



“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



“I thought it was a very good learning experience and definitely prepared me for my future career in the marketing field. Although I’m just a freshman the conference gave me large amounts of information on how to set up my resume as well as how to network. I can’t wait to go back next year.”  
 Baillie LaTour, Niagara University



“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’ Rochester Office

**SAVE THE DATE**  
**AMA** | Rochester  
 smarter marketing  
**4th Annual Professional Chapter COLLEGIATE CONFERENCE**  
 Brook Lea Country Club February 24, 2017.

**AMA ROC** ama-rochester.org  
 @AMARochester  
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- Agenda Overview (8am-3:30pm):**
- Key Note Speaker
  - Company Sponsored Discussion Panels
  - Company Sponsored Student Market Campaign Competition
  - Career/Resume Advisors
  - Career Fair
  - Area Companies Participation



“If you’re looking to learn what it takes to get into the marketing industry, then the AMA RCC is the conference to attend. Through insightful speakers/panels, resume workshops, career fairs and the endless networking opportunities, it’s evident that every professional in that room wants to help you land your first job.”  
 Gina Godlewski, Class of 2016  
 St. John Fisher College



**Conference Chair: Russ McDonald, VP Collegiate Relations**  
 Email: russ.mcdonald@ama-rochester.org

“It was a great event and we were honored to be part of the conference. The students really blew us away with their campaigns and we look forward to implementing many of their ideas.”  
 Shauna Lauricella Pignone, Marketing Manager, Garber Automotive in Rochester



“I loved the networking opportunities that AMA provided us. I walked away feeling as though I made an impression on at least a few HR managers. It was a great opportunity to get my face out in the community.”  
 Elise Miklich, Nazareth College



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