



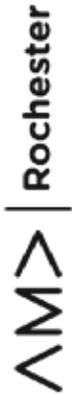
The Collegiate Conference and Campaign Competition was exciting to actually work for a real client and to put the skills that I have learned in the classroom to the test. It was a great opportunity to gain some real work experience and I am thankful for that. I am also so grateful to have listened to so many experienced professionals at the conference. I definitely walked away with advice that I will carry with me throughout my career.

Andrea Hubbard, RIT School of Communication Class of 2019



The Collegiate Conference and Student Marketing Campaign competition is an invaluable learning experience for students. With this program, the Collegiate Conference creates a space for students to learn by doing. We all walked away with an incredible portfolio piece and confidence that will propel us into future projects and opportunities. I am incredibly glad to have been involved in this program.

Abi Van Nostrand, RIT School of Communications Class of Dec 2018



American Marketing Association Rochester
Collegiate Relations

6TH ANNUAL COLLEGIATE CONFERENCE

FEBRUARY 22, 2019

russ.mcdonald@ama-rochester.org
www.ama-rochester.org/collegiate



This year's AMA Rochester Collegiate Conference was the most excellent ever. The speakers, presentations, workshops, and networking opportunities were simply outstanding. Each year the Collegiate Conference sets a new standard for excellence. The Collegiate Conference is becoming an essential and valuable part of undergraduate marketing education in the region.

Dr. Paul Richardson, Director MBA Program, Associate Professor of Marketing, Niagara University

Welcome

AMA | Rochester Collegiate Relations

AMA | Rochester Collegiate Relations is the only WNY professional marketing association that provides a full day Conference for students enrolled in business programs in WNY Colleges and Universities. The Conference provides a venue for business professionals and students to discuss area opportunities. This year's Conference received sponsorships from: Niagara University - College of Business Administration, Rochester Institute of Technology - Saunders College of Business, Rochester Institute of Technology - School of Communication, SUNY College at Brockport - School of Business & Management, and St John Fisher College - School of Business. The sponsorship covers the registration for twenty-five students and participation in the Student Marketing Campaign Competition. First American Equipment Finance (FAEF) is the sponsor for this year's Student Marketing Campaign Competition case and cash awards. Dr. Uma Gupta is this year's keynote speaker.

The Conference is solely funded by sponsorships and in kind support.

This is the Sixth Annual Collegiate Conference at Brook Lea Country Club. Dr. Uma Gupta, a national and international speaker, will conduct a session on "Leader Session: Path for Learning and Leading". The Student Marketing Campaign Competition case is to "Develop a B2B inbound strategy to complement FAEF outbound approach". A team of three students from each sponsoring college was selected by the Faculty Advisors to compete. The 1st and 2nd place winners will be announced by Mike Wiedemer National Sales Director for FAEF. The afternoon session focuses on students networking with attending area companies to discuss with the representatives current and future opportunities. Experienced Career Advisors from area companies are available to provide students with one on one consultation. The colleges will have a recruitment representative to discuss their business undergraduate and graduate program opportunities.

I would like to thank: Dean Mark Frascatore Niagara University, Dean Jacqueline Mozrall Rochester Institute of Technology, Dean James Winebrake Rochester Institute of Technology, Dr. Susan Stites-Doe SUNY College at Brockport, Dean Rama Yelkur St John Fisher College, and Mike Wiedemer of First American Equipment Finance for sponsoring this year's Collegiate Conference. Also, I would like to thank Kevin Parker at Garber Rochester and Richard Sarkis at Howard Hanna for sponsoring Dr. Uma Gupta's speaker's fee.

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



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

Russ formally at Xerox Corporation - 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. Previously served on the Board of Partners in

Restorative Initiatives and Board of AHEAD Energy. Russ has served on the AMA Rochester Board since 2007 as VP Collegiate Relations.

A.A.S Industrial Technology; B.S. Industrial Technology SUNY College at Buffalo; and MBA University of Bridgeport

Sponsors

Funding Sponsors



Niagara University - Dean of the College of Business Administration
Rochester Institute of Technology - Dean of the Saunders College of Business
Rochester Institute of Technology - Dean of the School of Communication
SUNY College at Brockport - Dean of the School of Business & Management
St John Fisher College – Dean of the School of Business
First American Equipment Finance – Mike Wiedemer, National Sales Director
Garber Rochester - Kevin Parker, General Manager of The Garber Automotive Group
Howard Hanna Rochester – Richard Sarkis, The Sarkis Team

