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Kasey Evans '12
Illinois Wesleyan University

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Richardson Receives Marketing Award

February 23, 2010

BLOOMINGTON, Ill. – Illinois Wesleyan University senior Rose Richardson, a business administration major from Naperville, Ill., has been named as the University's Outstanding Marketing Student by the St. Louis chapter of the American Marketing Association (AMA). She will be honored on Feb. 26 at the St. Louis chapter's annual marketing conference hosted by Maryville University.

Richardson was selected for this award because of her achievements as VP-Programming for the Illinois Wesleyan chapter of AMA. While in this position, she organized a speaker series with a focus on general business in the fall of 2009 and on salesmanship in the spring of 2010.

In addition to her work for AMA, Richardson also serves as the president of the IWU chapter of Women in Communications.

For more information contact Fred Hoyt, associate professor of business administration and AMA faculty advisor, at fhoyt@iwu.edu.

Contact: Kasey Evans '12, (309) 556-3181