



The AMA is full of opportunities to further your career professionally and personally.

- Nick Comisso, Rochester Institute of Technology



If you're looking to learn what it takes to get into the marketing industry, then the AMA RCC is the conference to attend.

-Gina Godlewski, St. John Fisher College



It is the most valuable and impressive opportunity of its kind in Western New York for students.

- Paul Richardson, Chair, Marketing Department, Niagara University



American Marketing Association
Rochester Collegiate Relations

4TH ANNUAL COLLEGIATE CONFERENCE

FEBRUARY 24, 2017

www.ama-rochester.org

I thought the conference was top-notch in every way. It was particularly gratifying to meet so many ambitious, accomplished students who are eager to start their careers in marketing.

-Brad Rye, Senior Partner, Eric Mower + Associates in Rochester



The students really blew us away with their campaigns and we look forward to implementing many of their ideas.

-Shaun Lauricella Pignone, Marketing Manager, Garber Automotive in Rochester



WELCOME

AMA | Rochester Collegiate Relations

AMA | Rochester Collegiate Relations is the only local marketing association that provides a conference for Western New York Colleges and Universities students enrolled in Business Programs. The conference provides a forum for the students to engage in a conversation with a wide range of experienced professionals. It is supported and sponsored through funding from Niagara University, Rochester Institute of Technology, St John Fisher College, Morgan Stanley and Merlin Digital Printing Solutions. The students attending the conference are from the sponsoring Colleges and University.

This is the Fourth Annual Collegiate Conference. The morning session Lauren Dixon – CEO Dixon Schwabl will discuss work place values to build the young professional's career and Tom Proietti Resident Scholar in Media at St John Fisher College will discuss the impact of Marketing in our lives. Merlin Digital printing Solutions the funding sponsor for the annual Student Marketing Campaign Competition: "How would your team organize a marketing campaign to increase brand awareness of our company's capabilities and services". A team from each sponsoring college is selected by the Marketing Clubs to compete. Cash awards will be announced by Doug Smith – President of Merlin Digital Printing Solutions. The afternoon session is the Career Fair, with participating WNY companies providing interview opportunities for internships and employment. Additionally, experienced Career/Resume Advisors will provide one on one feedback. Sponsoring colleges' representatives will be available to discuss opportunities.

This year second year students from Finger Lakes Community College and Genesee Community College Business Programs will also be attending the conference who are considering transferring to one of the sponsoring colleges. These students will have the opportunity to meet with one of the staff from the sponsoring colleges business programs.



I would like to thank Dean Tenpao Lee - Niagara University, Dean Jacqueline Mozrall – Rochester Institute of Technology, Dean Rama Yelur – St John Fisher College for their fourth year of sponsorship funding, Doug Smith for sponsoring this year's Student Marketing Campaign Competition and Morgan Stanley funding support.

The Conference also received in kind support from Brook Lea Country Club, Panther Graphics, Hamilton AV Inc. and Roc-Euro.

**Russ McDonald, AMA | Rochester
VP Collegiate Relations, Conference Organizer**

Russ formally at Xerox Corporation as a Senior Marketing Manager in the Office OEM International Group, other Xerox assignments: Product Design Engineer, Product Engineering Manager, Program Manager, Manufacturing Operations Manager, and Supply Chain Manager. During his tenure he was awarded several patents. Prior experience with Bristol-Myers and Fisher-Price. Veteran served with the U.S. Army. Russ has served on the Board of the Rochester Chapter of the American Marketing since 2007 as VP Collegiate Relations. Russ has also served as a volunteer on the Board of AHEAD Energy and Board of Partners in Restorative Initiatives.

