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Mission Statement

OnMark is of and for AMA, our membership, and the students of SUNY Oneonta. Our members seek to engage in professional marketing services, with the expectation of exceeding our clients’ goals for the benefit of all. We pledge exceptional professionalism through hands on experience and real world encounters, while continuously aiming to satisfy as many worthwhile needs of our campus and the local community as possible.

Summary

We have had a very good year indeed. The numbers and the fulfilled strategies are here in category after category but when you focus on the strategies and categories alone it is easy to look beyond the human dimension. We choose the phrase “On Mark and rising” as our chapter theme for the year. The elaboration upon the strategies within our categories expresses our efforts and achievements. However, a checklist approach does not capture how much we have accomplished and the unity we have developed in our efforts to improve.

First, consider the modest goal of increasing our membership beyond the 59 that we had at the start of the school year. Our present enrollment of 91 members is an increase of over 50%. Then consider our extremely ambitious fundraising goal “to generate revenue of $5,500 to better stabilize our chapter’s financial position”, an increase of about $1,000 a month. We have exceeded both goals while also excelling in our robust community service and marketing week activities, which also require substantial fundraising. Next, consider the breadth and character of our professional development activities, and the depth with which our communications and chapter operations goals have been fulfilled. Occasionally there is a category in which we have stumbled, but every time we did an unanticipated area emerged that has been cultivated in which we have excelled.

Underlying all of these achievements in category after category are the intangibles that are the real keys to our success. The broad based involvement of our membership and the attitude that goes with it. We are SUNY OnMark, the “Marketing Club” of SUNY Oneonta, and clearly, we are rising.

Rating System

The OnMark objective exceeded our expectations and is more then “on-mark” with our organizational goals. These events reached high attendance rates and included mass contribution from our AMA members.

The OnMark objective met our expectations and is directly “on-mark” with our organizational goals. These events reached projected attendance rates and included an average contribution from our AMA members.

The OnMark objective did not meet our expectations and is “off-mark” with our organizational goals. These events reached below average attendance rates and included little contribution from our AMA members.

N/A This event is in progress or scheduled for a date after the conference.
Chapter Goal

OnMark’s goal is to serve as a resource to connect students with local firms in order to develop an interactive and career-oriented experience as an excellent preparation for post-graduate endeavors.

Chapter Results

OnMark has created a blend of professional development activities aimed at offering our members opportunities they can build upon to refine their marketing and business skills. AT THIS YEAR’S AMA CONFERENCE ONMARK PLANS TO TAKE PART IN THE SABRE BUSINESS SIMULATION AND WE WILL ALSO BE HAVING A CHAPTER EXHIBIT. We have accomplished this by networking with professionals, developing our communication and teamwork skills, participating in various market research projects, and offering our services to local organizations and businesses.

Career Planning

Goal: Invite Oneonta alumni to offer their real world experiences and networking opportunities to OnMark members.

Results:

Speaker: Shayne Spencer
Date of Speaker: Wednesday, November 4th 2009
Projected Attendance: 30 AMA Members
Actual Attendance: 40 AMA Members, 10 Non Members
Rating Score: ★★★

OnMark invited Shayne Spencer, its former president, to discuss and inform students about the post-graduate employment process. Shayne currently works for Momentum World-Wide as a College Associate for Coca-Cola. He travels to different schools sponsoring events and working with students across campuses. Shayne’s presentation focused on the benefits of being active in college and a detailed description of his current job and responsibilities. In his presentation, he noted that he obtained his current position because of his efforts with AMA. Specifically, his experiences as V.P. of Planning & Reports and then as President, along with his work on Chapter Plan’s and Annual Report’s was what landed him this job. Shayne is a great example of what an active member can accomplish and how beneficial being in AMA can be.

Speaker: Alicia Gursky
Date of Speaker: Wednesday, January 20th 2010
Projected Attendance: 30 AMA Members
Actual Attendance: 37 AMA Members, 4 Non Members
Rating Score: ★★★

Alicia Gursky is an Oneonta alumnus and past OnMark executive board member. She explained how her work with OnMark prepared her for the interview processes that she had to go through during her job-search after graduation. She told us about how important it is to stay active in college and how beneficial OnMark can be to anyone who is a part of it. Alicia informed us about her current career position and also offered her fellow OnMark members the opportunity to have their resumes sent to her company’s HR department in hopes of creating opportunities for their careers.

Goal: Reconstruct our career requirements packet to include a variety of majors and descriptions of future career opportunities.

Project: Career Requirements Packet
Date Completed: Monday, November 16th 2009
Completed By: Vice President of Careers, Kelly Kirschenheiter.
Rating Score: ★★★

Each year OnMark recreates and updates its Career Requirements Packet. This packet provides detailed descriptions about specific career requirements and skills that students should have before applying for particular positions. Besides making students aware of whether they are on the right path, the packet also lists a number of job positions that certain majors may be prepared for and interested in. The Career Requirements Packet is ideal for all students; this year, OnMark reconstructed the packet to include information for a greater number of majors and descriptions of a broader range of job opportunities. The packet was also redesigned and focused to benefit students with senior status.
Goal: Hold 2 Career Planning & Development seminars focused on resume building, interviewing, and other career enhancing activities.

Seminar Speaker: Matt Munson  
Date of Seminar: Wednesday, September 23rd, 2009  
Projected Attendance: 40 AMA Members, 5 Non-Members  
Attendance: 52 AMA Members, 13 Non-Members  
Rating Score: 🟢 🟢 🟢

In the fall semester SUNY Oneonta’s Associate Career Development Director Matt Munson worked directly with our members on writing and editing resumes, while helping students prepare their portfolios for future interviews. In the beginning of the spring semester Career Development Director Kristy Cable did so as well from a slightly different angle. They explained to students resume editing tips such as paying close attention to font size, appropriateness of content, length, and grammatical presentation. Both of these professionals worked with our students one-on-one, individually critiquing their resumes and working with them on proper cover letter techniques. These events were even great successes than expected. OnMark’s members left with a new sense of confidence in themselves and a brighter outlook on their perspective futures.

