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Shannon Gore, Class of '00
IWU Junior Wins Scholarship to
Direct Marketing Institute in Chicago

BLOOMINGTON, Ill.—A junior majoring in business administration at Illinois Wesleyan University has won a scholarship to the Direct Marketing Collegiate Institute, March 7-11, in Chicago.

Shannon Gore of Wheeling, Ill., was awarded the scholarship, valued at more than \$1,000 after being nominated for the honor by Fred Hoyt, associate professor of business administration.

"I was surprised when I won the award," Gore said, "considering the applicant pool and tough selection requirements." Each application was read and evaluated at least three times by different people.

She received the award based, in part, on four essays she wrote dealing with a marketing experience, an example of an effective direct marketing campaign (she focused on a Coca-Cola initiative), and her work experience and extra-curricular activities in a business field related to direct marketing.

"Business always has interested me," Gore said, adding that she expects the Direct Marketing College Institute award will help her decide on a career course in business and marketing.

Gore hopes that the conference will give her a better understanding of how direct marketing—mailings, telemarketing, and the Internet—works.

"I hope to see different strategies direct marketers use to capture the attention of consumers," she said.

Her interest in marketing was sparked in seventh or eighth grade, when her father took her to work at Kraft Foods and she was exposed to marketing, finance, and other business fields.

"I was fascinated," Gore said, "by how much detail and planning went into packaging macaroni and cheese and Kool Aid. That was a long time ago, but it stuck with me."

Among Gore's favorite IWU classes is Fundamentals of Organizational Decisions, team taught by a faculty trio: David Marvin, assistant professor of business administration; Zhenhu Jin, assistant professor of finance, and Hoyt.

The course combines elements of finance, management, and marketing.

"It's interesting," Gore explained, "to see how these subjects relate to each other and depend on each other. It's also interesting to see how different teachers interact. We also did a project for the Dean of Students to determine whether our current student activities program meets student needs."

In addition to her business and marketing interests, Gore runs cross-country and track at IWU and serves as opinions assistant editor at the Argus, the university's weekly newspaper. Gore also serves as director of market research for IWU's chapter of the American Marketing Association. She also is a member of the Student Alumni Council and the Ambassadors Club.

Gore is a 1996 Wheeling High School graduate. Her family resides at 1145 Captains Lane, Wheeling, Ill.

The conference Gore will attend will take place at the Hyatt Hotel on Printer's Row, 500 S. Dearborn, Chicago.

The institute will feature day and night time sessions with direct marketing professionals who will discuss case studies and related matters.

The Direct Marketing Educational Foundation was founded 30 years ago by the 81-year-old Direct Marketing Association to attract new talent into the field.

IWU, founded in 1850, enrolls about 2,000 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, and a \$5.1 million Center for Liberal Arts.

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