



2016 - 2017 CHAPTER PLANS

*University of Iowa
Tippie College of Business
American Marketing Association*

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University of Iowa American Marketing Association Overview

Executive Summary

This 2016-2017 school year has already led to goal setting and AMA function and event planning in order to provide the University of Iowa American Marketing Association with exceptional opportunities. Our 2016-2017 Chapter Plan will allow the executive board of the American Marketing Association: University of Iowa Chapter to strategize our plans for the academic year.

Target Market

Primary Target Market: Undergraduate Marketing Majors within The University of Iowa Tippie College of Business

Secondary Target Market: Undergraduate Business Majors within The University of Iowa Tippie College of Business

Tertiary Target Market: All Undergraduates of all Majors at The University of Iowa

Mission

The American Marketing Association, University of Iowa Chapter, is a student organization in the Tippie College of Business that strives to develop professionalism, philanthropy, networking, and personal branding in its members.

Vision

Our vision is to provide our members with exceptional opportunities unique to The University of Iowa Tippie College of Business through professional development, networking, philanthropy, and personal branding opportunities that will enable members to develop the skills and professional experience needed to secure a career of their choice. We strive to provide our members with a competitive advantage that may only be obtained through UIAMA membership.

Executive Board

Our chapter's executive board is comprised of enthusiastic, ambitious individuals who value the transparency between the executive board and our members.

President

Rhiana S. Chickering

Executive Vice President

Eduardo Silva

Vice President of Professional Development

Colleen Galloway

Vice President of Event Planning & Fundraising

Rita Guzman

Vice President of Finance & Membership

Kelly Schmidt

Vice President of Public Relations

Alex Marquardt

Emeritus Board Members

Cassandra Hansen

Christen Bock

John Bachtle

Faculty Advisor

Mark A. Winkler



<i>SWOT Analysis</i>	
<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"> • New Executive members are enthusiastic, ambitious, and have new ideas and goals for the upcoming year. • All of our executive board positions have a one-year term, which will decrease the turnover rate. • The development of our new involvement system will help maintain and increase the number of active members. • Our new AMA faculty advisor is goal and relationship oriented and has a strategic mind set. • The University of Iowa administration and alumni are helpful when planning organizational functions. • Our members consist of a diverse group of all ages, majors, and backgrounds. • AMA at the University of Iowa has established years of excellence and credibility with in the Tippie College of Business at the University of Iowa. • The Emeritus Board Members have had several years of leadership experience, and the board gives advice to the Executive Board members. 	<ul style="list-style-type: none"> • We are implementing a new involvement system, but we do not have prior experience enforcing an involvement system • Membership involvement is difficult to maintain throughout each semester • Chapter functions cost more than membership fees may cover.
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"> • We have several opportunities to collaborate with other student organizations at The University of Iowa in addition to well-known companies around the region for professional development growth. • We have opportunities to fundraise with Iowa City Businesses and Kinnick Stadium. • Philanthropy events may be held at the University of Iowa. • Recruiters from several different companies are always looking for new students. 	<ul style="list-style-type: none"> • The University of Iowa Tippie College of Business includes 25 other student organizations, and The University of Iowa includes over 450 student organizations. • Many AMA chapters within the Midwest region host case competitions similar to The Tippie Case Competition that we host.

Competition

Competition of The University of Iowa AMA consists other entities such as academic courses, jobs, internships, other student organizations, academic groups, fraternities, sororities, The University of Iowa Alumni Association membership program, and the National American Marketing Association. In order to rise above competition, we must differentiate our organization by communicating our values and benefits for our members and alumni within our student organization. We must also enhance our organization by executing new ideas through The University of Iowa AMA functions.

Stakeholders

Current Members – Our current members are our main purpose for executing AMA events and functions. We strive to provide our members with every opportunity possible to enhance their professional skills, increase their professional network, promote philanthropy, and develop personal branding strategies.

Chapter Executive Board – The University of Iowa AMA executive board organizes and executes all of our chapter's functions and events. AMA provides the executive board with leadership experience necessary for their future careers.

Chapter Alumni – University of Iowa alumni remain included in The University of Iowa long after graduation through philanthropy, professional events, and more! Our organization gives Alumni opportunity to connect with like-minded college students and other alumni.

The University of Iowa Tippie College of Business – The University of Iowa Tippie College of Business thrives on its student organizations in order to assist the college in establishing professionalism amongst its students and to differentiate the college from its competitors.

