

**ALWAYS  
MARKETING.  
ALWAYS  
LEARNING.**



TEXAS STATE UNIVERSITY–SAN MARCOS  
AMERICAN MARKETING ASSOCIATION  
JUNE 1, 2011– MAY 31, 2012  
CHAPTER PLAN

# TXST AMA Chapter Plan

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# Chapter Overview

## Mission Statement

The mission of the Texas State University–San Marcos American Marketing Association is to promote the academic development and the professional practice of marketing among all students and to help our members enhance their communication, leadership and marketing skills in an environment of networking opportunities.

### Strengths

- Recognized on campus as one of the largest professional organizations
- Involved and experienced advisor who is always available to provide guidance
- Most current officers attended the AMA International Collegiate Conference last year which has created a lot of excitement and motivation to execute chapter initiatives
- Excellent relationship with Austin Professional Chapter

### Weaknesses

- Some potential members perceive membership dues to be too high
- Many non-marketing students perceive AMA as an organization only for marketing students
- Almost all officers are new to being an AMA officer

## SWOT

### Opportunities

- McCoy College of Business Administration is very supportive of student organizations
- Texas State enrollment has increased
- San Marcos is centrally located between both Austin and San Antonio which provides for many opportunities to interact with companies located in both cities

### Threats

- Many students commute and may have difficulty regularly attending campus meetings and events
- There are many competing organizations. Including organization that offer students class credit, which may limit the availability students have for AMA.
- Many students work 20-40 hours per week and may not have enough time for extracurricular activities

## Goals

- Recruit 75 new members and renew 25 lapsing memberships while maintaining 60% member involvement in at least one Texas State AMA event.
- Reach 75% of our target markets every week through our communication, advertising and networking efforts.
- Provide 35 professional development opportunities for students to enhance their professional skills.
- Continue BOKO Marketing consulting group efforts and execute six marketing consulting campaigns benefitting fundraising and community service.
- Become Top (Platinum) Chapter at the 2011-2012 International Collegiate Conference

## Target Markets

- Primary:* Current members and marketing majors  
*Secondary:* McCoy College of Business management majors  
*Tertiary:* Marketing faculty and Texas State AMA alumni



# Professional Development

**Goal:** Create 35 professional development opportunities for our members to bridge the gap between what is learned in class and the professional world they will join.

**Strategy:** Provide events that develop students' skills and expose them to professionals with whom they can relate, learn and network.

## Fall Semester 2011

### Bi Weekly Speaker Meetings:

**Goal: Average 75 attendees per meeting**

The following industry professionals will come speak about their experience and provide insight into their industry.

- Texas State University– Dr. Raymond Fisk
- Austin Toros – Peter Lubell
- Ferguson – Hollyn Griffith
- Market Awareness – Glen Brynteson
- The Mitchell Group – Janet Mitchell

### Professional Development Workshops:

**Goal: Average 25 attendees per workshop**

The following workshops will be held to enhance students hard and soft business skills during the Fall Semester.

- Rookie Year on the Job – Tiana Patterson
- Climbing the Corporate Ladder – Maura Guthrie
- Benefits of Grad School – Dr. Bob Davis
- Professional Sales Tactics – Sean Wilt

### Marketing Week 1:

**Goal: Average 20 attendees per event**

This initiative devotes an entire week to exposing students to unique marketing fields with personal interaction during each event. The following events will be hosted in the Fall Semester.

- SEO/ Internet Marketing – Matt Brutsche
- Student Networking – Career Services
- Qualitative Research – Barbara Milgram
- How to Get Along with Creatives – Chad Currie

## Spring Semester 2012

### Bi Weekly Speaker Meetings:

**Goal: Average 75 members attending each event**

The following industry professionals will come speak about their experience, unique field, and insight into their industry, during the Spring Semester.

- Texas State University – Dr. Denise Smart (Dean)
- Spring Speakers to be Determined
- Northwestern Mutual Financial– Rachel Cleveland
- Cox Media– Shawn Morris

### Professional Development Workshops:

**GOAL: Average 25 attendees per workshop**

The following workshops will be held to enhance students hard and soft business skills during the Spring Semester.

- Mock Interviews – Nicole Porter
- Social Media Boot camp
- Resume Building
- Dress for Success

### Marketing Week 2:

**GOAL: Average 20 attendees per event**

This new initiative will provide students with a second opportunity to attend Marketing Week. An entire week will be devoted to exposing students to different fields of marketing providing a new set of speakers. The following events will be hosted in the Spring Semester.

