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## IWU Student Recognized as Outstanding Marketing Student

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## **IWU Student Recognized as Outstanding Marketing Student**

Feb. 22, 2011

BLOOMINGTON, Ill. – The St. Louis American Marketing Association (AMA) Professional Chapter recently named Illinois Wesleyan University senior Lindsey Iseler IWU's Outstanding Marketing Student. Iseler will be honored Friday, Feb. 25 at the St. Louis AMA 50th annual Collegiate Conference in Ballwin, Mo.

Iseler, an international business major, is also a member of the marketing honorary, Alpha Mu Alpha, and is the former president of the IWU chapter of the American Marketing Society. She will be accompanied to the conference by IWU **Associate Professor of Business Administration Fred Hoyt.**

According to the St. Louis AMA website, the AMA is an organization of marketing professionals, industry leaders and students, all with the desire to stay on top of the latest trends and newest opportunities. The 2011 conference will present topical marketing success stories, and bring together local marketing professionals, marketing students and faculty from six different states.

For additional information, contact the Office of University Communications at (309) 556-3181.

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