The University of Iowa Community – Similar to The Tippie College of Business, The University of Iowa community, as a whole, utilizes AMA and other student organizations to enhance its image and promote professional development in its students.

The Iowa City Community – The University of Iowa AMA partners with many Iowa City businesses for philanthropy and fundraising events and functions, which gives the Iowa City community to connect with students at The University of Iowa in addition to promoting Iowa City's local businesses.

Key Objectives

- Coordinate AMA around its core mission of providing opportunities for professional development, networking, philanthropy, and personal branding to facilitate professional growth and career placement.
- Increase membership involvement and member retention by provided added value each semester.
- Offer professional trips to enable members to network with companies that may lead to careers.
- Establish networks of alumni and professionals that members can refer to in career search, career advice, and the creation of personal networks.
- Arrange a large networking event, and invite AMA Alumni, AMA Members, University of Iowa Marketing Faculty, the MBA Marketing Academy, and MBA Full-Time Students.

Professional Development

Overall Goal: Provide opportunities that will provide members with unique knowledge, experience, and skills that may be used toward career acquisition, career performance, and project planning and managing.

Executive Volunteers (NEW)

Goal: We will recruit at least one volunteer sign up per executive volunteer positions to assist the AMA Officers.

Strategies:

- Have members sign up for an executive volunteer position, and the Executive Board will contact the volunteers on the list to assist with executive tasks as needed.
- This will help maintain transparency between the members and the executive board.

Collegiate Certificate Programs & Workshops (NEW)

Goal: Offer opportunities for members to obtain AMA Collegiate Certificates through Certificate Programs that include career development, marketing research, and sales relationship certificate programs.

Strategies:

- Hold certificate workshop sessions during 2-3 of the weekly meetings during each semester in order to enable discussion during the certificate process.
- Coordinate professional speakers to speak at the workshops regarding the certificate's topic.

- Promote certificate programs and opportunities during general weekly meetings and other communication channels throughout the academic year.

Résumé Book

Goal: Obtain at least 50 résumés to place in a résumé book to Joey Gale, Director of Collegiate Membership & Relations for the Regional Iowa AMA chapter, that will be provided to professional companies and potential employers.

Strategies:

- Hold a résumé workshop at the beginning of each semester in order to facilitate improvement of member résumés.
- Promote the résumé book and benefits to members throughout general meetings and communication channels.
- Allow members to easily upload their résumé to a dropbox within AMA's Canvas/ICON Portal, The University of Iowa's information technology system.

Professional Speakers

Goal: Schedule a minimum of 5 professional guest speakers for general meetings in order to present their experiences in their unique field.

Strategies:

- Utilize our professional network of alumni, MBA faculty, and University of Iowa faculty in order to acquire guest speakers.
- Target professional individuals that have internship and career opportunities for our members.
- Invite guest speakers based on the interests of our members and marketing-related career fields such as marketing research, analytics, marketing management, social media, event planning, consulting, advertising, etc.

Workshops

Goal: Hold a minimum of 6 workshops to prepare members for all aspects of the career acquisition process, and ensure that members have opportunities to improve and develop skill sets for their careers of interest during general meetings with an average attendance of 30 members.

Strategies:

- Prior to events, such as The University of Iowa Fall and Spring career fairs, UIAMA will hold workshops for résumés, “elevator” pitches, LinkedIn, and personal branding.
- Certificate workshops will allow members to complete the certificate while discussing important aspects of each topic with other AMA members.
- We will provide professional photographs to utilize on LinkedIn profiles or other digital professional needs.

Networking & Alumni Relations

Goals: Strengthen networking skills while establishing relationships among current AMA members, past AMA members, professionals, employers, and other student organizations.

Strategies:

- Create an alumni relations strategic 5-year plan to be implemented at the beginning of the academic year.
- Maintain a relationship with AMA alumni by reaching out to previous AMA members.
- Coordinate a “Marketing Mixer” in the Spring 2017 semester, and invite alumni in order to establish relationships between AMA members and AMA alumni.
- Plan a “Marketing Mixer” in order to coordinate a networking event with AMA Alumni, other marketing student organizations such as Students in Advertising, and Marketing Faculty.

Professional Trips

Goal: Through a minimum of two professional trips (one trip per semester) to a different city each semester, we will increase member understanding by visiting 4-5

companies with a minimum attendance of 20 members at each professional trip.

