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Shannon Gore, Class of '00 IWU Student Receives Outstanding Marketing Senior Award

BLOOMINGTON, Ill.—Illinois Wesleyan University business administration major Shannon Gore of Wheeling, Ill., has been named the Outstanding Marketing Senior for the IWU chapter of the American Marketing Association (AMA).

Presented by the Central Illinois Professional chapter of the AMA, Gore received the award at the professional chapter meeting on April 11, at Crestwick Country Club in Bloomington, Ill.

"I was very honored to receive this award," said Gore. "I have been actively involved in IWU's AMA for three years and it has been both a challenge and rewarding experience."

The faculty advisor for each of the Central Illinois collegiate chapters including IWU, Illinois State University, Bradley University, Eastern Illinois University, Western University, Millikin University and the University of Illinois, nominate an outstanding marketing senior. Each outstanding senior is recognized at the event and receives a plaque from the professional chapter.

According to Gore, her work as president of IWU's chapter of AMA (August 1999-April 2000) will help her as she enters the corporate business world. Learning to follow-through with commitments, building relationships, delegating assignments and managing people are skills Gore developed as president and will continue to use as she goes to work at Abbott Laboratories in Abbott Park, Ill., as a Communications Specialist in June.

"Shannon has worked hard as AMA president to restore the chapter to its place as one of the premier clubs on campus," said Fred Hoyt, associate professor of business administration and faculty advisor to Illinois Wesleyan's AMA chapter. "It was a great experience for her, and for me to work with her."

The IWU chapter of the AMA has approximately 30 members, who are primarily junior and senior business majors. Since it was chartered in 1989, the IWU chapter of the AMA has received two awards for its work as a student chapter from the AMA International.

Founded in 1937, the AMA is the world's largest and most comprehensive professional society of marketers, consisting of more than 45,000 worldwide members and 500 chapters across North

America. The goal of the AMA is to promote education and assist in personal and professional career development among marketing professionals.

Worldwide, there are 400 collegiate chapters of the AMA with approximately 14,000 members. The mission of the collegiate chapters of the AMA is to further the professional development of students through leadership training and involvement in the marketing field.

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 baseball stadium. Construction is underway on a \$26 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 rank are Princeton and Dartmouth.

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