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IWU Student Attends Marketing Conference

BLOOMINGTON, Ill.--AJ Atta, an Illinois Wesleyan University senior business administration major from Lake Forest, Ill., recently attended the Direct Marketing Educational Foundation's Collegiate Institute in Schaumburg, Ill.

The Direct Marketing Educational Foundation (DMEF) was established more than 30 years ago by the Direct Marketing Association to attract new talent to direct marketing. In addition to offering more than 20 programs each year for college students and professors, DMEF publishes the Journal of Interactive Marketing and produces and distributes teaching materials and career information.

The primary goals of DMEF are to expand direct/interactive marketing education at the college and university level and offer career information and guidance to students.

Four hundred students from across the country submitted faculty recommendations and five essays analyzing different aspects of marketing to attend the program sponsored by DMEF and Experian, a credit information systems company. Thirty-two students were chosen to participate in the intensive, four-day business seminar.

Atta worked two years as a marketing sales intern for Fortune Brands, a consumer products holding company. Located in Lincolnshire, Ill., Fortune Brands owns companies with leading consumer brands in home and office products, golf equipment and spirits and wine. Brands owned by Fortune Brands include Titleist, Jim Beam, Master Lock, Swingline and Kensington.

For the past year, Atta has been actively involved in a direct sales/campus sales representative program that markets the Kensington MicroSaver--a lock for laptop computers--to college students.

Atta undertook this project after he learned the University of Florida and other colleges across the nation were mandating the ownership of laptop computers for all incoming first-year students. After informing Dave Hopkins, vice president of national accounts, of this information, Atta suggested selecting college students from each campus to create a database list in order to market the MicroSaver to other college students.

"I wrote the business plan for it. I came up with the managerial structure, the marketing plans, the sales strategies and the financial analysis," said Atta.

As a result of his extensive work, Atta is now responsible for the project at two college campuses--the University of Florida and the University of Texas.

Atta plans to work for Fortune Brands in a rotational program through marketing, consumer sales and finance. In two years, Atta plans to attend graduate school and earn a master's in business administration.

About Illinois Wesleyan University

IWU, founded in 1850, enrolls about 2, 070 students in a College of Liberal Arts, and individual schools of Music, Theatre Arts, Art and Nursing. Since 1994, these facilities have been added to the IWU campus: a \$15 million athletics and recreation center, a \$25 million science center, a \$6.8 million residence hall, a \$5.1 million Center for Liberal Arts and a \$1.65 million baseball stadium. Construction is underway on a \$23 million library and \$6 million student center.

Kiplinger's Personal Finance Magazine ranks Illinois Wesleyan University 12th among the nation's 1,600 private colleges in providing a top-quality education at an affordable cost. Also sharing IWU's ranks are Princeton and Dartmouth.