Strategies:

- Companies include private agencies, product marketing, service marketing, sports marketing, live event marketing, and more.
- Our 2016 Semester Professional Trip will take place in Chicago, IL Nov. 3-4, 2016.
- In our Spring 2017 semester we will have members vote on another city within The United States.



At Vikings Stadium during our Spring 2016 Professional Trip to Minneapolis, MN.

Tippie Case Competition

Goal: Each year The University of Iowa AMA hosts the Tippie Case Competition at The Tippie College of Business, and our goal is to increase the number of participants from four colleges to six colleges.

Strategies:

- We will send sponsorship interest letters to potential sponsors in regard to our 5th Annual Tippie Case Competition 2nd semester, also notifying them of the benefits that come with sponsoring our Tippie Case Competition.
- The President, Vice President, and VP of Finance will meet to discuss our budget for the competition in order to assist in the event planning and to give the budget information to our potential sponsors.
- Notify other AMA chapters among the Midwest region during the 1st semester.
- The VP of Event Planning and Fundraising will book the hotel rooms for other colleges and the event space for the competition.
- Create a panel of judges though our sponsors and university faculty.



Regional Conference

Goal: Send at least 15 members to the University of Wisconsin – Whitewater Regional Conference on October 14, 2016, and participate in at least three competitions at each conference.

Strategies:

- Promote the event and the experience that the regional conferences offer.
- Target to our members who have participated in previous regional conferences and members who show a strong interest in professional development, networking, and are interested in gaining more experience.

International Collegiate Conference

Goal: Send at least 25 members to the International Collegiate Conference in New Orleans on March 16-18, 2017.

Strategies:

- Promote the experience that conferences offer.
- Organize brainstorming workshops and work sessions for the competition teams.
- Target to our members who show a strong interest in professional development, networking, and are interested in gaining more experience.

Community & Social Impact

Overall Goal: The University of Iowa American Marketing Association would like to raise \$1,500 of fundraising money to donate.

Philanthropy Events

Goal: Organize at least one philanthropy event each semester in order to raise at least \$1,500 in funds to donate to a local charitable organization.

Strategies:

- Coordinate a Fall 2016 event, “Pumpkins in the Park,” that will include pumpkin painting and face painting for the Iowa City Community while partnering with NAMI, National Alliance on Mental Illness. We will then donate all proceeds to NAMI.
- Promote our events through multi-channel marketing strategies.
- Coordinate a Spring 2017 philanthropic event based on member suggestions.

Tippie Build

Goal: Participate in at least one Tippie Build sessions with a minimum attendance of 10 members in order to improve our local community by assisting Tippie Build and Habitat Humanity in constructing homes for charitable purposes.

Strategies:

- Collaborate with a marketing department of a company in order to participate in Tippie Build together as a networking activity and volunteer event.
- Promote our involvement through our social media platforms, which will help raise awareness for Tippie Build and the company we collaborate with for the project.

Fundraising

Overall Goal: In order to increase UIAMA added value and benefits to provide members, including participation in regional and national conferences, additional professional development opportunities, and several UIAMA activities, we will raise funds from local businesses and chapter fundraising events.

Sponsorships (NEW)

Goal: Create sponsorship packages and materials in order to acquire a minimum of \$3,000 from businesses and organizations.

Strategies:

- Write a customized interest letter to businesses that are potential sponsors of UIAMA.
- Create a tiered sponsor package program that will provide sponsors with unique incentives.
- Collaborate with The Tippie College of Business’s dean, administration, the UIAMA faculty advisor, and alumni in order to develop sponsorship packages.

Padfolio Sales

Goal: Sell 100 professional padfolios each semester to University of Iowa students prior to each semester's career and internship fair in order to earn a \$2,800 profit.

Strategies:

- Design and order 100 leather padfolios: 50 padfolios with an embossed Tippie College of Business logo and 50 padfolios with an embossed The University of Iowa logo.
- As an incentive for sales, allow students to purchase padfolios by charging their university bill.
- Create teams of members to complete sales during specified times in open areas of campus.
- Promote sales by advertising on the digital kiosks around The University of Iowa campus and targeted social media strategies.

Whelan Events (NEW)

Goal: Work with Whelan Events during at least 7 home Iowa Hawkeye football games and at the first ever Live Music

Event at Kinnick Stadium with a member attendance of at least 10 members per game and event, which raises \$9.17 per hour per person. Our goal is to raise at least \$5,000 through fundraising with Whelan Events per semester.

