



February 11, 2010



Welcome to the American Marketing Association @ ASU!

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!

Today's speaker, Ben Smith is the Director of Interactive for The Lavidge Company, an advertising agency in Phoenix.

Professional

Influential person in my career: I am a person who gleans something off almost everyone I meet. I have no idols, but realized at about 16 years of age, that everyone can teach you something if you are willing to observe and figure out what it is.

Insight: Listening is an art woefully underestimated.

Ad campaign/commercial: I love ads that become part of culture and seeing how we develop daily communication from ad jingles and catch phrases. So all of them.

Brand: I still believe McDonald's has built a brand consistency like no other.

Idea or invention I wish I thought of: Women. Then I would have a blueprint to better understand them.

Fantasy job: I am pretty close to doing exactly what I love to do.

What I would like to...

Change: The economy. I fear we are far from real recovery.

See: The end of censorship in China in my lifetime

See more of: My kids

See less of: Numbers. I am not a numbers guy at all, so I let others do my checkbook balancing.

Personal

Movie: Hangover, looks like a good weekend in Vegas.

Music: Random – I have playlists from 40's, to 60's, rap,, rock country, to John Denver and Muppets.

TV: Phineas and Ferb – Innovative, creative, energetic

Quote: "We quit playing because we grow old, we grow old because we quit playing." - Oliver Wendell Holmes

Book: I do not read. I only listen.

Dessert: Anything with chocolate

Paper or plastic: Neither, my wife has canvas bags in my car.

Hero: Those people who do what they do because they like to.

About myself: I am pretty straight forward. I dance when I want to, and not well.

Sports team: Roadrunners Hockey. Best value on the ice. They have a lot to prove. (But I play soccer)



Without passion, you don't have energy; without energy, you have nothing. Nothing great in the world has been accomplished without passion.

Donald Trump

bove and Beyond

Next Week:

Jared Bodnar from
Canyon Communications

Social at Chronic Tacos

Upcoming Events:

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

Upcoming Speakers:

- 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 Native New Yorker!

414 W. University Drive

Located on the southeast corner of Broadway and Dorsey.

Ask any E-board member for a ride!

February is Hunger Awareness Month!

FACT: In Arizona, 20.2% of children under 18 are food insecure, the 5th highest rate in the country.

(Child Food Insecurity in the United States 2005)

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.

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www.AMAASU.com

Twitter: AMA_ASU