



American Marketing Association, California State University, Long Beach

American Marketing Association Fall 2011-Spring 2012 Membership Packet



Internships. Networking. Socials. Firm tours. Speakers. International Conference.

Meetings: Mondays, CBA 235, 5pm-6:30pm

www.csulbama.com
csulbama@gmail.com
www.facebook.com/csulbAMA
Twitter: @csulbAMA



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Dear friend,

It is my honor to welcome you to the internationally recognized and award winning American Marketing Association (AMA), Long Beach chapter! I invite you to join us as we embark on a new journey towards another memorable year filled with new friendships, professional and leadership development, and personal growth.

By now I am sure you are wondering what to expect. Here is some introductory information to help you with your decision to join the AMA of California State University, Long Beach (CSULB).

The theme for 2011-2012 is "JUST DO YOU: write your own story." This theme was chosen to serve as a reminder that apart from everything you learn throughout your college experience, the AMA is a place where we encourage you to simply be yourself. You are accepted for who you are for the reason that the marketing industry needs unique and innovative ideas. We believe that using this theme as our foundation of learning will challenge you to investigate yourself in a way that will allow you to discover what makes you a stronger candidate for employment.

Whether you are a new or returning member, everyone has an equal opportunity to be involved with the operation of the CSULB AMA. Seven committees have been created for those who are interested in not only positively impacting the organization, but also getting the most out of what we can provide for our members.

We also have plenty of fun and exciting festivities, including an Art Gala, Broomball, BBQ's, Networking Mixers, Marketing Week, Regionals, and of course the 34th Annual International Collegiate Conference in New Orleans, LA. These are just a few of the many different activities we will be partaking in for the year of 2011-2012.

The AMA of CSULB wishes you the best of luck in your academic aspirations.

Have a wonderful day,

Tory Listberger

President
American Marketing Association
CSU Long Beach Chapter
www.csulbama.com



Dear AMA Members & Students,

On behalf of the E-Board and myself I would like to welcome all of you to another year in which the AMA plans to leave its mark on the Cal-State University Long Beach campus and community.

Each semester AMA sets out to meet and exceed its goals, and for the past several years the organization has been one of the most dynamic on campus. During the past year, the organization distinguished itself at the International Conference in New Orleans among the hundreds of schools in attendance from all areas of the United States, as well as International participants. Through all of the hard work by the membership and the Executive Board, our chapter was recognized with four International Awards. This is an outstanding accomplishment on the part of our organization, especially given the level of competition that exists from all the other schools that participated.

Although a large number of members have gone on to graduate and start their careers, we are buoyed by the fact we have a large group of returning members and an infusion of new members which will keep us all striving to improve our organization.

It is important that all of you recognize your potential and the potential of this group to make a dramatic difference. Through AMA members and through our community outreach programs we can assist those whose lives are in need. Utilize your involvement in the AMA to not only grow as a young professional but as a human being.

As your Faculty Advisor, I am here to assist and provide you guidance, whether on a professional or personal level. I look forward to another exciting year in which AMA will settle for nothing but the best.

Best regards,

Professor Tomlin
Faculty Advisor
American Marketing Association
CSU Long Beach Chapter



FALL 2011 EXECUTIVE BOARD

Tory Listberger
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Executive Vice President

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AMA Member Loyalty Program

The more you become involved in AMA the more you get. Literally! With the AMA member loyalty program, simply come to AMA meetings, events, and become involved and you can WIN BIG!

Description: Each AMA member will receive points for events that they attend and their involvement. Every couple of weeks at AMA meetings, those members with the most points will be announced. At the very last meeting of semester, the AMA member with the most points will be announced.

How do I play?

Only AMA members are eligible for this contest. If you are already an AMA member great! If not, simply fill out an AMA membership application before the due date (\$55 for the SPRING 2012 semester).

What do I get?

The winner* will receive a gift basket full of awesome prizes and the AMA Honorary Member Award (looks great on a resume!). Those who come in close will receive an AMA member recognition award, that also looks great on a resume.

How does AMA keep track of points?

AMA has a list of paid AMA members (new members will be added), and that will be used to document which members are eligible and are attending the events. Each event is worth a certain amount of points and at the end the semester, the member with the most points wins.

Your responsibility: At each event there will be a sign-in sheet for the AMA member contest. Because of the number of people that usually attend AMA events, it is your responsibility to sign yourself in at each event. If you forget to sign yourself in or you do not write your name clearly, no points will be given. This is the easiest way for AMA to keep track of who is attending events, so that points are given fairly.

Are AMA events the only way to receive points?

No, AMA members that join and actively participate in committees also earn points.



* Should a tie occur each member will receive an award. However, the gift basket will be split evenly amongst those who tie. By filling out an AMA membership application you agree that you have read these rules and regulations and agree to them.



American Marketing Association, California State University, Long Beach

AMA International Collegiate Conference

The largest collegiate marketing conference of the year, the AMA International Collegiate Conference provides participants with marketing career information and leadership training for chapter management.



2012 Conference Information

Participants have the opportunity to attend leadership sessions, hear from top marketing professionals, and further professional and career development during the senior sessions. In addition, you can gain valuable experience by participating in the various conference programs including:

Leadership Session Presentations

Collegiate chapter members are invited to become involved and gain practical experience by presenting chapter management/leadership ideas to their peers.

Chapter Exhibit Session

A highlight of the conference is the Collegiate Chapter Exhibit Session. Every chapter is encouraged to take part in the trade show, which opens the International Collegiate Conference.



