

# At the Heart of Business

In a world where being number one is more important than doing your best, the Marketing Club survives, and does it with style. It is the philosophy of the Marketing Club to strive to do everything with success, the heart of business.

One of the greatest advantages of belonging to an organization is the valuable experiences received. Being a member of the Marketing Club requires only an interest and desire to learn more about the marketing world.

"The chapter offers its members the opportunity to work together on the various projects and efforts by serving on such committees as membership, program planning, publicity, and fund raising. Through such cooperative efforts it is believed that our members learn a lot about organizational interactions," says advisor Maurice E. Steiner.

The FSC chapter is an authorized collegiate chapter of American Marketing Association (AMA).

"All collegiate chapter members are encouraged to become student members of the American Marketing Association," says advisor Roberta Horton.

Membership in the AMA offers to its members conferences, seminars, and workshops on the latest topics and issues in marketing.

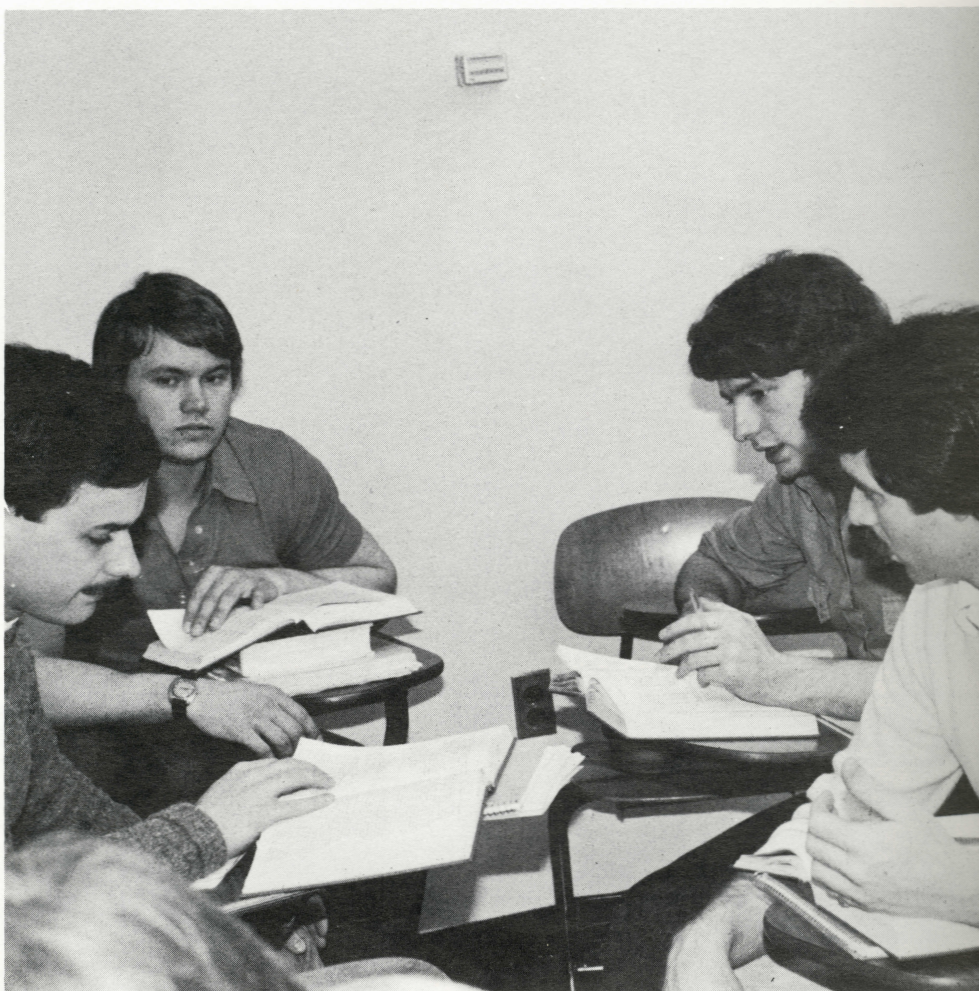
Every spring the FSC chapter participates in the Intro Conference. Well-known companies interview interested graduating seniors for possible positions with their organizations. Members also hold regular weekly meetings and listen to outside speakers and involve themselves in fund raising projects; most memorable is the Hot Legs and Tight Jeans contests.

The FSC chapter also annually participates in the Marketing Student of the Year Award, sponsored by the Western Michigan chapter of the AMA. Last year Lisa Stolcenberg of FSC was one of the two winners.

"Being a member of the FSC Marketing Club is a valuable and rewarding part of my education," says one member. In this world it's not only being number one that counts but being the best possible and when you can accomplish both, it is truly a distinctive achievement.

**Bev Sweet** ■

Rick WiedMayer (right) spearheads a brainstorming session to solve an energy management problem in a Marketing 430 class. The Marketing Club strives for success in every pursuit.



Tim Kirk

**AMERICAN MARKETING CLUB MEMBERS — Front Row:** Treas. Carol Ayotte, Vice Pres. Bill Fox, Pres. Karen Martin, Sec. Lynn Anderson, Debbie Trout, Dawn Sitko, Renee Kurys. **Row Two:** Kay Strecker, Kathy Viviano, Robin Young, Esther Caliz, Renee

Vertin, Shirley Helwig, Kim Deblois, Vivian Looke, Dan Vandenboom, Advisor Maurice Stiner. **Row Three:** Jim Harding, Ann Gargano, Cindy Vissor, Joy Ostrander, Mark Millerwise, Jeff Road, Dave Grandy, Jeff Thomas.



Shawn Sweet