreshing!

Brand I like: I am partial to Target naturally so I do love the Archer Farms brand!! They have some very unique products, especially pancake/muffin mixes! They are amazing!

Idea or invention I wish I thought of: The scotch tape dispenser that you can put on your hand when wrapping presents? It's so simple!

My fantasy job: I've always wanted to be a hair stylist!

Personal:

What I like....

Movie: Weekend at Bernie's

Music: I love country!

TV: Favorite TV show ever is Friends! But TV that's on right now, Bones

Quote: You never know what you have until it's gone

Book: Hope in a Jar

Dessert: Brownies

Paper or plastic: Paper

Hero: My grandparents

Sports team: Minnesota Vikings
About myself: I grew up in MN, came out to AZ to attend ASU and decided to stay because of my job! I love to scrapbook and read in my spare time! I love to bake, but by the time I'm done baking I never want to eat it so I try not to do it too much!



The best ideas come as jokes. Make your thinking as funny as possible.

David Ogilvy

bove and Beyond

Next Week:

Ben Smith, Director of Interactive for Lavidge Company

Social at Chronic Tacos

Upcoming Events:

- March 30 Leadership Panel
- April 8th-10th – 32nd Annual AMA International Collegiate Conference in New Orleans

Upcoming Speakers:

- Canyon Communications
- The Phoenix Suns
- Verizon Wireless
- Alliance Beverage

Meetings every Thursday at 4:45pm in Discovery Hall 150.

Top 10 Reasons Why You Should Become A Member of the American Marketing Association at ASU:

1. We accept and welcome students with all majors. □
2. It will be a great learning experience. □
3. Companies won't hire you just because you went to class. □
4. You will make many friends and memories by attending meetings and social events. □
5. Because of our size and variety of committees we have something to interest everyone. □
6. Be the first to hear about available jobs or internships. □
7. You get to network with business professionals; everyone needs contacts in the "real world." □
8. You have the chance to register with the AMA's international job bank. □
9. We won AMA Collegiate Outstanding Chapter Planning and Outstanding Communication in 2008 as well as the Business School Council's Organization of the year in 2008 and Event of the Year in 2009.
10. With your help we can be the AMA Chapter of the year 2010!

Join us after tonight's meeting at Dilly's Deli!

414 W. University Drive

Located just 2 blocks west of Mill Ave. in Tempe.

Ask any E-board member for a ride!

February is Hunger Awareness Month!

FACT: In 2008 there were approximately *39 million* people in poverty in the United States.

Please help by bringing in one item of canned food to every meeting this month.



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