A.A.S Industrial Technology, B.S. Industrial Technology, MBA

SPONSORS

Funding Sponsors



Morgan Stanley



In Kind Sponsors



Collegiate Conference Committee

Chair/Organizer: Russ McDonald, AMA Rochester

Video: Barbara Coté, Relph Benefit Advisors

Facebook: JoAnn Linder, Caresteam

Photographer: John Frame, Roc-Euro

Creative Brochure/Poster: Tabatha Orr, Stantec

Social Media / Twitter: Zach Cedruly, CGI Communications

Communications: Tamara VanNostrand, Cater Trax

Administrative Assistant: Linda Flannery, AMA Rochester

AGENDA

8:45 - 9:15 AM

Registration / Breakfast

Morning Session

9:15 - 9:30 AM

Conference Overview / Speakers / Sponsors /
Twitter Contest

Russ McDonald, AMA Rochester, VP Collegiate
Relations, Conference Chair

9:30 - 10:30 AM

“Work Place Core Values to Build Your
Career”

Lauren Dixon, Dixon Schwabl, Chief Executive
Officer

10:30 - 11:30 AM

Student Marketing Campaign Competition
Merlin Digital Printing Solutions
(Cash Award Sponsor)

Introduction, Entries, Judges, Judging Criteria
Russ McDonald, AMA Rochester

Niagara Team and SJFC Team: Submission Overview
Niagara University and St. John Fisher College

**Merlin Digital Printing Solutions: Campaign
Summary/Awards**
Doug Smith, President



*Getting to listen to real marketers
working in the field is a fantastic
opportunity to learn about what
skills are most applicable to your
future career.*

*- Brandon Rall, Rochester Institute
of Technology*

11:30 - 12:30 PM **“Personal Journey, The Impact of Marketing in Our Lives”**

Tom Proietti, Resident Scholar in Media at St. John Fisher College

12:30 - 12:40 PM **Morning Session Wrap / Twitter Winner**

Russ McDonald, AMA Rochester

Afternoon Session

12:40 - 3:30 PM **Lunch**

Networking

Career Fair, Career / Resume Advisors

Colleges and University Business Programs:

Niagara University

Rochester Institute of Technology

St. John Fisher College



*I thought that the Speakers
were fantastic and extremely
insightful!*

*- Matthew Ryle, St. John Fisher
College*

WORK PLACE CORE VALUES TO BUILD YOUR CAREER



Lauren Dixon

Lauren Dixon is always accessible to clients, Lauren sees to it that Dixon Schwabl's creative concepts and marketing plans consistently hit the mark. Aside from being the agency's sounding board, her incredible marketing savvy, optimism and ingenuity parlay into exciting, out-of-the-box ideas that deliver successful results. Backed by Lauren's more than 30 years of related expertise, Dixon Schwabl has grown to be one of Upstate New York's top

marketing communications firms, earning national recognition for outstanding communications programs and being ranked by Great Place to Work® as one of the Best Small Workplaces in America.

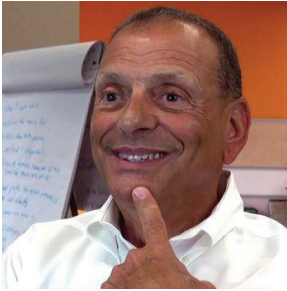
Dixon Schwabl

Dixon Schwabl, a full-service marketing communications firm established in 1987, services include Account Service, Creative Services, Public Relations, Research, Media Planning, Social Media, Website Development, Broadcast Production, Email and Mobile Marketing and Special Events. Based in Rochester, N.Y., Dixon Schwabl has been ranked one of the Top 25 Best Small Companies to Work for in America by the Great Place to Work® Institute for eight consecutive years, ranking No. 1 in 2008 and again in 2010. The agency was also named one of the 2010 Top 20 Small Company Workplaces in the country by Inc. magazine and Winning Workplaces, as well as one of the Top Places to Work in PR by PR News in 2010 and 2012. Dixon Schwabl continues to expand with growth in all areas, specially media, digital, public relations, studio, and creative.

