

# AMA ASU

American Marketing Association

February 18, 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!

Jared Bodnar is the Vice President of Canyon Communications, a top B2B integrated marketing communications agency based in Mesa, AZ.

### *Professional*

#### **Influential person in my career:**

Definitely my boss, Nancy Landl. She has been such a great mentor and an inspiration for me to continually learn and grow in my career.

**Insight:** Don't think you're too good to do anything. I've always said I'd scrub toilets if it was good for Canyon, and I still would to this day. Pay your dues and it will pay off down the road.

**Ad campaign/commercial:** I really like the UPS whiteboard ads. The guy in that spot is actually the creative director for the agency that developed that campaign. I think it's a good example of beautiful simplicity in a Business-to-Business campaign.

**Brand:** My favorite brand is Costco.

**Invention I wish I thought of:** SlapChop.

**Fantasy job:** The one I have right now.

*What I would like to...*

**Change:** Everything

**See:** The Pyramids of Giza.

**See more of:** Imagination.

**See less of:** Laziness.

### *Personal*

**Movie:** Die Hard.

**Music:** Anything I can dance to. And I can dance to anything...anything.

**TV:** Entourage.

**Quote:** "Work hard. Play dumb." Jared Bodnar

**Book:** The Catcher in the Rye by the late great J.D. Salinger.

**Dessert:** Tiramisu.

**Paper or plastic:** How 'bout one of those nifty canvas tote bags that you can re-use over and over again?

**Hero:** Anyone who's unsung.

**About myself:** I'm a mass of contradictions--very ambitious and driven, but also laid back and easy going. I like to drive fast, listen to loud music, play lots of sports and take advantage of every opportunity life has to offer.

**Sports team:** ASU Sun Devils, of course.



An idea can turn to dust or magic, depending on the talent that rubs against it.

William Bernbach

# bove and Beyond

## Next Week:

Andrew Byers, Author of *Are You Kidding Me? Why You Fail to Gain Employment.*

## Upcoming Events:

- March 30 Leadership Panel
- April 8<sup>th</sup>-10<sup>th</sup> – 32<sup>nd</sup> 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.

## February is Hunger Awareness Month!

### FACT:

Nearly 1.9 million people in Arizona are considered to be "working poor," meaning they live at or below the Federal Poverty Guideline.  
(U.S. Census Bureau's 2007 American Community Survey)

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



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

## NEXT WEEK IS THE LAST WEEK TO DONATE CANS!!

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

### Interested?

Contact Alyssa Berg at [Alyssa.Berg@asu.edu](mailto:Alyssa.Berg@asu.edu).

*Join us after tonight's meeting at Chronic Tacos!*

### 15 East 6th Street

Located off of Mill Ave and 6<sup>th</sup> Street.

Ask any E-board member for a ride!

## THIS WEEKEND:

### BBQ Day at the Park!

February 20<sup>th</sup> 2pm – 5pm at Daley Park.

We will be there grilling, hanging out, and playing volleyball.

Come out to get to know people outside of meetings!

### Location:

