

Meeting Minutes: GVSU American Marketing Association

Date of Meeting: October 22, 2009

Minutes Prepared by: Sarah Snyder

1. Purpose of Meeting

We held a meeting to discuss the UNICEF case and break into groups to come up with a SWOT analysis.

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:

- New VP of Programs
- Quick summary of Case project
- Cider & Donuts
- Break into groups (tables) and discuss SWOT analysis
- Discuss as big group and write ideas on white board.
- Announcements
 - Case Competition Meeting Dates (Tuesdays and Sundays)
 - Seidman Breakfast Series
 - Cornhole Tournament!

4. Actions

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