Seminar Speaker: Dr. Margaret Maguire  
Date of Seminar: Wednesday, October 7th, 2009  
Projected Attendance: 40 AMA Members, 5 Non-Members  
Attendance: 37 AMA Members, 3 Non-Members  
Rating Score: 🟢 🟢 🟢

SUNY Oneonta’s Business & Economics Internship Coordinator Dr. Margaret Maguire provided our members with an internship panel. Members engaged in a question and answer session and listened to an informative presentation on the importance of internships and how they can be gateways to full time jobs. Many OnMark members were intrigued about the topic and some of our members who have already had internships were encouraged to share some of their own experiences and wisdom about the subject.

Media Kit Packet

Goals: 1. Have 5 AMA members update and maintain our media kit.  
2. Approach 20 different local businesses with our media kit.

Results:  
Project: Media Kit Packet  
Date Completed: Wednesday, September 2nd, 2009  
Businesses Approached: 23  
Rating Score: 🟢 🟢 🟢

OnMark has expanded its marketing and advertising outreach to local companies and organizations in order to sustain and enrich the local economy. Our organization has conceptualized and designed extremely creative and informative advertisements, flyers, events, and websites—all of which are comparable to some of the best available locally. This composite document is something that is used to help businesses in the Oneonta area realize what we can do as a club to help them grow and expand in a difficult economic climate. We offer our abilities and services to businesses in our area in hopes of helping them attain more business and greater feedback from their customers. We have visited many businesses throughout the broader community and have helped a few to gain a better understanding of their customers’ wants and needs. Our media kit also offers a chance for these businesses to get rebranded with the help of our talented members.

Media Kit Specifications

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Professional Outings

Goal: Lead 3 marketing focused outings throughout the year to provide members with networking opportunities and real world business views.

Results:

Company: Modern Marketing Concepts Inc  
Date of Outing: Friday, January 29th 2010  
Projected Attendance: 7 AMA Members  
Actual Attendance: 12 AMA Members  
Rating Score:

Modern Marketing Concepts Inc. provides business-to-business sales and marketing solutions for high-tech, growth-orientated companies. A former general member who interned there one summer brought this business to our attention. As it is only an hour’s drive away, OnMark saw this as an opportunity to expose our membership to the B2B world of marketing. Those who attended learned a lot about providing concrete, practical support services.

Company: Grafiqa  
Date of Outing: Friday, February 19th 2010  
Projected Attendance: 6 AMA Members  
Actual Attendance: 7 AMA Members  
Rating Score:

After some discussion OnMark agreed with the Grafiqa management that it would be beneficial to go to this local business and observe the creative operations of the small but dynamic firm first hand. While there, members got a full description of the company’s background and where they are headed today. Members were guided through the firm, introduced to employees, and given question and answer opportunities. This trip was a great educational experience and it allowed OnMark to look at a local advertising firm from a different perspective.

Company: Sweet Home Productions  
Date of Outing: Wednesday, March 1st 2010  
Projected Attendance: 10 AMA Members  
Actual Attendance: 9 AMA Members  
Rating Score:

OnMark visited Sweet Home Productions, a local marketing firm, to see the everyday processes of their workday and see how they handle their clients. Their web development coordinator spoke with us about web ideas, and their head of sales explained the life of a sales person making door-to-door stops to sell space in their local publications. Our members were able to see for themselves how advertising can be tied together with journalism to promote a wide range of local businesses. Once again, the interaction with our members was very interesting and extremely beneficial.

Etiquette Dinner  
Date of Outing: Friday, April 23rd 2010  
Projected Attendance: 30 AMA members  
Rating Score: N/A

One of the highlights of the OnMark year will be our Etiquette Dinner which will take place shortly after our return from the International Collegiate Conference. We expect that, as always, it will be a huge success.

Speakers

Goal: Host 2 guest speakers including Oneonta alumni, and campus affiliates.

Results:

Speaker: Kristy Cable  
Date of Speaker: Wednesday, September 23rd 2009  
Projected Attendance: 40 AMA Members  
Attendance: 50 AMA Members, 15 Non-Members  
Rating Score:
Kristy Cable is the Director of Career Development and Student Employment on the Oneonta campus. She spoke to our club about correct resume writing techniques and how the Career Development Center can help students revise their resumes and correct them before sending them out to potential employers. Kristy also talked about the new NACELink network that the school uses. This is an online database that is available through the National Association of Colleges and Employers (NACE). This database lists all of the possible openings for jobs and internships available around the college.

**Speaker:** Dr. Carol Mandzik  
**Date of Speaker:** Wednesday, October 28th, 2009  
**Projected Attendance:** 40 AMA Members  
**Actual Attendance:** 53 AMA Members, 16 Non-Members  
**Rating Score:** ☑ ☐ ☐

Dr. Mandzik is the Director of International Education at SUNY Oneonta. She talked about international marketing strategic objectives and challenges, careers in international programming, and marketing your skills in a competitive environment. At the end of her presentation, she also told us that she is willing to hire interns and would be happy to have one of OnMark’s members be a part of her team.

**Speaker:** Kristina Miller  
**Date of Speaker:** Wednesday, January 27th, 2010  
**Projected Attendance:** 40 AMA Members  
**Actual Attendance:** 32 AMA Members  
**Rating Score:** ☑ ☐

Ms. Miller, a recent OnMark graduate, praised us for our broad based community service efforts and told us how they lead her into a career as a foster home transitionary counselor. She provides older foster children with independent living skills. She also advised us that in a down economy we should think about possible career opportunities in the field of community service.

**Speaker:** Dr. Robin Nussbaum  
**Date of Speaker:** Wednesday, February 17th, 2010  
**Projected Attendance:** 40 AMA Members, 10 Non-Members  
**Actual Attendance:** 34 AMA Members, 3 Non-Members  
**Rating Score:** ☑ ☐

Dr. Robin Nussbaum spoke with our club about the LEAD program that was just implemented here at Oneonta. LEAD is a leadership program that is based on current research done by the Council for Advancement of Standards (CAS). This program is designed to provide individual students with the chance to discover leadership in a way that gives them great independence while allowing them to focus on areas that are important to them personally. Our members felt that a lot of information was presented in a short period of time, some of which some was difficult to absorb.