Strategies:

- Promote benefits of volunteering with Whelan that include résumé builders such as communication and customer service skills.
- Explain to members how the funding is planning on being used towards professional trips and regional and national conferences.
- Include incentives if individuals participate in at least two games.



Chapter Operations

General Meetings

Goal: Hold 15 general meetings per semester, organizing weekly functions to provide members with opportunities for professional development, networking, philanthropy, and personal branding

Strategies:

- General meetings take place every Tuesday at 8:00 pm in The University of Iowa Tippie College of Business.
- We schedule professional speakers, workshops, and other functions that provide our members with opportunities for professional development, networking, and personal branding.
- Follow the requirements in our recently established Involvement System in order to update membership status ("General Member," "Active Member," and "Active Member with Honors") throughout both semesters.

Executive Board Meetings

Goal: Hold at least 8 executive board meetings during Summer 2016, and 15 executive meetings per semester.

Strategies:

- The President creates an agenda each week in order to organize topics we must discuss along with previous action items.
- During executive meetings, each executive member reports to the team which action items they completed, which action items they need assistance

with, and which action items they still must complete.

- We meet in a conference room once a week.
- Once a month, we will have a strategic planning meeting, during which we will ensure that we are on track to reach our goals set forth in the University of Iowa 2016-2017 AMA Chapter Plans.
- After the meeting, the vice president, and note-taker of the executive meetings, will restate each new action item to be completed in order to achieve mutual understanding of each member's action items for the upcoming functions.

Socials

Goal: Organize and execute 1-2 social events per semester, and increase involvement with our new Involvement System.

Strategies:

- We will host an UIAMA Winter Formal December, 2016, which will be a large social.
- We will coordinate a "Marketing Mixer" held at The University of Iowa Ballroom, inviting UIAMA Alumni, UIAMA Members, Marketing Faculty, and MBA Marketing Academy Students and faculty.

Member Feedback

Goal: Obtain member feedback, especially regarding our new Involvement System, at least once a month in order to improve the system based on this feedback.

Strategies:

- We will send short surveys during the first portion of our general meeting at the end of each month, so members will respond promptly by the end of the meeting.

Annual Report

Goal: Achieve 85% of all chapter plan goals that were set in the University of Iowa American Marketing Association 2016-2017 Chapter Plan.

Strategies:

- UIAMA will use the 2016-2017 Chapter Plan as an evaluation of our goals.
- The Executive Board will meet once a month to review our 2016-2017 Chapter Plans to ensure that we are aligning long term events with the chapter plans, which will better help us meet our goals.

Membership

Overall Goal: Maintain UIAMA chapter reputable excellence by increasing membership, member retention, and member satisfaction

Membership

Goal: Convert 75% of potential members that attend our Fall 2016 information sessions to general AMA members.

Strategies:

- Participate in The University of Iowa student organization fair and The Tippie College of Business student organization fair to speak to potential members.
- Create a survey using Google Docs in order to develop a database of potential members.
- Present a pitch in regard to our information sessions to 18 targeted undergraduate marketing and pre-business large lecture classes (with a range of 100-300 students in each lecture).
- Promote all recruiting activities and information sessions through a multi-channel strategies including, kiosks, digital flyers, and social media platforms.
- Focus our information sessions on an overview of our planned events and activities, in addition to added value UIAMA provides members.

Goal: Develop a complete electronic database of current members, which includes information on major, current membership status, primary and alternative contact information, AMA ID number, career interest, and undergraduate graduation date.

Strategies:

- Compile information from our Qualtrics survey given to potential members during information sessions and student organization fairs.
- Combine member information with the provided roster.
- Allow members access to update contact information throughout each general meeting.
- Utilize UIAMA's VP of Finance and Membership position to maintain the database's completeness and accuracy.

Involvement

Goal: Increase member involvement and attendance at an average of 30 members per UIAMA function as a result of new initiatives.

Strategies:

- As an incentive for participation and attendance, provide workshops, speakers, and other functions based on member career interests.
- Establish a conversational and inclusive atmosphere that encourages all members to actively participate in meetings and functions.
- Send biweekly email campaigns that include information on agendas for upcoming meetings and events as well as recaps of meetings.
- Post consistent reminders of meetings and functions through UIAMA social media channels.

