Introduction by: Senator Darrell Tenney
Franke College of Business

An act to allocate up to $3000 from the senate bill line for the purpose of sending executive members of the AMA club to the International American Marketing Association Collegiate Conference (IAMACC)

Whereas: Eight students will be attending the IAMACC in New Orleans, Louisiana from March 21-24, 2013.

Whereas: This trip will provide the said club a chance to bring back a greater knowledge of today's marketing environment. Students will gain a broader knowledge of social media, marketing ROI, and campaign success strategies in addition to job opportunities in marketing.

Whereas: For eight people, the Registration fees will cost $1560, airfare costs $3200, and hotel costs $2290.

Whereas: The conference is a great opportunity to learn about different marketing careers in addition to a great networking opportunity to meet with hundreds of student peers & marketing professionals.

Whereas: Each club member will be making a personal contribution of $138.75.

Be it enacted by the Associated Students of Northern Arizona University that:

An act to at its total amount of $3,000 from the senate bill line for sending NAU AMA club to the International American Marketing Association Collegiate Conference (IAMACC)

Action Taken: ____________________________ Date: _________

Approval: ____________________________ Date: _________