**Goal:** Host 3 professional guest speakers including business owners, company executives, and marketing professionals.

**Speaker:** Bill Kent  
**Date of Speaker:** Wednesday, September 16th, 2009  
**Projected Attendance:** 40 AMA Members, 10 Non-Members  
**Actual Attendance:** 51 AMA Members, 23 Non-Members  
**Rating Score:** ☑ ☐ ☑

Bill Kent from our local Domino’s Franchise came and talked about how Domino’s operates its local franchise. He talked about Domino’s as an international brand. He also told us how they have differentiated themselves from the rest of their competition in the local community by using the local colleges as a resource and also by utilizing online technology. He did a very good job of providing material and marketing insights, revealing a great deal about a business that we all thought we knew about before hand.

**Guest Speaker:** John Prinzo  
**Date of Speaker:** Wednesday, March 10, 2010  
**Projected Attendance:** 15 AMA Members, 20 Non-Members  
**Actual Attendance:** 10 AMA Members, 30 Non-Members  
**Rating Score:** ☑ ☐

John Prinzo, the District Manager of Central New York for Wells Fargo Financial, spoke with us about career opportunities with his company. He also offered us the opportunity to submit resumes for a potential job and gave interviews the following day.
Christopher Quereau is the founder of GrafiQa. He will be presenting on how to open a marketing firm and will be giving advice on challenges we all may face once we graduate and enter the real world. OnMark is looking forward to this learning opportunity provided by a local rebranding firm.

### Marketing Week

**Goal: 1. Design and Implement 2 marketing weeks per year fulfilling goals 2,3, and 4.**

**Results:**

Our OnMark custom is to have 2 marketing weeks each year, one in mid fall when AMA traditionally schedules it and another in early spring. Our activities motivate our members, encourage other students to join AMA, and help support our local community in major ways. We have been extremely successful in this respect again this year.

**Goal: 2. Host one event everyday during marketing week.**

We had high profile membership drives during both marketing weeks. This together with speakers (Margaret Maguire and Kristina Miller), research projects (Oneonta Theater and New York Central Mutual), T-shirt sales, a telethon soliciting support from our former members, and community service activities (“The Pit Run” and the “Heart Run and Walk”). We have had more then one activity going on every day.

**Goal: 3. Have 30 AMA members attend the events during the week.**

Because of the robust nature of our activities, many of our members (44 in the Fall and 61 in the Spring) participated in our numerous activities along with many other students who certainly shared in our enthusiasm.

**Goal: 4. Generate $3000 in revenue for the local community.**

We also have dinners every night for our members in the finer eating establishments of Oneonta; which OnMark pays for entirely. This induces many interested students to join AMA. In the process, we have generated almost $7000 in revenue for the local community more then doubling our $3000 goal, as can be seen on our pro forma financial statement.

### Internship Assistance

**Goals: 1. Inform members of potential internship opportunities in the Northeast region.**

**2. Provide members with an internship packet of 30 different opportunities to pursue.**

**3. Inform members about career fairs and internship opportunities through our campus’ Career Development Center and SUNY Systems Administration in Albany.**

**Results:**

OnMark has consistently informed our general membership about internship recruiters coming to campus. OnMark has also informed its members about the excellent information available through the Career Development Center and website as well as on the Business and Economics Department website. Pamphlets and informational sessions also help inform our general members about potential internship opportunities in the Northeast region. We have also informed our members about career fairs and graduate school fairs occurring on campus and throughout the SUNY system. The Career Development Center offers mock interviews for students to practice interviews for real jobs that they may be applying for. Our club also held an internship panel where we had students sit in front of the club answering questions about their internship experiences.

### Marketing Projects

**Goals: 1. Participate in 3 professional marketing projects throughout the year to prepare members for professional business situations with hands-on experience.**

**2. Have 10 AMA Members participate in the projects throughout the year.**
Results:

**Company:** The Oneonta Theater  
**Project:** Marketing Research Project  
**Date Completed:** October 20th through November 8th  
**Projected Participation:** 20 AMA Members, 40 Non-Members  
**Actual Participation:** 35 AMA Members, 65 Non-Members  
**Rating Score:** 🅿️ ⭐️

Thomas Cormier purchased the Oneonta Theatre in June 2009. He approached Patrice Macaluso, the department chair of the Theatre Department at SUNY Oneonta and president of the not-for-profit group-Friends of the Oneonta Theatre for help with transforming the theater under its restricted contract. The theatre has been recently repaired, and has begun to hold events. Its next step is to play movies that cannot be recent releases. In order for the theatre to play movies that have already been played at first-run theatres, it must acquire the proper licensing agreements. In order to facilitate focusing on the target market’s preferences, the process of a marketing research project began.

The results of the Oneonta Theatre marketing research project were extremely detailed regarding preferred days of the week, times, and dollar amounts that the community is willing to pay to see classic movies. The best way to see show times is on the theatre website. Students would also like the show times to be coordinated with the bus schedule. Professor Macaluso will use our research project for scheduling purposes and to make accurate financial projections.

**Company:** New York Central Mutual (NYCM)  
**Project:** New Teen Drivers website project  
**Date Completed:** Monday, February 1st 2010  
**Rating Score:** 🅵️ ⭐️

New York Central Mutual (NYCM), asked OnMark to get some feedback from their target market on the quality of their newly made website, www.newteendrivers.com, focused on teenage drivers. We got more than 100 members from the community and 25 AMA members to participate in the survey to give feedback on the quality of their website. We handed out the surveys in paper form and also made them available online for everyone’s convenience. The insights that were provided resulted in slight modifications of the current website and were greatly appreciated by NYCM.

**Company:** Oneonta Public Transit  
**Project:** New Ideas for Increased Public Transportation use  
**Date Completed:** In Progress  
**Rating Score:** N/A

Oneonta Public Transit wanted OnMark to get ideas from the local community on how they can get more users to ride the public transportation. We prepared a questionnaire for distribution to the bus line’s passengers and are developing recommendations as a result of their suggestions.

