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Subject: AMA Conference Coming to Ferris This Month

Included below is a press release regarding a regional American Marketing Association conference to be held on the Ferris State University campus Thursday and Friday, Oct. 8 and 9. This is the first regional AMA conference of the academic year for college chapters in Michigan and four other Midwestern states.

Students will be able to make contacts for internships and jobs, as well as participate in a sales competition sponsored by Staples Advantage, the business-to-business division of the office supplies corporation.

Any media requests regarding this release can be directed to John Smith, News Services Communications Specialist.

Read the online version of the story, here...

<http://ferris.edu/HTMLS/news/archive/2015/september/ama.htm>

FOR IMMEDIATE RELEASE

Sept. 30, 2015

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Ferris State University's American Marketing Association chapter will host business students from five Midwestern states for a Regional Conference Oct. 8 and 9.

AMA collegiate chapters from Michigan, Ohio, Indiana, Illinois and Wisconsin will take part in the conference, which begins Thursday evening, Oct. 8 in Ferris' Interdisciplinary Resource Center.

Adjunct professor of Marketing Chet Trybus said Staples Advantage, the business-to-business division of the office supplies giant is a participating sponsor in the conference. That involvement will include a presentation at the IRC and a marketing sales competition on Friday, Oct. 9 in the University Center.

"Xerox sponsored our initial competition, last year, and we had 19 participants," Trybus said. "Students will compete for gift cards of \$500, \$300 or \$100 for first, second and third place, respectively."

Staples Advantage will bring eight executives from their Denver, Colo. area corporate offices to judge the competition. Trybus said that this is the first time that Staples Advantage has participated in a sales competition at any university in the U.S.

“I think these competitions are a great awakening for these students,” Trybus said. “It’s a bit of a nervous opportunity, a little knee shaking, but participants know they can do it.”

AMA Ferris members continue their conference schedule at the University of Wisconsin-Whitewater Oct. 15 and 16, and regional events are followed by the AMA International Collegiate Conference in New Orleans, La., in March 2016. Trybus said these events help students make contacts for internships and full-time positions.

Staples Advantage is familiar with the qualities of Ferris’ College of Business students, as Trybus said recent graduates were hired for the companies’ [pilot apprentice program](#) in Colorado.

“We were proud to have three students make that group,” Trybus said.

The business supply sales field is competitive and demanding, but Trybus said the chance to be successful financially and professionally early in their career is of interest to many Marketing students.

“Big players in the market will take them through months of training,” Trybus said. “I always suggest that students look for companies that offer great training, and then go for it.”

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