- All speakers to be determined



# Professional Development

## **Etiquette Dinner (Fall)**

**Goal: 90 attendees**

The Annual Etiquette Dinner provides students with the opportunity to learn the do's and don'ts of proper business dinner etiquette. Sponsors who attend the event will have the opportunity to interact and network with the students.

## **Regional Conference (Fall)**

**Goal: 100 attendees, including the participation of 4 other Texas AMA Chapters**

Host a day long conference including speakers from the following companies: Whole Foods, Dell, LIVESTRONG and SicolaMartin. Also, host an AMA officer panel to discuss chapter building strategies.

## **International Collegiate Conference/ Competition (Spring)**

**Goal: Send 20 members**

Attend and succeed in the following competitions: Website Competition, SABRE Business Simulation Competition, Sales Competition, Marketer of the Year, Top Chapter, AMA Saves Lives, and Membership Recruitment Campaign Competition.

## **AMA Marketing Week Competition (Fall)**

**Goal: Place in the top 5**

The McCoy College of Business will designate one week during the fall semester where AMA will host events and set up a booth where students can receive information about AMA.

## **AMA Case Competition**

**Goal: Compete for 1st Place Nationally**

Participants will work to create a successful marketing campaign for this year's client, Pearson Learning Solutions. We will strive for excellence and recognition demonstrated by our work.

## **Austin Toros Marketing Campaign (Fall)**

**Goal: Sell the most tickets**

The Texas State AMA is utilizing their professional selling skills to help Austin Toros basketball team. We will be competing with other schools and organizations to see who can promote, advertise, and sell the most tickets for their season opener.

## **Marketing Field Trip (Fall/ Spring)**

**Goal: 12 attendees per field trip**

The Texas State AMA will be touring the Austin headquarters of both Dell and 3M in the Fall. Two more field trips are to be determined for the Spring.

## **Google Online Marketing Challenge (Spring)**

**Goal: Place in the top ten**

Google is hosting a challenge to see which university can develop the best online marketing campaign using Google Adwords. Participants must pick a small-to-medium size business in the local area to base their campaign.

## **Alpha Mu Alpha (Fall)**

**Goal: 18 members inducted**

Induction into this national honor society is granted to marketing seniors in the top 15% of their class. We promote and encourage eligible members to join this prestigious honor society.

## **Austin Professional Chapter Networking Event (Fall)**

**Goal: Send 15 members**

With the assistance of the Austin Professional AMA Chapter, the Texas State University AMA chapter and the University of Texas AMA chapter will come together to network and collaborate.

## **Professional Chapter Luncheons (Fall/Spring)**

**Goal: Send two members to each of the five luncheons**

Members will have the opportunity to attend the Austin's Power Lunch Series. Each luncheon will host a unique speaker and will allow our members to network with working professionals.

## **Faculty Luncheons (Fall/Spring)**

**Goal: Host two faculty luncheons**

We will plan a lunch for marketing professors each semester so students may discuss marketing-related issues and offer thanks for their support.

## **GFK Market Research Competition (Fall/Spring)**

**Goal: Compete and be recognized for our submission**

GFK is hosting a research competition that requires the use of both quantitative and qualitative methods to address the topics of emerging mobile marketing, the impact of social media, or upcoming marketing issues. We will form a team to participate in the competition.

## **BOKO Marketing**

**Goal: To service 3 clients per semester**

BOKO Marketing goes beyond the classroom to provide AMA members with hands-on real world projects by consulting with local businesses. Marketing research, marketing planning, social media, and IMC plan development will be offered to clients.



# Community Service

**Goal:** To execute professional marketing skills that will aid in the success of local organizations within the community by having 60% of AMA members participate in at least one community service event.

**Strategy:** Utilize our marketing skills to aid and participate in ensuring success of local philanthropic community service organizations.

## **BOKO Marketing- Community Service**

### **Lone Star Circle of Life Bike Tour**

**Goal: 10 AMA volunteers**

Each fall, donor centers across Texas organize a bike tour called the "Lone Star Circle of Life" to raise awareness of the need for life-saving donations of blood, marrow, organs and tissues. AMA will work with Donate for Life to raise awareness of the event and increase participation.