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**Community Service**

**Chapter Goals**

OnMark’s goal is to seek out dynamic community service opportunities wherever possible that will allow our members to engage in a broad range of philanthropic activities. We also want to offer services that will not only benefit the campus but also the community and region through participation in charitable events, donations, and volunteer work, such as improving awareness of the need for organ donation and registering organ donors on our campus through AMA Saves Lives.

**Chapter Results**

OnMark puts great emphasis on not only giving back to the community and campus but also on lending a hand wherever our services may be helpful. OnMark offers community service experiences that provide its members with outstanding personal growth and leadership skills. Throughout the year, OnMark went above and beyond by engaging its members in multiple charitable events, volunteer work, food drives, and mentoring programs. OnMark will continue to offer its services in hopes of benefitting the campus, community, and region through volunteer work, donations, and charitable events. OnMark will be manning a table and encourageing the signing of organ donation cards at the 32nd Annual International Collegiate Conference.
Muscular Dystrophy Telethon

Goals: 1. Have 5 AMA members participate in the Jerry Lewis Muscular Dystrophy Telethon.  
2. Raise $150 in donations to support Muscular Dystrophy.

Results:
Date of Telethon: Monday, September 7th 2009  
Projected Attendance: 12 AMA Members  
Actual Attendance: 15 AMA Members  
Rating Score: ★★★

OnMark answered the phones and accepted pledges when the Muscular Dystrophy National Telethon transferred to the local audience. We also fundraised and contributed $220 to help support research to combat this terrible disease. We have been recognized by the National Muscular Dystrophy Association for the consistency of our efforts in this respect for the past 21 years.

Runs and Walks

Goals: Contribute and participate in 3 runs/walks per semester

Results:
Rally for Mental Health
Date: Saturday, September 12th 2009  
Projected Attendance: 6 AMA Members, 10 Non-Members  
Actual Attendance: 8 AMA Members, 17 Non-Members  
Rating Score: ★★★

OnMark assisted in promoting and raising awareness for mental health by participating in the rally for mental health. We contributed $242 to help benefit mental health services.

Friends for Recovery
Date: Sunday, September 20th 2009  
Projected Attendance: 10 AMA Members, 12 Non-Members  
Actual Attendance: 15 AMA Members, 20 Non-Members  
Rating Score: ★★★

35 individuals participated in the Friends for Recovery walk to help raise funds to support patients recovering from substance abuse. OnMark lead the registration efforts by manning the tables necessary to register participants. We also fundraised and contributed $234 to support the cause. This is a relatively new endeavor in our community and our assistance was greatly appreciated.

Pit Run
Date of Run: Sunday, October 4th 2009  
Projected Attendance: 18 AMA Members, 13 Non-Members  
Actual Attendance: 18 AMA Members, 13 Non-Members  
Rating Score: ★★★

3 of our members ran and 28 others walked on behalf of OnMark in support of the Ricky J. “Pit” Parisian Scholarship. Ricky was a local police officer who was killed in the line of duty. While we support this vigorously every year, this is an activity that involves the whole community of Oneonta because of the enormous popularity of this local hero who gave his life to stop a robbery several years ago in our local mall. While we do a lot here, AMA’s contributions are only a small percentage of the funds that are generated.

Kidney Walk
Date of Walk: Saturday, October 31st 2009  
Projected Attendance: 5 AMA Members, 8 Non Members  
Actual Attendance: 7 AMA Members, 15 Non-Members  
Rating Score: ★★★

OnMark helped organize the 2009 Oneonta Kidney Walk. We attended weekly meetings to organize the event, and helped with setup on the day of the event. This is a non-competitive, educational fundraiser that highlights awareness and prevention of kidney and urinary tract diseases. It also raises awareness of the importance of being an organ donor. OnMark generated $1,084.
Walk for Literacy
Date of Walk: Sunday, November 15th 2009
Projected Attendance: 4 AMA Members, 8 Non Members
Actual Attendance: 5 AMA Members, 13 Non-Members
Rating Score: ★★★★★

OnMark took part in the Walk for Literacy to help support the NINASH Foundation in raising money for literacy in India. OnMark was recognized with an award for excellence by the foundation based on the amount of money that was generated for the cause.

Heart Run & Walk
Date of Walk: Saturday, February 13th 2010
Projected Attendance: 8 AMA Members, 10 Non-Members
Actual Attendance: 9 AMA Members, 13 Non-Members
Rating Score: ★★★★★

OnMark lead the registration efforts for the event by signing up runners and walkers who wanted to take part in the cause. OnMark also generated $787 for the walk and also contributed with advertising and organizational efforts for the event. We were recognized as the largest fundraising organization on campus for this event.

Relay for Life
Date of Walk: Friday & Saturday, April 23-24th 2010
Projected Attendance: 25 AMA Members, 50 Non-Members
Rating Score: N/A

OnMark will take part in working with the “Relay for Life” committee to support those suffering from cancer and help support cancer research. Our members have been participating in weekly meetings to organize publicity on campus, help create flyers, and hype up the event. OnMark will also form a team and will participate in the 12-hour walk.

Alzheimer’s Association Memory Walk
Date of Walk: Saturday, May 1st 2010
Projected Attendance: 8 AMA Members, 10 Non-Members
Rating Score: N/A

OnMark will take part in the Alzheimer’s Walk to help raise awareness and funds for Alzheimer’s care, support and research. All of the walk donations will benefit the Alzheimer’s association that hopes in the future to eliminate Alzheimer’s disease.

Jessica Dresser

Goals: 1. Work with the “Jessica Dresser Fund” to support a girl with cancer.
    2. Generate $100 to support a child with cancer.

Results:
Jessica Dresser Fundraiser
Date of Outing: Saturday, October 10th 2009
Projected Attendance: 10 AMA Members, 25 Non-Members
Actual Attendance: 15 AMA Members, 20 Non-Members
Rating Score: ★★★★★

OnMark lent a hand in a fundraising event for a local student who was diagnosed with cancer. She had touched many people in the area with her heart-felt story and we could not resist helping her through her difficulties as much as we could. We generated $175 and assisted in running the concession stand at the event. OnMark also aided with advertising and organization of event procedures. We all felt as though we were all actually making a difference in this young girl’s life.

