

**AMERICAN MARKETING ASSOCIATION
MEETING MINUTES NOVEMBER 4, 2008**

Nominations were taken for VP Programs (Jess Bays' position)
Nominated: Jeet and Corinne

Recruitment: November 21, 2008 Pot Luck for members to interact with each other. Location will hopefully be at University Club House.

Programs: Marketing Week
Penny Wars: November 17-21
Marketing Jobs and Internships Presentation November 18 7pm VH1010
Poker Tourney November 19th 7-9
Potluck and Charades November 21st

Committees:

Casino Night will be held November 19, 2008 from 7-9 in upper VH
Athletics: Will be meeting with Linda Anderson
Independent Films: trying to get a hold of professor involved in the films
AMA Recruitment Video: talk about the type of video wanted, serious or funny

Student Films/ Posters/ Lotion

- Brief discussion of brochure design ideas:
- A clean and simple design with black type to stand out on bright paper.
- A new logo that is specific to our chapter
- TruTube video set to film November 13th, 5:30 pm in VH:
- Any AMA members willing to sign the consent form are welcome to participate in the filming of the video
- At next week's meeting we will work on a more detailed outline for the script, including important Truman and School of Business facts and funny sabotage attempts.
- We discussed the Simply Silk Lotion business plan
- We will email our suggestions to them by the end of this week
- Our discussion led to the following conclusions:
- They should design a new logo using the color green and a simple font. Chelsea is working up a couple of examples of ideas to email to them with our other suggestions.
- They should change the price of the 8 oz bottle to \$5.
- On the packaging they should emphasize the ingredients (aloe, vitamin e, tea tree oil, witch hazel, etc) to make the product seem high quality.
- On the packaging they should tell the story behind the product (made by Truman students from byproducts of biodiesel production)
- Broaden promotional strategies
- Get a table at Global Entrepreneurship Week expo.
- Contact Sugar, hair salons, and gifts shops downtown about distribution.

Next Semester Info

February 3rd Edward Jones Speaker
February 24th Walgreens Speaker

February 25th Career Expo
April 26th Highway Cleanup