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AMA Rochester Collegiate Relations 7TH ANNUAL COLLEGIATE CONFERENCE Brook Lea Country Club February 28, 2020

Agenda

- 8:30 - 9:15am** Registration / Breakfast / Student Networking
- 9:15 - 9:20am** Conference Agenda / Speakers / Sponsors / Twitter Contest
Russ McDonald, AMA Rochester, VP Collegiate Relations, Conference Chair / Organizer
- 9:20 - 11:00am** Leadership Session: **Creating Your Own Path to True Success and Happiness**
Dr. Uma Gupta is a national keynote speaker, Fulbright scholar, and author of several textbooks. Dr. Gupta has won many awards including the Top Ten Influential Women in Technology in Houston.
Each one of us is given the extraordinary opportunity to build our foundation for happiness and success. Dr. Gupta explores these concepts in this interactive session through individual exercises of reflection and pause.
- 11:00 - 11:30am** CGI Communications, Dixon Schwabl, Northwestern Mutual
Drew Fedczuk - Director of Personnel; Britton Lui - VP President of People & Development; Molly Dougherty CLF - Executive Director of Recruiting
- 11:30 - 11:35am** Morning Session Wrap / Afternoon Agenda
Russ McDonald, AMA Rochester
- 11:35 - 12:30pm** Lunch
- 12:30 - 1:30pm** Student Marketing Campaign Competition
Panasonic Industrial IoT Solutions - Case and Awards Sponsor
Introduction, Entries, Judges, Judging Criteria
Russ McDonald, AMA Rochester Collegiate Relations
Student Team Competition Submission Presentations
One Representative from each Student Team: Summary of Recommendations
 - Niagara University
 - Rochester Institute of Technology - Saunders
 - Rochester Institute of Technology - School of Communication
 - St John Fisher College
 - SUNY Brockport College
 - SUNY Geneseo
- 1:30 - 3:00pm** Student Marketing Campaign Competition
Panasonic Industrial IoT Solutions- Marketing Campaign Competition
Ed Nabrotzky - Director Sales & Strategy, Panasonic Industrial IoT Solutions:
Panasonic Company Highlights / Announce 1st & 2nd place team winners
- 1:30 - 3:00pm** Student Networking
Representatives from CGI Communications, Dixon Schwabl, & Northwestern Mutual
Colleges and University Business Program Admission Representatives
Undergraduate and Graduate Programs:
Nazareth College, Niagara University, RIT Saunders, RIT School of Communication, St John Fisher College, SUNY Brockport College, SUNY Geneseo

I am so glad that I attended the AMA Rochester Collegiate Relations 6th Annual Collegiate Conference. Dr. Uma Gupta's speech was captivating, inspiring, and unforgettable. Through her unique exercises, not only was I able to establish a strategic plan to achieve my long-term goals, but I gained a new sense of myself and what I believe is truly important in life. I look forward to attending next year!

Ellen Raffaele, RIT Saunders, Class 2020

The AMA Rochester Collegiate Relations conference this year was excellent as always. I learned a lot from the guest speaker Dr. Uma Gupta's leadership workshop and Brockport as a whole was thrilled to come in second place in this year's student marketing campaign competition! We look forward to attending next year's conference.

Thomas Kikkert, College of Brockport, Class of 2019

Everything about the collegiate conference blew me away—from the guest speaker presentation to the student marketing campaign competition to the networking event. The conference provided me the opportunity to network with not only marketing professionals, but with talented students from the area. These connections I made will help me further my marketing education and career, and I cannot be more grateful for that. This was the first year I attended and I look forward to coming again next year with a strong presence from SUNY Geneseo. Again, thank you so much for giving me the opportunity to attend the conference. I had a really great time and made some amazing connections.

Kelly Abrams, SUNY Geneseo, Class of 2020

What a great event! It was a pleasure to meet so many talented, diverse budding marketing professionals from a variety of fine, local educational institutions. I was impressed by their mastery of marketing principles and their eagerness to learn and plan for their future. I've already follow up with several students and look forward to considering them for internships or opportunities at Dixon Schwabl.

Britton Lui, VP of People & Development, Dixon Schwabl, 2019



Collegiate Relations

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Every year that I've attended the AMA Rochester Collegiate Relations conference, I've met such driven, professional, and focused students; so much so that not only would I consider a large majority of them to interview, but we've actually hired several of them! The conference is well designed and is super-efficient, which makes the time enjoyable for employers and not an inconvenience. The organization gives students an opportunity to focus in on their interests and creativity to prepare them for the real world after graduation. This experience is extremely valuable and employers like us are looking for that on resumes and it can make the difference between a hire and a rejection. I've already connected with multiple students and we have one coming in to interview next week!

Drew Fedczuk, Director of Personnel, CGI Communications, 2019