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IWU Names Top Marketing Students

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BLOOMINGTON, Ill. -- Senior Neil Rubenstein and junior Tina Beaird have been honored at Illinois Wesleyan University for their work in campus marketing organizations.

Rubenstein, a risk management major from **Morton Grove (Niles North HS)**, was named Outstanding Marketing Senior by the Central Illinois chapter of the American Marketing Association, while Beaird, an international business major from **Urbana (HS)**, was awarded the "Outstanding Marketing Junior" scholarship.

■ Rubenstein has been the president of the IWU chapter of American Marketing Association for past year, was selected for an insurance and risk management institute, and was a participant in Direct Marketing Foundation's collegiate institute.

He is the son of Dr. and Mrs. Steve Rubenstein, 7117 Greenwood, Morton Grove.

■ Beaird, who has minors in Japanese and Spanish, was elected next year's vice president for the IWU chapter of American Marketing Association.

She is the daughter of Debra Daily, 405 E. Florida Ave., Urbana.

The IWU chapter's faculty sponsor is Dr. Fred Hoyt, professor of business and marketing.

Illinois Wesleyan, founded in 1850, enrolls about 1,860 students in a College of Liberal Arts, College of Fine Arts, and a four-year professional School of Nursing. In recent years, the University's endowment has grown to more than \$100 million; a \$15 million athletics and recreation center opened in autumn 1994; and a \$24 million science building opened in October 1995. The Carnegie Commission for the Advancement of Teaching promoted IWU to a "baccalaureate I" institution in 1994, a classification that places it among 161 highly selective national liberal arts colleges in the annual *U.S. News & World Report* rankings. *101 of the Best Values in America's Colleges and Universities* calls IWU "undoubtedly one of the finest small colleges in the country," adding, "Illinois Wesleyan has surged to national prominence on the basis of its reputation as a school with a rock-solid academic program."
