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Kelly Kostock, Class of '01
IWU Student Awarded Marketing Scholarship

BLOOMINGTON, Ill.--Kelly Kostock, a junior Illinois Wesleyan University business administration major from Elgin, Ill., was recently awarded the Robert V. Mitchell Scholarship from the Central Illinois Chapter of the American Marketing Association (AMA).

Kostock was one of two business administration students selected by the Central Illinois Chapter of the AMA to receive the \$250 scholarship.

"I'm extremely excited. I feel honored because we have a lot of talented people in the AMA," said Kostock.

Kostock's current responsibilities as an officer in IWU's AMA chapter include arranging special events and coordinating chapter attendance at major conferences.

"I have found her to be eager to seek additional knowledge of marketing, which she is convinced is her calling. If the success factors include thoughtfulness, perspicacity, and hard work, then Kelly ought to do well," said Fred Hoyt, associate professor of business administration and faculty advisor to Illinois Wesleyan's AMA chapter.

This summer, Kostock will work at CNA Insurance in Chicago as a marketing intern. However, upon graduation, Kostock plans to enter a career in public relations and eventually become involved in marketing management.

The award, named for the first dean of the College of Business at Illinois State University and one of the founding members of the Central Illinois Chapter of the AMA, is given to an outstanding junior member of a collegiate chapter served by the Central Illinois Chapter of the AMA.

Institutions served by the Central Illinois Chapter include IWU, Illinois State University, Bradley University, Eastern Illinois University,

Western Illinois University, Millikin University and the University of Illinois.

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 field of marketing.

The IWU chapter of the AMA has approximately 30 members, who are primarily junior and senior business administration 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.

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 rank are Princeton and Dartmouth.