### **Bobcats Leaving Out Violence (BLOV) 5K Run**

**Goal: 35 participants**

BLOV is a new local organization that strives to help individuals affected by domestic and relationship violence. BLOV will be holding its first 5K and AMA will implement a marketing plan to increase event participation and domestic violence awareness.

### **Turkeys Tackling Hunger**

**Goal: Increase donations 30%**

AMA will team up with the Hays County Food Bank to organize the Turkey Box Program providing struggling families with food needed for a holiday feast. We will also be implementing marketing strategies to raise awareness and gain more donations.

### **San Marcos Christmas Extravaganza**

**Goal: 15 volunteers**

The San Marcos Housing Authority will be receiving marketing help from AMA to increase awareness of their organization and the need for volunteers during their future events and programs.

### **Mosaic Children's Theatre**

**Goal: 10 AMA volunteers/ Increase sales by 45%**

Mosaic Children's Theater is a non-profit organization that provides opportunities for children ages 5-18 to get experience in theater and dance. Sense the Mosaic Theatre operates on a low budget we will help them promote their events and sell tickets as a way to increase funding and awareness for this non-profit organization.

### **Ambassador Chapter**

**Goal: Assist four universities**

We will maintain our Ambassador status by continuing to offer advice as well as help with questions and concerns from chapters needing guidance.

## **Rotary Club of Greater San Marcos**

**Goal: 10 AMA volunteers**

Rotary is an organization of business and professional leaders united worldwide that provides humanitarian service, encourages high ethical standards, and helps build goodwill and peace in the world. We will be working with them in order to market and raise event participation.

## **Volunteer Service**

### **Bobcat Build**

**Goal: 25 AMA volunteers**

Bobcat Build is an event held by Texas State University organizations. Texas State students assist incapable and underprivileged San Marcos residents. AMA will provide marketing advice in addition to forming a volunteer team for the event.

### **Supply the Kids**

**Goal: 150 items valued at \$200**

The education budget cuts in Texas generate a need for more supplies for both teachers and students in the San Marcos area. AMA will organize a school supply drive using cause marketing techniques to target students in the McCoy College of Business.

### **Fall and Spring Job and Internship Fairs**

**Goal: 5 volunteers**

AMA members will volunteer at two job fair events to assist recruiters and employers who are looking to hire Texas State students. We will help these recruiters setup to promote their company to students and provide them with any additional assistance. AMA members will receive an opportunity to Network.

### **AMASavesLives**

AMASavesLives is an organization that helps raise awareness about the need for organ donations. AMA will exercise our marketing capabilities by informing Texas State students and the San Marcos community about organ donation awareness, while encouraging them to become organ donors.

Goals:

- 80 Registered Donors
- 80 Video Submissions
- 2 Campus and Community Events
- 350 Facebook posts
- 2 Public Relation Publications
- 2,000 Video Views



# Fundraising

**Goal:** To raise \$10,200 in revenue to support ongoing operations, community service initiatives, and special projects of the Texas State AMA chapter. Remaining funds will be used to defer International Collegiate Conference expenses; allowing members to attend.

**Strategy:** Utilize our marketing consulting firm, BOKO Marketing, to generate funds while employing volunteers to maintain traditional fundraising activities.

## **BOKO Marketing**

**Goal: \$700**

BOKO Marketing offers a wide range of services including marketing research, advertising and social media development. Members will gain first-hand knowledge and further their understanding of how to perform in a professional marketing firm, while raising funds for Texas State AMA.

## **Corporate Sponsorship**

**Goal: \$4,500**

We will request sponsorship donations from local businesses to assist us in our day-to-day operations. Allotted funds will be allocated to chapter operations, the etiquette dinner, the regional conference and the International Collegiate Conference expenses.

## **Benefit Nights**

**Goal: Raise \$200/ Host 2 Benefit Nights Each Semester**

AMA will collaborate with local restaurants in San Marcos to help generate revenue. The restaurants will donate a specified percentage of ticketed food sales to Texas State AMA.

## **Warrior Dash**

**Goal: \$1,000**

Professional selling skills will be utilized to recruit twenty-five AMA members to volunteer for six hours at Warrior Dash Extreme 5k in Austin, Texas.

## **Campus Food Sales**

**Goal: \$100**

In addition to selling t-shirts in the LBJ Student Center Mall, Texas State AMA will also be selling food and drink items such as: hot chocolate, cupcakes, sausage wraps, and bottled water.