In Kind Sponsors



Collegiate Conference Committee

Conference Chair / Organizer: Russ McDonald, AMA Rochester
Creative Brochure / Communication Flyer: Tabatha Orr, Stantec
Facebook: Emily VanGorder, Five Star Bank
Social Media / Twitter: Zach Cedruly, Dixon Schwabl
Photographer: John Frame, Roc-Euro
Administrative Assistant: Linda Flannery, AMA Rochester

Agenda

8:30 - 9:15am

Registration / Breakfast / Networking

9:15 - 9:30am

Conference Overview / Speakers / Sponsors/
Twitter Contest

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

9:30 - 11:00am

Leadership Session: Path for Learning and Leading

Dr. Uma Gupta is a national and international speaker

Through a set of exercises, participants will start developing a strategic plan to achieve long-term goals.

11:00 - 12:30pm

Student Marketing Campaign Competition

First American Equipment Finance

Case and Cash Awards Sponsor

Introduction, Entries, Judges, Judging Criteria

Russ McDonald, AMA Rochester Collegiate Relations

Student Team Competition Submission Presentations

One Representative from each Student Team

Summary of Recommendations

- Niagara University
- Rochester Institute of Technology – Saunders
- St John Fisher College
- SUNY College at Brockport

First American Equipment Finance:

Mike Wiedemer - National Sales Director

First American Equipment Finance

FAEF Company Highlights of the Competition

Announce 1st & 2nd place winners



12:30 – 12:45pm

Morning Session Wrap / Twitter Winners

Russ McDonald, AMA Rochester

12:30 - 1:30pm

Lunch / Networking

1:30 – 3:30pm

Student Networking

Representatives from Area Companies:

The Conference provides a venue for Business Professionals and Students to discuss area opportunities.

Career Advisors from Area Companies:

Business Professionals provide Students one on one consultation.

Colleges and University Business Program Admission Representatives:

Recruitment representatives to discuss their business undergraduate and graduate programs opportunities.

- Niagara University
- RIT Saunders
- RIT School of Communication
- St John Fisher College
- SUNY Brockport College

The Collegiate Conference Student Marketing Contest was a wonderful opportunity for students in the RIT School of Communication. The three students in the School's team got real-world experience of interviewing a client, researching their needs and the marketplace, and then developing a marketing plan. During this process students built on what they had learned in the classroom and they had to extend themselves in ways they could not have imagined based on classroom exercises alone. Then on the day of the presentations the team members and additional School of Communication students had the benefit of hearing from young, relevant professionals and the presentations from the other competition-involved students. The afternoon Career Fair and resume review service was also very popular with our students.

All in all I'd highly recommend this competition and the day-long conference to other schools and their students.

Prof. Mike Johansson, Senior Lecturer, RIT School of Communication

Leadership Session: Path for Learning and Leading



Dr. Uma Gupta

Background

Dr. Uma Gupta is an Entrepreneur, Consultant and Professor at the State University of New York College at Buffalo specializes in Technology, Strategy, Leadership and Entrepreneurship. Dr. Gupta has published four books in Information Systems and authored more than sixty five research papers and conference proceedings. Her areas of expertise include Data Science, Big Data, Information Systems, Strategy, Organizational Development, and Leadership.

Dr. Gupta holds a PhD in Industrial Engineering and an MBA from the University of Central Florida, and a Graduate Degree in Mathematics from Stella Maris College, India and is a certified Project Management Professional.

Dr. Gupta was selected as one of the top ten influential women in technology in Houston, Texas, She was nominated for this prestigious award for a second time in 2012 in Rochester, New York. She was awarded the prestigious Fulbright award by the United States Government to conduct research and teach at the University of Malta. She is the founder and Executive Director of Stem-Smart a Non-Profit Organization that promotes science and technology careers in the United States.

Dr. Gupta is also a speaker and consultant who frequently delivers keynote addresses and leadership workshops to senior executives and middle managers on a wide number of topics to address solutions to organizational change.



Leadership Session: A Strategic Path for Learning, Leading, Living with Joy and Purpose

We live in a digital world that steals our attention with relentless pings that distract us from the important work of focusing and building on your strengths and talents to achieve your life's purpose. This hands-on leadership session uses the latest research in neuroscience to help participants develop an initial strategic framework for living a life filled with curiosity, purpose, and happiness. Through a set of exercises, participants will start the process of developing a strategic plan to achieve their long-term goals.

