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July 9, 1993

FOR IMMEDIATE RELEASE:

EIU AMA CHAPTER RECOGNIZED

CHARLESTON, IL--Eastern Illinois University's American Marketing Association chapter received a Chapter Programming Award at the 15th annual AMA International Collegiate Conference held in New Orleans this past spring.

The award recognizes the chapter's effective implementation of a diverse schedule of effective programs throughout the year. There were approximately 60 winners from 400 university chapters.

According to Eastern's AMA chapter faculty advisers, Sid Dudley and Nancy Marlow, the award recognizes the superior performances of 1992-93 chapter officers, committees and the many active members involved in the chapter's activities.

Two years ago, Eastern's chapter received AMA's 1991-92 Communications Award.

Aline Arnold, chair of Eastern's department of management and marketing, said the award competition is designed to recognize and honor those AMA collegiate chapters that excel in professional marketing service to their members, their college/university and their marketing community.

At this year's conference, awards were given to the "top"

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EIU AMA CHAPTER RECOGNIZED

collegiate chapters for their outstanding overall performances as well as to chapters who excelled in particular areas, including "Marketing Week," membership, community service, chapter planning, special projects, fundraising, chapter programming, communications and alumni relations.

Arnold said, "Employers are looking for graduates who can do more than simply score well on tests. Our student business organizations provide their members with the opportunity to demonstrate their professionalism while applying classroom concepts in practical situations. The national AMA award for EIU's chapter documents its accomplishments."