Food Drives

Goal: 1. Create a Thanksgiving dinner food drive to provide 100lbs of canned and dried foods to those in need this holiday season.
Results:

**Thanksgiving Food Drive**

**Dates of Donations:** Saturday, November 14\(^{th}\) 2009

**Organized by:** Vice President of Special Projects, Eric Reitman

**Rating Score:** -

OnMark created a Thanksgiving food drive to help those in need this holiday season organized by our Vice-president of Special Projects. OnMark spoke to its members during general meetings and advertised the importance of this event throughout our campus with flyers. We then donated 117 lbs of food to help support less fortunate local community members during this season.

**Goal:** 2. & 3. Team with a local soup kitchen “Saturday’s Bread” to prepare and serve meals for the homeless. Have 10 AMA members participate in the meal preparation and service for the kitchen.

Results:

**Saturday’s Bread Soup Kitchen**

**Date of outing:** Saturday, December 12\(^{th}\) 2009

**Projected Attendance:** 6 AMA Members

**Actual Attendance:** 7 AMA Members

**Rating Score:** -

OnMark lent its services to Saturday’s Bread, a local soup kitchen for the disadvantaged in Oneonta. There we served lunch to over 70 needy people while also assisting in kitchen preparation and cleanup. OnMark’s advertising department lead efforts to help organize the event and encouraged members to attend this successful one-day event.

**Goal 3:** Work alongside “Opportunities for Otsego” to provide 100 lbs of canned and dried food to those in need.

Results:

**Opportunities for Otsego**

**Dates of Donations:** Tuesday, February 16\(^{th}\) 2010

**Organized by:** Vice President of Special Projects, Eric Reitman

**Rating Score:** -

OnMark organized a canned and non-perishable food drive to help support less fortunate local community members within our county. We worked alongside Opportunities for Otsego collecting and organizing donations. OnMark was able to contribute 162 lbs of food to this exemplary organization.

**Mentoring Program**

**Goal:** 1. Provide high school students who are interested in the business field with valuable skills that can be used in all aspects of life.

2. Have 5 AMA members participate in the mentoring program.

Results:

**Mentee:** Milford Central School

**Organized by:** President, Executive Vice President

**Projected participation:** 5 AMA Members

**Actual Participation:** 7 AMA Members

**Rating Score:** -

OnMark established a mentoring program at Milford Central School by creating a business program including syllabi and textbooks needed to run business classes. We have also left ourselves open for contact and any questions that these high school students would have regarding marketing and business alike. We have made several attempts to work with the school, by providing opportunities to take part in general membership meetings and speaker seminars. They have not yet taken advantage of our services.

**NINASH**

**Goals:** 1. Work alongside the NINASH foundation to help put disadvantaged children in India in school.

2. Have 10 AMA members participate in this project throughout the year.
OnMark worked on behalf of the NINASH foundation to help raise funds to allow extremely disadvantaged children in India to be able to go to school. We put on a fundraising event filled with dancing, music, and food to help generate funds to support this worthy cause. OnMark generated $236 for the foundation and were publicly recognized as their leading fundraising organization on campus. We will be continuing to work alongside the NINASH foundation this semester to further support this cause.

**Into the Streets**

Goal: Make a team to go “Into the Streets” of Oneonta and local areas to help rebuild, clean up and promote town cleanliness.

Results:
- **Date of Event:** Sunday, May 2nd 2009
- **Organized by:** Vice President of Community Service,
- **Projected participation:** 12 AMA Members
- **Actual Participation:** 21 AMA Members, 3 Non-members
- **Rating Score:**

Into the Streets is a day of service to the community sponsored by the Center for Social Responsibility and Community of SUNY Oneonta. Hundreds of students in 48 teams from SUNY Oneonta, along with students from the Oneonta Job Corps, traveled to assigned sites where they spent many hours in activities such as painting, cleaning, and fix-up at non-profit agencies, schools and churches, area parks, residential communities and nursing homes. OnMark created a team of 24 members that went into the streets and cleaned the cabins, park areas, and trails of Gilbert Lake State Park preparatory for the tourist season.

**Habitat for Humanity**

Goal: Raise $100 to support Habitat for Humanity.

Results:
- **Event:** Habitat for Humanity Charity Golf tournament
- **Date of event:** Saturday, September 26th 2009
- **Projected Attendance:** 6 AMA Members
- **Actual Attendance:** 9 AMA Members
- **Rating Score:**

OnMark created brochures and flyers, prepared a public service announcement, wrote a newspaper article, and secured electronic bulletin board publicity for the first annual Habitat for Humanity Golf Tournament in our county. We also had team of OnMark members compete in the tournament. We referred the hole in one contest and provided a professional photographer for the event. OnMark also did fundraising and contributed $670 as the largest non-corporate donor.

Goal: Prepare lunches for 20 volunteers.

Results:
- **Habitat for Humanity:** Sandwich Making Event
- **Date of event:** Friday, February 12th 2010
- **Projected Attendance:** 10 AMA Members
- **Actual Attendance:** 15 AMA Members
- **Rating Score:**

OnMark worked on behalf of Habitat for Humanity by making sandwiches to feed its building crew. Members provided sandwich and lunch items for the volunteers. Local members also did this several times over the summer before the school year began.
Goal: Help Habitat for Humanity with marketing and advertising efforts throughout the semester.

Results:
Habitat for Humanity
Advertising & Publicity Committee
Projected Attendance: 4 AMA Members
Actual Attendance: 4 AMA Members
Rating Score: 🌟🌟🌟

Four OnMark members worked on Habitat for Humanity’s publicity committee throughout the year providing advice. Through this effort, OnMark assisted with many of the efforts of the Otsego county Habitat for Humanity throughout the year.

Fundraising

Chapter Goal

OnMark’s goal is to generate revenue of $5,500 to better stabilize our Chapter’s financial position.

Chapter Results

We were afraid that we had set the bar too high for ourselves throughout this category. However, we still exceeded all of our expectations generating $5,632 as our pro forma financial statement substantiates.

Student Fashion Society

Goal: Raise $1000 to support our Chapter’s financial position.

