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Amy Gorzynski Wins Outstanding Marketing Student Award

IWU senior Amy Gorzynski received the Outstanding Senior Award from Wes Morgan, President of the St. Louis Chapter of the American Marketing Association.

Also pictured (at right) is IWU marketing professor Fred Hoyt.

BLOOMINGTON, Ill. -- Illinois Wesleyan University senior business administration major Amy Gorzynski of Schiller Park, Ill., has been named the Outstanding Marketing Student for the IWU chapter of the American Marketing Association (AMA).

Sponsored by the AMA of St. Louis, Gorzynski will receive the award at the 41st annual marketing conference on Feb. 22 in St. Louis.

At Illinois Wesleyan, Gorzynski has served as president of Alpha Lambda Delta, a national scholastic honor society, and as treasurer for the school chapter of the American Marketing Association. She is a member of Alpha Mu Alpha, a national marketing honorary, and Egas, local activities honorary for senior women.

Gorzynski has been a four-year member of the IWU women's basketball team, has earned two letters and serves as the team captain for the 2001-02 season. She also earned a varsity letter in softball.

An IWU Alumni Scholar and recipient of an Honor Student Award, Gorzynski has consistently been on the IWU Dean's List.

A 1998 graduate of Franklin Park East Leyden High School, Amy is the daughter of Robert and Catherine Gorzynski, 4267 N. Grace St., Schiller Park.

More than 400 students and faculty from five states will attend the event with conference activities including a panel discussion with executives from leading advertising, public relations, internet design, media consulting and marketing firms.

In addition, the conference features a roster of speakers from Rawlings Sporting Goods, Hardee's, Ford Motor Company, Emerson, and Kinko's. In addition, career specialists in internet/e-commerce, direct marketing and research will hold sessions for conference participants.

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.

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.