

Meeting Minutes: GVSU American Marketing Association

Date of Meeting: October 1st, 2009

Minutes Prepared by: Sarah Snyder

1. Purpose of Meeting

We held a resume and cover letter workshop to allow useful information to general members about the correct ways to put together a resume and cover letter.

2. Attendance

- Alexandra Stoelzle
- Sarah Snyder
- Paige Etheridge
- Kim Sebastian
- Kaleigh Page
- Alexandra Hasso
- Matt Boerson
- Christa Skelton

The above are E-board members and also in attendance were our Advisors and 15 general members.

3. Meeting Agenda:

- Collect Resumes of general members
- Go through resume do's and don'ts
- Cover letter discussion
- Follow-up letter discussion
- Allow people to look at resumes and find goods/bads
- Discussion of resumes
- Announcements
 - Case Competition
 - Professional Luncheon

- Blood Drive results
- Fundraiser-corn hold results
- Marketing week activities
- PDS announcement
- Career Fair
- Next Meeting time/announcement of agenda

4. Actions

- Stay updated on mixers with other student organizations (PRSSA, AKPsi, Ad Club)
- Keep updated with fundraising topics
- Recruitment activity ideas