Results:
Student Fashion Show
Date of Event: Saturday, March 20th, 2010
Projected Attendance: 25 AMA Members, 100 Non-Members
Actual Attendance: 35 AMA Members, 174 Non-Members
Rating Score: 🌟🌟🌟

Every year the SUNY Oneonta Student Fashion Society hosts a very successful fashion show. OnMark teamed up with them this year and turned it into a fundraising effort on behalf of both student organizations. The Show was a huge success and attendance was the highest it has ever been. Through our efforts, we raised $1127 to support our chapter’s financial position.

Corporate Sponsorship Program

Goals: 1. Acquire at least 2 local company sponsors.
2. Raise $1000 to support our Chapter’s financial position.

Results:
Sponsor: Domino’s Pizza
Package Level: Platinum
Date Acquired: Monday, September 7th, 2009
Rating Score: 🌟🌟🌟

Domino’s joined OnMark’s Sponsorship program at the Platinum Level, as listed in our Media Kit. OnMark made $500 by providing marketing and advertising services. Because of this sponsorship program, OnMark and Domino’s have grown very close. OnMark’s efforts have raised Domino’s online sales in our area by 15% and take out sales by 24%. Domino’s Pizza is extremely appreciative of our efforts and feels we have gone above and beyond what was expected.
Sponsor: Otsego Physical Medicine  
**Package Level:** Platinum  
**Date Acquired:** Monday, August 24th 2009  
**Rating Score:** ★★★

Otsego Physical Medicine joined OnMark’s sponsorship program at the Platinum Level. Through this sponsorship, OnMark made $500 with our marketing and advertising services. This is an extremely prestigious account for our club and we pride ourselves on having done an outstanding job on their behalf. We helped this company rebrand itself by creating a new logo for them as well as by letting people know about the services they offer including a chiropractor, an oncologist, and a masseuse on call 5 days a week. By January, they were seeing an average of 80 patients a day due, in some measure, to our efforts.

Sponsor: Karma Spa & Boutique  
**Package Level:** Platinum  
**Date Acquired:** Tuesday, January 5th 2010  
**Rating Score:** ★★★

Karma Spa & Boutique joined OnMark’s sponsorship program at the Platinum Level for the spring semester generating $300. We have only recently acquired this account and have worked with them helping to create flyers, Facebook listings, and hosting events. We have also secured local radio and electronic bulletin board airtime to help promote their business. NOTE: We were approached by a competitor of Karma’s and felt that we might have a conflict of interests if we took on both opportunities. However, we contacted a professor in a graphics publications design class who is willing to take on this competing project. By doing so we hope we approached this situation correctly and that we assisted both clients to our full potential.

**Bake Sales**

**Goals:**
1. Hold 2 bake sales each semester.  
2. Raise $200 to support our Chapter’s financial position.  
3. Have 5 AMA members participate each bake sale each semester.

**Halloween Bake Sale**  
**Date of Sale:** Saturday, October 31 2009  
**Actual Participation:** 7 AMA Members  
**Funds Raised:** $80  
**Rating Score:** ★★★

**Holiday Bake Sale**  
**Date of Sale:** Friday, December 18th 2009  
**Actual Participation:** 5 AMA Members  
**Funds Raised:** $47  
**Rating Score:** ★★★

**Winter Solstice Bake Sale**  
**Date of Sale:** Friday, January 29th 2010  
**Actual Participation:** 5 AMA Members  
**Funds Raised:** $56  
**Rating Score:** ★★★

**Valentine’s Bake Sale**  
**Date of Sale:** Friday, February 12th 2010  
**Actual Participation:** 6 AMA Members  
**Funds Raised:** $68  
**Rating Score:** ★★★

This year OnMark held a few bake sales to raise funds to support our chapter’s financial position. AMA Members contributed to this event by baking and selling various goods to the campus’s students and faculty. Bake sales are a good way to also promote our club across campus. In total, we raised $251 to support our chapter’s financial position.
T-shirt Sales

Goal: Raise $100 in T-shirt Sales each semester.

Results:
- Club T-shirts
  - Funds Raised: $217
  - Rating Score: 🌟🌟🌟🌟

Each Semester OnMark’s V.P. of Advertising creates a club T-shirt contest where members can submit T-shirt designs. The competing designs are then voted on by the club and the winning one is picked as our new T-shirt for the semester. T-shirts are then sold to AMA Members and are worn to all our events in order to raise awareness of OnMark. We have raised $217 at this point.

Telethon

Goals: 1. Raise $1000 to support our Chapter’s financial position.  
   2. Have 5 AMA members participate in the telethon.

Results:
- Date of Telethon: Thursday, February 18th - Present
- Projected Participation: 5 AMA Members
- Actual Participation: N/A
- Funds Raised: $1,485
- Rating Score: N/A

OnMark has raised $1,485 from the telethon so far this year. OnMark’s members have been working with Suny Oneonta’s Telethon Program calling OnMark alumni and asking them to pledge donations to support our chapter. We will continue to work on raising funds throughout the remainder of the semester.

Membership

Chapter Goals

OnMark’s goal is to focus on increasing our American Marketing Association membership beyond the 59 that we had at the start of the school year. Additionally, our primary goal is to increase activities and involvement among our current members while emphasizing the benefits of being a part of AMA and OnMark.

Chapter Results

This year OnMark exceeded its expectations by increasing our membership beyond the 59 that we had at the start of the school year. Our records indicate that we currently have 91 AMA members, more than a 50% increase beyond where we were at the start of the year. OF COURSE ALL OF OUR MEMBERS ARE AMA MEMBERS. Additionally OnMark has worked this semester to increase involvement among our current members. Because of our efforts, attendance at club events and meetings has gone up by over 50% and our involvement has increased by 62%.

