

AU business students awarded several honors in New Orleans competitions

4/19/10

Jessica Marble, an Alfred University junior marketing major from Wellsville, was one of six students from across the United States honored with the American Marketing Association (AMA) Student Marketer of the Year award during the association's 32nd International Collegiate Conference in New Orleans earlier this month. Marble, president of the Students of Marketing (SOMA) at Alfred University, is a 2007 graduate of Wellsville High School. She was nominated for the award based on her academic achievement, leadership accomplishments, and service to the AMA through her community, the collegiate division, and at Alfred University. Marble is co-chairman of the annual Passionately Pink for the Cure event at AU, which earned her a Student Innovation award in 2009. She is also a member of the AU Women's Leadership Academy. In summer 2009, Marble extended her marketing studies internationally by attending Bond University, a private institution located in Robina, Gold Coast, Queensland, Australia. Edward VanStine, AU SOMA member and junior business administration major from Canisteo, placed sixth out of 50 contestants in the Northwestern Mutual Sales Competition. Sixteen students and SOMA Chapter Adviser Dr. Amy Rummel, professor of marketing at AU, traveled to New Orleans for the AMA conference, "Tapping into the New Norm of Marketing." The AU chapter is professionally affiliated with the AMA and has competed at the conference in recent years. More than 1,500 marketing students, faculty, and professionals gathered to network, learn about the industry in speaker sessions, and participate in chapter competitions. AU SOMA competed with over 150 collegiate chapters in 16 competitions. Alfred University's chapter was recognized for "Outstanding Membership" and "Outstanding Community Service." These awards are given to chapters who perform exceptionally well in these areas based on information submitted in an annual report to the AMA Collegiate Division. In the SABRE Business Simulation competition, the six-student team from Alfred University placed in the top 10 out of 25 collegiate teams. AU SOMA was also recognized for its work in the AMASavesLives national campaign designed to raise awareness about organ donation. "SOMA did amazingly well this year and our brand is finally being recognized on a national level," said Marble. "Other chapters are recognizing who we are, and the talent that comes from Alfred University. We are all so proud of our chapter, and want to thank everyone for the support they gave us." The SOMA at Alfred University is open to all AU students who are looking for opportunities to build their professional or design portfolios outside of the classroom. Using their marketing skills and talents, SOMA students concentrate on providing opportunities on campus and in the community to students, families, and small businesses. For more information about AU SOMA, e-mail soma@alfred.edu.