"Stepping out of our comfort zone is the shortest path to understanding our inherent power and strength. More than courage, it takes a child-like curiosity and utter lack of fear of failure"

Dr. Uma Gupta



Student Marketing Campaign Competition



**Sponsor: First American Equipment Finance,
Fairport, New York**

Company Overview

First American Equipment Finance (FAEF) is a wholly owned subsidiary of Los Angeles, CA-based City National Bank, a Royal Bank of Canada Company. First American is ranked among the largest equipment finance companies in the United States, and provides equipment financing to the most creditworthy and sophisticated commercial borrowers in the country. FAEF provides equipment leasing and financing services to organizations in all 50 states. Our vision is to be become the best company to work for and the best company to work with. FORTUNE named FAEF among the 100 Best Workplaces for Millennials in the U.S.

Service Overview

First American specializes in financing complete projects – from technology hardware to software solutions and infrastructure improvements. Leasing is a strategic management tool that can help organizations’ save money and balance budgets while staying current with the most cutting-edge technology. Nearly 80% of businesses in the U.S. lease some or all of their equipment. Learn more about FAEF solutions: <https://www.faef.com/Services/Leasing-Finance>



First American Equipment Finance Sponsoring Manager – Mike Wiedemer, National Sales Director

Mike Wiedemer, a Certified Lease and Finance Professional (CLFP), is responsible for all aspects of the sales process at First American Equipment Finance. Mike holds a Bachelor’s degree in Business Administration from St. John Fisher College.

He joined First American in 2000 as a member of the company’s credit and operations department, and later went on to become the vice president of sales for the company’s Professional Services Division, before moving to his current role. Mike was the recipient of First American’s Chairman’s Award for excellence in character and leadership in 2002, and in 2008 he was honored as one of Rochester Business Journal’s “Forty Under 40 Awards”.

Mike is a member of the Monroe County Planning Board and past board president of Big Brothers Big Sisters of Greater Rochester.

2018 Marketing Campaign Competition

FAEF Student Marketing Campaign Competition Summary statement:

FAEF Student Marketing Campaign Competition: Develop a B2B inbound strategy to complement our historically outbound approach.

First American Equipment Finance has historically done outbound marketing i.e. call, email, direct mail from a database of contacts. FAEF is in the process of evaluating an inbound marketing strategy to bring in new customers. The Student Marketing Campaign Competition is to focus on developing a B2B (business-to-business) marketing plan targeted at finance decision makers (CFO, VP Finance, Director of Finance, Controller). The marketing plan should consider paid, earned and owned tactics. Please note: First American's marketing team is in the midst of consolidating 16 vertical websites into 1 corporate site. As part of your team submission, incorporate the use of 1 corporate website, instead of the 16 current mini sites.

The First American Equipment Finance (FAEF) Competition Brief was consolidated by Russ McDonald and distributed to each of the student team members and faculty advisors on October 12, 2018. The Student teams were from the Conference Sponsoring Business Colleges and University: Niagara University College of Business Administration, Rochester Institute of Technology School of Communication, Rochester Institute of Technology Saunders College of Business, St John Fisher College School of Business, SUNY College at Brockport School of Business and Management.

A Student Campaign Competition round table discussion and Q&A meeting was held on November 2, 2018 from 12:30pm to 2:30pm at the First American Equipment Finance Fairport Office, all the teams participated.

The campaign competition submissions were due to Russ McDonald on January 17, 2018. All submissions were sent January 18th to the FAEF Judges. 1st and 2nd place winners will be announced at the Conference by Mike Wiedemer.

First American Equipment Finance Judges:

Mike Wiedemer – National Sales Manager

Karen Pomazal – SVP of Marketing

Alex Golden – VP of Marketing

Cash Awards payable to the College or University's Marketing Club are solely for initiatives to advance the club's learning opportunities. First place team award \$775, second place team award \$475, and \$250 incentive team awards.

Career Fair



Dixon Schwabl, Rochester, NY

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: Britton Lui, VP of People & Development

ENTERPRISE HOLDINGS



Enterprise Holdings, Rochester / Buffalo NY

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 there? By taking care of their customers, their communities and their employees – and staying true to their mission,

Representatives: Jeremy Moody, Talent Acquisition Specialist HR - Rochester; Chrystal Wagner, Talent Acquisition Specialist HR – Buffalo



CGI Communications, Rochester NY

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 the 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



Spectrum Reach, Rochester, NY

Spectrum Reach is the digital advertising arm of Spectrum cable. We help grow businesses through multiscreen solutions serving audience-targeted ads through our 45+ cable networks and internet pipelines. We are part of Charter Communications, the second largest telecommunications company in the nation.