Membership Drives

Goals: 1. Hold 3 membership drives per semester.  
   2. Have 10 AMA members participate in each drive.  
   3. Have 20 new students join our AMA Chapter.
Results:

Date of Drive: Friday, September 18th, 2009  
Actual Participation: 15 AMA Members  
Actual Recruitment: 9 AMA Members  
Rating Score:

Date of Drive: Friday, October 30th, 2009  
Actual Participation: 3 AMA Members  
Actual recruitment: 4 AMA Members  
Rating Score:

Date of Drive: Friday, November 6th, 2009  
Actual Participation: 4 AMA Members  
Actual Recruitment: 2 AMA Members  
Rating Score:

Date of Drive: Friday, January 29th, 2010  
Actual Participation: 3 AMA Members  
Actual recruitment: 2 AMA Members  
Rating Score:

Date of Drive: Tuesday, February 16th, 2010  
Actual Participation: 11 AMA Members  
Actual recruitment: 8 AMA Members  
Rating Score:

Date of Drive: Tuesday, March 23rd, 2010  
Actual Participation: 4 AMA Members  
Actual Recruitment: 6 AMA Members  
Rating Score:

OnMark has held 6 memberships drive this year in order to recruit more members and spread club awareness. As can be seen in our participation and recruitment numbers above, we do particularly well following our campus’ Club Exploration Day, but we always experience some success, however modest, with every membership drive.

**Club Exploration Day**

Goals:  
1. Participate in “Club Exploration Day” at the beginning at the fall semester.  
2. Have 10 AMA members work the booth.  
3. Have 30 students join our mailing list.

Results:  
Date of Events: Wednesday, September 2nd 2009 & Thursday, February 4th, 2010  
Actual Participation: 15 AMA Members (Fall Semester); 11 AMA Members (Spring Semester)  
Actual Recruitment: 9 AMA Members (Fall Semester); 8 AMA Members (Spring Semester)  
Rating Score:

Club Exploration Day was a big success for our club this year in both the fall and spring semesters with robust participation and excellent results. Each year SUNY Oneonta holds Club Exploration Days. During each event student run clubs set up booths where they can interact with newly admitted students. We have been quite happy with the outcomes this year which have exceeded all of our goals.

**Awards Program**

Goals:  
1. Award one “Member of the Month Award” to the most active member, monthly.  
2. Update our “Active Member Point System.”  
3. Increase member participation and retention by 20%.
This year OnMark updated our “Active Member Point System” in order to keep track of member participation and encourage greater attendance. Each member who attendants a general membership meeting is awarded 2 points, for attending a club social event they are awarded 1 point, and those who attend professional development or community service events are awarded 3 points. The point system is used to determine the recipient of our “Member of the Month” award. Our “Active Member Point System” and the “Member of the Month Award” have resulted in an increase in member participation of 62%.

**Team-Building Exercises**

**Goals:**
1. Organize 3 team-building exercises per year.
2. Have 10 AMA members attend each team-building event.

**Results:**
- **Event:** College Camp Hiking Trails  
  **Date of Event:** Sunday, August 30th, 2009  
  **Projected Attendance:** 10 AMA Members  
  **Actual Attendance:** 23 AMA Members  
  **Rating Score:**

- **Event:** C.O.P.E. Course (Challenging Outdoor Personal Experiences)  
  **Date of Event:** Sunday, September 6th, 2009  
  **Projected Attendance:** 10 AMA Members  
  **Actual Attendance:** 19 AMA Members  
  **Rating Score:**

We have participated on only 2 team building exercises thus far. Each involved activities that required teamwork in order to accomplish multiple tasks. Team problems or obstacles were presented that required us to work together in unfamiliar ways that stressed reliance on each other. These activities were designed to develop cooperation, leadership, and self-confidence. A third such outing is scheduled for later in the year and will take place after next year’s executive board is elected.

**Recruitment and Retention**

**Goals:**
1. Increase membership by at least 10% beyond the 59 members with which we began the year.  
2. Increase active participation among our organization’s members by 20%.  
3. Enhance our website to better communicate the breadth of our activities and the benefits of AMA’s membership.  
4. Distribute Chapter Membership Cards identifying AMA status.

**Results:**
We have increased our membership to 91 and our participation level is up 62%. All of our members have OnMark AMA membership cards and our website has been substantially broadened and strengthened as can be seen at [www.sunyonmark.com](http://www.sunyonmark.com).

**Internal/External Communications**

**Chapter Goal**
OnMark’s goal is to ensure active communication and promotion of OnMark activities among members, students, faculty, alumni, the Oneonta community, with other AMA chapters, and with the Albany Professional Chapter.

**Chapter Results**
Not only have we used multiple outlets for communicating with our many constituencies but the quality of the materials that we have developed and used has been extremely high. This includes flyers, posters, email, our website, our newsletter, our campus and our communities’ newspapers, and more.

**OnMark & Up-to-Date**

**Goal:** Issue our monthly newsletter, “OnMark & Up-to-Date”, to recognize our Member of the Month, report past activities, and inform members about current and upcoming events.
As a supplement to our many flyers and posters, our V.P. of Communications creates a monthly newsletter “OnMark & Up-to-Date” that is distributed at the first general membership meeting each month. This newsletter is designed to highlight past events as well as to report on OnMark’s achievements of that month. A calendar for the upcoming month, which includes planned events and projects, is also available every month. OnMark’s “Member of the Month” is also prominently recognized in the newsletter. Being named “Member of the Month” is a great honor and one the executive board reserves for a member who has demonstrated an outstanding commitment and dedication to OnMark.

**SunyOnMark.com**

**Goals:**
1. Recreate the OnMark website in order to make it a more efficient form of communication.
2. Increase traffic to the site.
3. Update events, pictures and information on a weekly basis.
4. Create discussion board for members to exchange ideas and information.

**Results:**
OnMark’s Vice President of Computer Services has revitalized our club’s website. A separate page listing Executive Board members’ contact information was created together with a link to our Facebook group and campus connection page. These changes have made it easier for members to get connected with our club and its officers. The next task was to update events, information and pictures on a weekly basis. This was accomplished due to increased website maintenance and a new calendar of events page. Our website also includes a link to a discussion board on our Facebook group that allows members to share and exchange information and ideas. These new updates also include both visual and communicative features that have not only increased site traffic but also have facilitated better communication between the club, its members, and its perspective members.