## **14th Annual Etiquette Dinner**

**Goal: \$1,500**

Open to all Texas State University Students our Annual Etiquette Dinner is one of our biggest traditions. We host this event to prepare our students to make favorable impressions on prospective employers in a professional dining setting.

## **T-Shirt Sales**

**Goal: \$2,000**

Officers, EC's and members will conduct weekly t-shirt sales in the LBJ Student Center Mall. Our VP of Advertising, in collaboration with all officers, designed our shirt to model a popular music genre theme; as seen below.

## **Homecoming Football Tailgate T-Shirt Sale**

**Goal: \$300**

During the tailgate for Texas State's Homecoming, AMA officers, EC's and members will sell Texas State dub step t-shirts and food to tailgate attendees while also participating in the social activities of the Homecoming tailgate.



# Communications

**Goal:** Reach 75% of our target markets every week through our internal and external communication channels, increasing target markets aware of what is going on in Texas State AMA events.

**Strategy:** Traditional, Non-traditional, and electronic media methods will aid in relaying information to the student body. Surveys will be designed and distributed to measure the effectiveness of our communication efforts in reaching our target markets.

## Traditional Media

### The Connection

Our AMA newsletter titled, "The Connection," is distributed during bi-weekly meetings. It contains information about important events, news, announcements, and short speaker bios. "The Connection" now incorporates a new design and layout.

### Calendar

This year, new and more informative calendars have been made available for members. The following calendars are being utilized: Texas State website, Universities public event calendar, career services connection, business student connection and the AMA cubicle calendar. These new calendars includes dates, times, and more specific information on each event.

### Flyers

Full-page flyers regarding AMA meetings, events, and fundraisers are posted in high traffic areas. Quarter-page flyers are passed out to students and placed in faculty boxes the week of meetings and events.

*\*\*To increase the overall graphic appeal of our flyers we have created a new officer position, VP of Graphic Design, to assist our VP of Advertising in the construction and design of our flyers.*

### Bulletin Board

Located in McCoy College of Business, our bulletin board serves as a source for all information AMA. Here one can find member applications, meeting dates, upcoming events, and general information about our chapter.

### Letters to Faculty

Prior to each meeting, letters are sent to all faculty members in every department throughout the McCoy College of Business Administration. The letters are sent to thank the faculty for supporting AMA and encourages them to announce Texas State AMA Events to their classes.

### Press Releases

Public awareness of accomplishments and awards builds our credibility as an organization. Accomplishments will be recognized through our marketing department's, "Marketing Memo's," The University Star and the University's "Bobcat Weekly."

## Electronic Media

### McCoy Hall Monitors

All of our events are submitted to be displayed on the TV hall monitors present throughout the McCoy College of Business.

### Social Media

Texas State AMA has taken a more active role using social media this year. Along with our Facebook, Twitter and LinkedIn profiles, we added a Google Plus account.

### TRACS

TRACS, is a university tool that allows professors, students and student organizations to share information via the internet. Information such as the AMA membership application, upcoming events, meetings and other AMA resources can be found on the TRACS page.

### Website <http://www.business.txstate.edu/ama>

Our Chapter website is a way for students to discover more about AMA. With documents such as member applications, EC applications, publications of The Connection and Marketing Memos, it provides a one stop for everything Texas State AMA.

## Non Traditional Media

### WOM

Members constantly communicate with professors and classmates prior to the start of class about the benefits of becoming a member of AMA.

### Member T-Shirts

The 2011-2012 "WE ARE MARKETING, TEXAS STATE AMA" member shirts are given to every member to create visibility of AMA throughout campus.



# Membership

**Goal:** Recruit 75 new members and renew 25 memberships while maintaining 70% member involvement in at least one Texas State AMA event.

**Strategy:** Continue the tradition of providing a fun exciting environment in which students can grow as professionals by actively involving our chapter with easily accessible resources and convenient ways to reach new members.

## Recruitment Opportunities

Texas State's AMA chapter advertises and encourages membership throughout strategic channels across campus.

### Exposure Channels:

- Bobcat Days (High School Seniors)
- New Student Orientation Block Party
- Student Organization Fairs
- Membership booth outside the McCoy College of Business
- Faculty Announcements
- Officers Presentations during Freshmen Business Orientation
- Recruitment Video
- Professional Membership Folders
- Informational Meetings

## Award Program

Our VP of Internal Affairs will select and award a member in the following categories at the first meeting of every month: Marketer of the Month, EC of the Month, and Faculty Member of the Month. Awards will also be given at the end of each semester to encourage continued involvement.