For more information: <http://www.marketingpower.com>
Any questions? Contact the AMA Executive Vice President.



THANK YOU TO OUR SPONSOR:

PROUD SPONSOR OF THE
CSULB AMERICAN MARKETING ASSOCIATION



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RESPONSIBILITY. WE KNOW THE DRILL.



ALL ABOUT YOU

AMA wants to get to know you. Please fill out the questionnaire and turn it in with a picture of yourself with your AMA membership application.

Name:

Age:

Birthday:

Male/Female

T-shirt size (mens shirt sizes only):

Major (& Minor if applicable):

Year at CSULB:

Graduation Date:

Email:

Phone #:

I grew up in...

When I graduate I want to...

In my spare time I...

My favorite movie/TV show is...

My favorite food is...

If I were an animal I'd be a(n)...

Skydiving? Yes or no...

How did you hear about AMA?

What are you looking to get out of your AMA experience?

Are you involved in any other organizations on campus? (Please list)

Do you have any suggestions for AMA (i.e. an event you would like, a speaker you would like to see, etc?)

(Your picture here)

"Quote Yourself"



Application Form

for collegiate membership



800.AMA.1150 • 312.542.9001 Fax

Fill out this form completely, including acquiring a Faculty Sponsor signature (below) and signing the Statement of Ethics on the second page. Please print all information. Return your form with the appropriate payment via fax or mail to the AMA (see fax number above or mailing address below) and your Collegiate Chapter.

USE FOR MAIL OR FAX APPLICATIONS ONLY

Applicant Information

Send all mail to my: School Address Home Address Check here if you are a prior member of the AMA.

College/University _____

Mr. Ms. Last Name _____ First Name _____ Middle Initial _____

Home Address (required for membership) _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Home Phone (_____) _____ Home E-mail _____

School Address (if different than above) _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

School Phone (_____) _____ School E-mail _____

Degree Currently Attaining: Undergraduate Graduate Doctorate Graduation Date: Month _____ Year _____

Payment Information

A) National AMA Dues*

- National Membership Dues \$47.00
(includes online subscription to *Marketing News*)
 - Local Professional Chapter Dues
(optional for Collegiate Membership—see reverse side for listing and add appropriate dues here. For more information, visit MarketingPower.com/chapters)
- Chapter Name _____ +\$ _____
- Membership Dues Subtotal = \$ _____**

AMA Publications at Special Member Prices

(in addition to Annual Membership Dues)

- Marketing Management* magazine (Quarterly) + \$32.00
- Marketing Research* magazine (Quarterly) \$30.00
- Marketing Health Services* magazine (Quarterly) \$30.00
- Journal of Marketing* (Bimonthly) \$35.00
- Journal of Marketing Research* (Bimonthly) \$35.00
- Journal of International Marketing* (Quarterly) \$30.00
- Journal of Public Policy & Marketing* (Semiannual) \$30.00

Publications Subtotal = \$ _____

Total Amount Due

Add Membership Dues and Publications Subtotals = \$ _____

Send payment to: American Marketing Association,
311 S. Wacker Drive, Suite 5800, Chicago, IL 60606-6629

Method of Payment

- Check (payable to the AMA in U.S. funds drawn from a U.S. bank—DO NOT SEND CASH)
- American Express Discover MasterCard VISA

Card Number _____ 3-Digit Security Code _____ Exp. Date _____

Signature _____ Date _____

B) Collegiate Chapter Dues

IMPORTANT:

You must belong to the national AMA headquarters to belong to a Collegiate Chapter. You'll need to make two payments:

- 1) **The national AMA headquarters**
Total from Section A—"National AMA Dues" on this application.
- 2) **Your local Collegiate Chapter**
Please check with your chapter on campus for dues and payment information.

Name of University or College

Faculty Sponsorship

(This application cannot be processed without a Faculty Sponsor signature.)

I hereby certify that this applicant is a full-time or part-time registered student not currently employed in a professional position.

Faculty Sponsor Signature

*AMA membership is individual and nontransferable.



Industry 241, CSULB AMA's Agency

Industry 241 is a student-run marketing consulting agency that promotes professional development and team-building skills by competing in case competitions and providing marketing services to our sponsors.

Our mission is to apply what is taught in the classroom to real-world situations. Members of Industry 241 have the opportunity to network, get creative, and build their portfolio. Each semester, Industry 241 will enter a case competition where we will employ our creative and management capabilities while working in a fun, innovative, and collaborative environment.

For companies who decide to sponsor AMA and become Platinum Sponsors, Industry 241 will provide them with our marketing services.

Through CSULB we have access to Qualtrics, a private research software company, and IBISWorld, the world's largest independent publisher of U.S. Industry research. Using these tools in addition to our AMAZING creative team in Industry 241 we will provide written reports for Platinum Sponsors that will include:

- Industry Analysis
- Company Analysis
- Competitor Analysis
- Target Market Research and Analysis
- Possible Marketing Tactics



For sponsors who decide to become Gold Sponsors, Industry 241 will provide a brainstorm of potential marketing tactics: gorilla marketing, events, print media, social networking, etc. These creative concepts will be formatted into a written report for our Gold Sponsor.

If you are interested in getting involved with Industry 241 and are a member of AMA email industry241@gmail.com or contact our Executive Director Chelseah Murphy.

For professionals, corporations, or small businesses that are interested in becoming a sponsor of AMA please email csulb.ama@gmail.com

*Industry 241 derives from "Not Limiting Ourselves to a Single Industry" and 241 from CBA 241, where our AMA Cubicle [and office] is located.