

## **Alfred University AMA goes 'Red'**

1/30/07

On Jan. 25, 18 members of the student chapter of the Alfred University College of Business American Marketing Association (AMA) traveled to Rochester where the American Heart Association presented its "Go Red" campaign to the Rochester Chapter of the AMA as part of its monthly luncheon speaker series. The student members chose this event as part of the continued growth element of their AMA mission. The AMA mission is to promote education and assist in the personal and professional career development among marketing professionals, and to advance the science and ethical practice of marketing disciplines. "The Alfred University chapter of AMA has many not-for-profit clients and projects this year and will learn from foundation to outcome how the American Heart Association managed its successful 'Go Red' campaign," said William J. Ward, assistant professor of marketing and AU AMA faculty adviser. This year's projects include the children's learning initiative, a health fair, bias reporting, and the gravity car competition for the School of Engineering. "The opportunity to learn about marketing from a successful national, not-for-profit organization while networking with Rochester-area business leaders will benefit the students and the many AMA projects in the Alfred community," added Ward.