2007-2008 Chapter Plan Verification Form

College/University: SUNY Otterbein

The chapter plan accounts for 30% (30/100 points) of the total points allocated for the annual awards program judging criteria. The remaining points are allotted for the annual report submitted in the spring.

The chapter plan is intended to focus members’ attention and effort on the chapter’s mission and strategy for the year. The chapter plan is designed to assist in chapter management, by making sure that your members place their focus and energy in the chapter’s goals and the strategies needed for achieving these goals. A significant key to accomplishment is clearly defining your strengths and weaknesses, including how you plan to overcome or take advantage of them. Keep in mind that the annual report is judged according to the achievement of objectives as intended in your chapter plan. For further details, consult the Annual Awards Program Rules & Guidelines.

Chapter President Verification
I verify that this is an official collegiate chapter of the American Marketing Association and that all its members are members of the International AMA. I have read this chapter plan and verify that it accurately depicts the chapter’s goals, strategies, strengths and weaknesses.

Printed name of President: Yiannis Halvatzis Date: 10/12/09
Signature of President: 

Faculty Advisor Verification
I verify that this is an official collegiate chapter of the American Marketing Association and that all its members are also members of the International AMA. I have read this chapter plan and verify that it accurately depicts the chapter’s goals, strategies, strengths and weaknesses.

Printed name of Advisor: Stephen M. Walsh Date: 10/12/2009
Signature of Advisor: 

Mailing Information
- Fax copies are not accepted. It is highly recommended that you request a “read receipt” with your email entry. This will ensure that you (can) receive notification that our office has received your annual report.
- Mail one copy of your chapter plan and one copy of this verification form to the address below. Also email it to hsmith@AMA.org to be eligible for the Annual Awards Program by November 16, 2007.
- Chapter plans received after November 16, 2007, will not be submitted into the competition.

Collegiate Activities Division
American Marketing Association
311 South Wacker Drive, Suite 5800
Chicago, Illinois 60606