Work Place Core Values to Build Your Career

Dixon Schwabl's philosophy about hiring new employees is built on the firm's five core values: respect, integrity, teamwork, community, and fun. "As our company is on a trajectory of growth, it is increasingly important that we maintain a company culture that reflects respect and employee empowerment, as well as innovation, creativity and, most of all, fun," Dixon Schwabl CEO Lauren Dixon. Intrinsically linked to each other, the talent and culture at Dixon Schwabl are its greatest differentiators. Dixon Schwabl culture of individual freedom and responsibility, respect and teamwork attracts and retains top talent. It also cultivates an environment of innovation and creativity, where impossible is never a consideration.

PERSONAL JOURNEY, THE IMPACT OF MARKETING IN OUR LIVES



Tom Proietti

Tom is the Resident Scholar in Media at St. John Fisher College and founder of the Communication/Journalism Program. Professor Emeritus of Communication at Monroe Community College and former Chair of the Communication Department at both Colleges.

Tom is a former newspaper, radio and TV Journalist, and an Advertising and Cable TV Executive with Time Warner Communications/Greater Rochester Cablevision as VP of Marketing and Programming.

Tom is a founding member of the Little Theatre Film Society and is past President of the Board of Directors. He is also a monthly Commentator on media issues on WXXI-AM'S Connection's with Evan Dawson as well as a frequent Consultant on media issues in local, regional and national media.

Graduate of the S. I. Newhouse School of Public Communication at Syracuse University and received a Master of Science in Radio/TV/Film at Syracuse University.

Personal Journey, The Impace of Marketing in Our Lives

In the USA, just about everything in the retail cycle is marketing. In fact, nearly everything in our lives involves some element of marketing. Even we have become personal brands, open for viewing on the markets of social media.

How did marketing become such a muscular and yet subtly hidden force in American and even world cultures? Let's take a look at a personal journey.

STUDENT MARKETING CAMPAIGN COMPETITION

Student Marketing Campaign Competition

Sponsor: Merlin Digital Printing Solutions



Merlin Digital Printing Solutions was founded in 1994. The Company started as a commercial research project in the Rochester Institute of Technology Research Corporation. A photo-processing company was investigating a digital photo finishing replacement for traditional wet chemistry. The initial contract was to develop the hardware and support system for the photo finishing replacement. The project eventually became a separate corporation Merlin Digital Printing Solutions.

Merlin Digital Printing Solutions customers are in several vertical markets as follows: Medical, Retail, Financial, Image Specialty, and General Commercial. Merlin Digital Printing Solutions develop marketing and product documents for their customers' graphic art communications requirements and variable data printing with end-to-end project management. The variety of services Merlin Digital Printing Solutions is extensive whether it is a mailing campaign, or a one-to-one marketing collateral with a wide selection of substrates to diverse assortment of finishing options, which have no limits to the customers' digital printing requirements. Solutions like brochures, credit union statements, 401 K statements, and materials for used for drug trials. Merlin specializes in variable data printing which allows the company to change text, graphics and images from one piece to the next by using information from a database. The customer can have a customized solution for their marketing program with measurable results.



Doug Smith is the President has over forty years of experience in the high tech industry including several management positions at Eastman Kodak Company. Doug Smith's background ranges from systems engineering and development of complex electro optical systems and building and managing electronics and software development groups for large government systems and electro-photographic printing and copying. While at Kodak, Mr. Smith was responsible for technology development and product development, design, launch and engineering support of electronic and software front ends for all Kodak printing products including electro-photographic, inkjet and thermal printing products. His responsibilities included organizing efforts, product developments for a group of 200 exempts supporting four major lines business within Kodak. After leaving Kodak, Doug Smith co-founded and became President of Merlin International, a high tech, four color, digital printing company

serving the western NY area. The company is a self-funded enterprise undertaking engineering development activities and commercial printing. Doug Smith has a BSEE from Union College and completed graduate work in electronics, electro-optics, systems management, and software development.