**Electronic Updates**

**Goals:**
1. Use the campus-wide weekly broadcast email to inform members of OnMark’s meetings, events and community service projects.
2. Update Email contact list to establish a better connection with our members.

**Results:**
OnMark has taken advantage of a campus wide information system called “Campus Connection”. Campus Connection is an online network connecting campus clubs and interested parties with community and campus events and information. This site is also accessible by faculty members and the community at large. (In fact, we have been extremely pleased with some of the feedback we have received from several faculty members’ and community leaders). OnMark was able to create its own group emailing system through Campus Connections that has allowed us to connect with and send emails to all of our members. OnMark has also worked on updating our email contact list this year. Changes were made to the list that included the removal of older and non-working emails, along with the entry of new member email addresses.

**Alumni**

**Goal:** Establish a better connection with alumni that will positively benefit our chapter.

**Results:**
We have had alumni come back to speak with our club who have let us know how being involved in OnMark helped them get prepared for the real world. There is also an alumni dinner that is planned that will be connected with our etiquette dinner. There we will dine with alumni while learning about proper eating etiquette required for business meetings in an elegant setting. Our alumni have given us many contributions and warm wishes as a result of our telethon. One of our alumni also took several members out to dinner after one of our general membership meetings.

**Social Networking**

**Goal:** Maintain an online social networking group that will serve as a medium of communication to members and interested parties.
Results:
OnMark created a site on the popular social networking program, Facebook. This site serves as a medium of communication to OnMark members and interested parties. This allows our members to easily connect with our club and its members. The site also contains a discussion board that allows members to share and exchange information and ideas. Through this medium we are able to display pictures from special events and to also elicit and exchange feedback with our members.

Regional and Professional Chapters

Goals: 1. Attend at least 1 regional AMA conference.
2. Contact and interact with the Albany AMA Professional Chapter 3 times a semester to build a beneficial relationship.
3. Communicate with regional AMA Chapters via email and phone.

Results:
OnMark attended the Wharton School of Business in Philadelphia on Friday, November 6th 2010. Our members listened to professionals talk about their jobs and what opportunities could be obtained from careers in the marketing field. There has also been contact with the Albany AMA Professional Chapter. The president of the Albany Professional Chapter sent us an email with information about the Bridge Program and groups of our members have attended 2 of their luncheons. We are also in the process of helping a neighboring college get an AMA Chapter for themselves. SUNY Delhi students have shown interest in the marketing field but did not have an AMA Chapter; the president of OnMark is familiarizing them with the necessary procedures to become a college club and to eventually become a new AMA Chapter in our region.

Chapter Operations

Chapter Goal

OnMark’s goal is to maintain an exceptional reputation on the SUNY Oneonta campus and within the local community. It is our goal to provide students with opportunities to develop professionally with exemplary communication skills and foundations for networking.

Chapter Results

As a chapter, OnMark’s reputation has grown considerably this year, both on campus and in our community. We have introduced ourselves as a partner to many new local businesses and campus clubs. We have taught communication skills through our guest lecturers and then exercised them through our many endeavors.

General Membership Meetings

Goal: 1. Hold 4 general membership meetings a month to announce upcoming events and opportunities.
2. Explain the role and importance of each position during our general membership meetings.
3. Have 40-60 students attend each meeting.

Results:
OnMark’s weekly general membership meetings have a consistent average attendance of 45 members; be they returning or new. Our demographics have expanded to include a diverse group of students who are new to the school and very eager to be a part of our marketing family. Our Executive Board cheerfully informs our members of upcoming events, decisions we have made and what we are responsible for in our individual positions. We happily answer any questions, discuss new ideas and communicate thoroughly with our members and potential members at each meeting. These meetings also provide an opportunity for all members to sign up for events, become part of volunteer committees, and interact face to face with our executive board. As a club, we frequently take the opportunity to open the floor for discussions, questions, concerns and comments about how to make improvements within the chapter and among ourselves as teammates and budding professionals. This year, OnMark has switched from paper agendas to a PowerPoint slide agenda during our meetings. This not only saves paper in an eco-friendly style, but also provides a visual appeal that coordinates well with our announcements making it easy for our members to follow along. After the meeting is over, our V.P. of Communications e-mails the PowerPoint presentation to all members and attendees. This way, everyone has a record of our minutes and knows what was spoken about if they were absent.
Executive Board Meetings

Goals: 1. Hold Executive Board meetings 4 times a month while school is in session to discuss upcoming activities, chapter operations, and general membership meetings.
2. Have 90% of our Executive Board members attend each meeting.

Results:
Our Executive Board members meet weekly to update each other on specific projects we are working on, problems we need assistance with, and new ideas we would like to develop. We discuss each of these matters comprehensively as a group to make effective decisions for the betterment of our Chapter. The vibrancy of the group is such that there are almost never any absences.

Officer Binders

Goals: 1. Maintain organized officer binders for new officers to utilize in future years.
2. Make transitioning new Executive Board members a simpler task.

Results:
Each Executive Board member was given a binder at the beginning of the year to keep track of his or her work for future board members. These binders will be passed on to the newly elected members at the end of the year during a transitional period. At this point both new and old executive board members will go over their binder materials and will dialog about them in depth.

Chapter Plan

Goals: 1. Meet 8 times a month to plan and develop Chapter Plan/Annual Report ideas and concepts.
2. Use the Chapter Plan as a blueprint for our organization throughout the year.

Results:
The Chapter as a whole decides on the theme of our annual AMA documents. Using the theme as a base, each Executive Board member goes over his or her specified section to provide direct insights and details into what needs to be expressed as our goals and responsibilities. Twice a week, our group meets to revise the concepts into a singular voice that tells the story of what our Chapter wishes to accomplish.

Annual Report

Goal: Complete 90% of the goals that were presented in the Chapter Plan.

Results:
We as a Chapter feel that we have created, hosted, and had a hand in a broad range of events this year. We feel that we have reached out to a many students and local businesspeople, serving our community’s needs both large and small. We feel that we have grown considerably in our networking skills this year and consequently have made many new professional relationships. Others have gained a great deal from our efforts, but as providers we really know that in the end we are also major beneficiaries.
Please see our Annual Report itself for our pro forma financial statement