

Marketing professor elected to Rochester AMA Board

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William J. Ward, assistant professor of marketing and faculty adviser to the American Marketing Association (AMA) chapter in the College of Business at Alfred University, has been elected to the board of the Rochester AMA for 2007-08. Ward will be the collegiate relations chair for the Rochester board, assisting collegiate chapters in Western New York and providing for an exchange of benefits between the professional chapter and the local collegiate chapters. "The Rochester AMA is one of the top professional chapters in the country and I look forward to continuing to provide AU students with a direct link to Rochester and with AMA International Headquarters in Chicago while helping other collegiate chapters faculty advisers and students in Western New York with their continued success," said Ward. Ward was also a judge for the 29th Annual AMA International Collegiate Conference Competitions, March 29-31, 2007, in New Orleans, and attended the AMA International Leadership Summit in Chicago, April 20-22, 2007, with the Rochester AMA Board. He has completed all but the dissertation for a doctorate in mass media and information sciences at Michigan State. He holds a master of science degree with an emphasis in market research from Grand Valley State University, Allendale, MI, and a bachelor of science degree in advertising and public relations from Grand Valley State. Ward is a member of and has been a delegate to the International Advertising Festival, Cannes, France, since 2002. He is a member of the American Academy of Advertising, the American Marketing Association, the Association for Education in Journalism and Mass Communication, the American Advertising Federation, the Midwest Popular Culture Association, the Small Business Association of Michigan, and the Community Media Center of Grand Rapids. The AMA has over 38,000 members and offers students of all majors the opportunity to meet new people, gain real-world marketing experience, network with marketing professionals, attend a wide variety of professional events, and provide leadership and community service opportunities.