2017 Marketing Campaign Competition

A company overview of services, plant tour, and Q&A meeting was scheduled on October 21, 2016 with the President. The invitation was extended to the team members from each College or University participating in the competition. The presentation covered the company's digital printing benefits, types of collateral materials, corporate services, manuscripts, direct mail, specialty printing, variable printing and customer base. The competition provided the students a real time application to organize a marketing campaign to increase Merlin Digital Printing Solutions brand awareness of the company's capabilities and services. The teams were provided the opportunity to conduct follow up meetings / discussions with principles of the company.

Judges: Merlin Digital Printing Solutions: Doug Smith President, Steve Fox Vice President, Sandor Hopenwasser Vice President

Cash Awards payable to the College or University's Marketing Club and should be used solely for education to advance the marketing club's learning opportunities. First place team will receive \$800, second place team will receive \$400, and third place team will receive \$200.

Through attending, I was able to gain useful insight to the Rochester marketing industry, which has already helped me to further my personal marketing career.

- Casey Cuthbert, St. John Fisher College

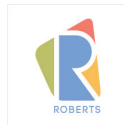
CAREER FAIR



Butler/Till

Butler/Till was founded in 1998 by two very dynamic women: Sue Butler and Tracy Till. Since then, the agency has grown to over 100 employees and over \$175 million in billings, and acquired its subsidiary agency, Brand Cool Marketing. At the end of 2011, Butler/Till became an Employee Stock Ownership Plan (ESOP) company, giving every employee a stake in the company and essentially the success of our clients. The ultimate result: higher productivity, less turnover, and an ownership culture.

Representative: Sara Wallace, Account Executive



Roberts Communications

Founded in 1971, Roberts Communications is a full-service integrated communications firm specializing in advertising, direct marketing, media strategy and public relations. Headquartered in Rochester, N.Y., the firm employs 66 people and generated approximately \$52.5 million in capitalized billings in 2015. Roberts uses a branded "CustomerThink" process to create its communications campaigns and has built a national reputation in health care, financial services and B2B communications. In 2012, Roberts was recognized as a top business-to-business advertising agency by BtoB Magazine and one of Advertising Age's Best Places to Work. The firm was also named a 2016 Top Workplace in Rochester by Democrat & Chronicle. Roberts is a member of the American Association of Advertising Agencies and the Worldcom Public Relations Group.

Representative: Jessica Deminco, Sr. Account Executive



Northwestern Mutual

Northwestern Mutual has been helping families and businesses achieve financial security for nearly 160 years. Our financial representatives build relationships with clients through a distinctive planning approach that integrates risk management with wealth accumulation, preservation and distribution. With \$238.5 billion in assets, \$27.9 billion in revenues and more than \$1.6 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 4.4 million people who rely on us for insurance and investment solutions, including life, disability income and long-term care insurance; annuities; trust services; mutual funds; and investment advisory products and services. Northwestern Mutual ranks 100 on the 2016 FORTUNE 500, and is recognized by FORTUNE as one of the "World's Most Admired" life insurance companies in 2016.

Representative: Molly Dougherty, Director of Campus Recruitment and Selection



Enterprise Holdings

A family-owned, world-class portfolio of brands. A global network that spans across more than 85 countries. Some 97,000 dedicated team members sharing common values. And more than 1.9 million vehicles taking their customers wherever they need to go. Any way you measure it, they've become a leader in the transportation service industry. How did they get here? By taking care of their customers, their communities and their employees – and staying true to their mission.

*Representatives: Amanda Barnes, Talent Acquisition Specialist HR (Buffalo)
Jody Giarrusso, Talent Acquisition Specialist HR (Syracuse)*

CAREER FAIR (CONT'D)



Dixon Schwabl

Dixon Schwabl, a full-service marketing communications firm established in 1987, provides marketing, advertising, public relations, social and digital media, research, interactive and media placement services to more than 200 clients nationally.