Membership Dues

Goal: Establish final status membership of 75 members in the Fall 2016 semester and 70 members in the Spring 2017 semester.

Strategies:

- Utilize strategies listed in this chapter plan in order to obtain potential members.
- Set a specific and clear deadline for AMA membership dues to allow for participation in AMA activities including the regional and national conferences.
- As an added incentive for paying dues in a timely manner, we will allow students to pay AMA dues through their university bill.

Membership Database

Involvement System (NEW)

Goal: Assist our members in developing skills for their future career by encouraging involvement in AMA. Fall 2016 semester we are using an involvement system that explains how many philanthropy events, fundraising events, meetings, and socials must be completed in order to achieve each status.

Strategies:

- Members with the most involvement may become award candidates and have priority to participate in professional trips. General Members will be able to participate in Professional Trips if there are enough spots.

- Utilize UIAMA's VP of Finance and Membership position to maintain the member status database's completeness and accuracy.
- In order to apply for an executive position, members must reach active member or active member with honors status during the Spring semester.

General Member - All members will begin each semester as a "General Member"

Active Member – Requirement for an Executive Position

Active Member with Honors - Requirement for an Executive Position, in addition to receiving certificates/awards.

PLEASE NOTE: We will not enforce this involvement system until Spring 2017 semester in order to determine any changes we may want to make after analyzing the involvement results of the Fall 2016 semester.

Internal & External Communications

Overall Goal: Maintain internal and external relations and provide clear and consistent information about our chapter to the public and current AMA members.

The University of Iowa American Marketing Association's communication strategies will include multi-channel marketing in order to keep in touch with current and perspective members, in addition to The University of Iowa community.

Social Media Channels

Goal: Increase social media interaction by 25%.

Strategies:

- Conduct multiple posts per week regarding marketing trends, University of Iowa events, UIAMA events, meeting reminders, and more utilizing the following platforms:
 - Main Website:
<http://www.biz.uiowa.edu/ama/>
 - Facebook Page
 - Facebook Private Group
 - Twitter
 - LinkedIn Group
 - Instagram
 - SnapChat
 - The University of Iowa OrgSync

and National Conference documents, Professional Trip documents, information on upcoming events, case competition materials, sign-up surveys for events and fundraisers, promotional content, and their status within the Involvement System.

- Communication will include making announcements on the course page in addition to emailing our members using the UIAMA gmail account.

Direct Marketing

Goal: Establish an open and direct line of communication between executives and members about chapter updates and functions, and maintain an open rate of at least 60% in order to maintain transparency between the executive team and members.

Strategies:

- Send direct emails to members by using MailChimp and The University of Iowa's American Marketing Association – University of Iowa ListServ application.
- Email meeting reminders, general meeting recaps, executive meeting minutes, project updates, and various opportunities such as internships, etc.

Canvas: ICON (NEW)

University of Iowa's Course Management System

Goal: The University of Iowa AMA executive board will utilize the University of Iowa's Central Course Management System, in order to provide members access to documents.

Strategies:

- We will utilize Canvas to share general meeting chapter plans, UIAMA Chapter Plans, UIAMA Constitution, the contact information for executive member, The UIAMA Involvement System, Regional

Mass Advertisements

Goal: Reach the mass audience of members, Tippie College of Business students, faculty and The University of Iowa Community with UIAMA chapter promotions.

Strategies:

- Utilize the Pappajohn Business Building kiosks.
- Place AMA posters throughout common areas at The University of Iowa, and campus hot spots with high pedestrian traffic.

Calendar of Events

June 2016

5, 12, 26: Executive Board Meetings

July 2016

10, 24: Executive Board Meetings

August 2016

9, 16, 25: Executive Board Meeting

September 2016

1, 8, 22, 29: General Executive Board Meetings
6, 7: Information Sessions for Perspective Members
15: Strategic Executive Board Meeting
13: General Meeting: Personal Branding Workshop
19: Padfolio Sales Begin
20: General Meeting: Resume Workshop with Aldi
22: University of Iowa Fall 2016 Career Fair
27: General Meeting: Enterprise Guest Speaker

October 2016

1: Homecoming Parade
2: "Pumpkins in the Park" Philanthropy Event
4: Marketing Research Certificate Workshop
14: AMA Regional Conference: University of Wisconsin
6, 13, 27: Executive Board Meetings
11: Order Up Internal Case Competition
20: Strategic Executive Board Meeting
25: General Meeting