Representative: Samantha Knataitis, Field Marketing Specialist



Northwestern Mutual, Rochester, NY

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: Kara Lyon, Campus Recruiter

HELEN & GERTRUDE

Helen & Gertrude, Rochester, NY

Helen & Gertrude office is in Rochester, NY is a marketing, advertising, and full-service social media agency. Helen & Gertrude was built on the notion that every creative decision we make is backed by data. The services include: content creation, event content marketing, social influencer marketing, campaign management, and more.

Representative: Becca Bellush, Strategic Account Director

/ PARTNERS + NAPIER

Partners and Napier, Rochester, NY

Partners + Napier is a full-service ideas agency headquartered in Rochester, New York. The agency has additional field offices in New York, New York and San Francisco, California. They are an insight-led creative agency 160+ strong with expertise in CPG, food and beverage, healthcare, financial services, technology, travel and more. Their wide range of capabilities enables ambitious marketers to move nimbly across channels to grow brands. They're proud to have won numerous Effie Awards in partnership with our clients, affirming our belief that great creative impacts ROI in a big way.

Representative: Maki Barco, Talent Acquisition Specialist



First American Equipment Finance, Fairport, NY

First American Equipment Finance is ranked among the 100 largest leasing companies in the U.S. First American has a proven reputation for professionalism and outstanding customer service among large, sophisticated commercial borrowers in all 50 states.

Representative: James Fitch AVP of Talent Acquisition

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



Niagara University College of Business Administration

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 B.A., B.B.A., B.S. degree programs, and Graduate M.S. degree programs, Masters in Business Administration (MBA), and Master of Healthcare Administration.

R·I·T

School of
COMMUNICATION

Rochester Institute of Technology College of Liberal Arts School of Communication

The School of Communication offers three B.S. degree programs: Communication, Advertising & Public Relations, Journalism, and Graduate M.S. degree in Communication & Media Technology and an Advanced Online Graduate Certificate in Communication & Digital Media.



Rochester Institute of Technology Saunders College of Business

Rochester Institute of Technology Saunders College of Business 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 (AACSB) International. Saunders College offers undergraduate B.S. degree programs, Graduate M.S. programs, 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.



The College at Brockport School of Business and Management

The College at Brockport School of Business Management is accredited by the Association to Advance Collegiate Schools of Business (AACSB) International. The School of Business and Management offers undergraduate B.A., B.S. degree programs, Accounting M.S. and Masters of Business Administration (MBA).



St. John Fisher College School of Business

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 B.A., B.S. degree programs, Graduate M.S. degree programs, and Masters of Business Administration (MBA).

Conference Quotes

Attending the Collegiate Relations Conference for the first time was such a valuable experience. Getting the opportunity to network with local Rochester business is extremely useful for making yourself known among the marketing community.

Emily Risch, St John Fisher College

The Annual Collegiate Conference was a fantastic opportunity to meet marketing students seeking local opportunities after graduation. The students were professional, enthusiastic, and well-prepared, and I was very impressed by the caliber of the attendees that I spoke with. Thank you to AMA Rochester Collegiate Relations for yet another wonderful event that was a great experience for both students and exhibiting organizations alike!

Jennifer Eckl, The Verdi Group, Account Executive

It was indeed a wonderful experience and opportunity to learn, grow and connect with many of the individuals at the Collegiate Relations Conference.

Otis Brown, Niagara University

Year over year, the students attending the Collegiate Relations Conference continue to amaze me. Not only do their skills stand out, but their passion for the marketing industry doesn't go unnoticed.

Jessica DeMinco, Sr. Account Manager, Roberts Communications

This conference was a great experience and I had a lot of fun. I'm glad I was able to share this opportunity with my colleagues from Brockport as we aspire to become business professionals.

Rockefeller Miller, SUNY Brockport College

Participating in the campaign competition was an incredibly valuable experience. I was able to work with two other talented, driven students, something that doesn't always happen when working on group projects in class. I learned a lot from working with a team to develop campaign objectives, strategies and tactics for a real client and the campaign we produced is something I can now include in my portfolio. The conference gave me the opportunity to talk with and learn from individuals working in the field I plan on pursuing after college. Overall, I'm very grateful to have had the opportunity to participate in this year's event.

Grace Blondell, RIT School of Communication





THANK YOU FOR ATTENDING

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

Check us out on Social Media

www.ama-rochester.org

 AMARochester

 @amarochester
#RCC2019

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