Representative: Karen Sims, VP of People & Development



The Verdi Group

The Verdi Group is an integrated marketing agency located in Pittsford, NY. We create and produce award-winning, highly responsive direct response marketing, excelling in online and offline lead generation campaigns with a special talent for innovative dimensional mail. We deliver strong results to clients in healthcare, technology, financial, manufacturing, and legal industries. We take communication very personally.

Representative: Jennifer Eckl, Account Executive



CGI Communications

Formed in 1987, their journey working with municipalities began by creating hand drawn "personality maps" for small to medium-sized cities across the country. These handsomely illustrated posters put CGI on the map of every municipality that participated. In the following years, the company steadily evolved a program of street banners which publicly adorned the lamp posts in the towns they served. Maintaining strong relationships with the National League of Cities and the US Conference of Mayors, CGI Communications, Inc. eventually advanced to its current product line of eLocalLink Online Video Tours for its municipal partners, and the businesses who support these programs.

Representative: Drew Fedczuk, Director of Personnel

CAREER/RESUME ADVISORS

Career / Resume Advisors



Cathy Rubino Hines

Cathy is the founder Chief Marketing Officer of “The Marketing Collaborative, LLC.” Cathy has been providing marketing consulting services for more than 25 years, concentrating on healthcare, higher education, non-profits and mid-size businesses. She also is Past Present of AMA | Rochester.



Michael Reed

Michael Reed is Manager of Analytics and Automated Marketing at Dixon Schwabl in Rochester, NY. He brings over 10 years of experience in multichannel marketing and web/digital analytics. Michael is also an adjunct instructor at the Eastman School of Music, teaching classes in digital marketing, web design, and multi-media technology. Michael holds an MBA in marketing and competitive strategy from the University of Rochester.



Barb Cote

Barb is the Marketing Director for Relph Benefit Advisors, focused on brand building, sales enablement and lead generation. Barb began her career working at an agency, eventually becoming a Creative Director. Barb has been volunteering for the Rochester AMA for 10 years and with the Ad Council of Rochester for 12 years.

COLLEGE RECRUITMENT

College & University Sponsors



Rochester Institute of Technology Saunders College of Business

Jenna Lenhardt – Assistant Director of Student Services and Outreach

Saunders College of Business is one of nine colleges at Rochester Institute of Technology and is accredited by the Association to Advance Collegiate Schools of Business International (AACSB). Saunders College offers undergraduate (BS), Masters (MS), Masters of Business Administration (MBA), and Executive MBA (EMBA) programs where students gain real-world business experiences in the classroom and through cooperative education programs.



Niagara University College of Business Administration

Dr. Paul Richardson Associate Professor of Marketing, MBA Director, Chair of the Marketing Department

The College of Business Administration is accredited by The Association to Advance Collegiate Schools of Business (AACSB International). The College of Business Administration offers undergraduate (BA, BBA, BS), Masters (MS), Masters in Business Administration (MBA), and Master of Healthcare Administration.



St. John Fisher College School of Business

Michelle Gosier, Assistant Director of Transfer Admissions, Admissions Office

St. John Fisher College's School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB International). The School of Business offers undergraduate (BA, BS), Masters (MS), and Masters of Business Administration (MBA).

Having the opportunity to learn from industry professionals is a great way to prepare for life after graduation.

- Anna Cuthbert, St. John Fisher College



The annual AMA conference truly allowed me to network with local agencies and individuals who are in the field I am currently pursuing.

- Jacqueline Colello, Rochester Institute of Technology



My experience at the AMA RCC was very helpful and gave me some great insights on the career building process, creating an appropriate resume for your desired careers and building your network opportunities.

- Jacob Baker, St. John Fisher College





THANK YOU FOR ATTENDING

For more information regarding AMA Rochester Collegiate Relations or the Collegiate Conference, email russ.mcdonald@ama-rochester.org

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www.ama-rochester.org

 AMARochester

 @amarochester
#RCC2017