



Eastern Connecticut State University

NEWS

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For Immediate Release

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Eastern's Chapter of the American Marketing Association Wins Award

Willimantic—Eastern Connecticut State University's Collegiate Chapter of the American Marketing Association (AMA) was presented with the Outstanding Community Service Award at the American Marketing Association 28th Annual International Collegiate Conference. The conference took place from March 23-25 and was held in Orlando, Fl.

This marked Eastern's first time competing in the Northwestern Mutual Financial Network Sales Competition. The University was represented by Karen Reale, the outgoing chapter president, and supported by Aileen Charland, the outgoing chapter vice president. Eastern students competed against 126 universities.

Dr. Eibel-Spanyi, faculty advisor, accompanied the 11 students who attended the conference from Eastern.

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Eastern Connecticut State University is part of the Connecticut State University (CSU) system and is the state's public liberal arts university. ECSU serves more than 5,000 students each year on its Willimantic campus.