



# PSE Pages

Pi Sigma Epsilon | Miami University

## Letter from the President

Hey PSE!

I want to start off by thanking everyone for delivering such a successful election cycle! Words cannot even begin to describe how promising our chapter's future looks... I can honestly say that the talents and personalities within our membership base and our newly elected board, has brought the PSE we all know to a crossroads. My platform promised to develop a chapter that will be a healthy combination of professionalism and social balance. I promise that with the sheer amount of driven individuals within Gamma Gamma, we will all work together to evolve this organization into a culture that manifests the qualities and values we are looking for.

Jon



November & December 2013



# Congratulations to the New Board!

President: Jon Leist

VP of Marketing: Allie Engelhart

VP of Finance: Maaike Rutter

VP of Professional Development: Nicole Becker

VP of Public Relations: Jillian Moran

VP of Human Resources: Carley Powell

VP of Administration: Jack Dahm

Sales Director: Madison Weber

Market Research Director: Kelsey Baesman

Advertising & Promotions Director: Rebecca Mary

Community Service Director: Lauren Dieck

Recruiting Promotions Director: Melissa Ann Schugel

Prospective Member Director: Tori Fitzmartin

General Member Retention Director: Charlie Catino

Director of Technology: Ben Nader

Interchapter Communications Director: Annie Wood



# Professional Development

## MarketVision Research

Brad Weiss from MarketVision Research visited our chapter during our November 4th GBM to discuss unconventional market research methods: what his company calls Learning Connect and Social Listening. Brad and his intern developed an activity in which “consumers” Mary Tehrani, Charlie Catino and Zach Paul participated, which involved interacting with the consumers to discover information about themselves and their lives. Brad can be contacted at [bweiss@mv-research.com](mailto:bweiss@mv-research.com) or on LinkedIn if you have more questions about MarketVision Research or the qualitative research methods he presented.

## SEO Workshop

During our Marketing Meeting on November 6, Ryan Boes presented a Search Engine Optimization workshop to the chapter. He integrated knowledge from an internship at Rosetta with one of our current projects for the Karen Wellington Foundation to show us the basics of optimizing content through keyword searches.

## Excel Workshop

During our GBM on December 2, David Beeder presented a Microsoft Excel workshop to our chapter. He integrated knowledge from internships, finance classes and his own experimentation to show us effective ways to do formatting, IF Statements, use the VLOOKUP function and other useful shortcuts.



# Professional Development

## Corporate Shadow Program

On November 11th in place of our usual GBM, our VP of Professional Development Adrian Amrine hosted a launch event for the Corporate Shadow Partnership program. The CSP is a unique customized shadowing experience for PSE members with the goal of allowing our members to create a shadowing experience with the company of their choice in order to gain a more comprehensive understanding of what lies ahead post-graduation. The Launch allowed every member learn about each company and the opportunities they are bringing to the shadow program and included company presentations, a meet and greet, and a question and answer session.

The following companies are Corporate Shadow partners for the 2013-2014 school year:

- Cardinal Health
- Cintas
- Coyote Logistics
- Rosetta
- Schneider Electric
- TEKsystems
- Total Quality Logistics
- Reynolds & Reynolds



CORPORATE SHADOWING PARTNERSHIP

PI SIGMA EPSILON | MIAMI UNIVERSITY



# Project Updates

As the semester comes to a close, so does our portfolio of PSE projects. Gamma Gamma was lucky this semester to work with a diverse portfolio of clients including Cottonwood Guest Ranch, Nielsen, Vineyard Vines, and the Cradle of Marketers. For over two months, the GlueWorks Team, led by Ben Nader, have been hard at work creating and implementing a marketing strategy to promote the GlueWorks Talent Showcase on Miami's Campus. Though before getting started, the team realized the need for a universal tagline that better fit the service provided by GlueWorks; up to this point, GlueWorks was using multiple catchphrases interchangeably all of which lacked consistency and ultimately confused potential users. In order to fix this problem, the team came up with the new tagline that is currently being used by GlueWorks in their day-to-day operations, "Your Resume. Amplified." After creating the new tagline and conducting market research, the team successfully planned and hosted a promotional event in the FSB Commons where over 1,500 promotional items were given to students and faculty while presenting a live demo of the service and the answering individuals' questions. By the time the project ended, the team successfully provided GlueWorks with a cross-functional marketing plan that can easily be implemented on campuses across the nation in an effort to attract new users and increase awareness of the GlueWorks name.

Other project highlights include Malley's Chocolates based in Cleveland Ohio and led by Kevin Ryan. The team has so far increased the brand presence of the chocolate company in the Cincinnati area and has brought in over \$4,000 in sales. Gamma Gamma was given the privilege of working with Miami University in promoting the grand opening of the Armstrong Student Center, led by Nicole Becker. The team has created a marketing plan, posters, social media launch, and even a logo for the center that will remain as a lasting imprint on Miami's campus.

Gamma Gamma has been excited to continue growing relationships with a diverse group of clients from local Miami University projects to start ups to larger corporations and we are proud of the work done this term. We look forward to take on more projects in the next semester.



# New Members

Our new members have finally been initiated! The groups have done absolutely incredible work for our client, Vineyard Vines. The project lasted 10-weeks long and I can confidently say that this new member project is more of a mirror to a "real project" than new member projects in the past. As many of our alumni know, the new member project is usually a competition - this year, each team received a different prompt. One team was to discover the next target market east of the Mississippi, another group to discover the target market west of the Mississippi. One team was asked to assess the usability of the website and social media platforms and the last group was supposed to focus on ideas for future licensing deals. It has been a long process but the new members are truly all outstanding, intelligent, and personable people that our chapter is incredibly lucky to have!



# COG Updates

Officially gold and ready to compete for top chapter! PSE Miami rolls in with 41,600 points as of now and more still to come. Thanks to everyone who participated in earning them and writing COG reports!



# Congratulations to Job/Internship Acceptances!

Brian Oatway	EY	Job
Carlos Pozuelo	Textbook Painting	Internship
Christine DeMane	West Monroe Partners	Job
Colleen Ryan	Americans for Prosperity	Internship
Collin Moran	Teradata	Job
Connor Kohlenberg	West Monroe Partners	Job
Dajana Gjyrezi	Cardinal Health	Internship
Drew Wills	Chrysler	Job
Eric Tortorella	PwC	Internship
Jack Dahm	Nielsen	Internship
John Whitaker	Excel	Internship
Kelsey Baesman	Target	Internship
Kevin Ryan	Yapstone	Internship
Maaike Rutter	Baxter Healthcare	Internship
Madison Weber	Cottonwood Guest Ranch	Internship
Meg Albright	American Eagle Outfitters	Internship
Olivia Grieszmer	US House of Representatives	Internship
Rachel Dawson	DraftFCB	Internship
Sydney Powell	PwC	Internship
Taylor Darkoch	American Eagle Outfitters	Job

