

Meeting Minutes: GVSU American Marketing Association

Date of Meeting: December 3, 2009

Minutes Prepared by: Sarah Snyder

1. Purpose of Meeting

Speaker-Rhonda Lubbers from GVSU institutional marketing talking about the new image campaign

2. Attendance

- Alexandra Stoelzle
- Paige Etheridge
- Sarah Snyder
- Kim Sebastian
- Christa Skelton
- Brian Langerak
- Matt Boerson

The above are E-board members and also in attendance were our Advisors and 25 general members.

3. Meeting Agenda:

- Food/introduction
- Speaker, Rhonda Lubbers
- Discussion and Q & A session
- Announcements
 - Case Competition
 - Blood Drive and Relay For Life
 - Advertising announcements
 - Events update
 - McFaddens VIP next Thursday

- Next Meeting-Jan 21st

- Food & Drinks

- Logo game & prizes

4. Actions

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