November 2016

1: Required Professional Trip Meeting
3, 4: Fall 2016 Professional Trip; Chicago, IL
10: Executive Board Meetings
17: Strategic Executive Board Meeting
8: Marketing Research Certificate Workshop
15: LinkedIn Workshop
29: Order Up Internal Case Competition Day 2

December 2016

1: UIAMA Winter Formal
15, 29: Executive Board Meetings
2: UIAMA Formal
4: Marketing Research Certificate Workshop
6: General Meeting
8: Strategic Executive Board Meeting

January 2017

5, 12, 26: Executive Board Meetings
19: Strategic Executive Board Meeting
24, 25: Information Sessions for Prospective Members
31: General Meeting

February 2017

2, 9, 23: Executive Board Meetings
4: Marketing Mixer in the U of I Ballroom
20: Padfolio Sales Begin
23: University of Iowa Spring 2017 Career Fair
7, 14, 21, 28: General Meetings
16: Strategic Executive Board Meetings

March 2017

2, 9, 30: Executive Board Meetings
7, 14, 21, 28: General Meetings
16, 18: International Collegiate Conference; New Orleans, LA
23: Strategic Executive Board Meeting

April 2017

4: Required Professional Trip Meeting
6, 7: Professional Trip; Location TBD
11, 18: General Meetings
13, 20: Executive Board Meetings
21, 22: 5th Annual Tippie Case Competition
25: 2017-2018 Executive Board Election
27: Strategic Executive Board Meeting

May 2017

2: Changing of the Boards Meeting

Budget

The University of Iowa American Marketing Association Estimated Income Statement 2016-2017

Revenue:

Current 00 Funds	\$	2,300.00
Student Government Funding	\$	1,280.00
Whelan Fundrasing	\$	5,000.00
Padfolio Income	\$	4,087.00
Chapter Dues	\$	5,490.00
Sponsorships- Tippie Case Competition	\$	2,000.00
Micellaneous (T-shirt Sales)	\$	100.00
Total Revenue	\$	12,667.00

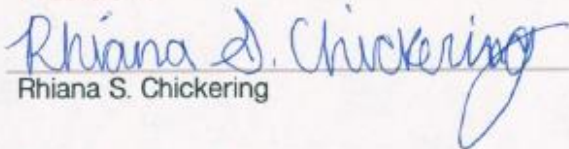
Expenses:

Information Sessions	\$	(239.81)
Padfolio Purchases	\$	(2,724.00)
Tippie Case Competition	\$	(2,000.00)
Fall Professional Trip	\$	(2,587.50)
Spring Professional Trip	\$	(2,250.00)
Marketing Mixer	\$	(1,325.00)
General Meetings	\$	(180.00)
Conference- White Water	\$	(60.00)
Micellaneous (Food, Printing, HC sign)	\$	(450.00)
Total Expenses	\$	(11,816.31)
Net Income	\$	850.69

Signatures


The University of Iowa American Marketing Association Executive Board and the UIAMA Faculty Advisor agree to the content provided in our 2016-2017 Chapter Plan.

President


Rhiana S. Chickering

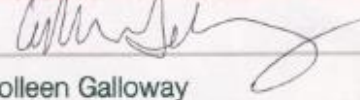
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Executive Vice President


Eduardo Silva

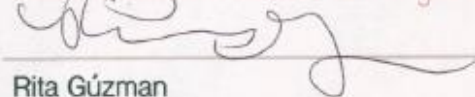
Date: 10/6/16

Executive Vice President of Professional Development


Colleen Galloway

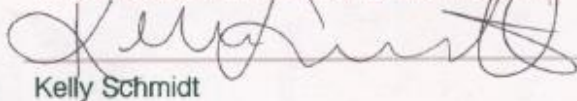
Date: 10/6/16

Vice President of Event Planning & Fundraising


Rita Gúzman

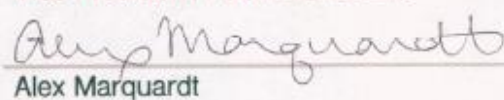
Date: 10/6/16

Vice President of Finance & Membership


Kelly Schmidt

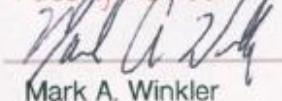
Date: 10/6/16

Vice President Public Relations


Alex Marquardt

Date: 10/6/16

Faculty Advisor


Mark A. Winkler

Date: 10/7/16