## E--Recruitment

Texas State AMA provides online promotion of events and endorses the value of membership through our LinkedIn, Facebook, Twitter, and Google Plus pages.

## Promote Membership

### Executive Committee (EC)

Students eager to increase their involvement in AMA can do so by becoming ECs. They work hand-in-hand with officers assisting them in their duties and shadowing them to potentially take over their positions in the future.

### AMA Memorabilia

We encourage brand recognition through these different items:

- AMA Logo Lapel Pins
- Officer Name Tags
- Membership T-Shirts

## Class Presentations

Members and faculty are encouraged to present upcoming events in AMA at the beginning of their classes to increase involvement of business students exposed to the announcements.

## Member Benefits

Word of mouth advertising is used by members to discuss personal experiences and benefits they have received as AMA members. Members also receive notifications of exclusive AMA events and are encouraged to participate.

## Recruitment Video

A recruitment video will be created by the AMA officers as a way to both show the benefits of joining AMA and how AMA is a fun way to help members refine their skills to make them more competitive.

## Point System

Our chapter point system is designed to account for the participation officers, ECs, and general members. Points are awarded for attending meetings and participating in different events. Right before the International Conference in New Orleans, total points are counted and used to identify members who have earned a full paid trip to NOLA.

## New: Membership Recruitment Campaign Competition

Our chapter is participating in this competition to exercise innovative new ways to recruit members for AMA.

## Social Activities

AMA members will have the opportunity to participate in social events to help strengthen relationships and AMA bonds.

- Pool Party
- AMA Dinner at Pluckers
- Potluck Socials
- Tubing on the River
- Main Event Entertainment



# Chapter Operations

**Goal:** To create a professional environment that allows all officers, Executive Committee members and general members to work together efficiently and effectively. Having this organization within our chapter allows for members to participate in events in an organized and efficient environment, ensuring effective execution, and giving us the opportunity to succeed as a chapter.

## Organization Structure

There are three levels of members: General Members, Executive Committee Members and Officers. Officers set chapter goals and plan the chapter functions and operations. Executive Committee Members help Officers meet chapter goals by helping to organize and execute the planned chapter functions and operations. General Members help Executive Committee Members and Officers meet chapter goals by participating in the planned chapter functions.

## Executive Committee

**Our goal** is to develop a committee of AMA members to assist the officers with planning, implementing and executing all tasks associated with their positions.

**Our strategy** is to choose applicants based on strengths suitable to positions desired and previous involvement in AMA.

## Officer Meetings

**Our goal** is to hold, at minimum, bi-weekly officer meetings to continually provide updates on future chapter events, as well as report results on previous events.

**Our strategy** is to secure a set location, date and time for officer meetings, so officers can plan to attend. Officers will be provided with an agenda before each meeting. The President will meet with our advisor on a weekly basis to ensure efficiency within the chapter.

## Member Meetings

**Our goal** is to hold bi-weekly, beneficial meetings for general members all year.

**Our strategy** is to secure dates, times, and locations for meetings before the year starts as well as securing speakers and plan other details to make sure meetings run effectively.

## Transition Binders

Transition binders contain information on each officers position, what the position entails, specific duties and past events.

**Our goal** is to utilize the experience of past officers and their projects through the use of binders to make the transition process easier for new officers and learn from our past successes and mistakes.

**Our strategy** to make this process successful is to hold meetings between former and new officers to briefly explain the position and guide new officers through the resources available to them in the binder.

## Develop a Budget

A budget is an essential part of chapter planning for the year.

**Our goal** is to ensure the financial viability of our organization.

**Our strategy** is for the VP of Finance, with the help of other officers, to construct a budget to serve as a guideline for our organization to follow when making financial decisions. We will also track financial performance throughout the year.

## Chapter Plan

The Texas State University Chapter Plan is a detailed report of initiatives and goals for the upcoming year and includes information on how the chapter plans to achieve these goals.

**Our goal** is to create a detailed plan for the year and develop ways to execute our established goals.

**Our strategy** is to hold a officer retreat to brainstorm on events to be held throughout the year. Results of the events will be monitored and will aid in the creation of the Annual Report.

