

Collegiate marketers score awards at international conference

Aurora University's chapter of the American Marketing Association (AU/AMA) and local students won awards at the AMA's 2017 International Collegiate Conference in March in New Orleans.

Ten AU students attended with AU/AMA chapter adviser Brian Vander Schee, marketing professor.

The Aurora delegation was among 1,500 students and faculty from more than 200 universities who converged on the Big Easy for three days of professional development, competition and networking with peers, industry professionals and potential employers.

Oswego resident and AU/AMA chapter president Kelly Hauge was named 2017 AMA Student Marketer of the Year. The senior business administration and marketing major is an Oswego East High School graduate.

In May, she will start fulltime as a marketing administrator at SPEC Engineering in Plainfield. The full-service process engineering firm provides the latest technology to food, beverage and chemical industries.

Hauge said, "I'm excited to learn about a new industry and put my marketing skills to the test."

Montgomery resident Bradley Kigyos received an honorable mention in the Sales Student of the Year competition. The senior psychology major, a Kaneland High graduate, is AU/AMA vice president of professional selling.

Kigyos served an internship with Liberty Mutual last summer and will become a fulltime employee in May,

Caitlin DeRuiter, a junior marketing major from St. Clair, Mich., won the 2017 EBSCO Marketing Scholar Award, a \$5,000 scholarship. She is AU/AMA's president-elect.

For the first time since its inception in 2009, the 85-member AU/AMA chapter was named International Collegiate Chapter of the Year. AU/AMA placed among the top five chapters internationally the last two years.

AU/AMA also was recognized for its website, chapter communications and a public-service video produced for Kane County Animal Control. Jane Davis, AU biology department chair and KCAC deputy director, advised students who produced the video.

AU/AMA hosts an annual collegiate conference in October. Last year, about 200 students from 18 schools in nine states attended a one-day series of breakout sessions, professional panels and competitions. Keynote speaker was Adam Kempenaar, senior director of new media and creative services for the Chicago Blackhawks hockey team.

AMA is the world's largest professional marketing organization with 370 collegiate chapters and more than 11,000 student members in the U.S., Canada and Puerto Rico.

At the international conference, chapters are judged on yearly activities including professional development, community and social impact and annual reports.

PHOTO: Winning Student--Oswego resident Kelly Hauge, center, an Aurora University senior, was named 2017 American Marketing Association Student Marketer of the Year in March. From left are Bradley Kigyos, Montgomery, honorable mention, Sales Student of the Year; Hauge, president, AU/AMA chapter; and marketing professor Brian Vander Schee, AU/AMA adviser. Awards were presented during AMA's 2017 International Collegiate Conference in New Orleans. (Al Benson photo)