## Officer Retreat

One retreat is held before the Fall semester to emphasize on the importance of team work and collaboratively plan Initiatives for the coming year.

## Chapter Operations Evaluations

Evaluations are essential in determining if we reach our target markets and aids in the improvement of our chapter operations.

**Our goal** is to create a survey that collects information concerning member's opinions on speakers, food available, previous events, and ideas for future events within the chapter.

**Our strategy** is to develop a survey with a consistent framework to gather data about member's attitudes and opinions towards the current speaker, the food provided and current events going on within the chapter.

## Officer Evaluations

**Our goal** is to spot and correct any inefficiencies officers might have when performing their duties.

**Our strategy** is for the President and advisor to collaborate and formulate evolutions that will assess officers performance and offer feedback on how to improve in the coming months.



# 2011-2012 Calendar

## Fall Semester

<b>August</b>	
18	BOKO Block Party
19	Officer Retreat
24	Officer Meeting
31	Introductory Meeting - Dr. Raymond Fisk
31	T-Shirt Sales
31	School Supply Drive Begins
<b>September</b>	
7	T-Shirt Sales
7 - 8	Student Organization Fair
14	Speaker Meeting - Peter Lubell
14	T-Shirt Sales
16	Officer Retreat
16	School Supply Drive Ends
19	Executive Committee Applications due
20	Rookie on the Job Workshop
21	Officer/EC Meeting
21	T-Shirt Sales
21	Plucker's Benefit Night
26 - 30	Marketing Week
28	Speaker Meeting - Hollyn Griffith
30	Pool Party Social
<b>October</b>	
1	AMASavesLives Kickoff
4	Chapter Plan Due
5	T-Shirt Sales
5	Officer/EC Meeting
5	Lone Star Circle of Life Bike Tour
5	Fall Job and Internship Fair
12	T-Shirt Sales
12	Speaker Meeting - Glen Brynteson
14	Field Trip to 3M
15	AMASavesLives Month Begins
18	Climbing the Corporate Ladder Workshop
19	T-Shirt Sales
19	Officer/EC Meeting
19	Taco Cabana Benefit Night
21	Plucker's Social
24	Homecoming Tailgate T-Shirt Sale
25	Grad School Workshop
26	Etiquette Dinner
30	BLOV 5K
<b>November</b>	
1 - 21	Turkeys Tackling Hunger
2	T-Shirt Sales
2	Officer Meeting
8	Professional Sale Tactics Workshop
9	T-Shirt Sales
9	Speaker Meeting - Janet Mitchell
15	AMASavesLives Month Ends
16	T-Shirt Sales
18	Regional Conference
20	Warrior Dash Volunteering
23	T-Shirt Sales
30	End of the Year Awards and Social
TBD	Faculty Luncheon
TBD	Field Trip

## December

13	Pearson Case Competition Due
16	AMASavesLives Fall Competition
19 - 23	Mosaic Children's Theatre Events
TBD	San Marcos Housing Christmas Extravaganza
TBD	Austin Professional Chapter Networking Event

## Spring Semester

### January

25	Introductory Meeting with Dean Smart
25	T-Shirt Sales

### February

1	Officer/EC Meeting
7	Social Media Boot Camp Workshop**
8	Speaker Meeting - Speaker TBD
8	T-Shirt Sales
15	Officer/EC Meeting
15	Benefit Night**
15	T-Shirt Sales
21	Annual Report Due
22	Speaker Meeting - Speaker TBD
22	T-Shirt Sales
28	Mock Interview Workshop
29	Officer/EC Meeting
29	T-Shirt Sales
TBD	Rotary Club of Greater San Marcos Event
TBD	Field Trip
TBD	Potluck Social

### March

7	Speaker Meeting- Speaker TBD
7	T-Shirt Sales
11-18	Spring Break
20	Resume Building Workshop**
22-24	International Collegiate Conference
28	Officer/EC Meeting
28	Spring Job and Internship Fair
31	Bobcat Build
TBD	Marketing Week

### April

4	Speaker Meeting - Speaker TBD
11	Officer/EC Meeting
11	Benefit Night**
18	Speaker Meeting - Speaker TBD
24	Dressing for Success Workshop**
25	Officer/EC Meeting
TBD	Faculty Luncheon
TBD	Field Trip
TBD	Tubing on the River Social

### May

2	Officer Elections
2	End of the Year Awards and Social



